

Adressable.tv: adapted targeting

To Tourism sector

adressable.tv
profil 

Target tactical audiences
with strong purchasing
power to travel



High Income



AB+

adressable.tv
média 

Target households
Interested by Travel/
Escape TV programs



TV fans
Travel / Escape

adressable.tv
LOCAL 

Target specific
geographic areas

Regions



Departments



Seuls ou groupements

Metropolises



400Khabitants et +

Ad hoc



Selon volume – nous consulter

france.tv data *météo*



LOCAL +



COMMUNICATE ACCORDING
TO METEOROLOGICAL
CRITERIA*

Activation
to the Department
or to the City

* Launch offer from 11 July 2021 to 11 January 2022. As part of a POC reserved for a maximum of 5 advertisers. City targeting available from September. Criteria other than temperature available from October. Subject to available inventory.