

Affluent Europe 2022 Outcomes



TV5
MONDE

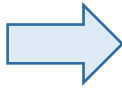
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CHANGES IN THE AFFLUENT EUROPE UNIVERSE : +54% of individuals in the reference universe



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

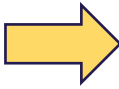
A FAIRLY STABLE HEARING TIME DESPITE THE CHANGES AND EVOLUTION OF THE AFFLUENT UNIVERSE: 8M INDIVIDUALS



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



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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%**

TV5
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A SIGNIFICANT POSITION AMONG PROFESSIONALS:
+ 9pts of audience share on the TOP 3% of European households



EXECUTIVES

45%
Awareness



36%
Awareness

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TOP MANAGEMENT

51%
Awareness



42%
Awareness

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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



84 751€

79 336€*

Opinion
leaders



25%

10%*

Decision-
makers



47%

28%*

* Results on general Affluent Europe population