

france•2

A powerful domestic TV channel

MARKET OVERVIEW:

France 2 is a national terrestrial French TV channel, owned by France television group which is a state owned program company. This channel is a public TV service. **France 2's** average market share of 12.4% makes it the 2nd most powerful domestic TV channel.

Audience share +4yo: 12.4% (2018)
Cumulated audience: 22.5 million viewers per day

PROFILE:

France 2 reaches a very wide audience due to his large variety of programmes, nevertheless the main target would be women responsible for the household purchases (59 % Woman).

- **France 2** offers Fictions "Parents mode d'emploi"
- News "le 20 heures"
- Sports with the "Olympic Games", the "Tour de France" or the French league cup of football
- Talk shows "On n'est pas couché"

ADVERTISING RATES 2018:

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TECHNICAL SPECIFICATIONS:

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