



## Mobile

The leading Cinema site

### **MARKET OVERVIEW:**

**Allociné.fr mobile** is the application of the Leading French website dedicated to cinema, series and TV programs.

Each second on **Allociné** : 33 films are consulted, 11 videos are viewed and 4 grades are attributed.

**Allociné** mainly targets AB+ urban people between 18 and 34.

People between 18-34 years old: Affinity 174

Men between 21-34 years old: Affinity 160

	<b>Allociné Mobile</b>
<b>Unique Visitors (per month)</b>	7,214,000
<b>Unique Visitors (per week)</b>	2,713,000
<b>Unique Visitors (per day)</b>	455,000

Mediametrie Net Rating mobile June 2020

### **EDITORIAL PROFILE:**

**Allociné** enable people to take information about the latest movies, to discover new trailers, to choose a cinema session and to comment and interact about movies.

Most of the time, people go on **Allociné.fr** to watch videos and trailers and they use **Allociné.fr mobile** to take information about cinema sessions.

The editorial content is divided into 7 sections: Cinema, Series, Videos, TV Programs, DVD, VOD and Allociné awards.

### **ADVERTISING RATES 2020:**

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### **TECHNICAL SPECIFICATIONS:**

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### **CREATIVE DEADLINE:**

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