



The catch up TV website of France Télévisions

MARKET OVERVIEW:

Francetvpluzz.fr is the replay feature of one of the most powerful national terrestrial French TV channels, controlled by France Télévisions Group. This group is owned by the French government. **Francetvpluzz.fr** is the replay website 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. Francetvpluzz.fr developed a partnership with Free, an internet provider. This Free partnership, enables the users to rent a movie on their internet box, and then allow them to see their content on the device of their choices.

	http://pluzz.francetv.fr/
Unique Visitors (per month)	2,300,000
Monthly impressions	15,600,000
Mobile visits (per month)	9,400,000

Source: AT Internet, average Trimestre 4 2015

PROFILE & CONTENT:

The core audience of **Francetvpluzz.fr** is really wide due to its varied programmes offers.

Francetvpluzz.fr includes several different content sections:

- Info, the user could enjoy all the replay concerning news
- Documentaire: All the documentaries broadcast on France Télévisions channels available on video on demand in this section
- Série et fiction: TV series broadcast on France Télévisions channels available on video on demand in this section
- Magazine: TV magazine broadcast on France Télévisions channels available on video on demand in this section
- Culture: In this section, the user can find all the cultural programmes broadcasted in video on demand.
- Jeunesse: In this section the user could find all the programmes broadcasted dedicated to youth (e.g. "midi les zouzous") in video on demand
- Divertissement: This section enables the user to find entertainment content broadcasted in video on demand (e.g. "le plus grand cabaret du monde")
- Sport: This section enables the user to find sport content broadcasted on France television channels in video on demand (e.g. Olympic Games)
- Jeu: This section enables the user to find its favourite programmes on video on demand
- Région: This section dedicated to video on demand replays for programmes focused on the regional actuality

ADVERTISING RATES 2017:

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GCA International Media Sales 020 7730 6033
Email: gca@gca-international.co.uk