

TV REMAINS THE LEADING MEDIA IN THE MAGHREB ZONE, DESPITE THE RISE OF DIGITAL MEDIA



+1h11 +16min +7min

#### **TV5MONDE AND FRANCE 24 TOP THE RANKING FOR THE GENERAL PUBLIC\*\* TARGET**

Data on the general public



### NO. 1 INTERNATIONAL NEWS CHAIN\*\*



NO.1 FRANCOPHONE CHANNEL\*\*

**73%** of notoriety (+2pts in one year)

**3M** viewers every week (20% weekly audience) 56%

of notoriety (+1pt in one year)

1,4M

viewers every week (9% weekly audience)

\*\*: In weekly coverage Source: KANTAR Sofres - Africascope Maghreb - Annual results 2023 The survey covers the 12 main regional metropolises of Algeria, Morocco and Tunisia, and is representative of the population aged 15 and over residing there, i.e. 15,226,000 individuals.

# AFRICASCOPE MAGHREB



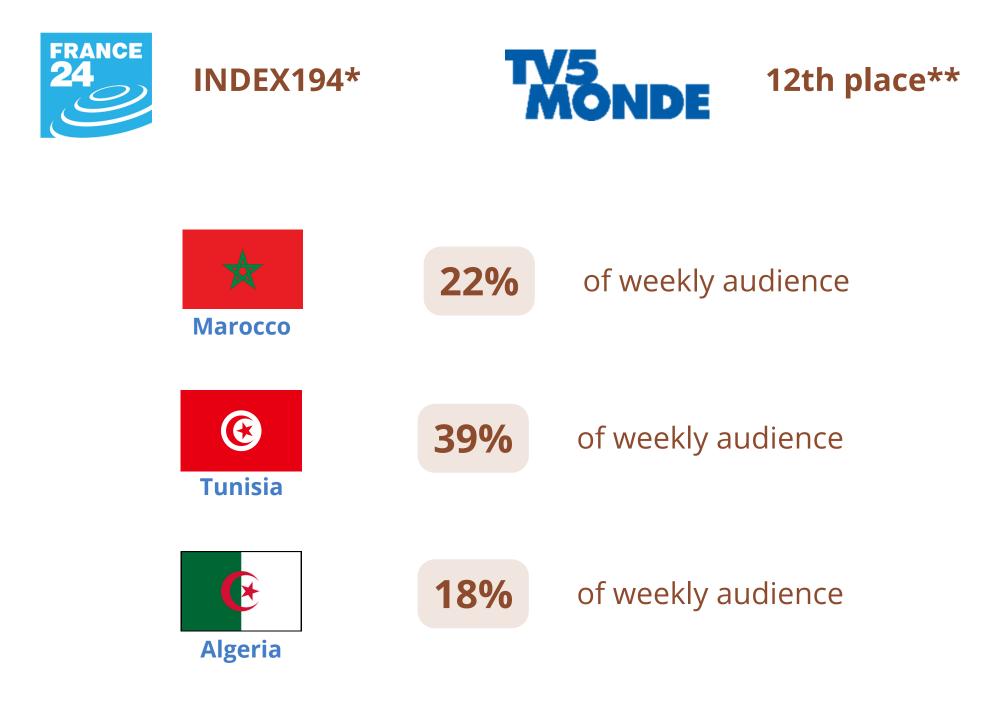
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## A STRONG POSITION IN THE MAGHREB FOR EXECUTIVES & MANAGERS





## A STRONG FOLLOWING AMONG EXECUTIVES AND MANAGERS IN ALL THREE COUNTRIES



\*Index vs. average of news channels in the Maghreb among executives and managers. \*\*International generalist channels in the Maghreb among executives and managers.

Source: KANTAR Sofres - Africascope Maghreb - Annual results 2023

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