



The leading channel of the French DTT

**MARKET OVERVIEW:**

C8 is a national French TV channel, owned by Canal Plus Group. It was launched on the 7<sup>th</sup> of October 2012, replacing Direct 8. The programme grid is composed by a varied line-up, with Live Talk-show, French and American TV series and movies or different entertaining shows. D8 broadcasts high quality programs, reaching a large sample.

**PROFILE:**

Due to its large variety of programs, C8 is the leading French DTT channel with 3.0% 4+ audience share, or 17.8% cumulative audience on all adults. Number 1 DTT channel, it has 9.4 million viewers per day.

**ADVERTISING RATES 2018:**

**\*\* Rates depend on the period. Please contact us for more information. \*\*\***

**TECHNICAL SPECIFICATIONS:**

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**CREATIVE DEADLINE:**

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