

francetv **ZOUZOUS**

The website dedicated to the youth offer of the “Zouzous” program

MARKET OVERVIEW:

Zouzous.fr is the website which presents the youth offer of “Zouzous” programme. This website is part of the France Télévisions group. This group is owned by the French government. 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 come to these websites and 1.6 billion videos are viewed each year due to the video on demand features. “zouzous” is broadcast on France 5 and France 4

	www.zouzous.fr/
Unique Visitors (per month)	60,000
Monthly impressions	730,000
Smartphone unique visitors (per month)	120,000

Source: AT Internet, in average on 2nd quarter 2015

PROFILE & CONTENT:

The audience of **zouzous.fr** is mainly 3-6 yo.

The website most important feature is a video on demand service dedicated to the youth offer of “Zouzous”. **zouzous.fr** is composed of several different sections:

- Homepage
- How to download the app
- Video on demand: enables the user to access their favourite programmes whenever they want
- Forum: An exchange space between the users of “Zouzous” video on demand feature
- Follow us: This section is dedicated to drive traffic to the social network pages of “Zouzous” program

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