



The leading general-interest French-speaking channel across the world

MARKET OVERVIEW:

TV5 Monde is the leading general-interest French speaking channel across the world. **TV5 Monde** reaches an overall audience of 50 million viewers weekly, with 243 million homes and 3,5 million hotel rooms connected 24 hours a day in more than 200 countries.

TV5 Monde is the second biggest channel in the world just behind MTV. It broadcasts 9 different channels whose programming takes time delay into account as well as different consumers' habits within large geographical areas. **TV5 Monde** subtitles its programs in 12 foreign languages. The targeted audience of **TV5 Monde** is high diversified as it provides a wide variety of programs.

The targeted audience of **TV5 Monde** is masculine (57%), active AB+, and mainly young with 67% of the audience aged between 15 and 34 years old.

PROFILE:

TV5 Monde delivers the highest quality in French-speaking audiovisual production across all genres: talk shows, sports, cinema, drama, documentaries, youth programming, games and entertainment, music and news and current affairs.

TV5 Monde broadcast 9 different channels:

- *TV5 Monde FBS* (France Belgium Switzerland) is available in more than 22 million homes and its overall weekly audience equals 4.6 million viewers.
- *TV5 Monde Europe* is broadcast in 97 million homes in 38 countries and via satellite to 80% of TV-equipped homes in Africa.
- *TV5 Monde Africa* is broadcast in 50 countries, 28 of which are French-speaking. It reaches 8 million listed homes and an overall weekly audience of 22 million viewers
- *TV5 Monde Maghreb-Orient* is available in more than 30 million households with a total weekly audience of over 6.5 million viewers.
- *TV5 Monde Asia and TV5 Monde Pacific* reach more than 40.8 million homes in 46 countries. TV5 Monde Asia is one of the few global TV channel broadcast in China.
- *TV5 Monde Latin America* is available via cable and satellite in 7,8 million homes and it is watched each week by over 3 million viewers.
- *TV5 Monde Quebec Canada* is broadcast from Montreal and covers the whole country.

ADVERTISING RATES 2018:

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CREATIVE DEADLINE:

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