



MARKET OVERVIEW:

France 3 is a national terrestrial French TV channel, owned by France television group which is a state-owned program company. It broadcasts local regional programs in 24 different regions in France. This channel is a public TV service. France 3's market share is 9.0%.

Audience share +4 yo: 9.0% (2018)
Cumulated audience: 19.1 million daily viewers

PROFILE:

- **France 3** reaches a very wide audience due to his large variety of program, the main target nevertheless, would be +35 yo, (65% of +60 yo). This channel has a regional vocation, a regional and a national TV news show is broadcast every evening. France 3 has 23 different regional channels and websites.
- **France 3** offers French fiction « Plus belle la vie » and European fiction
- News "19/20"
- Sport with the "Olympic Games", "le Tour de France" or the French "Coupe de la ligue" of Football
- Documentaries « Des Racines et des Ailes »

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