The website of a powerful domestic TV channel

MARKET OVERVIEW:

France2.fr is the website of one of the most powerful national terrestrial French TV channels, and this is controlled by France Télévisions Group. This group is owned by the French government. ***France2.fr*** 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, 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.

PROFILE & CONTENT:

The main audience of France2.fr is very wide due to the variety of programmes offered by the TV channel. The main audience would be woman responsible of household purchase (59% woman within the TV channel audience).

France2.fr enables the users to have information concerning the TV guide of France 2 but it also includes a catch up TV feature.

France2.fr has several different sections:

- Programme TV: This section enables the users to consult the TV guide of France 2
- Émissions: This section spread news about the programmes broadcast on France 2, as trailer or photos.
- Vidéos: This section is dedicated to the catch up TV feature of the programmes broadcasted on France 2
- Info: This section is dedicated to the latest national news from Francetvinfo.fr
- Jeux: This section is dedicated to games by-product from TV games broadcast on France 2
- Participez: This section enables the users to access the different discussion forum of France 2

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