



Mobile

The French App of the 100% news channel

MARKET POSITION:

BFMTV.com mobile is the official App of the famous French 24/7 news channel. **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*).

	BFMTV.com
Unique visitors per month	14,540,000
Unique visitors per week	7,605,000
Unique visitors per day	1,620,000

Source: mediametrie June 2020

WEBSITE PROFILE:

The content of the App is organized around 5 topics: Real time information, Direct, Witnesses BFMTV, zapping, and Rendezvous.

ADVERTISING RATES 2020:

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TECHNICAL SPECIFICATIONS:

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