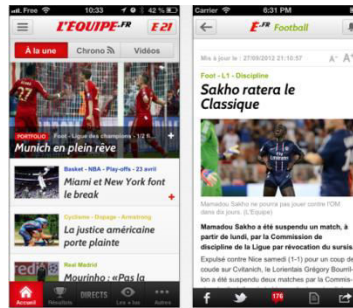




MOBILE



France's Leading sport application

MARKET POSITION:

L'Equipe.fr mobile is the leading sport app of the *L'Equipe* Brand. It is also one of the best News app and is ranked among the top 3 News app in France along with Le Monde.fr app. *L'Equipe.fr* mobile aimed at an urban male audience (69%), aged between 18 and 49, comprised of ABC1 (49%).

MOBILE PROFILE (Mobile):

	L'equipe Mobile
Unique mobile users (per month)	7,961,000
Unique mobile users (per week)	4,303,000
Unique mobile users (per day)	1,085,000

Mediametrie Net Rating mobile june 2020

EDITORIAL PROFILE:

L'Equipe.fr mobile is the official app of *L'Equipe*, it uses the editorial content of the daily newspaper focusing on information, services and interactivity with the web user. The website delivers worldwide sport News 24 hours a day and is characterized by the variety of its contents, its reactivity and its interactivity. A large place is dedicated to videos, photos and illustrations. All sports are treated and analysis, interviews, historical databases make it the reference sport website.

ADVERTISING RATES 2020:

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