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DIFFUSEUR OFFICIEL



2023 FRENCH OPEN

OUR PARTNER OFFERS



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2023 FRENCH OPEN

THE BEST OF TENNIS

FROM MAY 22 TO JUNE 11, 2023

ON FRANCE TÉLÉVISIONS

2.3 | france.tv | sport



A LEGENDARY TOURNAMENT

The most prestigious tournament on clay is back at the Stade Roland-Garros for a 122nd edition that is already shaping up to be exceptional.

ATHLETES AT THE TOP OF THEIR GAME

Who will succeed Rafael Nadal in the Men's category and Iga Swiatek in the Women's category? There are many contenders for the titles this year.

AN EXCEPTIONAL SOLUTION

After a successful 2022 edition, the France Télévisions Group will once again offer unique and premium coverage of the competition.

OUR PARTNER OFFERS

Discover our 2023 French Open offers!

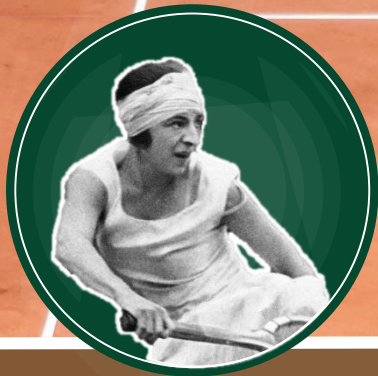


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2023 FRENCH OPEN

TOURNAMENT OF LEGENDS



1891

Since 1891, the legends of tennis have faced off on the mythical clay courts of the French Open. Every spring, sports history is written at the Stade Roland-Garros in Paris.



1983

Yannick Noah's victory in 1983 remains, to date, the last French victory in the men's draw. 40 years later, France is still looking for a worthy successor.



2023 ▶ 2024

With one year to go before the Olympic Games Paris 2024, the tournament continues to modernize. After the central court, the Court Suzanne Lenglen will also be equipped with a new roof.





2023 FRENCH OPEN

ATHLETES AT THE TOP OF THEIR GAME



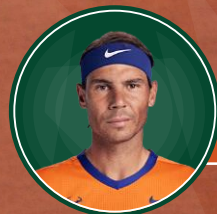
C. RUUD



N. DJOKOVIC



C. ALCARAZ



R. NADAL



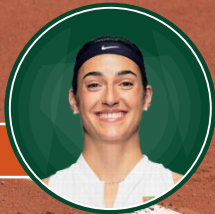
I. SWIATEK



O. JABEUR



C. GAUFF



C. GARCIA

YOUR FAVORITES ALWAYS REACHING HIGHER

Last year's winners, Rafael Nadal and Iga Swiatek continue to carve out their own legacies. Novak Djokovic will also be in the running for a 3rd Roland-Garros title.

A NEXT GEN FULL OF HOPE

The handover to the new generation seems inevitable. Phenoms Carlos Alcaraz and Coco Gauff, already have all the talent they need to carve out a place for themselves.

CAROLINE GARCIA: FLAG BEARER

After an exceptional end to the 2022 season, marked by a last four finish at the US Open and a victory at the Masters, Caroline Garcia will carry French hopes.





2023 FRENCH OPEN

A WIDELY WATCHED 2022 EDITION

2
6.4M

42M



2.3.4
3:18HRS

VIEWER PEAK DURING
THE MEN'S FINAL.

51.2% 4+ AUDIENCE SHARE

VIEWERS WATCHED THE 2022
EDITION OF THE FRENCH OPEN¹.

RECORD SINCE 2012

OF ILT² DURING
THE 2022 EDITION.

+30MIN VS. 2021



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1. Source: Médiamétrie – Restit'TV – 60 non-consecutive seconds.

2. Individual listening time



2023 FRENCH OPEN

A WIDELY WATCHED 2022 EDITION

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2.3M

DAILY DIGITAL AUDIENCE PEAK FOR THE 2022 EDITION.

20M

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VIDEO VIEWS ON OUR INTERNAL PLATFORMS FOR THE 2022 EDITION.

+4% VS. 2021

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90%

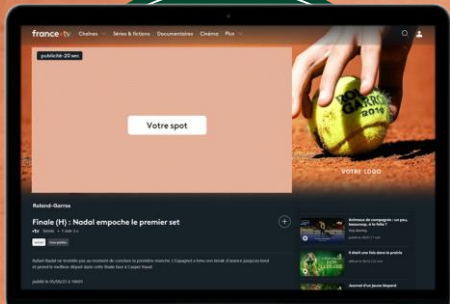
SHARE OF LIVE STREAMS IN THE TOTAL NUMBER OF VIDEO VIEWS FOR THE 2022 EDITION.





2023 FRENCH OPEN

INNOVATION AT THE HEART OF THE TOURNAMENT



COVERLOOK¹

Amplify your advertising experience beyond the Player with this new format. Apply a skin to the player page around your spot for complete immersion in your brand universe.

Cover•look



EDITORIAL SKIN

Optimally integrate your brand with an editorialized skin that surrounds the live stream without interrupting it. Show off your brand in an "L" format providing information to users...

Skin-Content



TARGET FRENCH OPEN FANS

Discover our new exclusive France.tv sports targeting and reach French Open viewers in segmented TV before, during and after the tournament.

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1. Format reserved exclusively for the luxury and cinema sectors and French Open partners, subject to editorial approval. Other sectors subject to editorial approval.

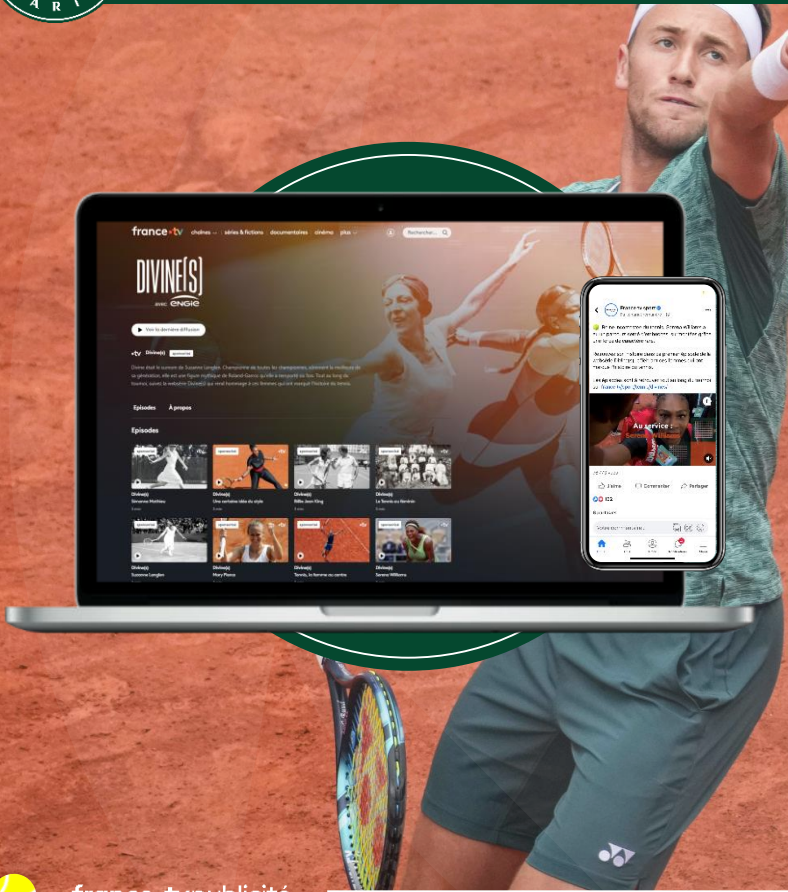


2023 FRENCH OPEN SPECIAL OPERATIONS

DIGITAL WEB SERIES

SOCIAL WEB SERIES

SOCIAL OPERATION



Sponsor an 8-episode web series based on the world of the French Open. Benefit from our experience in this type of operation and get optimal visibility with the creation of a branded channel and media coverage on the France.tv platform, social networks and relay to TV during the event.

Partner with an exclusive web program on the @francetvsport Twitter account to offer users a viral and engaging experience around the tournament and benefit from powerful amplification beyond our Twitter community.

Offer a unique conversational experience on Twitter via solutions adapted to your needs. You can also create audio conversations via Spaces or engage with users through a voting solution.

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2023 FRENCH OPEN

DISCOVER OUR OFFERS

SPONSORSHIP

TV
DIGITAL
SOCIAL
SPECIAL OPERATIONS

ACE

1 SPOT AVAILABLE

SMASH

1 SPOT AVAILABLE

PASSING

2 SPOTS AVAILABLE

MAGAZINES

1 SPOT AVAILABLE

TV

MATCH POINT

LEGENDARY SHOWCASES

ADRESSABLE.TV

PACKAGES & UNIT PURCHASE

SLICE

COVERLOOK

VIDEO

BRAND VIDEO

DIGITAL



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2023 FRENCH OPEN

OVERVIEW OF OUR OFFERS

SPONSORSHIP

ACE

1 spot available

2-3-4 | 634 features
1,310 GRP M25-49

TV Features

Media coverage
Video

Special
Operations

Live Break

goodvertising

Social Network
Sponsorships

SMASH

1 spot available

2-3-4 | 470 features
890 GRP M25-49

TV Features

Media coverage
Video

Special
Operations

Fans de Sport

Social Network
Sponsorships

PASSING

2 spots available

2-3-4 | 200 features
410 GRP M25-49

TV Features

Media coverage
Video

Skin Content

Social Network
Sponsorships

MAGAZINES

1 spot available

2-3 | 44 features
70 GRP M25-49

TV Features

Media coverage
Video

Social Network
Sponsorships

TV



MATCH POINT
4 spots available



LEGENDARY SHOWCASES
2 spots available



adressable.tv
Limited spots



**OUR PACKAGES
& UNIT PURCHASES**
Limited spots

100% DIGITAL

SLICE

1 spot available

Media coverage
Video

Social Network
Sponsorships



COVERLOOK
1M Impressions
1 spot available



PRE-ROLLS
1M Impressions
Limited spots



ADSWITCHING
1.1M Impressions
Limited spots



BRAND VIDEO
2M Impressions
2 spots available





2023 FRENCH OPEN

MARKETING TERMS AND CONDITIONS

OFFICIAL SPONSOR



PREMIUM PARTNERS



OFFICIAL PARTNERS



OFFICIAL SUPPLIERS



TV SPONSORSHIP: PRIORITY PURCHASING FOR OFFICIAL PARTNERS AND SUPPLIERS

Sponsors, premium and official partners benefit from 15 days of priority purchasing until March 3, 2023, at 6PM.

Official suppliers will also benefit from 15 days of priority purchasing until March 17, 2023, at 6 p.m.

Starting March 20, 2023: opening to other advertisers.

Official partners and suppliers benefit from a right of first refusal.

The "Sports Betting" category is blocked in TV and Pre-Roll Digital sponsorship.

DIGITAL: PRIORITY PURCHASING FOR OFFICIAL PARTNERS AND SUPPLIERS

Sponsors, premium and official partners benefit from 15 days of priority purchasing until March 3, 2023, at 6PM.

Official suppliers will also benefit from 15 days of priority purchasing until March 17, 2023, at 6 p.m.

Starting March 20, 2023: opening to other advertisers.

CREATION

Order of appearance in the billboards: the choice of an appearance by a partner is subject to a rate mark-up in accordance with France Télévisions Publicité's 2023 General Terms and Conditions of Sale.

The billboards must conform to the France Télévisions graphic charter.

CANCELLATION OR POSTPONEMENT OF THE EVENT

In the event of the cancellation of the sporting event: the Operation will not be invoiced, for all categories of Advertisers.

In the case of the postponement of the sporting event :

- The "official partner/supplier" Advertiser Purchaser who cancels an operation must pay a penalty equal to 100% (one hundred percent) of the total net budget excluding VAT for the Operation, regardless of the date on which the postponement of the sports event was scheduled (year N or N+1).
- The Advertiser Purchaser in categories other than "official partner/supplier" who cancels an operation must pay a penalty equal to 100% (one hundred percent) of the total net budget excluding VAT for the operation, if the event has been rescheduled in year N. However, it may cancel the Operation without penalty if the sporting event is postponed to year N+1.





2023 FRENCH OPEN

PRIORITY PURCHASING

SPONSORSHIP

Thursday,
February 16,
2023

Friday,
March 3, 2023

Friday,
March 17,
2023

Monday,
March 20,
2023

Sunday,
April 21, 2023

2023 French Open
Offer Release

End of priority for
official partners.

End of priority for
official suppliers.

Opening to other
advertisers.

Beginning of
2023 French Open.

TV & DIGITAL *

Thursday,
February 16,
2023

Friday,
March 3, 2023

Friday,
March 17,
2023

Monday,
March 20,
2023

Sunday,
April 21, 2023

2023 French Open
Offer Release

End of priority for
official partners.

End of priority for
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Opening to other
advertisers.

Beginning of
2023 French Open.



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*Priority purchasing valid for the Legendary Showcases and Match Point offers.

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