



24 hour international news channel

### **MARKET OVERVIEW:**

**France 24** is an international news TV channel launched on December, 6<sup>th</sup> 2006, to compete with BBC World, CNN, and Al Jazeera...It is the first international channel to broadcast simultaneously in French, English and Arabic. **France 24** is at the forefront of the revolution in news distribution channel.

**France 24** is received in approximately 125 million households throughout the world with 324 million viewers watching via cable, satellite and ADSL networks. The geographic coverage is: Europe (69 millions households), Sub-Saharan Africa (4.1 millions households), Near and Middle East (17.5 million households) Maghreb (8.5 millions households) and the USA (1,9 millions households).

The targeted audience of **France 24** is a male ,active CSP+ viewer, aged between 25 and 64 years old (Audience composed by 58% of men, 47% of CSP+ ).

### **PROFILE:**

**France 24** proposes a strong editorial coverage:

- *News coverage:* Live every 30 minutes during prime time with a summary of the day's headlines every 15 minutes.
- *Special reports:* Created equally in French, English and Arabic, then adapted into other languages.
- *In-depth analysis:* Go beyond the news with an insight to what is really happening behind the scenes (specialized programmes and reports on key themes).

**France 24** gives access to worldwide information with the emphasis on 5 main themes: News, Economy, Culture and Lifestyle, Sports, Weather.

**France 24** also offers:

- *All the images:* with a partnership with TF1, France Televisions, AFP, Reuters, AP, RFO, AITV, Eurovision... a network that covers around 100 countries in addition to those from major agencies and international bodies.
- *All the comprehension:* **France 24** provides the keys to understanding ever more complex current news and events around the globe.
- *All the media:* Broadcast via satellite, cable, internet and soon by telephone or video cast.

### **ADVERTISING RATES 2011:**

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