



## The website of a powerful domestic TV channel

### **MARKET OVERVIEW:**

**France3.fr** is the website of one of the most powerful national terrestrial French TV channels, and this is controlled by France Télévisions Group. This group is owned by the French government. **France3.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.

### **PROFILE & CONTENT:**

The main audience of **France3.fr** is +35 yo

**France3.fr** enables the users to have information concerning the TV guide of France 3 and it also includes a catch up TV feature. France 3 TV channel has a regional focus, with a national and a regional TV news show broadcast every day.

**France3.fr** has several different sections:

- Programme TV: This section enables the users to consult the programmes schedule of France 3
- Toutes les regions: The users can access to a regional section with the latest regional news
- Émissions: This section spread news about the programmes broadcast on France 3, as trailer or photos.
- Vidéos: This section is dedicated to the catch up TV feature of the programmes broadcasted on France 3
- Info: This section is dedicated to the latest national news from *Francetvinfo.fr*
- Jeux: This section is dedicated to games by-product from TV games broadcast on France 3
- Participez: This section enables the users to access the different discussion forum of France 3

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