

# france • 4

The new generations channel

## **MARKET OVERVIEW:**

**France 4** 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 4 was launched in 2005. France 4 occupies a unique place within France Télévisions, with smart and enriching programmes. The bet is successful: viewers are loyal.

***Audience share 4+: 1.8% (2016)***

***Cumulated audience: 7.4 million daily viewers***

## **PROFILE:**

**France 4** target is 4-10 children with 8.1% audience share on them. It targets women in charge of household purchases as well.

-This channel offers youth programme "Midi les zouzous"

-Documentary, "en immersion au zoo de la flèche"

-A large selection of movies and TV series

## **ADVERTISING RATES 2018:**

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