

TELEVISION REMAINS THE LEADING MEDIA IN THE **MAGHREB REGION**

TELEVISION

88%(1) 3H03

DIGITAL 65% 2H00

5h03 The state of the s



87%







85%

91%



59%



71%











5h39

4h13

5h29

(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

63%

Awareness

25%

of weekly audience

3,4 M

weekly viewers



1st French-speaking channel

40%

Awareness

of weekly audience

1,3 M

weekly viewers

Sources: Africascope Maghreb - Kantar Media – 2021 – France 24 FR et TV5Monde



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

