



The website dedicated to an iconic TV music show

MARKET OVERVIEW:

Mytaratata.com is a website dedicated to the iconic musical program "Taratata". This website is a part of the France Télévisions group. This media group is owned by the French government. **Mytaratata.com** is one of the websites 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*, *alldoctors.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. Taratata length is 1h30, and is broadcast on France 2 once a month, and is rebroadcast on TV5 Monde.

PROFILE & CONTENT:

The core audience of **mytaratata.com** is AB 25-45 yo

The web ecosystem of the Taratata's brand truly engage its audiences, with more than 300 000 peoples who are part of the web Taratata's community. On the website, web users can enjoy bonuses, and a multiscreen app, which enables the users to perform its own cameras selection during the program.

mytaratata.com enables the users to have access to:

- Lives section: Access to replay of the program with a video on demand feature
- Artists: Access to information on all the different artist who came to the show
- Bonus: This section enables the users to enjoy bonus videos of the show afterwards

ADVERTISING RATES 2018:

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