



FRENCH TV

Oustanding stories of ordinary persons

MARKET POSITION:

Discovery channel is a channel exclusively available on CANALSAT and Numericable. Launched in France in 2004, National Geographic Channel rivals competitors such as Planete channel. The audience share for viewers of over 4 years of age is 0.2% (according to Mediamat Thematik January-June 2016).

Discovery Channel	
Coverage per month (along with Discovery science)	1,100,000

Source: Médiamat Thematik January- June 2017

EDITORIAL PROFILE:

The main themes presented on the discovery channel relate to science, mechanics, adventure, and survival stories. Discovery channel broadcasts mostly foreign TV shows, from the UK and the USA, with leading programs such as Man vs Wild, Mythbuster or Gold Rush. The aim of this channel is to reveal and lend a better understanding of the world to its viewers.

ADVERTISING RATES 2018:

Proposals only on request

TECHNICAL SPECIFICATIONS:

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