



The website of an iconic show

MARKET OVERVIEW:

Plusbellelavie.fr is a website dedicated to the iconic French tv series "Plus Belle La Vie". This website is a part of the France Télévisions group. France Télévisions group is owned by the French government. **Plusbellelavie.fr** is one of the websites 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*, *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. Plus Belle La Vie has been launched in 2004, and it is currently shown on France 3 from Monday to Friday at 8.15 pm. More than 2 000 episodes have been broadcasted on France 3 which is a record for French television.

	http://www.plusbellelavie.fr/
Unique Visitors (per month)	357,000
Monthly impressions	2,100,000

Source: *Médiamétrie netratings AT Internet, January 2015*

PROFILE & CONTENT:

The core audience of **Plusbellelavie.fr** is women 25-45 yo

Plusbellelavie.fr enables the users to have information about the iconic French TV series Plus belle La Vie.

Plusbellelavie.fr has several different sections:

- Accueil: This section enables the users to access trendy articles and videos in regards to the TV series.
- News: This section is dedicated to the latest news in regards to the scenario evolution of the series.
- Videos: This section is dedicated to tease the website users on the latest episodes of the series with video extract of those episodes.
- Saisons and episodes: This section enables the visitors to see all the episodes from the beginning of the TV series.
- Personnages: This section provides to the user details about the characters of the TV series.
- Mode et déco: This section provides details on the look and the decoration saw in the series.
- PBLV BOX: This section provides information on a commercial offer, for a cost of 19.90€, the subscriber can receive at home a special "Plus Belle La Vie" box with special gifts derivative from the series.

ADVERTISING RATES 2017:

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