



The website dedicated to the youth offer of the “Ludo” program

### **MARKET OVERVIEW:**

**Ludo.fr** is the website which presents the youth offer of the program Ludo, one of the TV programmes of France Télévisions group. This media group is owned by the French government. Ludo.fr is a website which is a part of a 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. “Ludo” is broadcast on France 3 and France 4.

### **PROFILE & CONTENT:**

The core audience of **Ludo.fr** is 6-12 yo.

This website main feature is a video on demand service dedicated to the youth offer of “Ludo”. **Ludo.fr** is composed of 5 different sections:

- Accueil: This page presents the latest cartoons broadcasted on the “Ludo” program
- Video: This section enables the users to have access to the different cartoons broadcast on TV during the Ludo program with a video on demand service.  
Those cartoons are:  
*The Batman, Inspecteur Gadget, Wakfu, Teen Titans Go, Ultimate Spider Man, H2O L'île des sirens, Titeuf, Boule and Bill, Garfield, Lolirock, Les as de la jungle, Star Wars rebels, Avatar le dernier maître de l'air, Super 4, La garde du roi lion, Les lapins crétins, Ninjago, Tortues Ninjas, Yakari, 7 Nains et moi, 7 nains et moi, Tortues Ninja, Super 4, Ninjago, DC super hero girls : l'école des super héros, SlugTerra, Foot2rue Extreme, Star Wars Rebels, LoliRock, Yakari, Angelo la débrouille, T'ou ?, Son Altesse Alex, Oggy et les cafards Il était une fois..., Zip-Zip, Shaun le mouton, Bunny Tonic, Une saison au zoo, 1 jour 1 question, Helene et les animaux, Le college d'étrangeville, Simon's cat, Les défis d'Alfridge, A table les enfants, Art investigation and Sam Fox : l'aventurier de l'extreme.*
- Jeux, this section enables the user to play games derivate from the cartoons broadcast,
- Amis, this section is a social network derivate from the cartoons broadcasted during the program, where children can compare their game score with the others.
- Évènements, this page enables the users to obtain practical information on the event related to *Ludo*.

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