

# france.5

The cultural channel

## **MARKET OVERVIEW:**

**France 5** is a national terrestrial French TV channel, owned by France television group which is a state owned program company. The success of the channel is built on analysis and knowledge as well as a good understanding of its viewers expectations. It has been supported by a solid grid, especially during access and prime time.

***Audience share +4 yo: 3.7% (2018)***

***Cumulative audience: 12.5 million viewers per day***

## **PROFILE:**

**France 5's** main targets are 25-59 yo, ABC1 and women in charge of household purchases (56% viewers are women)

France 5 has a cultural vocation. Most of the program has educative value.

- Documentary, as « Les escapades de Petitrenaud ».
- Talk show as “C a Vous”
- Health magazine “Le magazine de la santé”

## **ADVERTISING RATES 2018:**

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