



The official website of France 4

## **MARKET OVERVIEW:**

**France4.fr** is the website of one of the national terrestrial French TV channel, which is controlled by France Télévisions Group. This group is owned by the French government. **France4.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*, *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.

## **PROFILE & CONTENT:**

The main audience of **France4.fr** is men 15-29 yo

**France4.fr** enables the users to have information concerning the TV guide on France 4 but it also includes a catch up TV feature.

**France4.fr** is composed of several different sections:

- Programme TV: This section enables the users to consult the TV guide of France 4
- Emissions: This section spread news about the programmes broadcast on France 4, as trailer or photos.
- Vidéos: This section is dedicated to the catch up TV feature of the programmes broadcasted on France 4
- Zouzous: enables the users to access [zouzous.fr](http://zouzous.fr)
- Ludo: enables user to access [Ludo.fr](http://Ludo.fr)
- Studio 4: enables the users to access studio 4 website, which is dedicated to web series programmes
- Jeux: This section is dedicated to games by-product from TV games broadcast on France 4

## **ADVERTISING RATES 2017:**

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