



The news website of the state owned French TV channel

### **MARKET OVERVIEW:**

**Francetvinfo.fr** is the website of one of the national terrestrial French TV channel; this channel is controlled by France Télévisions Group, which is owned by the French government. FRANCE TV is a media network composed of several TV channels as FR2, FR3, FR4, FR5 and FRO. France TV web eco system is composed of *France.tv*, *Francetvsport.fr*, *Francetvinfo.fr*, *alldoctors.fr*, *ludo.fr*, *zouzous.fr*, *plusbellelavie.fr*, *mytaratata.com*. In total, 15 million unique visitors each month visit these websites and 1.6 billion videos are viewed each year due to the video on demand features. This TV channel is only available on pay DTT channel.

	<a href="http://www.francetvinfo.fr">http://www.francetvinfo.fr</a>
<b>Unique Visitors (per month)</b>	5,397,000
<b>Unique Visitors (per week)</b>	2,356,000
<b>Unique Visitors (per day)</b>	427,000
<b>Pages Viewed (per month)</b>	40,456,000
<b>Time spent per UV</b>	0:14:06

Source: Mediametrie Net Rating Fixe June 2020

### **PROFILE & CONTENT:**

The core audience of **Francetvinfo.fr** is AB.

**Francetvinfo.fr** offers several varied content sections dedicated to news:

- Politique: This section enables the user to consult to the latest politics news
- Fait divers: This section enables the user to consult the latest miscellaneous news.
- Société: This section enables the user to consult the latest news concerning society
- Eco/Conso : This section enables the user to consult the latest news about economy and consumption.
- Monde : This section enables the user to consult the latest international news.
- Culture : This section enables the user to consult the latest cultural news.
- Sport : This section enables the user to consult the latest news concerning sport.
- Santé : This section enables the user to consult the latest news concerning health.
- Sciences : This section enables the user to consult the latest news concerning science.
- Tech/Web : This section enables the user to consult the latest news concerning web and technology.
- Animaux : This section enables the user to consult the latest news concerning animals.
- Météo : This section enables the user to consult the live meteo.

### **ADVERTISING RATES 2020:**

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