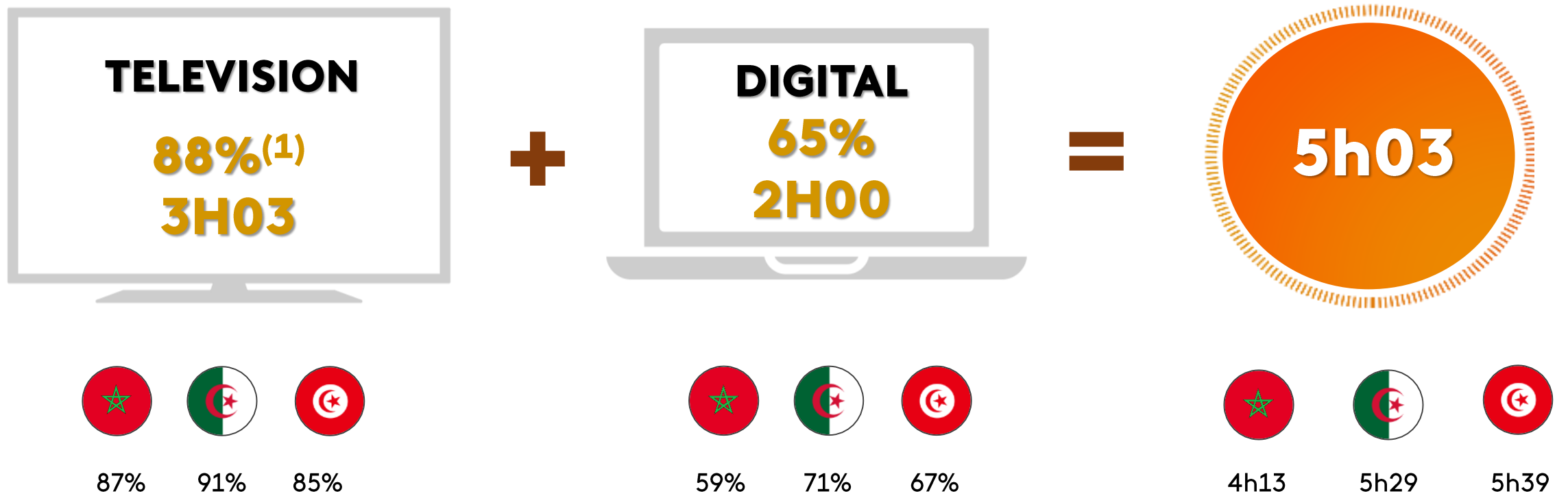


Africascope Maghreb 2021 Results



france.tv publicité

TELEVISION REMAINS THE LEADING MEDIA IN THE MAGHREB REGION



(1) Television captures 88% of media exposure

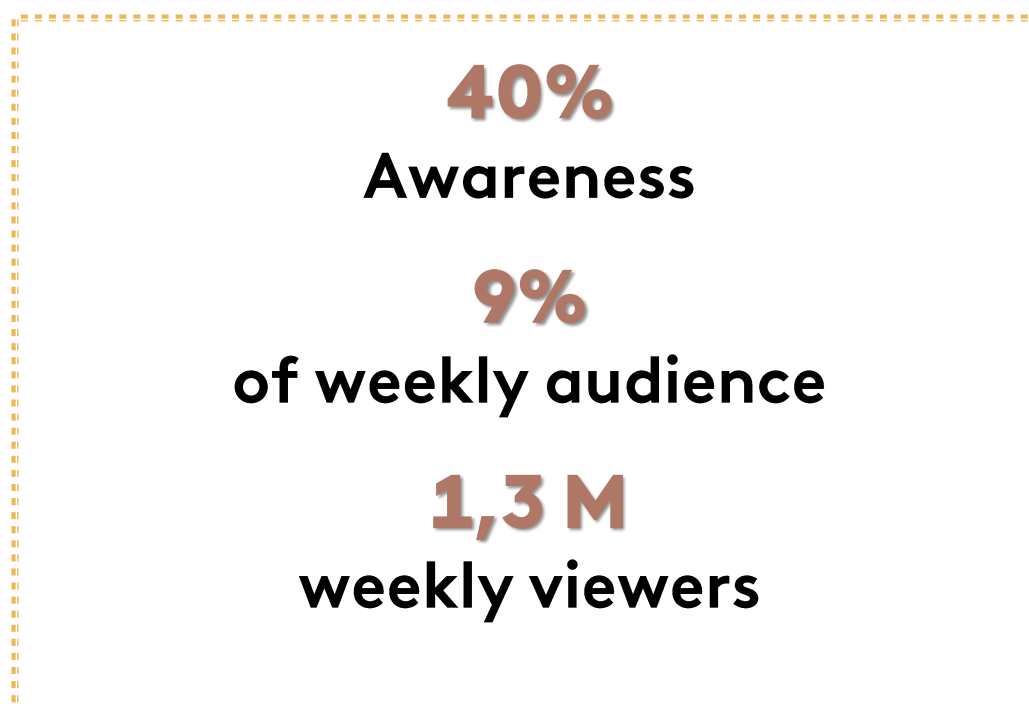
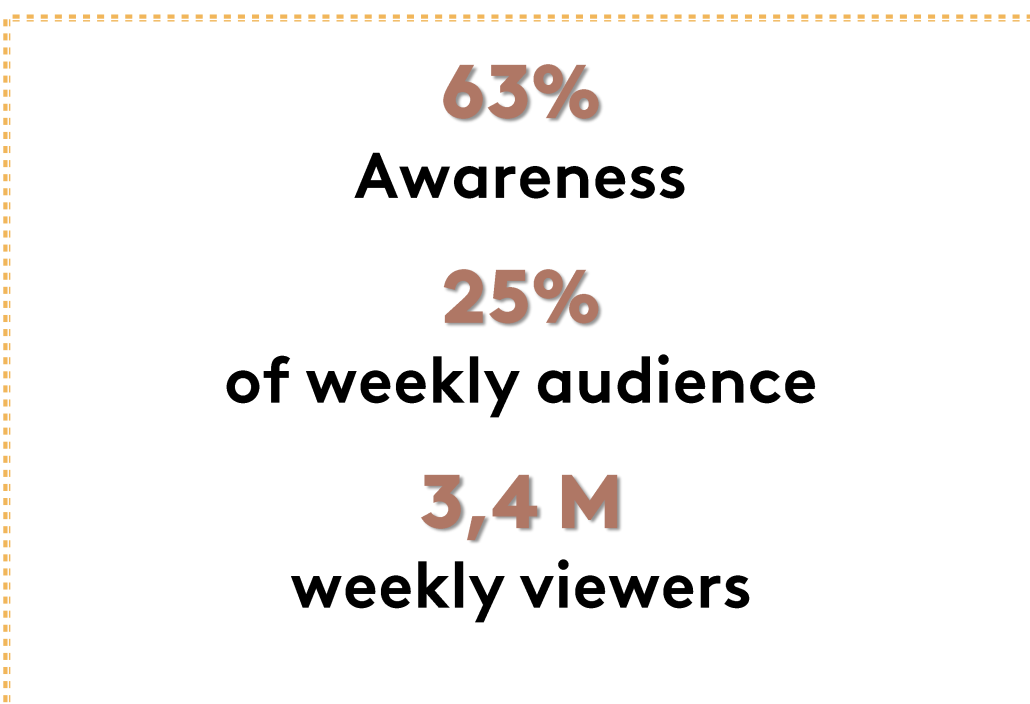
CLOSE TO THE GENERAL PUBLIC IN THE MAGHREB: TV5 MONDE AND FRANCE 24 TOP THE LIST

Target data: General public



1st international news channel

1st French-speaking channel



Africascope Maghreb 2021 Results



france.tv publicit 

A STRONG POSITIONING ON EXECUTIVES & MANAGERS IN THE MAGHREB

Target data : Executives and managers



36,7 % of weekly audience

**90%
Awareness**



21,2 % of weekly audience

**74%
Awareness**

A STRONG AUDIENCE AMONG EXECUTIVES AND MANAGERS IN ALL THREE COUNTRIES



21% of weekly audience

Target group: Executives and managers



24% of weekly audience

Target group: Executives and managers



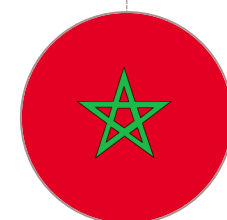
42% of weekly audience

Target group: Executives and managers



27% of weekly audience

Target group: Executives and managers



44% of weekly audience

Target group: Executives and managers



14% of weekly audience

Target group: Executives and managers

