



The 24/7 news channel

**MARKET POSITION:**

**BFM TV** is already received by more than 24.5 millions individuals. **BFM TV** is at the moment the leader of TNT for news (free digital TV). On the TNT, **BFM TV** has two main competitors the news channels I Télé and LCI. In audience share, **BFM TV** leads the two channels by far. In 2009, it has a 0.9% TNT market share (*Médiamétrie Médiamat – MS 4 yrs & + October 2009*).

BFM TV	
<b>Numbers of viewers every month</b>	<b>24,658,000</b>
Including number of high income professionals	5,750,000

Source: Médiamétrie Médiamat October 2009

**EDITORIAL PROFILE:**

The all news format of **BFM TV** reflects the image the main international news channel such as CNN, BBC News... 140 journalists work for **BFM TV** and produce 18 hours of live programmes daily. The concept is to give in 15 min max all the info: BFMtv is more than an information provider, it is a authentic service. **BFM TV** is above all a reactive channel. The channel covers all events and adapts its programming schedule according to the breaking news. Since its launch in 2005, it's well known and experienced journalists have covered every major event directly from the premises where the action took place. At last, **BFM TV** is owned by an independent media group offering a bigger editorial freedom.

**TECHNICAL SPECIFICATIONS:**

Please contact us for details.

**COPY DEADLINE:**

Please contact us for details.

If you would like to receive copies, a media pack or further information, please contact  
GCA INTERNATIONAL MEDIA SALES on 020 7730 6033  
gca@gca-international.co.uk