

# Summary

of commercial conditions 2024

# *Destination 2024*

A step ahead

francetvpub.fr



france•tv  
publicité

# Destination 2024

## A step ahead

At the 25th edition of the CB News Media Grand Prix, FranceTV Publicité was awarded **"Agency of the Year 2023"**. This new recognition is a huge honour. It is also another push to keep improving, motivating us as much as it gives us a sense of responsibility. **Our Destination 2024 strategic plan has been created in this spirit of responsibility and based on this need for utility.**

Our aim is to keep **A STEP AHEAD** in the attention we pay to our audiences with high-impact and resonating content. For the same purpose, we also created responsible advertising offers that are also useful to support brands in their search for effectiveness.

**2024 will be a major year for France Télévisions, the exclusive free-to-air broadcaster of the Olympic and Paralympic Games** and which, as such, wishes to be **a fully-involved player.**

We are developing **4 priority areas:**

- **Reconnecting citizens** to strengthen the relational effectiveness of brands;
- **Winning over young peoples** with content that helps them grow and effective advertising solutions;
- **Evolving in performance** towards an era of attention, segmented TV amplification and better targeting for greater efficiency;
- **Simplifying access to our offers** to make TV advertising accessible to all players and facilitate the work of media agencies;



**1**

**RECONNECTING  
CITIZENS**

# 1 Reconnecting citizens

The France Télévisions group is currently the No. 1 media for French people with 30.8% audience share<sup>(1)</sup>. On digital platforms, with monthly replay reach of 41%, france.tv has been the top free streaming platform this summer, and has represented the fastest-growing platform in its universe so far (+20pts vs 2019<sup>2</sup>).

France Télévisions has managed to build a lasting relationship with its audiences. This attention paid to audiences is a source of great effectiveness for the brands that make and will make the choice of **FranceTV Publicité**.

30.8%

AUDIENCE SHARE

1<sup>ST</sup> IN

FRENCH MEDIA

(1) Source: Médiamat Médiamétrie, July-August 2023, Target 4 years and over

(2) Source: Médiamat Médiamétrie, January/August 2023 vs Year 2019, Target 4 years and over



2

**WINNING OVER  
YOUNG PEOPLE**

## 2.1 Reinventing formats and modernising entries

- Informing young people by offering them diversity and cultural openness rather than leaving them in their own devices, algorithms and social networks. The first TV news “C quoi l’info?” for 12-18 year olds on FranceInfo (Channel 27 and on franceinfo.fr), on Youtube, Snapchat and TikTok.
- Reinventing the codes of social advertising with Brut.Pub. A new approach that revisits the advertiser’s TV Spot and enriches it with Brut’s narratives code to appeal to Gen Z.

---

## 2.2 Launching a bold plan: “2030 for young people”

- Faced with a profound disruption in access to TV content but also disconnection from information, France Télévisions is launching a plan of investment for young people. **Investments in content dedicated to young people under 30 will be tripled over the next 5 years. All types of programmes** will be part of this effort: news, series, documentaries, culture and sport.

---

## 2.3 Paris 2024, 1<sup>st</sup> step in winning over young people

- France Télévisions, more than ever **the all-sport venue for young people. More than 9/10 young people watch sports events live.**
- With the Olympic and Paralympic Games of Paris 2024, FranceTV Publicité wishes to make the event **accessible to all** via different marketing stages and new opportunities available to everyone:

In order to allow advertisers to access the best advertising spaces, we have designed premium TV-VOL advertising offers available for purchase from 26 September exclusively on our ADspace platform:

- **POWER offer:** a selection of the most powerful TV spots and the best contexts with preferential placements. In Digital: pre-roll and after 20:00;

- **EMERGENCE offer:** on TV, a selection of exclusive 60" spots for long formats and 30" spots in the best contexts with preferential placements. In Digital: exclusive pre-roll 60" advertisements in 1<sup>st</sup> position on adswitching;
- **PERFORMANCE offer:** on TV, every day, a selection of short contextualised spots with start and end jingles to encourage and congratulate our French athletes every day. In Digital: pre-roll and adswitching with a contextualised jingle.

From late 2023 to July 2024: the marketing of TV-Vol blocks, unit-price TV spots and also TV programmatic.

As of today, ADspace is embracing the colours of sport with a **dedicated hub** entitled **"The largest sports venue"** where offers from the biggest sporting events will be accessible (viewing offers, purchasing and pre-purchasing according to the priority level of the offers) as well as Premium Sport offers on TV, Sponsorship and Digital, some of which will be put up for sale exclusively on the platform.



3

***EVOLVING IN  
PERFORMANCE***



## 3.1 Building a French standard for cross TV-video attention capture

FranceTV Publicité, supported by the agencies and the CESP, aims to **create a cross TV-video attention standard in France to ensure better relationship effectiveness for brands.**

**We will measure and model the criteria that most contribute to Advertising Attention in order to optimise media planning.**

On 29 June, on the occasion of **“Attention.Day”**, FranceTV Publicité, Ipsos and Tobii presented the first trends of **“Cultivating Attention”**, a new study in France to **identify and quantify the criteria that most contribute to Advertising Attention.** To complete this exclusive study, FranceTV Publicité and Ipsos relied on the expertise of Tobii, a company specialising in eye tracking technology. They implemented eye tracking in order to **measure the attention paid to advertising in real conditions, at home, via des lunettes Eye-tracking toute dernière génération.**

The initial trends observed allow us to once again demonstrate **the unparalleled power in terms of both advertising attractiveness and attention value of linear television/replay TV** when compared with streaming platforms and social media.

- Linear TV and replay TV represent 85% of video advertisements recorded. Streaming platforms represented 8%, and social media 7%<sup>(4)</sup>.
- 97% of linear TV/replay TV spots meet the MRC threshold (The Media Rating Council) vs 87% for streaming platforms and 11% for social media<sup>(5)</sup>.
- For the 20 second format, we observed 17.1 seconds of attention, which means that the attention score for linear TV and replay TV ads is 86% vs 59% for streaming platforms<sup>(6)</sup>.
- New for 2024: Deployment of Advertising Attention indicators in media planning tools and support for brands and their agencies in advertising effectiveness.

Sources Ipsos/Tobii-Base 98 individuals in 3 cities, Paris, Lille, Lyon from 24 May to 7 June 2023

80 observations minimum and 20 individuals in accordance with the recommendations of the CESP

(4)% of advertising video recordings collected on the basis of individuals who have watched their preferred screens via eye-tracking glasses

(5) MRC standard on 2s video and minimum 50% display on screen

## 3.2 Accelerating performance with segmented TV-TV amplification

In 2024, FranceTV Publicité is expanding **its segmented TV amplification solutions with addressable.tv AMPLIFY** for continuously **increasing effectiveness with more REACH and 4 new solutions:**

- **AMPLIFY AD TRACKING:** with either incremental Reach gain or required incremental Reach gain;
- **AMPLIFY AD TRACKING REPLAY:** addition of Replay with an IPTV component to play on TV-VOD complementarity;
- **TV + AMPLIFY:** hybrid pack, new Classic TV package offer & AMPLIFY in segmented TV;
- **AMPLIFY SPONSORING:** new retargeting sponsoring solution to maximise reach.

---

## 3.3 Accelerating targeting precision

FranceTV Publicité is pursuing its objective of staying ahead of the curve in terms of targeting with the highly anticipated launch of onboarding and is offering **two new solutions for activating 100% required buyer targets:**

- **Addressable.tv Partner:** create TV-Digital tactics by calibrating addressing by cross-referencing the customer base with FranceTV Advertising data on our TVs, CTV and web environments.
- **Addressable.tv Retail:** address Carrefour buyers, the largest first party PGC base in Europe (60 retail targets, 14 million loyalty card holders and more than 1 million transactions per year) in partnership with Unlimitail.

---

## 3.4 A novel solution for consumer targeting and local knowledge

FranceTV Publicité offers an innovative consumer targeting system **in partnership with ShoWhere**. The latter offers an advanced geostatistical modelling system based on a consumer survey (Kantar and Arcanes Research) combined with INSEE data. This data thus provides extremely detailed local knowledge. Thanks to this solution, more than 300 ConsoData criteria are now available in our segmented TV offer and in our digital environments.

A large, bold, yellow number '4' is the central focus of the page. The background is a dark blue gradient with several thin, curved lines in various colors (yellow, red, green, blue) that sweep across the left side of the frame. The overall design is modern and clean.

# 4

***STILL AND ALWAYS  
SIMPLIFYING ACCESS  
TO OUR OFFERS***

In a world of mega offers and mega competition, we need to **simplify access**.

## 4.1 AD Space offers new functionalities reflecting our customers' requests

We are continuing our process of simplification with ADspace, which will offer new features throughout the year in line with our customers' requests.

- **Sponsoring module:** notifications for the opening of exclusive offers, recommendations of offers according to the targets and or budgetary objectives.
- **Budget control module for multi-criteria financial reports;**

## 4.2 Addressable.tv Networks supports our customers to activate multi-zone and multi-creative campaigns

We are also accelerating our agility with the management of multi-zone and multi-creative campaigns, whether over the counter or directly integrated into automated purchasing tools.

- Agile management of OTC network campaigns: Optimised management of briefs in all campaign management components for network brands: definition of zones/targets, inventory distribution by zone, integration and management of working plans, dissemination, reporting;
- Interfacing with the brands' media purchasing tools via the ADspace API and Adcleek (more than 1,500 points of sale equipped and interconnected with our API) for direct and autonomous campaign purchases on segmented TV on France Télévisions channels and across specific catchment areas.

**The world is changing. And so is advertising.**

### PRESS CONTACTS

Valérie Blondeau  
Tel: +33 1 56 22 62 52  
Valerie.blondeau@francetvpub.fr

Alexis Blanc  
Tel: +33 1 56 22 62 04  
Alexis.blanc@francetvpub.fr