



france.tv publicité  
The world is changing. So is advertising

## TELEVISION REMAINS THE LEADING MEDIA IN THE MAGHREB REGION



<sup>(1)</sup> A viewer watches an average of 3.07 hours of television per day.

## CLOSE TO THE GENERAL PUBLIC: TV5MONDE AND FRANCE 24 TOP THE LIST

Target data: General public



### 1st international news channel <sup>(2)</sup>

**71% of awareness**  
**+8 pts** in one year

**2,9 M weekly viewers**  
(20% of weekly audience)

**13%**  
of internet users know the digital  
environment of F24



### 1st French-speaking channel <sup>(2)</sup>

**55% of awareness**  
**+15 pts** in one year

**1,3 M weekly viewers**  
(9% of weekly audience)

**8%**  
of internet users know the digital  
environment of TV5MONDE

<sup>(2)</sup> Weekly audience.

Source: Africascope Maghreb - Kantar - 2022.

The survey covers the 12 main regional cities of Algeria, Morocco and Tunisia and is representative of the population aged 15 years and over, i.e. 14 945 000 individuals.



france.tv publicité  
The world is changing. So is advertising

## A STRONG POSITIONING ON C-LEVEL TARGET IN THE MAGHREB



**91% of awareness**



**84% of awareness**

## A STRONG AUDIENCE AMONG C-LEVEL TARGET IN ALL THREE COUNTRIES



**48% of weekly audience**



**37% of weekly audience**



**16% of weekly audience**



**28% of weekly audience**



**19% of weekly audience**



**17% of weekly audience**

