

RMC

DÉCOUVERTE

THE FACTUAL ENTERTAINMENT CHANNEL

MARKET POSITION:

RMC DÉCOUVERTE is the leading factual entertainment channel on the free DTT TV network. Created in 2012, the channel now has 11.5% cumulated audience on 15+. It mainly targets 25-49 Men.

RMC DÉCOUVERTE	
Viewers per day	6,100,000

Source: Mediamat Thématik Jan Jun 2018

EDITORIAL PROFILE:

This channel tackles 4 topics: stories and sciences, real life, motors and information. In 2015, RMC Découverte started to develop a big in-house project in creating French versions of foreign TV shows such as Top Gear, French Megastructures or the French version of Storage War.

ADVERTISING RATES 2018:

Proposals only on request.

TECHNICAL SPECIFICATIONS:

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