



*French financial and economic news channel*

### **MARKET POSITION:**

**BFM Business** is the number 1 financial and economic news channel. 60 journalists and more than prestigious 160 guests per week make it the only business channel in France. BFM Business viewers are mostly men (63%), 52% are executives and 34% senior or top executives. 25-49 y.o. represent 44% of BFM Business TV viewers.

According to the 2016 premium study, **303,000 premium viewers** watch the channel every week.

### **EDITORIAL PROFILE :**

**BFM Business** is the number 1 French channel dedicated to financial and economics news which broadcasts reports, interviews of decision makers and debates. Its editorial content is 100% Business and the editorial line is strongly pro-business.

### **ADVERTISING RATES 2018:**

Proposals only on request

### **TECHNICAL SPECIFICATIONS:**

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