

TRACE

URBAN

**WE ARE
URBAN MUSIC**

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Le monde change. La pub aussi.



Find the best of urban music on **TRACE Urban**



TRACE Urban is the No. 1 channel for hip hop, R&B and the "Top 40".

It broadcasts the best music videos in these three musical genres, as well as interviews of artists, concerts and documentaries on urban artists and culture.

Its worlds

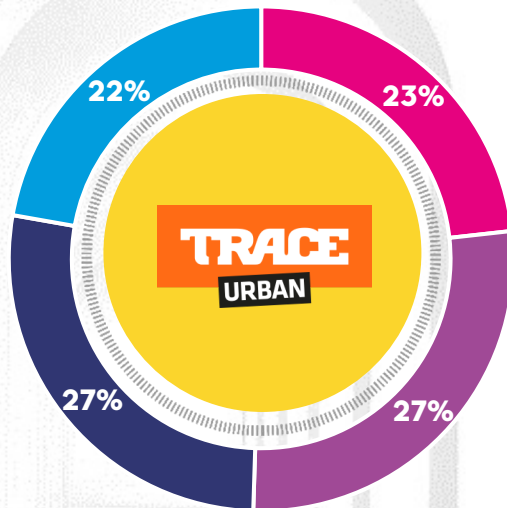


videos

es

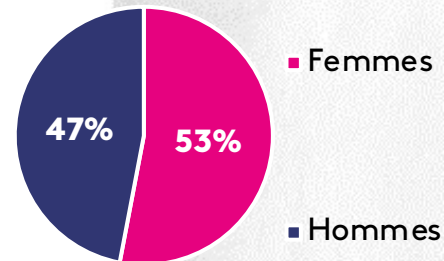
TRACE URBAN: CLOSE TO HALF THE AUDIENCE IS BETWEEN 15 AND 34 YEARS OF AGE

**STRONG
AFFINITY** with
the 25-34 age
group
(ind.203)



■ 25-34 ans ■ ICSP+ ■ FRDA - 50 ans ■ 15-24 ans

1.6 million
television viewers per
month





FLAGSHIP PROGRAMS



URBAN WELLNESS

Urban Wellness is your daily rendez-vous for wellbeing and fitness on Trace Urban! Every morning from Monday to Friday, at 8:00 a.m., wake up gently and view 15 minutes of the best of TRACE content on sports and wellbeing: Fitness Island Minutes, Star Block Workout, and so on.



VERSUS

Booba versus Kaaris? This is the well-known battle. And there are many other musical battles (West Coast or East Coast? Drill UK or Drill US?) on VERSUS. For one hour, various music videos from both worlds are aired. VERSUS is on TRACE Urban every Wednesday starting at 8:00 p.m.



LEVEL 10

On Trace Urban, HIT 10 airs the official ranking of all of the top urban pop hits. The greatest stars of our times fight for first place with their vocal chords and incredible music videos. So who will come in first this time? HIT 10 is aired on TRACE Urban every day at 6:00 p.m., and from Monday to Friday (except Wednesdays) at noon.