

francetv.fr

The portal website of France Télévisions

MARKET OVERVIEW:

Francetv.fr has the role to present and drive traffic to the other website of the internet France Télévision group web eco-system. France Télévisions group is a state owned media company which own several French national 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 core audience of **Francetv.fr** is 25-45 yo.

Francetv.fr is a portal of the France Télévisions web eco system, it gathers content on varied websites of the ecosystem and enable user to reach those websites. **Francetv.fr** has also an educational section, where parents, teachers and pupils, can share multimedia content, in the aim to give an easier access to knowledge.

Francetv.fr enables the users to reach:

- France2.fr: This website concerned the French national TV France 2
- France3.fr: This website concerned the French national TV France 3
- France4.fr: This website concerned the French national TV France 4
- France5.fr: This website concerned the French national TV France 5
- FranceO.fr: This website concerned the French national TV France O
- Francetvpluzz.fr: This website enable the users to access the video on demand service of France Télévisions group
- Francetvinfo.fr: This is the news website of the web eco system of France Télévisions group
- Francetvsport.fr: This website is dedicated to the latest news concerning sport
- Ludo.fr: This website is dedicated to the youth TV offer of France 3
- Zouzous.fr: This website is dedicated to the youth TV offer of France 5

ADVERTISING RATES 2017:

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