

francetv

The catch up TV website of France Télévisions

MARKET OVERVIEW:

France.tv is the replay feature of the national terrestrial French TV channels, controlled by France Télévisions Group. This group is owned by the French government. **France.tv** is the replay website of a media network composed of several TV channels as FR2, FR3, FR4, FR5 and FRO. It also offer a direct access to the other sites of the France Television group: *zouzous.fr*, *ludo.fr*, *alldoctors.fr*. This portal enable the user to watch the France Television live.

	http://www. France.tv
Unique Visitors (per month)	3,994,000
Unique visitors (per day)	305,000
Pages Viewed (per month)	32,464,000
Time spent per UV	0:41:17

Mediametrie Netratings web fixe Sept 2017

PROFILE & CONTENT:

The core audience of **France.tv** is really wide due to its varied programmes offers. This portal includes sections per channels:

- France 2
- France 3
- France 4
- France 5
- France O
- Franceinfo:
- La 1ere

But also thematic sections such as :

- francetvInfo, the user could enjoy all the replay concerning news
- Documentaires: All the documentaries broadcast on France Télévisions channels available on video on demand in this section
- Series & Fictions: All the shows broadcasted on France Televisions channels available on video on demand
- Films: TV series broadcast on France Télévisions channels available on video on demand in this sectio
- Sport: This section enables the user to find sport content broadcasted on France television channels in video on demand (e.g. Olympic Games)
- Jeu & divertissement: This section enables the user to find its favourite programmes on video on demand
- Enfants: This sections enables the user to find its favourites programmes dedicated to kids
- Actualite & Societe : Cultural programs, news, weather forecasts, politics, religion, health
- Spectacles & actualites: Programms dedicated to literature, dance, opera, theatre, music
- Vie quotidienne: Cooking, fashion, home furniture

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