



TERRITOIRE RESPONSABLE

CONCEPT

Communicate in a unique way around major topics inscribed in a **responsible approach** : ecology, ethics, authenticity, goodwill.

Opportunity for you to show **evidences** of your **engagements** and your **initiatives** inside **an exclusive 60"** editorial adbreak with custom production.

Benefit from **a Premium AdBreak** and testify inside **1st french morning show**, **Télématin**.



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CONTEXT

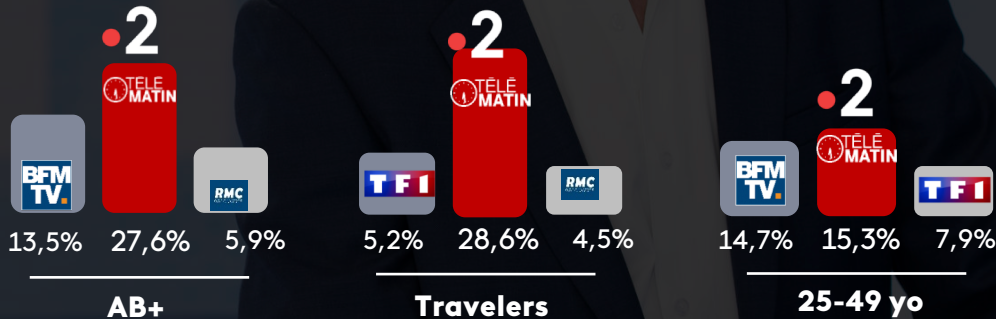


TÉLÉMATIN: 1st FRENCH MORNING SHOW WITH 24,7% AUDIENCE SHARE 4+

Télématin is a daily *rendez-vous* on France 2 with Laurent Bignolas and its crew talking about societal topics. News, culture, employment, consumption, sustainable development, health are subjects covered every day.

A *rendez-vous* highly appreciated by viewers which will enlighten your communication and highlight your commitments.

LEADER ON ALL COMMERCIAL TARGETS



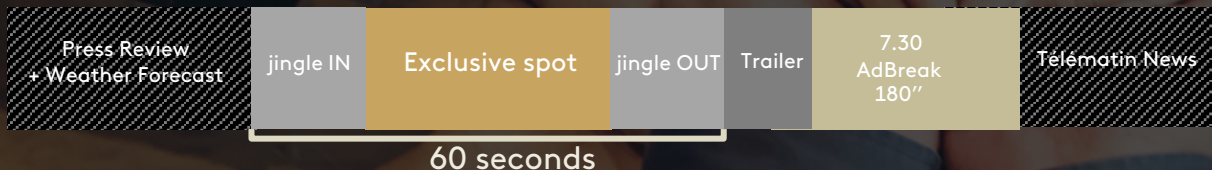



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PROCESS

- ✓ Custom Production of your **60" spot** by FTP Conseil team which will be broadcasted on France 2 in an **exclusive adbreak**, just after Press Review and Weather Forecast in **Télématin around 7.30 AM** and before News.
- ✓ This AdBreak will be framed by a dedicated jingle IN & OUT
- ✓ Communication on a 5 days consecutive basis (5 spots from Monday to Friday) or 5 days to be chosen on 5 weeks (1 spot/week)

Sample of **7.21 AdBreak** on F2



- ✓ Broadcast of your 60" spot on **TV5MONDE** 
- ✓ Run of your exclusive pre-roll on 100% IPTV in a News Context