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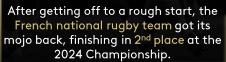
THE 2024 SIX NATIONS CHAMPIONSHIP

IRELAND AT THE TOP OF ITS GAME











It's a whole new era for Les Bleus, who will soon see the return of their captain, Antoine Dupont.

THE 2024 SIX NATIONS CHAMPIONSHIP

AUDIENCE OVERVIEW: 2024 CHAMPIONSHIP



35.6M

viewers tuned in to the 2024 Six **Nations Championship** on France Télévisions



3.5M

viewers on average for all 15 Six Nations matches

6.7M viewers on average for the v England closing match

6M

videos viewed on our platforms throughout the Championship





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THE 2024 SIX NATIONS CHAMPIONSHIP

AUDIENCE OVERVIEW: MAGAZINE SPECIALS



10M

viewers watched the magazine

XV SUR 15 on France Télévisions
in 2024



1.7M

viewers on average for the 6 episodes of XV SUR 15 •2

2M

viewers on average for the Six Nations special of 25 Images du Jour in 2024 •2

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THE 2025 SIX NATIONS CHAMPIONSHIP

ALL MATCHES AVAILABLE EXCLUSIVELY ON FRANCE TÉLÉVISIONS!

SIX 🌘 NATIONS

LES BLEUS SET THEIR SIGHTS ON A GRAND SLAM!

AFTER A 2024 MARKED BY THEIR 2ND PLACE TITLE AT THE SIX NATIONS, THE FRENCH TEAM IS BACK ON THE OFFENSIVE.

WITH THE RETURN OF ANTOINE DUPONT AND 2 HOME MATCHES, THEIR AIM IS CLEAR: TO WIN ANOTHER GRAND SLAM.

AND TO MAKE IT HAPPEN, THEY'LL HAVE THE FULL SUPPORT OF THE CROWDS IN STADE DE FRANCE!



FRANCE v SCOTLAND STADE DE FRANCE, PARIS SATURDAY 15 MARCH 2025



THE 2025 SIX NATIONS CHAMPIONSHIP

ALL MATCHES AVAILABLE EXCLUSIVELY ON FRANCE TÉLÉVISIONS!

NATIONS

FRA

21:15



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15:15



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SCO SCOTTES











FRA

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21:00

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Episode No. 6 of XV sur 15 covering the matches.1

Episode No. 25 of the l'Image du jour from Monday to Friday around • 2 • tv 8:40pm.2

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^{1.} Schedule subject to modification by each channel.

^{2.} Monday to Friday around 8:40pm on match weeks. Subject to modification by each channel.

THE 2025 SIX NATIONS CHAMPIONSHIP

OUR SPONSORSHIP OFFERS FOR 2025











1 place available

THE 2025 SIX NATIONS CHAMPIONSHIP OUR À LA CARTE OFFERS - DIGITAL & PHYGITAL









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OUR TOTAL VIDEO PREMIUM OFFERS

Discover our two tiers of Total Video Premium offers, allowing you to enjoy prime TV and digital spots during the top matches of the 2025 Six Nations Championship for optimal reach and presence



- PRESTIGE
- PRIVILEGE

EXCLUSIVELY ON ADspace

T6N & FFR PARTNERS FROM 12/11 AND OTHER ADVERTISERS FROM 14/11

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OUR TOTAL VIDEO OFFERS ACCESS THE BEST OF THE 2025 SIX NATIONS



PRESTIGE

Never-seen-before visibility during the biggest matches of the 2025 Six Nations including 5 France matches.

TOTAL VIDEO



PRIVILEGE

A guaranteed presence with à la carte plans scheduled around the three France matches* and the Championship's biggest faceoffs.

SIX NATIONS CHAMPIONSHIP 2025 MARKETING TERMS



TV, DIGITAL& SOCIAL MEDIA SPONSORSHIP

PURCHASE PRIORITY GIVEN TO PARTNERS

2025 Six Nations Championship offers will be launched on Thursday 14 November 2024 at 10am.

All partners of Six Nations Rugby Ltd will be granted a 7-day head start on all purchasing, ending 21 November at 8pm.

After this period, all premium, major, official partners and suppliers of the FFR will be granted a head-start of five working days, starting at 8am on 22 November and ending at 8pm on 29 November.

Then, all 2024 commercial partners of France Télévisions Publicité will be given a 2-day head start, ending at 8pm on 3 December.

From 4 December onwards; purchasing is open to all other advertisers, subject to availability and excluding blocked sectors.

Blocked sectors: All partners of Six Nations Rugby Ltd (accounting and management software, hospitality and watchmaking) & all premium and major partners of the FFR (automobile, banking, sports equipment, construction and industrial materials, electrical companies).

For more information and full terms and conditions of our TOTAL VIDEO PREMIUM offers, please refer to the Specific Terms of Sale available on the Adspace platform, as well as the 2025 General Terms of Sale.

DESIGN & BILLBOARDS

Order of appearance on billboards: choice of spot placement is subject to a surcharge (refer to the 2025 General Terms and Conditions of Sale).

Billboards must comply with France Télévisions' graphic charter.

6 NATIONS LTD PARTNERS

Sage





PREMIUM FFR PARTNERS









MAJOR FFR PARTNERS



OFFICIAL FFR PARTNERS









OFFICIAL FFR SUPPLIERS



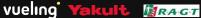


















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