



TOUR DE FRANCE 2021

26 June to 18 July

2 3 france.tv tv sport

www.francetvpub.fr



france.tv publicité
Le monde change. La pub aussi.



PEAK AUDIENCES

Exceptional power,
a premium ecosystem



THE TOUR IS A CELEBRATION

As popular as ever, the Tour is back for the summer season, starting this year in Brittany.

THE TOUR BRINGS PEOPLE TOGETHER, LET'S SHARE THE PASSION!

New scripts, customised facilities, interactive and emerging formats to share the excitement of the Tour;

A RESPONSIBLE TOUR

The Tour makes commitments. Publicize your CSR commitments.

OUR 2021 OFFERS

Sponsorship, Digital, Social Media,
OPS, Conventional TV.



PEAK AUDIENCES

A record-breaking 2020 edition



55%

OF THE 15-24 AGE
GROUP WATCHED THE
TOUR DE FRANCE IN 2020*
Compared to 30% in 2019

2
4.2M

VIEWERS ON AVERAGE
FOR THE LAST HOUR OF THE RACE

LEADER
AMONG ALL AUDIENCE
CATEGORIES

6.3M

PEAK VIEWING FIGURES
RECORDED ON
30/08 & 13/09/20



40M

VIEWERS WATCHED THE TOUR
DE FRANCE IN 2020 ON FRANCE
TÉLÉVISIONS*

7M more than 2019

ALL-TIME RECORD

2
4.7M

VIEWERS ON AVERAGE
IN THE AFTERNOON ON 13/09 FOR THE
LYON - GRAND COLOMBIER STAGE

38%
4+ MARKET SHARE
ON AVERAGE




PEAK AUDIENCES

A record-breaking 2020 edition

ALL-TIME
RECORD

25M

VIDEO VIEWS ON OUR
INTERNAL PLATFORMS IN 2020

france•tv •tv sport 



france•tv

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



•tv
sport

ALL LIVE BROADCASTS, REPLAYS, INTERVIEWS,
RANKINGS, RESULTS, RIDER AND TEAM
PROFILES...



30M

Video views on
social media
france•tv sport



france•tvpublicité

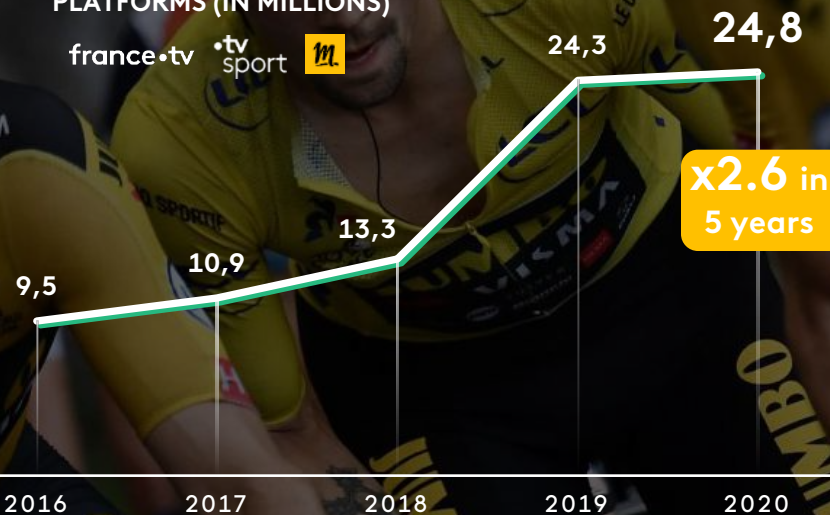


PEAK AUDIENCES

A constant increase each year

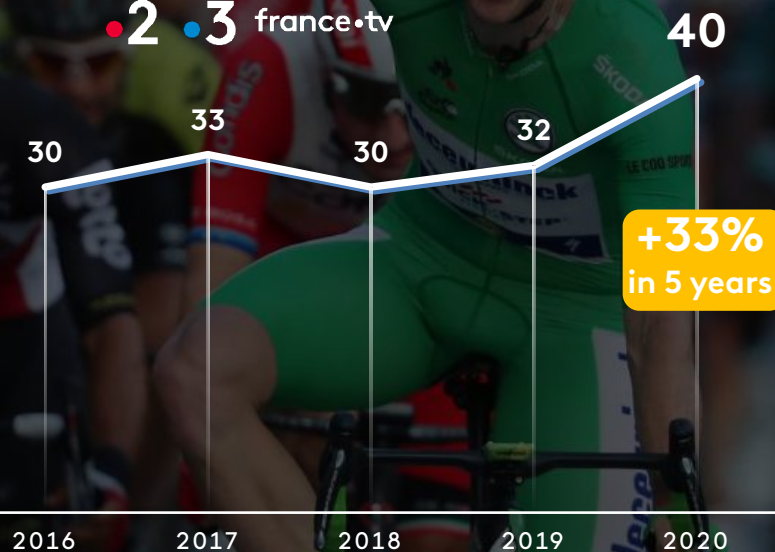
VIDEO VIEWS ON OUR INTERNAL PLATFORMS (IN MILLIONS)

france•tv



NUMBER OF VIEWERS WHO WATCHED THE TOUR DE FRANCE (IN MILLIONS)*

2 3 france•tv





PEAK AUDIENCES

Demonstrated complementarity of TV & digital



TOP OF MIND
AWARENESS

+6pts 

COMPARED TO + 5 PTS
WITH TV ONLY

AVERAGE INCREASES IN
BUYING INTENTIONS

+23pts 

COMPARED TO + 15 PTS
WITH TV ONLY

IMAGE
GAIN

+16pts 

COMPARED TO + 10 PTS
WITH TV ONLY



PEAK AUDIENCES

Boosted by the performance of riders



YOUNG GUNS AS TOP DOGS

The meteoric rise of cycling's new stars: Tadej Pogacar, current champion, the youngest winner in history at 21, & Egan Bernal, winner in 2019 at 22.



A FRENCH HERO

Reigning world champion & yellow jersey once again last year, Julian Alaphilippe is the French and world superstar of his sport. Popular, funny and likeable, he will carry all the hopes of French cycling in the 2021 edition.



CYCLING LEGENDS FIGHT BACK

Froome, Roglic, Porte, Yates, Sagan, Bennett: they will all be there this summer to battle it out with the young guard.



THE TOUR IS A CELEBRATION

Anchored in French people's hearts

12M

spectators lined the roads of the Tour in 2019. A record for a sports event.

The biggest race in the world is back this summer

A planetary event and exceptional media coverage in 190 countries via 600 accredited media outlets from all over the world. This is the top event of the summer! Three weeks which turn men into legends!



Proximity

"The Tour of my dreams is the Tour going past my house". An incredible vector for social cohesion, the Tour brings together French people of all ages every year.



Popularity

We all have a bit of the Tour in us. More than ever a genuine popular festival and a ray of sunshine after the current health crisis.



Culture

Heritage, Discovery, History, Geography... France shines all over the world! The Tour is much more than cycling!





THE TOUR IS A CELEBRATION

108th edition, 26 June to 18 July 2021



THE TOUR STARTS IN BRITTANY

Four stages completely in Brittany will be on the agenda! The riches hidden on the roads of Finistère, Côtes-d'Armor, Morbihan and Ille-et-Vilaine travelled day by day, with a double ascent of Mûr-de-Bretagne as the high point.

A LOOP WITH LOOPS

By seeing double twice, the 108th Tour de France puts the emphasis on novelty. A double helping of Mûr-de-Bretagne on the second day and then, ten days later, a double ascent of Mont Ventoux for the first time on two different sides.



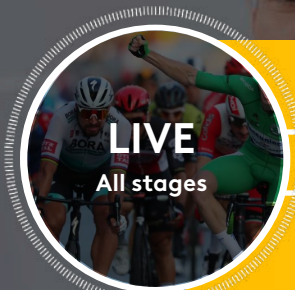
BRETAGNE Grand Départ





THE TOUR IS A CELEBRATION

Unrivalled coverage



11:55 am — 12:55 pm — 3 pm — 5:30 pm

france•tv  tv sport

.2

1.2M viewers

.3

2.2M viewers

.2

3.5M viewers



5:30 pm — 6:50 pm — 8:40 pm — 8:50 pm — 9 pm

france•tv

france•tv

france•tv

Vélo Club

.2

2.1M viewers

Image of the Day

.2

2.9M viewers

Tour News

.3

2M viewers



LEADING CYCLING EXPERTISE



Top pundits: Marion Rousse, Laurent Jalabert,
Thomas Voeckler, Yoann Offredo .



Alexandre Pasteur to comment on the live coverage,
Laurent Luyat in the studio and Franck Ferrand as the
Tour historian.



THE TOUR BRINGS PEOPLE TOGETHER, LET'S SHARE THE PASSION!

france•tvpublicité
Le monde change. La pub aussi.

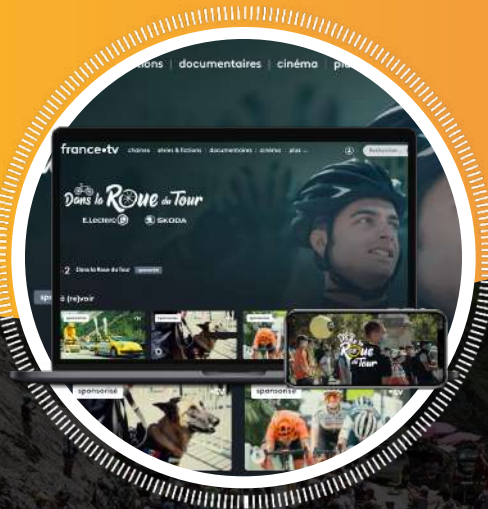


adressable•tv

The power of TV & the targeting of digital available for the first time on a sports event*. Access our segmented TV offers for more personalised, appropriate and efficient advertising thanks to targeting.



Geolocation



WEB SERIES DANS LA ROUE DU TOUR

An exclusive web series presented by a young journalist and influencer, a cycling enthusiast, who takes us behind the scenes of the Big Loop in a playful and dynamic way: marking of mountain passes, the Tour caravan, the Tour photographer, the Tour helicopters, etc.

france•tv

Presence on the france.tv Home Page + Billboards before each video on the dedicated space



Association with the posts dedicated to the web series on @francetvsport

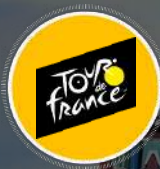
2.3

Daily channel summaries during live coverage



AUGMENTED REALITY FILTERS

On francetvsport's Instagram and Facebook accounts, Internet users will be able to discover and share an augmented reality filter specially created for the 2021 Tour de France. Your brand will be integrated natively and dynamically in the filter.



THE TOUR BRINGS PEOPLE TOGETHER,
LET'S SHARE THE PASSION!

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).

Increase the visibility of your products via this personalisable interactive format: quiz, branding, shopping, etc.



Le Tour vu du ciel france•tv

Francetvsport highlights the scenery and sights filmed by the helicopter cameras throughout the Tour de France in a dedicated space on France.tv. Link yourself exclusively to France's treasures seen from another angle!



SOCIAL MEDIA SPONSORSHIP

Link your brand to the best moments of the 2021 Tour de France and to the power of social media on the francetvsport Facebook et YouTube accounts.



A RESPONSIBLE TOUR

A powerful CSR commitment

80%

of the organisation's Skoda vehicles in the race will be hybrid for the first time.

The Tour makes commitments

Cycling regularly is a source of well-being and also helps to improve the quality of the air and reduce environmental risks. It contributes to a sustainable future, A Cycling Future, the banner under which the Tour de France places its CSR policy.

In addition to this concrete positive impact through A Cycling Future, the Tour de France has been resolutely committed for nearly 10 years now to move towards ever more eco-responsible organisation of the event.



A cycling future: generating a positive impact

The Tour de France, cycling's most prestigious event, is committed to cycling mobility. It wishes to generate a positive impact by encouraging everyone who can to make cycling part of their everyday life.



It's our turn to act!

The Tour de France is one of 12 major international sports events which in 2017 became one of the founding signatories of the Charter of 15 eco-responsible commitments. The Charter commits the Tour de France each year to reach social and environmental targets.



Limiting our footprint

Sustainable mobility, all plastic packaging of promotional items eliminated, vulnerable natural areas protected, a biodiversity charter, a hybrid environment vehicle making the public aware of the right habits to adopt, etc.





A RESPONSIBLE TOUR

Publicise your CSR commitments!

france•tvpublicité
Le monde change. La pub aussi.



ADVERTISE YOUR RESPONSIBLE APPROACH FOR 50 SECONDS DURING THE TOUR

Communicate in a novel way in a 100% Tour de France context on essential subjects which are part of your responsible approach: ecology, ethics, authenticity, caring.

An opportunity for you to demonstrate your commitments and your initiatives in a slot contextualising your message in 50 seconds.

Benefit from a customised product in a broadcast setting and convey your message in a 100% Tour de France context.



TO GO FURTHER: AN OPS ON YOUR CSR ISSUES

Highlight and advertise all your CSR commitments during the 2021 Tour de France. An innovative and popular facility tailored to your brand issues and fully relayed by social media.



OUR 2021 OFFERS



SPONSORSHIP

TV – Digital – Social Media

CHAMPS-ÉLYSÉES

1 spot available
Live coverage +
Magazines



1st CATEGORY
1 spot available
Live coverage



2nd CATEGORY
1 spot available
Live coverage

MAGAZINES
2 spots available

100% DIGITAL & SM

SPRINT
1 spot available



PRE-ROLLS
Limited spots



ADSWITCHING
Limited spots



**BRAND
FILM**
Limited spots



CONVENTIONAL TV

**OUR BLOCKS
&
INDIVIDUAL
PURCHASES**



**THE TOUR OF
OUR REGIONS**

1 spot available
adressable.tv



**territoire
responsable**
1 spot available





SPONSORSHIP

TV – Digital – Social Media

Live coverage + Magazines

CHAMPS-ÉLYSÉES

1 SPOT AVAILABLE

• 2

• 3

france•tv

•tv
sport



SPORT EN
FRANCE
LA FRANCE EN DIRECT

CHAMPS-ÉLYSÉES

1 SPOT AVAILABLE



SHORT
PROGRAMME
3

LIVE
COVERAGE
2 3

VÉLO
CLUB
2

IMAGE
OF THE DAY
2

TOUR
NEWS
3

SPORT
IN
FRANCE

From 14/06 to 25/06

Monday to Friday around 8:10 pm

10 4" pre-credit billboards

10 4" post-credit billboards

From 26/06 to 18/07

50 6" pre-credit billboards

50 6" post-credit billboards

Approx. 130 4" replay billboards

55 6" trailers on 2

20 6" trailers on 3

Approx. 230 5" logo inlays

From 26/06 to 18/07

Around 5:30 pm

20 8" pre-credit billboards

20 8" post-credit billboards

10 6" trailers

Approx. 30 5" logo inlays

From 26/06 to 18/07

Around 8:40 pm

23 4" pre-credit billboards

23 4" post-credit billboards

From 26/06 to 17/07*

Around 8:50 pm

17 6" pre-credit billboards

17 6" post-credit billboards

Additional appearances on **SPORT IN FRANCE**

6" pre- and post-credit billboards

715
appearances
2 3

1870 GRP
M25-49

2345 GRP
M25-59

1690 GRP
HIG

1475 GRP
25-49



CHAMPS-ÉLYSÉES

1 SPOT AVAILABLE



Dans la Roue du Tour france.tv f 2.3

Sponsor the event web series presented by a young journalist and influencer, a cycling enthusiast, who takes us behind the scenes of the Big Loop.

Le Tour virtuel france.tv

Exclusively sponsor the scenery and sights filmed by the helicopter cameras in a dedicated space.
Link yourself exclusively to France's treasures seen from another angle!

AUGMENTED REALITY FILTERS



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

VIDEOS france.tv tv sport

Showing of your Billboards¹ on live broadcasts, highlights and replays² on france.tv (web and app.) & francetvsport (app).

YOUTUBE

Get in before all the summaries of stages of the competition on the francetvsport YouTube channel
Format 20" max. non skippable³

600k
estimated
video views
in total

10M
estimated
impressions

60k
estimated
video views

100%
SOV

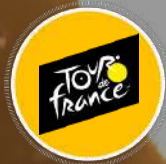
4,4M
Billboard
impressions

2M
impressions
maximum²



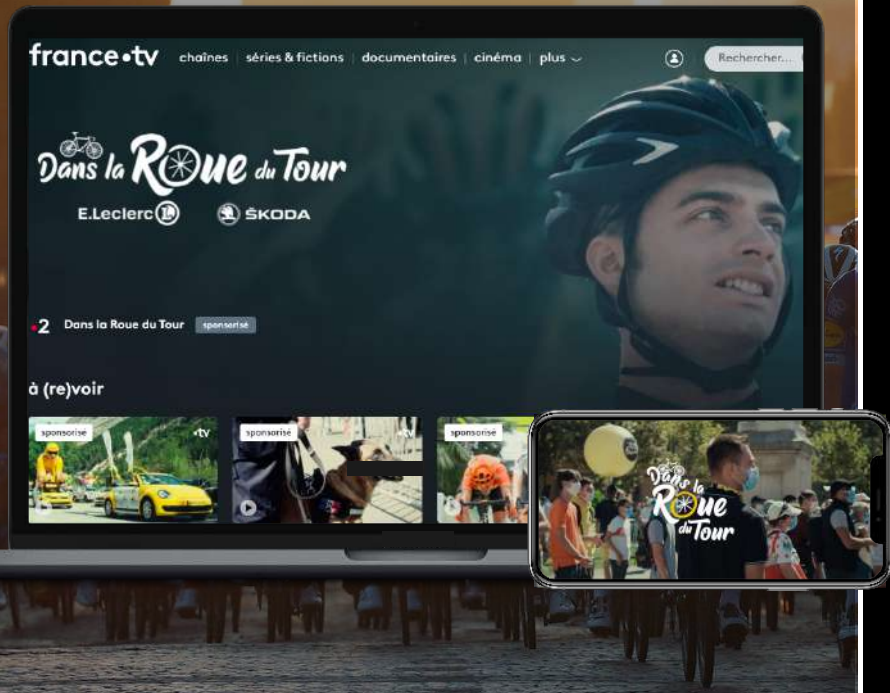
france.tvpublicité

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 - Pre-roll max 30 sec. / 2 - Subject to technical feasibility and reposting of matches in catch-up TV on websites and mobile applications, boxes and tablets
3- No time commitment - Once the campaign reaches the commitment of 1 million video views, it stops



CHAMPS-ÉLYSÉES

1 SPOT AVAILABLE



Dans la Roue du Tour



Sponsor a 10-episode web series, presented by a young journalist and influencer, a cycling enthusiast, who takes us behind the scenes of the Big Loop in a playful and dynamic way: marking of mountain passes, the TV production, the Tour caravan, the Tour photographer, the Fan Parks, the Tour helicopters, etc.

france•tv

Presence of Logo on france.tv HomePage
+ Billboards flanking 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

600K

estimated
video views
in total

10M

estimated
impressions



CHAMPS-ÉLYSÉES

1 SPOT AVAILABLE



AUGMENTED REALITY FILTERS



On Francetvsport's Instagram and Facebook account, Internet users will be able to discover an augmented reality filter specially created for the 2021 Tour de France.

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 race 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.

200K
ESTIMATED
IMPRESSIONS

100%
SOV

Non-contractual models which may be modified



SPONSORSHIP

TV – Digital – Social Media

Live coverage

1st CATEGORY

1 SPOT AVAILABLE

• 2 • 3 france•tv •tv sport f SPORT EN FRANCE

1st CATEGORY

1 SPOT AVAILABLE

SHORT
PROGRAMME

• 3

LIVE
COVERAGE

• 2 • 3

SPORT EN
FRANCE

From 14/06 to 25/06

Monday to Friday around 8:10 pm

10 4" pre-credit billboards

10 4" post-credit billboards

From 26/06 to 18/07

50 6" pre-credit billboards

50 6" post-credit billboards

Approx. 130 4" replay billboards

55 6" trailers on • 2

20 6" trailers on • 3

Approx. 120 5" logo inlays

Additional appearances on  SPORT EN FRANCE

6" pre- and post-credit billboards



445
appearances

• 2 • 3

1060 GRP
M25-49

1320 GRP
M25-59

915 GRP
HIG

815 GRP
25-49

1st CATEGORY

1 SPOT AVAILABLE



Dans la Roue du Tour france.tv f 2.3

Sponsor the event web series presented by a young journalist and influencer, a cycling enthusiast, who takes us behind the scenes of the Big Loop.

600k
estimated
video views
in total

10M
estimated
impressions



Skin-Content france.tv

Your brand in the middle of the live coverage on france.tv, a prominent interactive format presents content inside the player on the screen (L-shaped display).

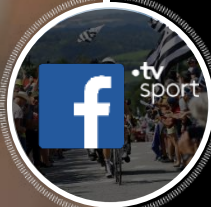
2M
impressions



VIDEOS france.tv tv sport

Showing of your Billboards¹ on live broadcasts, highlights and replays² on france.tv (web and app.) & francetvsport (app).

1.9M
Billboard
impressions



FACEBOOK SPONSORSHIP

Link your brand to the best moments of the 2021 Tour de France!
Approx. 8 posts sponsored on the @francetvsport Facebook page (820k fans).
Handshake tag³ + Logo on opening screen⁴

400k
estimated
video views

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

1 - BB up to 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



1st CATEGORY

1 SPOT AVAILABLE



Skin-Content QUIZ



Increase the visibility of your products via this interactive format broadcast on all live coverage on france.tv

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
- 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





SPONSORSHIP

TV – Digital – Social Media

Live coverage

2nd CATEGORY

2 SPOTS AVAILABLE

2 3 france.tv tv sport f SPORT EN FRANCE



2nd CATEGORY

2 SPOTS AVAILABLE

LIVE
COVERAGE

2 3

SPORT EN
FRANCE

From 26/06 to 18/07

25 6" pre-credit billboards

25 6" post-credit billboards

Approx. 65 4" replay billboards

25 6" trailers on 2

10 6" trailers on 3

Approx. 90 5" logo inlays

Additional appearances on  SPORT EN FRANCE

6" pre- and post-credit billboards



240
appearances

2 3

725 GRP
M25-49

890 GRP
M25-59

620 GRP
HIG

550 GRP
25-49



2nd CATEGORY

2 SPOTS AVAILABLE



Skin-Content **france.tv**

Your brand in the middle of the live coverage on france.tv, a prominent interactive format presents content inside the player on the screen (L-shaped display).

2M
impressions



VIDEOS **france.tv** **tv sport**

Showing of your Billboards¹ on live broadcasts, highlights and replays² on france.tv (web and app.) & francetvsport (app).

1.5M
Billboard
impressions



FACEBOOK SPONSORSHIP

Link your brand to the best moments of the 2021 Tour de France!

Approx. 4 posts sponsored on the @francetvsport Facebook page (820k fans). Handshake tag³ + Logo on opening screen⁴

200k
estimated
video views

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

1 - BB up to 12 sec / 2 - Subject to technical feasibility and reposting of matches in catch-up TV on websites and mobile applications, boxes and tablets

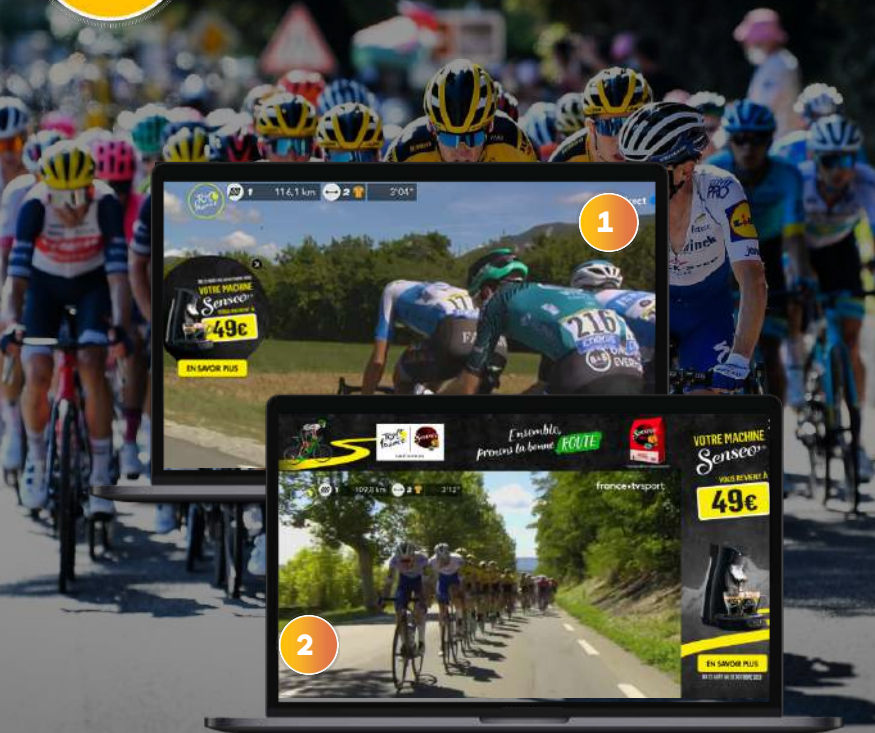
3- The advertiser must possess a Facebook page and accept handshake tagging 4 - 3" opening screen with logo of the brand visible from the 4th second

france.tvpublicité



2nd CATEGORY

2 SPOTS AVAILABLE



Skin-Content SHOPPING



Increase the visibility of your products via this interactive format broadcast on all live coverage on france.tv

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.
- 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





SPONSORSHIP

TV – Digital – Social Media

MAGAZINES

2 SPOTS AVAILABLE

•2 •3 france•tv tv sport f SPORT EN FRANCE



MAGAZINES

2 SPOTS AVAILABLE



VÉLO CLUB
2

From 26/06 to 18/07

Around 5:30 pm

20 8" pre-credit billboards

20 8" post-credit billboards

10 6" trailers

Approx. 30 5" logo inlays

IMAGE OF THE DAY
2

From 26/06 to 18/07

Around 8:40 pm

23 4" pre-credit billboards

23 4" post-credit billboards

TOUR NEWS
3

From 26/06 to 17/07*

Around 8:50 pm

17 6" pre-credit billboards

17 6" post-credit billboards

SPORT EN FRANCE

Additional appearances on **SPORT EN FRANCE**

6" pre- and post-credit billboards

160 appearances
2 3

365 GRP
M25-49

440 GRP
M25-59

375 GRP
HIG

305 GRP
25-49



MAGAZINES

2 SPOTS AVAILABLE



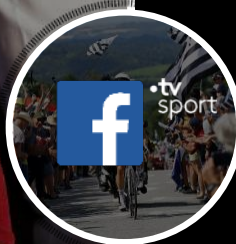
VIDEOS

france.tv sport

Showing of your Billboards & Pre-rolls¹ on live broadcasts, highlights and replays² on france.tv (web and app.) & francetvsport (app).

500k
Billboard
impressions

1.7M
Pre-roll
impressions



FACEBOOK SPONSORSHIP

Link your brand to the best moments of the 2021 Tour de France!

Approx. 4 posts sponsored on the @francetvsport Facebook page (820k fans).
Handshake tag³ + Logo on opening screen⁴

200k
estimated
video views

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

1 - BB up to 12 sec and Pre-roll max 30 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.tv publicit 



100% DIGITAL OFFERS

SPRINT

1 spot available



PRE-ROLL

Limited spots



ADSWITCHING

Limited spots



BRAND FILM

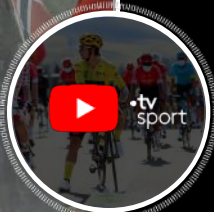
Limited spots





SPRINT

1 SPOT AVAILABLE



YOUTUBE

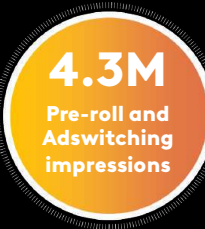
Get in before all the summaries of stages of the competition on the francetvsport YouTube channel

Format 20" max. non skippable³



VIDEOS france.tv tv sport

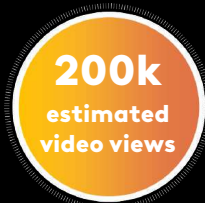
Showing of your vidéos¹ on live broadcasts, highlights and replays² on france.tv (web and app.) & francetvsport (app).



FACEBOOK SPONSORSHIP

Link your brand to the best moments of the 2021 Tour de France!

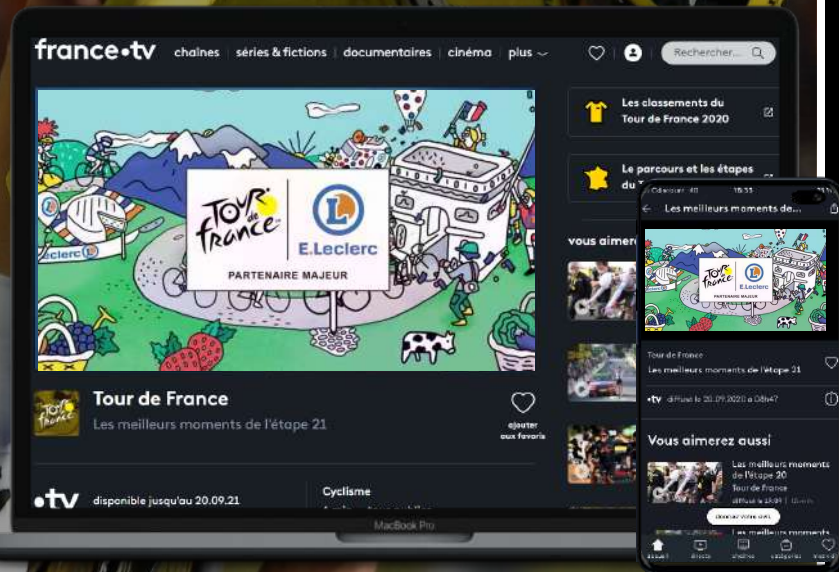
Approx. 4 posts sponsored on the @francetvsport Facebook page (820k fans).
Handshake tag⁴ + Logo on opening screen⁵





PRE-ROLL

LIMITED SPOTS



Showing of your Pre-rolls on all live coverage, highlights and replays of the 2021 Tour de France broadcast on france.tv (web and app.) and the francetvsport application!



PRE-ROLL MAX 30"



ADSWITCHING

LIMITED SPOTS

LIVE

ADSWITCHING
(commercial break in live broadcast)

BACK
LIVE



Spot
30 sec.
max

Spot
30 sec.
max

Spot
30 sec.
max



france.tv tv sport

france.tv tv sport



A dynamic advertising slot in the live coverage of the 2021 Tour de France on france.tv and the francetvsport application!

Controlled advertising exposure at the most appropriate moment:

- 1 Your spot during the break in live coverage
- 2 One 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 of the Tour de France.



This offer does not include technical and production costs and is subject to the producer's approval
Advertisers not eligible for the Pre-roll format may benefit from a 100% adswitching context

france.tvpublicité



BRAND FILM

LIMITED SPOTS

LIVE

ADSWITCHING
(commercial break in live broadcast)

BACK
LIVE

Spot
60 sec.

france.tv tv
sport

france.tv tv
sport



A dynamic advertising slot in the live coverage of the 2021 Tour de France on france.tv and the francetvsport application!

Controlled advertising exposure at the most appropriate moment:

- 1 Your exclusive Brand Film during the break in live coverage
- 2 One spot lasting 60 sec. max

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 particularly suited to long ads.

1M
impressions
guaranteed



TV OFFERS

territoire
responsable

france•tvpublicité

1 spot available



OUR BLOCKS
& INDIVIDUAL
PURCHASES



adressable•tv
THE TOUR OF OUR
REGIONS

1 spot available



1 SPOT AVAILABLE

In a 100% 2021 Tour de France context: communicate in an original way on essential subjects which are part of your **responsible approach** (ecology, ethics, authenticity, caring, etc.)

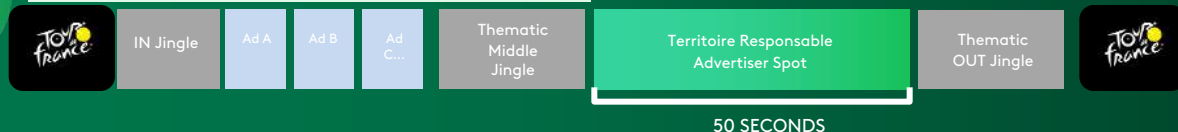
160 GRP
15+

85 GRP
25-59

1M
impressions



Example of Breakdown of the slot on France 2



5 original 50" spots broadcast during the **5 key stages of the 2021 Tour de France¹** + 2 replays on the following days for each spot in 20" format i.e. a total of 30 spots from June 26 to July 17, 2021

Your exclusive "Territoire responsable" Brand Film in 50" format + IN jingle during the break in the live coverage on france.tv and the francetvsport application!

Showing of your 20" "Territoire responsable" Spots + IN jingle in Pre-rolls on all live coverage, highlights and replays of the **2021 Tour de France** broadcast on france.tv (web and app.) and the francetvsport application!

Production of five 50-second & 20-second spots
Base: 5 days of filming
5 original customised capsules with thematic MIDDLE Jingle and thematic OUT Jingle



@



THE TOUR OF OUR REGIONS

1 SPOT AVAILABLE



Your TV spots shown in the region of each stage the day before and on the day of the finish!

71 spots in the 7:25 pm slot after the regional news
71 spots in the slot at 8:12 pm (Monday to Friday)
and 8:15 pm (Saturday and Sunday)

24 GRP
15+

142
appearances

30 GRP
Men 35+

The power of TV & the targeting of digital available for the first time on a sports event.



Your Segmented TV campaign in a 100% Tour de France context in geolocation in the Regions passed through by the cyclists in real time!

Your spots adapted to the region passed through and broadcast in the middle of the live coverage
2 slots per day. 20 seconds maximum.

500K
impressions



Geolocation



OUR BLOCKS – INDIVIDUAL PURCHASES



Tuesday 16 March 2021

Tuesday 30 March 2021

Friday 16 April 2021

Monday 10 May 2021

Wednesday 12 May 2021

Monday 17 May 2021

Saturday 26 June 2021

PRIORITY FOR OFFICIAL PARTNERS

Start of marketing

Deadline for receipt of blocks and priority individual purchases

Deadline for receipt of blocks and priority individual purchases

Reply to requests for blocks and priority individual purchases for all advertisers

Deadline for cancellation of blocks and priority individual purchases

Individual purchases

*End of priorities: opening to other advertisers
(subject to availabilities)*





OVERVIEW OF OUR 2021 OFFERS



SPONSORSHIP

100% DIGITAL

CONVENTIONAL TV

CHAMPS ELYSÉES

1 spot available



715 appearances
1 870 GRP M25-49



Video
media coverage



Sponsorship
Dans la roue du Tour



Sponsorship
Le Tour vu du ciel



Filters in
augmented reality



You Tube



TV appearances

1st CATEGORY

1 spot available



445 appearances
1 060 GRP M25-49



Video
media coverage



Sponsorship
Dans la roue du Tour



Skin-Content



Facebook sponsorship



TV appearances

2nd CATEGORY

2 spots available



240 appearances
725 GRP M25-49



Video
media coverage



Skin-Content



Facebook
sponsorship



TV appearances

MAGAZINES

2 spots available



160 appearances
365 GRP M25-49



Video
media coverage



Facebook
sponsorship



Facebook
sponsorship



TV appearances

SPRINT

1 spot available



Facebook
sponsorship



You Tube



Video
media coverage



PRE-ROLLS
1M impressions
Limited spots



ADSWITCHING
1M impressions
Limited spots



BRAND FILM
1M impressions
Limited spots

**territoire
responsable**
france.tvpublicite

adressable.tv
**THE TOUR OF
OUR REGIONS**
1 spot available



**OUR BLOCKS
& INDIVIDUAL
PURCHASES**



MARKETING ARRANGEMENTS

MAJOR PARTNERS



OFFICIAL PARTNERS



OFFICIAL SUPPLIERS



OFFICIAL SUPPORTERS



TECHNICAL PARTNERS



TV sponsorship: purchasing priorities for official partners and suppliers

Official partners and suppliers benefit from sector exclusivity.

Official partners and suppliers have a purchasing priority of 6 weeks until 6 pm on the 14th of May 2021.

TV sponsors of the 2020 edition have a purchasing priority of 48 hours until 6 pm on the 18th of May 2021.

From the 19th of May 2021: opening to other advertisers

Digital: purchasing priorities for official partners and suppliers

Official partners and suppliers benefit from sector exclusivity on digital and social media videos.

Official partners and suppliers have a purchasing priority of 15 days until 6 pm on the 15th of April 2021.

From the 16th of April 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 event of cancellation of the sports event: the Operation will not lead to any invoicing for any categories of Advertisers.

In the event of postponement of the sports event:

- If an Advertising Purchaser which is an "official partner/supplier" cancels an operation, it will have to pay a penalty of an amount equal to 100% (one hundred percent) of the whole net budget excluding taxes of the Operation, whatever the date on which the postponed sports event has been rescheduled (year N or N+1).

- An Advertising Purchaser belonging to categories other than "official partner/supplier" which cancels an operation will have to pay a penalty of an amount equal to 100% (one hundred percent) of the whole net budget excluding taxes of the Operation, if the postponed event is rescheduled in year N.

It may however cancel the Operation without any penalty if the sports event is rescheduled in year n+1.

Barred sectors:

Banking, Mass retail, Tyres, Automotive, Opticians, Telecommunications, Water and flavoured water, Insurance and mutual funds, Technical clothing and sportswear, Clocks and watches, Gas distribution, IT and technological solutions, Energy products, Real estate, Electricity distribution, Olive oil, Delicatessen, Sweet biscuits, Temporary work, Hotels, Chicken-based processed products, Gaming and betting, Retirement homes, Bicycle industry, sunflower oil, Motorcycles, Coffee, Collective catering, Detergents, Sweets, Logistic services, Photography and printers, Vehicle assistance, Hauliers, Ambulances and conversion of service vehicles.





TOUR DE FRANCE 2021

26 June to 18 July

2 3 france.tv tv sport

www.francetvpub.fr



france.tv publicité
Le monde change. La pub aussi.