



The 24/7 news channel

MARKET POSITION:

BFM TV is already received by more than 24.5 millions individuals. **BFM TV** is the leader of DTT for news (free digital TV). On the *DTT*, **BFM TV** has two main competitors the news channels CNews and LCI. In audience share, **BFM TV** leads the two channels by far. In 2018, it has a 2.4% DTT audience share (*Mediamat Médiamétrie – September 2017 June 2018*).

BFM TV	
Numbers of viewers every day	9,600,000

EDITORIAL PROFILE:

The all news format of **BFM TV** reflects the image the main international news channel such as CNN, BBC News... 140 journalists work for **BFM TV** and produce 18 hours of live programmes daily. The concept is to give in 15 min max all the info: BFMTV is more than an information provider, it is an authentic service. **BFM TV** is above all a reactive channel. The channel covers all events and adapts its programming schedule according to the breaking news. Since its launch in 2005, it's well known and experienced journalists have covered every major event directly from the premises where the action took place. At last, **BFM TV** is owned by an independent media group offering a bigger editorial freedom.

ADVERTISING RATES 2018:

Proposals only on request

TECHNICAL SPECIFICATIONS:

Please contact us for details.

COPY DEADLINE:

Please contact us for details.

If you would like to receive copies, a media pack or further information, please contact
GCA INTERNATIONAL MEDIA SALES on 020 7730 6033
gca@gca-international.co.uk