



The website of France Télévisions dedicated to health

MARKET OVERVIEW:

Allodocteurs.fr is a website of France Télévisions dedicated to health. France Télévisions is owned by the French government. **Allodocteurs.fr** is one of the websites of this media network composed of several TV channels as FR2, FR3, FR4, FR5 and FRO. France TV web eco system includes *Francetv.fr*, *Francetvpluzz.fr*, *Francetvsport.fr*, *Francetvinfo.fr*, **allodocteurs.fr**, *ludo.fr*, *zouzous.fr*, *plusbellelavie.fr*, *mytaratata.com*, *France2.fr*, *France3.fr*, *France4.fr*, *France5.fr* and *FranceO.fr*. In total, 15 million unique visitors each month visit these websites and 1.6 billion videos are viewed each year due to the video on demand features.

	http://www.allodocteurs.fr/
Unique Visitors (per month)	988,000
Monthly impressions	4,300,000

Source: Médiamétrie netratings AT Internet, July2015

PROFILE & CONTENT:

The core audience of **Allodocteurs.fr** is 25-45 yo.

Allodocteurs.fr enables the users to have programme detail on the TV guide of the health programmes on France 5 but it also includes a catch up TV feature.

Allodocteurs.fr has several different sections:

- A la une: This section enables the users to access the latest trends and news concerning health.
- J'ai mal: This section is dedicated to the latest news and discover concerning pain.
- Maladies: This section is dedicated to the latest news and discover concerning diseases.
- Se soigner: This section is dedicated to the latest news and discover about how to be cure.
- Sexo: This section is dedicated to the latest news and trend concerning sex.
- Alimentation: This section is dedicated to the latest news and discover concerning diet.
- Bien être: This section provides the latest news and trends concerning well-being.
- Psycho: This section provides advice and latest news concerning psychology.
- Grossesse-Enfant: This section is dedicated to children and pregnancy.
- Your questions: This section is dedicated to frequently asked questions.
- Blogs: This section enables the users to access varied blogs concerning, handicap, diet, health issues in regards to French presidential election, Psychology and health smartphone app test.
- Forum: This section is dedicated to forum regarding health, where the website users can exchange about health issues.
- Émissions: This section describe the programmes schedule of the health programmes on France 5.

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