



The Leader App in Economy

MARKET POSITION:

BFMBusiness.fr mobile is the App support of BFM TV Economy and BFM Radio Business. The App offers permanent information for a maximal reactivity.

BFMBusiness.fr mobile offers appreciated features, like the audio and video player which enforce this permanent link with the last news. With the creation of the observatory BFM Business, the visitors can have a unique look at the economic situation.

	BFM Business
Unique visitors per month	107,000
Unique visitors per week	47,000
Unique visitors per day	10,000

Mediametrie Net Rating mobile June 2020

APPLICATION CONTENT:

BFMBusiness.fr mobile is the App dedicated to economy, and which offers to its viewers a permanent link with the last information.

50% of its audience is composed of AB+, and this is the favourite website for the investors. 3 users out of 10 are investors.

ADVERTISING RATES 2020:

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TECHNICAL SPECIFICATIONS:

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