



ROLAND-GARROS 2021

23 May to 6 June

2 3 4 france.tv tv sport

www.francetvpub.fr



france.tv publicit 
Le monde change. La pub aussi.

france•tv



MORE LIVE MATCHES! MORE EXCLUSIVE COVERAGE!

Even more exposure than in past years
and in exclusive broadcasts!

LAND OF LEGENDS

A legendary tournament that is committed
and modernized, the biggest stars.

LAND OF POWER

Unrivalled audiences,
a premium ecosystem.

LAND OF KNOW-HOW

Creation, innovation and
commitment in our DNA.

OUR 2021 OFFERS

Sponsorship, Digital Media, Social
Media, Conventional TV.



Clickable
button

france•tvpublicité



**MORE LIVE MATCHES!
MORE EXCLUSIVE COVERAGE!**



90%

of Roland-Garros 2021 matches
will be broadcast **exclusively** on
France Télévisions*
(Jointly broadcast in previous years
with Eurosport)



**FIRST ROUND
TO LAST 16**
From 11 am

**QUARTER
FINALS**
From 2 pm

**SEMI-FINALS
& FINALS**
From 3 pm

**france.tv
EXCLUSIVE**

france.tv
3 Women's Singles Quarter-Finals
3 Men's Singles Quarter-Finals
EXCLUSIVE

france.tv
JOINT BROADCAST

**france.tv
EXCLUSIVE**

france.tv
Women's Doubles Quarter-Finals
Men's Doubles Quarter-Finals
EXCLUSIVE

france.tv
JOINT BROADCAST

**france.tv
EXCLUSIVE**

**france.tv
EXCLUSIVE**

+36H
more live TV
coverage than
previous years

*based on the total number of matches which were played in 2020 at Roland-Garros, including qualifying matches.



**MORE LIVE MATCHES!
MORE EXCLUSIVE COVERAGE!**



4 hours

more live coverage per day
compared to previous years. Live
matches from 11 am
(instead of 3 pm)*

**FIRST ROUND TO
LAST 16**
Sunday 23/05
to Monday 31/05

11 am — 2 pm — 6:45 pm — 8 pm / ...



Matches continued thanks to the new lighting system:
possible switchover around 6:40 pm to F4 and/or to F3 around 7:55 pm
depending on the match

QUARTER FINALS
Tuesday 01/06
to Wednesday 02/06

12 noon — 1 pm — 2 pm — 7:55 pm



Matches continued thanks to the new lighting system:
possible switchover to F3 around 7:55 pm

**SEMI-FINALS AND
FINALS**
Thursday 03/06
to Sunday 06/06

3 pm — 7:55 pm



Matches continued thanks to the new lighting system:
possible switchover to F3 around 7:55 pm

*First rounds to last 16
Scheduling subject to changes by the producer



MORE LIVE MATCHES! MORE EXCLUSIVE COVERAGE!



EVEN MORE EXPERT ANALYSIS, TOP PUNDITS

Sébastien Grosjean
Marie Pierce
Michaël Llodra
Justine Henin



TOP PRESENTERS

Laurent Luyat in the studio, Fabien Lévêque and Matthieu Lartot commentating, Nelson Monfort and Cécile Grès at the courtside.



**23 MAY TO 6 JUNE
ICONIC MAGAZINE SHOWS**



IMAGE OF THE DAY
around 8:45 pm on **2**



ROLAND-GARROS NEWS
Schedule to be determined on **3**



LAND OF LEGENDS



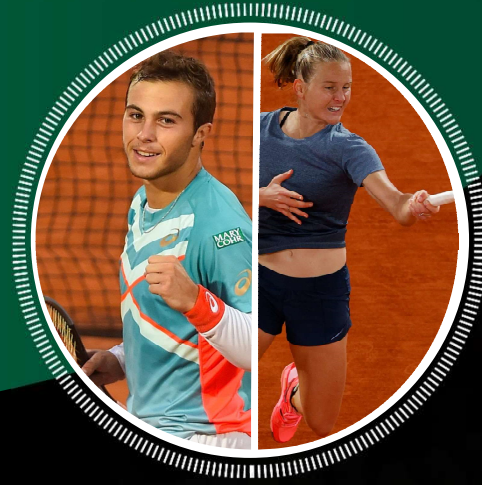
LAST OF THE GIANTS

The end of an era for tennis's biggest names?
Raphael Nadal, Novak Djokovic, Roger Federer, Serena Williams, Stanislas Wawrinka, Simona Halep...



A CLASH OF GENERATIONS

The new wave of world tennis:
Dominic Thiem, Alexander Zverev, Stéfanos Tsitsipás, Naomi Osaka, Ashleigh Barty...

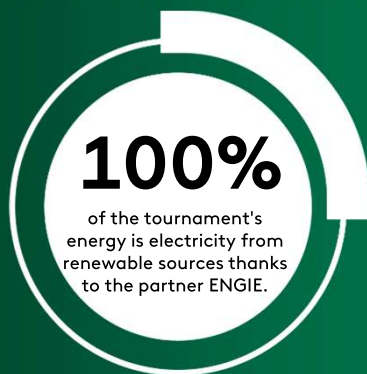


A FRENCH SPRING

A triumphant new guard of young French players: Hugo Gaston, Ugo Imbert, Clara Burel, Fiona Ferro...

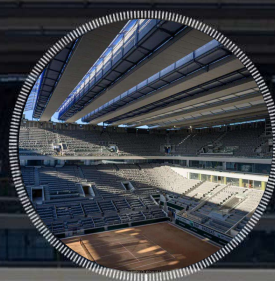


LAND OF LEGENDS



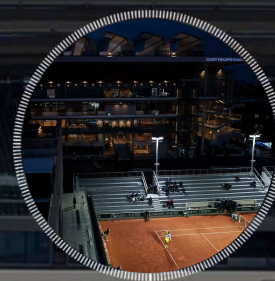
Roland-Garros makes social commitments and modernises

Promotion of awareness among spectators, food waste prevention operation, reduction of impact of transport, reduction and recovery of waste, clean energy, biodiversity, disabled access, children's day: an ambitious and ever more socially committed event ...



A roof for the central court

Since the 2020 edition, the Philippe Chatrier Court has been equipped with a retractable roof consisting of eleven wings, a nod to the aviator Roland Garros. Matches are protected against bad weather.



A new lighting system

With the central court, 16 courts now have lighting allowing extended playing time and matches in prime time.

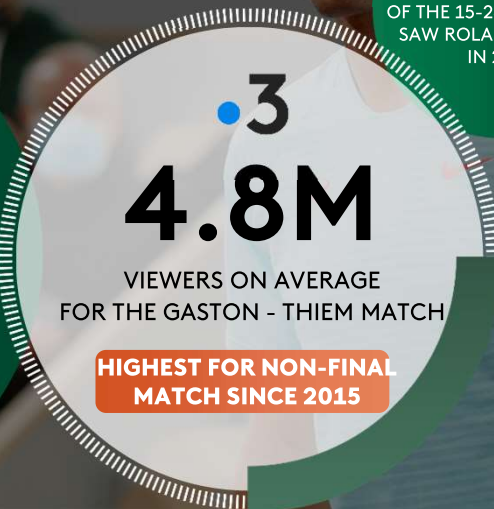
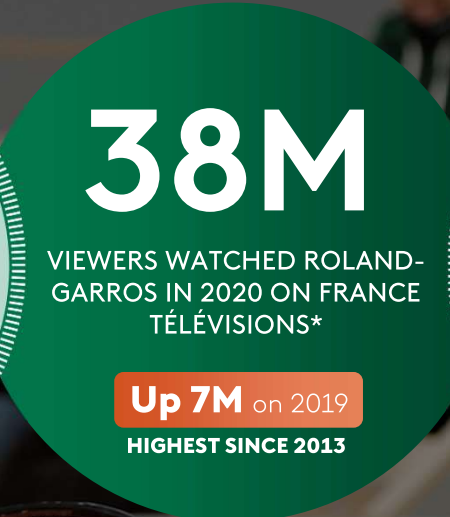
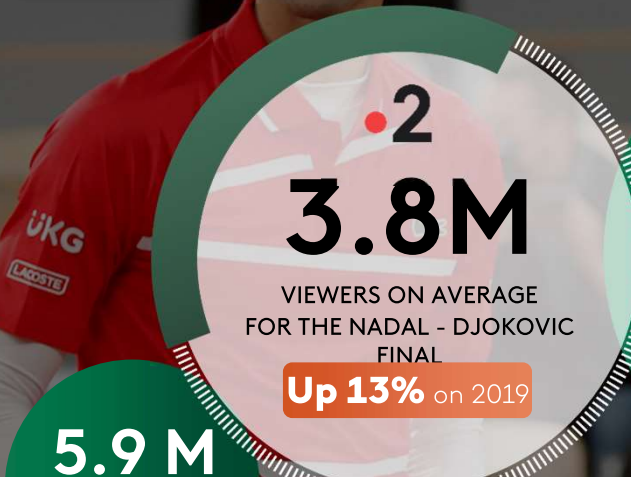


An eco-responsible tournament

In 2014 Roland-Garros became the first international-level sports event to be certified under standard ISO 20121 (event sustainability management systems).



LAND OF POWER



Source: Médiamétrie - Restit'TV
* 60 non-consecutive seconds

france•tvpublicité



LAND OF POWER

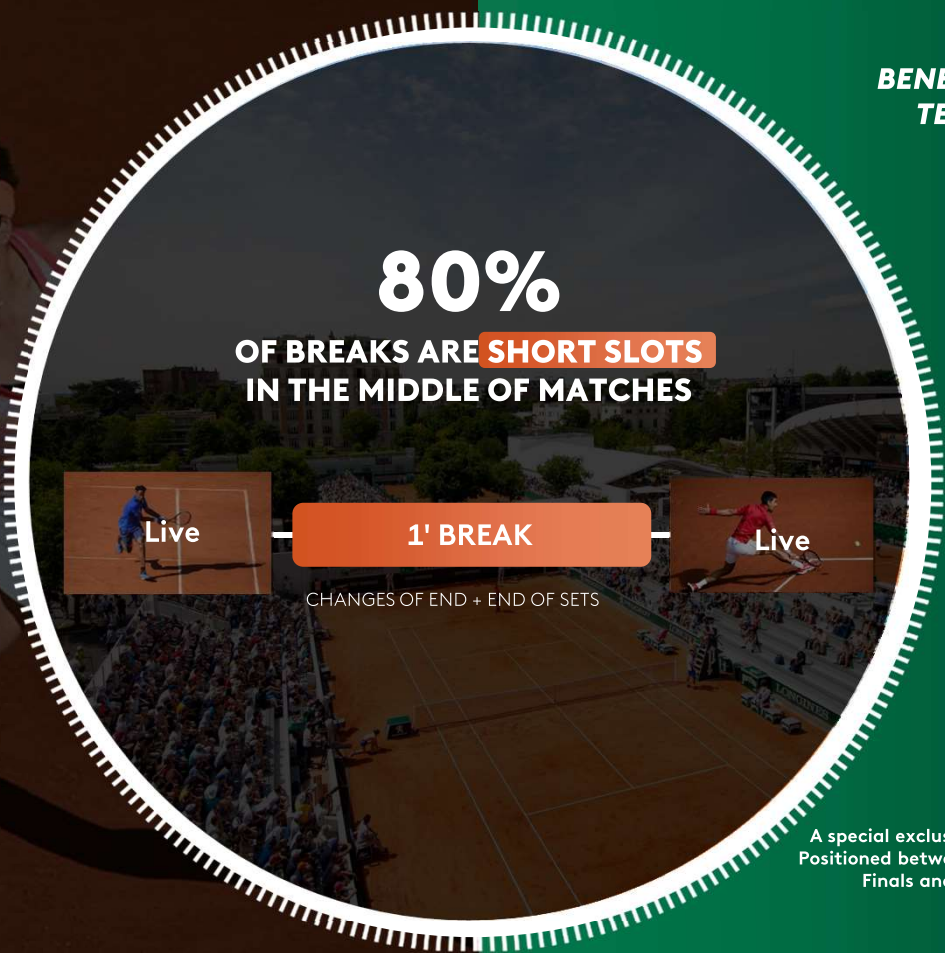


BENEFITS FOR THE BRAND IN TERMS OF PRESENCE IN MIND, IMAGE AND ATTRACTIVENESS

POSSIBILITY OF COMMUNICATING EXCLUSIVELY



Tell your brand story in an exclusive slot. France Télévisions Publicité would like to assist you in your storytelling initiative, by offering you the best possible insertion of your ad at key emotional moments ideally suited to longer ads.



LEGENDARY SHOWCASES



A special exclusive 60" slot created for the brand on **2**. Positioned between the end of the Men's and Women's Finals and the awarding of the Trophies!



LAND OF POWER

17.8M

VIDEO VIEWS ON OUR INTERNAL PLATFORMS



32M
Video views on social media
france-tvsport



france.tv

ALL LIVE BROADCASTS
MULTI-COURT STREAMS
REPLAYS, CAPSULES, INTERVIEWS AND REPORTS...

tv sport

ALL LIVE BROADCASTS, REPLAYS, CAPSULES,
NEWS INTERVIEWS, SCORES,
RESULTS, ANALYSIS ...



france.tvpublicité



LAND OF POWER

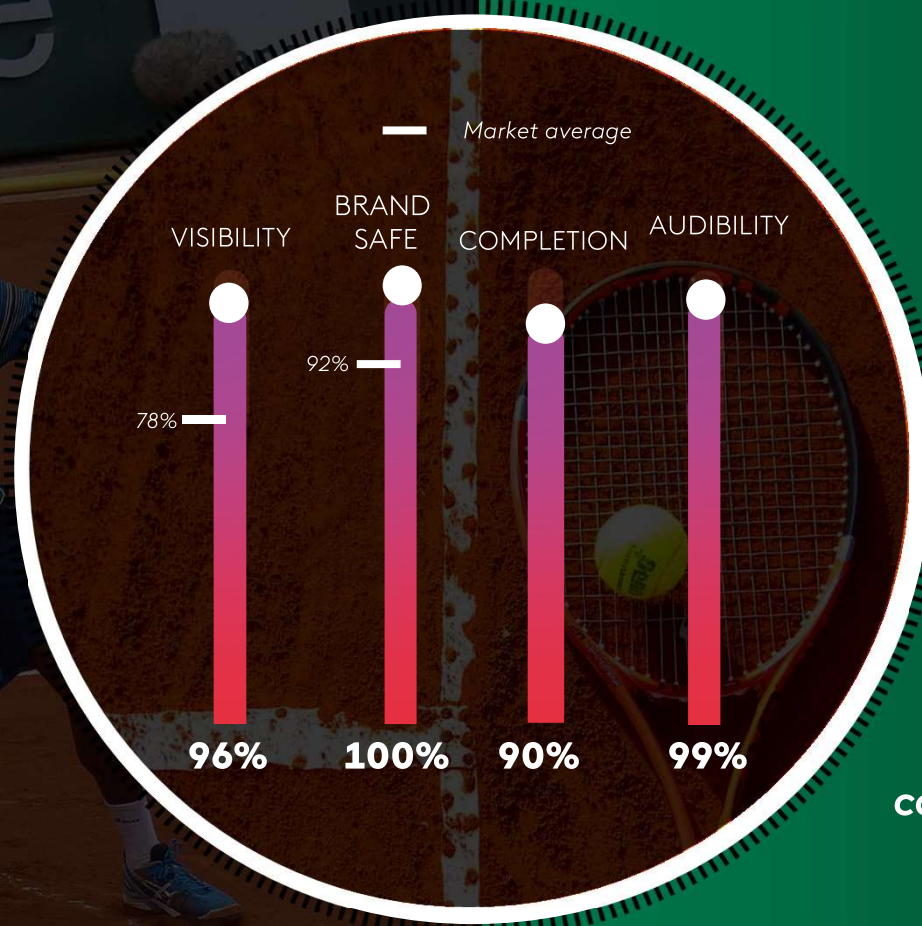
france.tv

A VIDEO EXPERIENCE IN LINE WITH CHANGES IN USAGE



“ France.tv is going to become the group's leading channel due to our switch to digital media.

Delphine Ernotte



france.tv
france.tv sport

CONTINUOUS REWARDED INVESTMENT ON BENCHMARK KPIs

Source: IAS // FreeWheel - January-November 2020 average / audibility: player PC, on france.tv only

france.tv publicite



LAND OF
POWER



TOP OF MIND
AWARENESS

+8pts

COMPARED TO + 5 PTS WITH
TV ONLY

AVERAGE INCREASES IN
BUYING INTENTIONS

+24pts

COMPARED TO + 13 PTS WITH
TV ONLY

IMAGE
GAIN

+10pts

COMPARED TO + 5 PTS WITH
TV ONLY

DEMONSTRATED COMPLEMENTARITY OF TV & DIGITAL



LAND OF KNOW-HOW

france•tvpublicité
Le monde change. La pub aussi.



WEB SERIES 6th SET

Sponsor an exclusive web series featuring Alizé Lim, who takes us on a playful and dynamic tour behind the scenes at Roland-Garros 2021.

france•tv

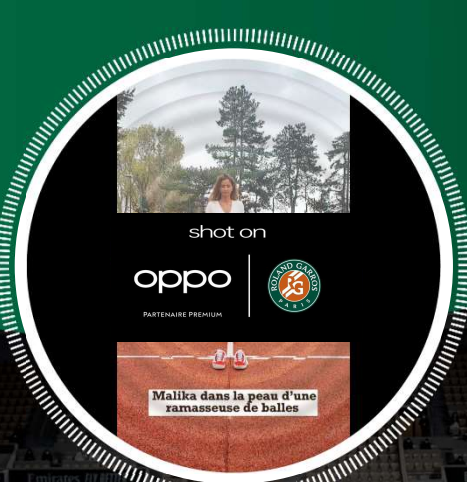
Presence on france.tv
HomePage + Billboards before
each video in the dedicated
space



Association with posts
dedicated to the web
series on
@francetvsport

2 3

Daily channel summaries
during live matches



STORIES OPS

A journalist / influencer finds out about all those involved in the tournament and presents an exclusive deep dive into the heart of the event.



Native Brand Content
100% @francetvsport SM

france•tv

VOL campaign



MAGICAL MOMENTS ROLEX

An ambition: to be close to all the emotion!
An exclusive presence at the heart of the
biggest matches on TV and Digital media.

2 france•tv tv sport



LAND OF KNOW-HOW

france•tvpublicité
Le monde change. La pub aussi.



Skin-Content

In the middle of live coverage, a prominent interactive format presents content inside the player on the screen (L-shaped display)



LIVE BREAK

Take advantage of breaks in France.tv live coverage and expose Internet users subtly to the presence of your brand.



INSTAGRAM FILTERS IN AUGMENTED REALITY

On francetvsport's Instagram and Facebook account, Internet users will be able to discover an augmented reality filter specially created for RG 2021. A captivating and viral device!

france•tvpublicité



OUR 2021 OFFERS



SPONSORSHIP
TV - Digital - Social Media

ACE
1 spot available

SMASH
1 spot available

PASSING
1 spot available

SLICE
1 spot available

OPS STORIES
1 spot available

PRE-ROLLS
Limited spots

100% DIGITAL & SM

ADSWITCHING
Limited spots

BRAND FILM
2 spots available

CONVENTIONAL TV

LEGENDARY SHOWCASES
1 spot available

OUR BLOCKS & INDIVIDUAL PURCHASES



SPONSORSHIP
TV – Digital - Social Media

ACE

1 SPOT AVAILABLE

•2 •3 •4 **france•tv** **•tv sport** **f** **SPORT EN FRANCE**
LA CULTURE DU FOOTBALL EN FRANCE

france•tvpublicité



ACE

1 SPOT AVAILABLE

LIVE MATCHES
2 3 4

IMAGE OF THE DAY
2

ROLAND-GARROS NEWS
3



From 23/05 to 06/06

38 8" pre-credit billboards
 38 8" post-credit billboards
 Approx. 230 4" repeat billboards
 50 6" trailers on 2
 30 6" trailers on 4
 30 8" Event trailers on 2 3
 Approx. 260 5" logo inlays

From 23/05 to 06/06

Around 8:40 pm
 15 4" pre-credit billboards

From 24/05 to 05/06*

Schedule to be determined
 12 6" pre-credit billboards
 12 6" post-credit billboards
 + repeats on **TV5MONDE**

Additional appearances on **SPORT EN FRANCE**

6" pre- and post-credit billboards



715 appearances
2 3 4

1350 GRP
M25-49

1555 GRP
M25-59

1645 GRP
HIG

1215 GRP
25-49

This offer does not include technical costs and is subject to the producer's approval.
 *Excluding Sunday 30/05



ACE

1 SPOT AVAILABLE



france.tv **f 2.3**

Sponsor an exclusive web series featuring Alizé Lim, who takes us on a playful and dynamic tour behind the scenes at Roland-Garros 2021.

500K
estimated
video views

5M
estimated
impressions



Skin-Content france.tv

Your brand in the middle of live on-air and multi-court streams on france.tv; a prominent interactive format presents content inside the player on the screen (L-shaped display).

4M
impressions



INSTAGRAM FILTERS IN AUGMENTED REALITY

On francetvsport's Instagram account, Internet users will be able to discover an augmented reality filter specially created for RG 2021. A captivating and viral device!

100%
share
of voice



VIDEOS france.tv tv sport

Showing of your **Billboards** and **Pre-rolls**¹ on live broadcasts, highlights and replays² on france.tv (web and app) & francetvsport (app).

5M
Billboard
impressions

500K
Pre-roll
impressions



FACEBOOK SPONSORSHIP

Link your brand to the best moments at Roland-Garros 2021!

Approx. 8 sponsored posts on the @francetvsport Facebook page (820k fans).

Handshake tag³ + Logo on opening screen⁴

500k
estimated
video views

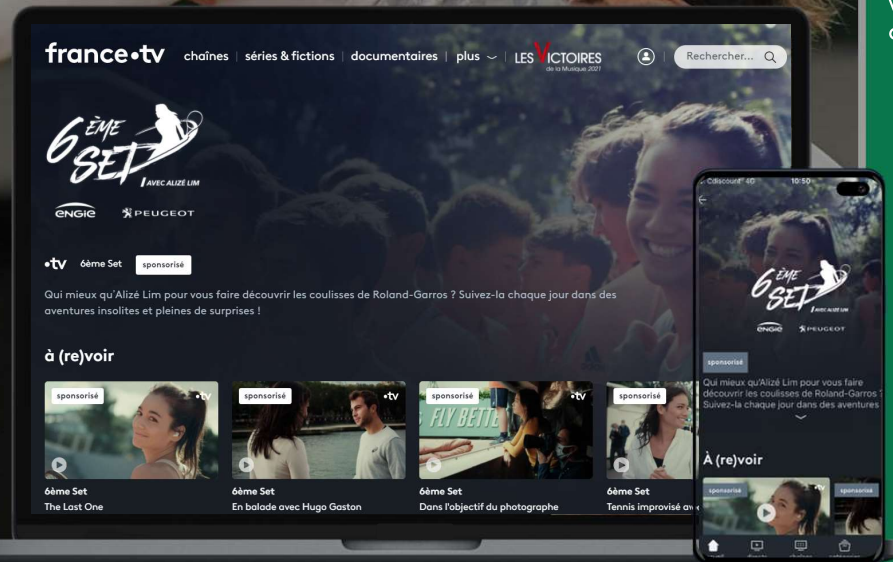


This offer does not include technical costs and is subject to the producer's approval
1 - Pre-roll max 30 sec. / Billboard max 12 sec 2 - Subject to technical feasibility and reposting of matches in catch-up TV on websites and mobile applications, boxes and tablets
3- The advertiser must possess a Facebook page and accept handshake tagging 4 - 3" opening screen with logo of the brand visible from the 4th second



ACE

1 SPOT AVAILABLE



6^{ÈME} SET

| AVEC ALIZÉ LIM



Sponsor a 10-episode web series, featuring an engaging personality who takes you on a playful and dynamic tour behind the scenes at Roland-Garros. Examples: A walk with Hugo Gaston, Improvised tennis with Vianney, In the photographer's lens, Deep dive with commentators, Behind the Roland-Garros poster...

france•tv

Presence of Logo on france.tv HomePage
+ Billboards before each video in the dedicated space



Handshake association with posts dedicated to the web series on @francetvsport

2 3

Daily channel summaries with advertiser logo during live broadcasts

500K
estimated
video views

5M
estimated
impressions

france•tvpublicité



ACE

1 SPOT AVAILABLE



Skin-Content QUIZ



Increase the visibility of your products via this interactive format broadcast on all france.tv multi-court live broadcasts and private streams

HOW IT WORKS

- 1 The Skin Content Quiz interactive format appears in overlay on the player
- 2 Click and your quiz appears with shrinkage of the player
- 3 Get the audience to participate in your quiz, without interrupting viewing of the match
- 4 Collect opt-ins via an integrated form

Commitment: A high-quality interactive experience without interruption of the content being broadcast.

Impact: Optimum integration of your brand which decorates and accompanies the content in the player.

Effectiveness: Experience to serve the visibility of your campaign



france•tvpublicité



ACE

1 SPOT AVAILABLE



Non-contractual models which may be modified



INSTAGRAM FILTERS IN AUGMENTED REALITY



On francetvsport's Instagram account, Internet users will be able to discover an augmented reality filter specially created for the 2021 Roland-Garros Tournament.

Posted as a story via a promotion system and available on the page of the francetvsport account, users will be able to download the filter, use it and show it to their friends.

A playful immersion in this legendary Tournament via a modern and innovative device.

This unique and non-intrusive experience facilitates interaction and commitment.

Your brand will be integrated natively and dynamically in the filter.



**100%
SOV**



SPONSORSHIP
TV – Digital – Social Media

SMASH

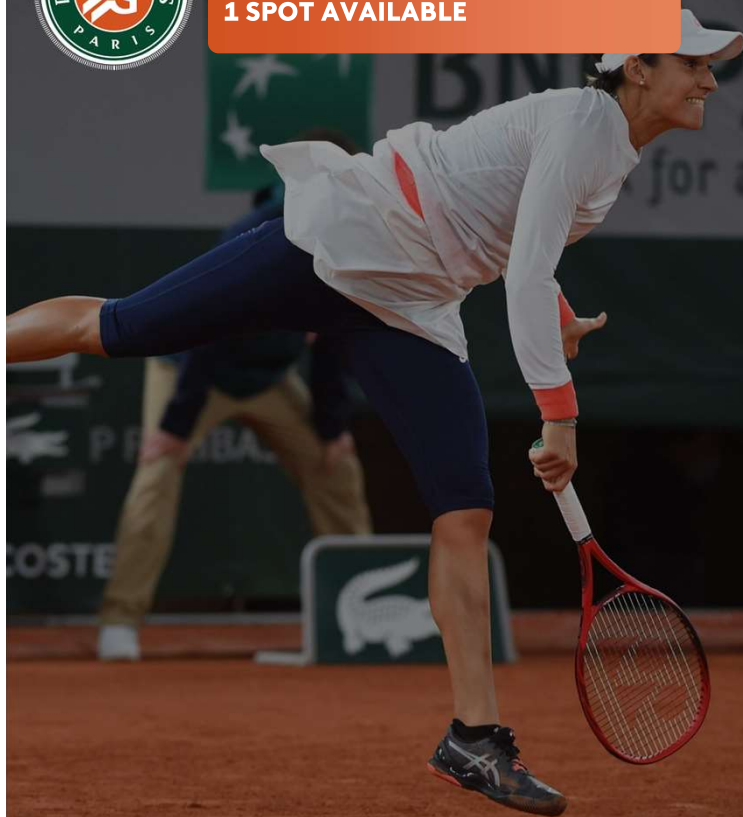
1 SPOT AVAILABLE

•2 •3 •4 france•tv •tv sport f **SPORT EN FRANCE**
LA CULTURE DU FOOTBALL EN DIRECT



SMASH

1 SPOT AVAILABLE



LIVE MATCHES
2 3 4

From 23/05 to 06/06
 38 8" pre-credit billboards
 38 8" post-credit billboards
 Approx. 230 4" repeat billboards
 50 6" trailers on 2
 30 6" trailers on 4
 30 8" Event trailers on 2 3
 Approx. 260 5" logo inlays

IMAGE OF THE DAY
2

From 23/05 to 06/06
 Around 8:40 pm
 15 4" pre-credit billboards

ROLAND-GARROS NEWS
3

From 24/05 to 05/06*
 Schedule to be determined
 12 6" pre-credit billboards
 12 6" post-credit billboards
 + repeats on **TV5MONDE**



Additional appearances on
 6" pre- and post-credit billboards



715 appearances
2 3 4

1350 GRP
M25-49

1555 GRP
M25-59

1645 GRP
HIG

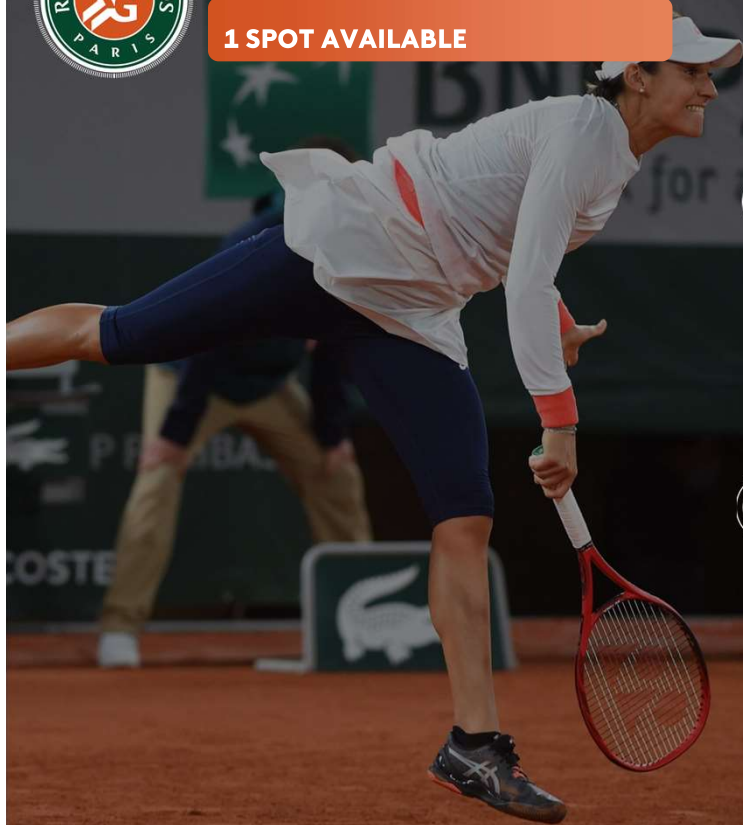
1215 GRP
25-49

This offer does not include technical costs and is subject to the channel's approval.
 *Excluding Sunday 30/05



SMASH

1 SPOT AVAILABLE



france.tv 2.3

Sponsor an exclusive web series featuring Alizé Lim, who takes us on a playful and dynamic tour behind the scenes at Roland-Garros 2021.

500k
estimated
video views

5M
estimated
impressions



LIVE BREAK

Take advantage of breaks in France.tv live coverage and expose Internet users subtly to the presence of your brand with a claim.

100%
share
of voice



VIDEOS france.tv sport

Showing of your **Billboards** and **Pre-rolls**¹ on live broadcasts, highlights and replays² on france.tv (web and app) & francetvsport (app).

3M
Billboard
impressions

4M
Pre-roll
impressions



This offer does not include technical costs and is subject to the producer's approval

1 - Pre-roll max 30 sec. / Billboard max 12 sec.

2 - Subject to technical feasibility and reposting of matches in catch-up TV on websites and mobile applications, boxes and tablets.

france.tvpublicité



SMASH

1 SPOT AVAILABLE



LIVE BREAK



Take advantage of breaks in France.tv live coverage and expose Internet users subtly to the presence of your brand, for increased recall.

HOW IT WORKS

- 1 At the time of the break, before and at the end of the live broadcast: automatic integration of an in-stream format, adopting your brand's graphic codes and conventions and its claim.
- 2 This break screen is integrated in each multi-court live broadcast on France.tv.

100%
SHARE OF VOICE

15 DAYS
PERIOD OF OPERATION



SPONSORSHIP
TV – Digital – Social Media

PASSING

1 SPOT AVAILABLE

2 3 4 france•tv  sport  **SPORT EN FRANCE**
LA CULTURE DU FOOTBALL EN DIRECT





PASSING

1 SPOT AVAILABLE

LIVE MATCHES
2 3 4

From 23/05 to 06/06

38 8" pre-credit billboards
 38 8" post-credit billboards
 Approx. 70 4" repeat billboards
 50 6" trailers on 2
 30 6" trailers on 4
 Approx. 110 5" logo inlays

IMAGE OF THE DAY
2

From 23/05 to 06/06

Around 8:40 pm
 15 4" pre-credit billboards

ROLAND-GARROS NEWS
3

From 24/05 to 05/06*

Schedule to be determined
 12 6" pre-credit billboards
 12 6" post-credit billboards
 + repeats on **TV5MONDE**



Additional appearances on **SPORT EN FRANCE**

6" pre- and post-credit billboards



375 appearances
2 3 4

730 GRP
M25-49

810 GRP
M25-59

865 GRP
HIG

635 GRP
25-49

This offer does not include technical costs and is subject to the channel's approval.
 *Excluding Sunday 30/05



PASSING

1 SPOT AVAILABLE



Skin-Content france.tv

Your brand in the middle of live on-air and multi-court streams on france.tv; a prominent interactive format presents content inside the player on the screen (L-shaped display).

4M
impressions



VIDEOS france.tv tv sport

Showing of your **Billboards** and **Pre-rolls**¹ on live broadcasts, highlights and replays² on france.tv (web and app) & francetvsport (app).

2M
Billboard
impressions

1.5M
Pre-roll
impressions



FACEBOOK SPONSORSHIP

Link your brand to the best moments at Roland-Garros 2021! **Approx. 6 sponsored posts** on the @francetvsport Facebook page (820k fans). **Handshake tag**³ + **Logo on opening screen**⁴

400k
estimated
video views

This offer does not include technical costs and is subject to the producer's approval

1 - Pre-roll max 30 sec. / Billboard max 12 sec.

2 - Subject to technical feasibility and reposting of matches in catch-up TV on websites and mobile applications, boxes and tablets

3- The advertiser must possess a Facebook page and accept handshake tagging 4 - 3" opening screen with logo of the brand visible from the 4th second

france.tvpublicité



PASSING

1 SPOT AVAILABLE



Skin-Content SHOPPING



Increase the visibility of your products via this interactive format broadcast on all france.tv multi-court live broadcasts and private streams

HOW IT WORKS

- 1 In the middle of the live broadcast, the Skin Content Shopping interactive format appears in overlay on the player.
- 2 Click and your corner shop appears with shrinkage of the player
- 3 Show our audience your collection of products without disturbing viewing of the match
- 4 Redirect to your online shop to convert to sales.

Commitment: A high-quality interactive experience without interruption of the content being broadcast.

Impact: Optimum integration of your brand which decorates and accompanies the content in the player.

Effectiveness: Experience to serve the visibility of your campaign

4M
IMPRESSIONS

france.tvpublicité



**100%
DIGITAL & SM
OFFERS**

SLICE
1 spot available

OPS STORIES
1 spot available

PRE-ROLL
Limited spots

ADSWITCHING
Limited spots

BRAND FILM
2 spots available



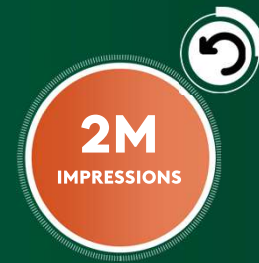
SLICE

1 SPOT AVAILABLE



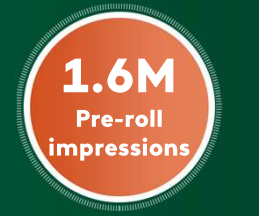
Skin-Content france.tv

Your brand in the middle of live on-air and multi-court streams on france.tv; a prominent interactive format presents content inside the player on the screen (L-shaped display).



VIDEOS france.tv tv sport

Showing of your Pre-rolls on live broadcasts, highlights and replays¹ on france.tv (web and app) & francetvsport (app).



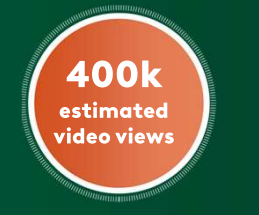
YOUTUBE

Get in before all the best moments in the competition on the francetvsport YouTube channel Format 20" max. non skippable²



FACEBOOK SPONSORSHIP

Link your brand to the best moments at Roland-Garros 2021!
Approx. 6 sponsored posts on the @francetvsport Facebook page (820k fans).
Handshake tag³ + Logo on opening screen⁴



This offer does not include technical costs and is subject to the producer's approval / Official partners and suppliers have sector exclusivity in this operation
 1 - Subject to technical feasibility and reposting of matches in catch-up TV on websites and mobile applications, boxes and tablets
 2 - No time commitment - Once the campaign reaches the commitment of 1 million video views, it stops
 3 - The advertiser must possess a Facebook page and accept handshake tagging 4 - 3" opening screen with logo of the brand visible from the 4th second



OPS STORIES

1 SPOT AVAILABLE

Budget: contact us



Each Story starts with an Opener in the partner's colours

This operation is subject to validation by the francetvsport digital producer



AN INNOVATIVE FORMAT WHICH WAS A HIT IN 2020

Partner with an event operation on francetvsport social media: stories featuring a journalist / influencer who finds out about all those involved in the tournament and presents an exclusive deep dive into the heart of the event.

Modern and dynamic musical montages, special effects and TikTok-style visual transitions offer Internet users a unique experience throughout the fortnight with the possibility of integrating the partner in the form of product placement and/or editorial integration in certain contents.



Posting in @francetv sport Instagram Stories



Relaying on @francetvsport FB Stories



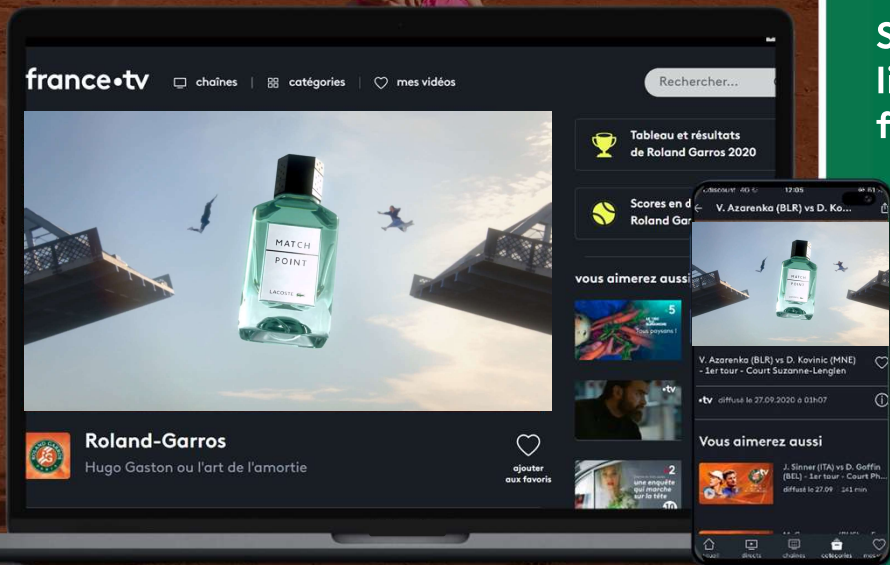
Amplification on the whole France Instagram community according to defined targeting criteria: age, interests, etc.

france•tvpublicité



PRE-ROLL

LIMITED SPOTS



Showing of your Pre-rolls on all Roland-Garros 2021 live matches, highlights and replays broadcast on france.tv and the francetvsport application!

1M
impressions
guaranteed

Pre-roll max 30"

The "Banking-Insurance" and "Watchmaking" categories have sector exclusivity on the pre-roll format

france.tvpublicité



ADSWITCHING

LIMITED SPOTS

LIVE

SECOND CHANGE OF ENDS + END OF SET

BACK LIVE



france.tv tv sport



Spot 30 sec. max	Spot 30 sec. max
-------------------------------	-------------------------------



france.tv tv sport



A dynamic advertising slot in the five main Roland-Garros Live streams¹ on france.tv and the francetvsport application!

Controlled advertising exposure at the most appropriate moment:

- 1 Break in broadcast during breaks in play²
- 2 Your spot lasting 30 sec. max

France Télévisions Publicité would like to assist you in your storytelling initiative, by offering you the best possible insertion of your ad at key emotional moments in the five main Roland-Garros streams.

1M
Impressions
guaranteed

1: Private live on-air stream, Philippe-Chatrier Court stream, Suzanne Lenglen Court stream, Court no. 14 stream
2: on second change of ends and at end of set



BRAND FILM

2 SPOTS AVAILABLE

LIVE

SECOND CHANGE OF ENDS + END OF SET

BACK LIVE



france•tv tv sport



Spot
60 sec.
max



france•tv tv sport



A dynamic and exclusive advertising slot in the five main Roland-Garros Live streams¹ on france.tv and the francetvsport application!

Controlled advertising exposure at the most appropriate moment:

- 1 Break in broadcast during breaks in play²
- 2 Your exclusive spot lasting 60 sec. maximum

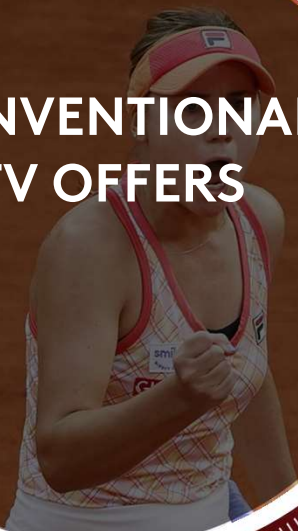
Tell your brand story in an exclusive slot. France Télévisions Publicité would like to assist you in your storytelling initiative, by offering you the best possible insertion of your ad at key emotional moments ideally suited to longer ads.

2M
Impressions
guaranteed

1 : Private live on-air stream, Philippe-Chatrier Court stream, Suzanne Lenglen Court stream, Court no. 14 stream
2 : on second change of ends and at end of set



**CONVENTIONAL
TV OFFERS**



**LEGENDARY
SHOWCASES**

1 spot available



**OUR BLOCKS
& INDIVIDUAL
PURCHASES**





LEGENDARY SHOWCASES

1 SPOT AVAILABLE

END OF FINALS

EVENT SCREENS

AWARDING OF TROPHIES



Spot

60 sec.
max



Two special exclusive 60" slots created for the brand on **2**

Positioned between the end of the Men's and Women's Finals and the awarding of the Trophies!

GROSS 60"

WOMEN'S FINAL SCREEN
05/06

1.8M
viewers

GROSS 60"

MEN'S FINAL SCREEN
06/06

3.8M
viewers





OUR BLOCKS – INDIVIDUAL PURCHASES



BLOCKS

Starting from the two standard blocks supplied, you constitute your blocks yourself with the screens of your choice.

We give advertisers a chance to obtain priority access to the schedule.

Deadline for receipt of blocks:
March 2021

February 2021



Start of marketing of Roland-Garros. Priority for block purchases

March 2021

Deadline for receipt of blocks

April 2021

Reply to block requests

April 2021

Deadline for cancellation of blocks (outside priority schedule)

April 2021

Unit purchase SCHEDULE PRIORITY

April 2021

Unit purchase

23 May 2021



PRIORITY INDIVIDUAL PURCHASES

Once the blocks have been processed, this mode of purchase allows priority access to the schedule.

Fill in and send back the request in April 2021.

A mark-up of 15% of the Reference Price on each selected screen will be applied.



OVERVIEW OF OUR OFFERS



SPONSORSHIP

100% DIGITAL

CONVENTIONAL TV

ACE

1 spot available



715 appearances
1,350 GRP M25-49



Video media coverage



6th Set Sponsorship



Skin Content Quiz



Instagram filters



Facebook sponsorship



TV appearances

SMASH

1 spot available



715 appearances
1,350 GRP M25-49



Video media coverage



6th Set Sponsorship



Live Break



TV appearances

PASSING

1 spot available



375 appearances
730 GRP M25-49



Video media coverage



Skin Content Shopping



Facebook sponsorship



TV appearances

SLICE

1 spot available



Skin Content Shopping



Facebook sponsorship



YouTube



Video media coverage



OPS STORIES
1 spot available



PRE-ROLLS
1M impressions
Limited spots



ADSWITCHING
1M impressions
Limited spots



BRAND FILM
2M impressions
2 spots available



LEGENDARY SHOWCASES
1 spot available



OUR BLOCKS & INDIVIDUAL PURCHASES

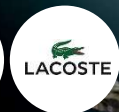


MARKETING ARRANGEMENTS

Official sponsor



Premium Partners



Official Partners



Official Suppliers



TV sponsorship: purchasing priorities for official partners and suppliers

Official partners have a purchasing priority of 15 days until 6 pm on the 23rd of February 2021.
Official suppliers will also have a purchasing priority of 15 days until 6 pm on the 9th of March 2021.
From the 10th of March 2021: opening to other advertisers.

Official partners and suppliers have a right of first refusal.
The "Banking-Insurance" and "Watches" categories benefit from sector exclusivity.

Digital: purchasing priorities for official partners and suppliers

Official partners and suppliers benefit from a purchasing priority of 15 days until 6 pm on the 23rd of February 2021.
From the 24th of February 2021: opening to other advertisers.

Creation

Order of display in billboards: choice of a slot by the partner is subject to a price increase in accordance with France Télévisions Publicité's 2021 General Terms of Sale.

The billboards must comply with France Télévisions' graphic charter.

Cancellation or postponement of the event

In the case of the cancellation of the sporting event : the Operation to take place at no billing, for all categories of Advertisers.

In the case of a report from the sporting event :

- The "partner / official supplier" Advertiser Purchaser who cancels an operation must pay a deduction of an amount equal to 100% (one hundred percent) of the entire net budget excluding taxes of the Operation, which regardless of the date on which the postponement of the sporting event was scheduled (year N or N + 1).

- The Advertiser Purchaser falling under categories other than "official partner / supplier" who will cancel an operation will have to pay a deduction of an amount equal to 100% (one hundred percent) of the total net budget excluding taxes of the operation, if the postponement of the event has been programmed in year N.
However, he may cancel the Operation without forfeiture if the sporting event is postponed to year n + 1.

Barred sectors

Banking and financial services, Watches, sport bets





ROLAND-GARROS 2021

23 May to 6 June

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