

#RendezVous
en EUROPE
france•tvpublicité

www.francetvpub.fr



france•tvpublicité
The world is changing. So is advertising.

#RendezVous
à
EUROPE
france•tvpublicité

2022 SHOULD RECONNECT WITH EUROPEAN TOURISM

80%

of tourist arrivals in Europe vs 2019 levels

77%

of Europeans are eager to travel between
April and September 2022

56%

of Europeans plan to visit another
European country

45

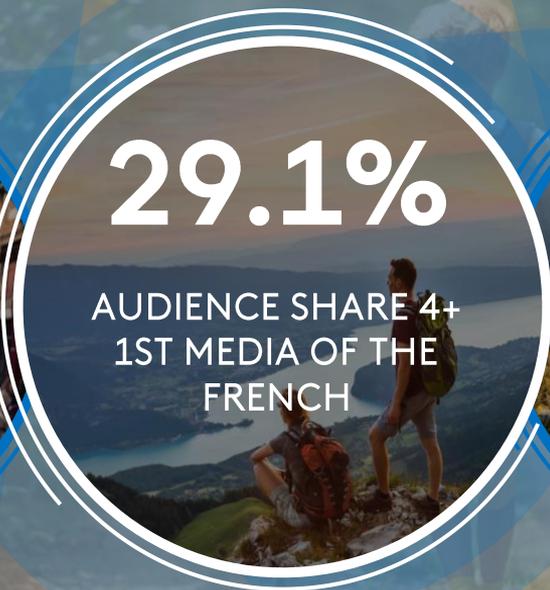
destinations of which 31 in Europe no longer
have Covid-related restrictions

EUROPEAN
TOURISTS ARE
BACK IN 2022

france•tvpublicité



FRANCE TÉLÉVISIONS: 1ST AUDIOVISUAL GROUP, STRENGTHENS ITS LINK WITH ITS AUDIENCES





1ST AUDIOVISUAL GROUP ON YOUR REFERENCE TARGETS



TRAVEL INTENTIONNISTS

27.8%
AUDIENCE SHARE

RESPONSIBLE
FOR PURCHASING
CONSO+ *

33.1%
AUDIENCE SHARE



OUR INTERNATIONAL CHANNELS TARGET ALL EUROPEANS AND INTRODUCE THE WORLD TO EUROPE



+32%
vs.
referrers

€2,690

PAID ON AVERAGE BY OUR VIEWERS FOR AIRFARE



+40%
vs.
referrers

€3,254

PAID ON AVERAGE BY OUR VIEWERS FOR HOTEL ROOMS OVER THE PAST YEAR

.01

OUR TV & DIGITAL OFFERS





COMMUNICATE ON TV BEFORE 8 P.M.



1 WEEK

3M
nb of contacts
25-59 y.o

4M
nb of contacts
Travelers

66 total attendances

16 on **2.3.5**

& 50 on **TV5MONDE**

160K impressions pre-rolls **france•tv**

- 100% IPTV broadcasting to the target "Escape travel fans"



2 WEEKS

6M
nb of contacts
25-59 y.o

8M
nb of contacts
Travelers

128 total attendances

32 on **2.3.5**

& 96 on **TV5MONDE**

330K impressions pre-rolls **france•tv**

- 100% IPTV broadcasting to the target "Escape travel fans"



3 WEEKS

8M
nb of contacts
25-59 y.o

12M
nb of contacts
Travelers

181 total attendances

48 on **2.3.5**

& 133 on **TV5MONDE**

500K impressions pre-rolls **france•tv**

- 100% IPTV broadcasting to the target "Escape travel fans"





COMMUNICATE IN OUR ENVIRONMENT AFTER 8PM



1 WEEK

5M nb of contacts 25-59 years	7M nb of contacts Travelers
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115 total attendances

47 on **2.3.5**

& 68 on **TV5MONDE**

2 WEEKS

11M nb of contacts 25-59 years	15M nb of contacts Travelers
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219 total attendances

94 on **2.3.5**

& 125 on **TV5MONDE**

3 WEEKS

17M nb of contacts 25-59 years	23M nb of contacts Travelers
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346 total attendances

141 on **2.3.5**

& 205 on **TV5MONDE**

160K impressions pre-rolls france•tv

- 100% IPTV broadcasting to the target "Escape travel fans"

330K impressions pre-rolls france•tv

- 100% IPTV broadcasting to the target "Escape travel fans"

500K impressions pre-rolls france•tv

- 100% IPTV broadcasting to the target "Escape travel fans"



**BENEFIT FROM THE BEST DIGITAL SCREEN IN PRIME TIME
ASSOCIATED WITH TARGETING ON FRANCE. TV**



france•tv

PRE ROLL MEDIATIZATION after 8pm in IPTV

HOME PRIME

**PRESENCE AFTER 8PM
POWER & REACH
+30% FREE CONTACTS
PREMIUM STREAMING CONTEXT
THE MOST ENGAGING DIGITAL SCREEN**

2 WEEKS

882K pre-roll*

3 WEEKS

1,1M pre-roll*



ENGAGE WITH YOUR BRAND WITH A ENRICHED EXPERIENCE WITHIN THE PLAYER france.tv



TOURIST OFFICE COSTA RICA



BEST CASE

1,3M enriched pre-roll

- Discovery Pack Targeting
- Data travelers
- Desktop/Mob/Tab

.02

ADRESSABLE TV





USE ADRESSABLE TV PRECISION TO REACH TOURISTS



Geolocation

Departments, regions and cities of France



Household composition

Single. Families without children. Families with children. Large families



Socio-pro categories

AB+...



TV consumption

Big. Medium. Small TV consumer
Fan of Travel – Discovery programs
Fan of culture France TV (exclusive target)

Coupled sale
Adressable TV and IPTV Replay

Duration of spot
20 or 30 sec

Integration
Simple, not dependent on a linear campaign

adressable 2 3 5

Limited number of packs per week