





# Affluent Europe 2023

france • tv publicité

## **ABOVE-AVERAGE TV/DIGITAL CONSUMPTION**

TV5 MONDE

**MONTHLY AUDIENCE** 

**11%** : TV

8% : Digital

TV/DIGITAL CONSUMPTION

**2H25**: TV **+13%** 

vs competition

**3H49**: Digital **+5%** 

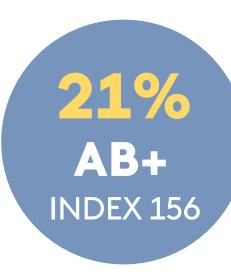


**AWARENESS** 

56%

TV + Digital audience for France 24 and TV5MONDE. Evolution VS the average for other international channels. Europe perimeter, i.e. 20 countries - General affluent population

#### A PREMIUM AUDIENCE





43%
DECISION
MAKERS
INDEX 133



18%
OPINION
LEADERS
INDEX 182

Profile of TV viewers (monthly) of France 24 and TV5MONDE. Base 100: VS the entire population of the IPSOS Affluent Europe 2023 study.

# AN AUDIENCE WITH STRONG PURCHASING POWER

TV5 MONDE

**AVERAGE MONTHLY AUDIENCE REVENUE** 

85 877€

+9%

VS n-1

+5%

VS competition

TOP 3% OF HIGH EARNERS

22%

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Profile of TV viewers (monthly) of France 24 and TV5MONDE. Base 100: VS the entire population of the IPSOS Affluent Europe 2023 study.





## THE RIGHT AUDIENCE TO TARGET FREQUENT TRAVELLERS



66%

of the audience took the plane in 2023

vs 46% in 2022

26 nights

hotel stays over the past 12 months vs 19 nights in 2022

+6 nights

2624€

average expenditure on airline tickets

+8,3% vs 2022

# **FOCUS ON PURCHASING INTENTIONS**



plan to buy a car in the next 12 months

**INDEX 107** 

Profile of TV viewers (monthly) of France 24 and TV5MONDE. Base 100: VS the entire population of the IPSOS Affluent Europe 2023 study.

plan to buy a tech product in the next 12 months

**INDEX 107** 

have used a financial advisory service in the last 12 months

**INDEX 107** 

54%

of the audience is willing to pay more for an eco-friendly product **INDEX 111** 

72%



of the audience intends to buy a watch in the next 12 months

**INDEX 101** 

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