



The Leader App in Economy

MARKET POSITION:

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

BFMBusiness.fr tablet 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.

	BFMTV
Unique mobile users (per month)	3,067,000
Unique mobile users (per week)	1,251,000
Unique mobile users (per day)	218,000

Mediametrie Net Rating Tablet June 2020

APPLICATION CONTENT:

BFMBusiness.fr tablet 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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