Affluent Europe 2022 Outcomes

Changes in the Affluent Europe Universe:
+54% of individuals in the reference universe

Top 20% Households by Country

Until 2021
Main income of the household:
Being at least 40% Contributor
21 – 74 years old

Starting in 2022
Primary Contributor
Non-Primary Contributor
18 – 74 years old

A fairly stable hearing time despite the changes and evolution of the Affluent Universe: 8M individuals

Television
2h10

Digital
3h40

Global Hearing
5h50

France 24 & TV5Monde:
TV & Digital Consumption on European Affluents

Total 21 countries:
12.7%
or about
10.5M
individuals

Total 21 countries:
10.3%
or about
8.5M
individuals
**Affluent Europe 2022 Outcomes**

**FRANCE 24 & TV5MONDE: OVER 60% OF THE OVERALL MONTHLY AUDIENCE COMES FROM TELEVISION CONSUMPTION**

- **Monthly audience:**
  - TV: 8.3%
  - Digital: 5.7%
  - TV + Digital: 13%

- **Monthly audience:**
  - TV: 7.3%
  - Digital: 4.1%
  - TV + Digital: 10%

**A SIGNIFICANT POSITION AMONG PROFESSIONALS:**
+ 9pts of audience share on the TOP 3% of European households

**EXECUTIVES**
- 45% Awareness
- 36% Awareness

**TOP MANAGEMENT**
- 51% Awareness
- 42% Awareness

**26%** of monthly audience among the Top 3% of European households with the highest income (income basis)

**FRANCE 24 & TV5MONDE: AN EVER MORE PREMIUM PROFILE**

- **Average household income:**
  - France 24 & TV5MONDE: 84 751€
  - General Affluent Europe population: 79 336€*

- **Opinion leaders:**
  - France 24 & TV5MONDE: 25%
  - General Affluent Europe population: 10%*

- **Decision-makers:**
  - France 24 & TV5MONDE: 47%
  - General Affluent Europe population: 28%*

*Results on general Affluent Europe population