



MARKET OVERVIEW:

MyTF1.fr mobile is the app of the most powerful national terrestrial French TV channel, controlled by TF1 Group, whose major share-holder is Bouygues. 42.1 million Internet users, more than 71% of French connect each month on the website and 87% log on every day or almost according to Mediametrie studies 2012.

Mediametrie Net Rating mobile January 2016	MyTF1 Mobile
Unique Users (per month)	2,603,000

PROFILE & CONTENT:

The Internet offers the first multi-audiovisual Regie.

- A powerful offering that touches every month nearly 15.2 million unique visitors, ie 35% of active Internet users
- An offer built around strong brands, media, deployed on all screens, and addressing to the whole target.
 - Women 25-49 years old → MYTF1, TF1Conso, Stylia and TVBreizh
 - Men 25-49 years old → Eurosport, TF1 News, Rugbyrama, Telefoot and Motoring
 - Individuals 25-49 years old → Ushuaia
 - 15-34 years old → Wat and excessive
 - The children and their parents → TFou and Disney

ADVERTISING RATES 2017:

Please contact us

TECHNICAL SPECIFICATIONS:

Please contact us for details

CREATIVE DEADLINE:

Please contact us for all details

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