

A collage of four rugby players in action. In the foreground, a player in a blue France kit with a red rooster emblem is running towards the viewer. Behind him, a player in a white England kit is holding a Gilbert rugby ball. To the left, another player in a blue France kit is pointing upwards. In the background, a player in a white England kit is visible. A large, glowing white outline of the number '6' is positioned behind the players.

NATIONS 2025

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THE 2024 SIX NATIONS CHAMPIONSHIP

IRELAND AT THE TOP OF ITS GAME



Ireland has reaffirmed its European champion status by winning the Six Nations for the second year in a row!



After getting off to a rough start, the French national rugby team got its mojo back, finishing in 2nd place at the 2024 Championship.



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 France v England closing match

6M

videos viewed on our platforms throughout the Championship



THE 2024 SIX NATIONS CHAMPIONSHIP

AUDIENCE OVERVIEW: MAGAZINE SPECIALS



10M

viewers watched the magazine
XV SUR 15 on France Télévisions
in 2024



VINCENT CLERC

CÉDRIC BEAUDOU

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

THE 2025 SIX NATIONS CHAMPIONSHIP

ALL MATCHES AVAILABLE EXCLUSIVELY ON FRANCE TÉLÉVISIONS!



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 WALES
STADE DE FRANCE, PARIS
FRIDAY 31 JANUARY 2025



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

THE 2025 SIX NATIONS CHAMPIONSHIP

ALL MATCHES AVAILABLE EXCLUSIVELY ON FRANCE TÉLÉVISIONS!



DAY 1

FRA		FRI 31 JAN 21:15		WAL
SCO		SAT 1 FEB 15:15		ITA
IRL		SAT 1 FEB 17:45		ENG

DAY 2

ITA		SAT 8 FEB 15:15		WAL
ENG		SAT 8 FEB 17:45		FRA
SCO		SUN 9 FEB 16:00		IRL

DAY 3

WAL		SAT 22 FEB 15:15		IRL
ENG		SAT 22 FEB 17:45		SCO
ITA		SUN 23 FEB 16:00		FRA

DAY 4

IRL		SAT 8 MAR 15:15		FRA
SCO		SAT 8 MAR 17:45		WAL
ENG		SUN 9 MAR 16:00		ITA

DAY 5

ITA		SAT 15 MAR 15:15		IRL
WAL		SAT 15 MAR 17:45		ENG
FRA		SAT 15 MAR 21:00		SCO



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 8:40pm.²



THE 2025 SIX NATIONS CHAMPIONSHIP

OUR SPONSORSHIP OFFERS FOR 2025



"GRAND CHELEM"
1 place available

A photograph of three Irish players in green jerseys celebrating with the Six Nations trophy. One player is holding the trophy high, and the others are cheering with their arms raised.

"ESSAI"
1 place available

A photograph of a French player in a blue jersey being tackled by an English player in a red jersey during a match.

"DROP"
2 places available

A photograph of a French player in a blue jersey running with the ball during a match, with an English player in a white jersey attempting to tackle him.

"MAGAZINES"
1 place available


A photograph of two men in suits smiling. The man in the foreground is slightly out of focus, while the man behind him is in focus.

THE 2025 SIX NATIONS CHAMPIONSHIP

OUR À LA CARTE OFFERS - DIGITAL & PHYGITAL



IMPACT
1 place available

A photograph of a French rugby player in a blue jersey with "ALTRAD" and a rooster logo, running with the ball during a match.

adressable.tv
À la carte

A photograph of a French rugby player in a blue jersey with "ALTRAD" and a rooster logo, running with the ball during a match.

Match
Connect
1 place available

A photograph of a French rugby player in a white jersey with a rooster logo, holding the ball during a match.

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

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 face-offs**.

TOTAL VIDEO

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





PREMIUM FFR PARTNERS



MAJOR FFR PARTNERS



OFFICIAL FFR PARTNERS



OFFICIAL FFR SUPPLIERS



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