



The TV news channel that serves as a reference for opinion leaders and decision makers

MARKET OVERVIEW:

LCI was the first TV News channel in France, created in 1994. With an editorial staff consisting of 100 journalists, 18 offices in France and 5 foreign offices, LCI gives a full news coverage 24/7.

THE LCI VIEWER IS AN OPINION LEADER AND DECISION MAKER

The typical LCI viewer is a man, Upper and upper-middle class, employed, and living in a big city. He is a Decision maker in his company and he is always looking for new products and services. Moreover he is ready to pay more for quality products and services

For him the brand name is a guarantee of quality, and he attaches a great value to his favourite brands. Luxury is a personal pleasure for him and he loves buying luxurious gifts
His main interests are: Travel and Tourism

Profile and contents:

LCI content is broadcast to more than 7 million households on cable, satellite, Broadband or Pay DTT.

LCI is the 3th news channel on the Upper class target with constantly increasing ratings (+65% in one year)

It is very strong AB++ profile: 45% of AB++ within LCI's profile (vs 39% for BFM TV and 40% for I>Tele)



ADVERTISING RATES 2017:

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