

IPSOS AFFLUENT EUROPE 2024



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ABOVE AVERAGE TV/DIGITAL CONSUMPTION



AVERAGE LISTENING TIME

2h17 TV
3h42 Digital

AVERAGE AWARENESS

56%

TV + Digital audience for France 24 and TV5MONDE. Trend VS the average for other international channels. Europe perimeter, i.e. 20 countries - General affluent population.

A PREMIUM AUDIENCE



55%

AB+
INDEX 124

45%

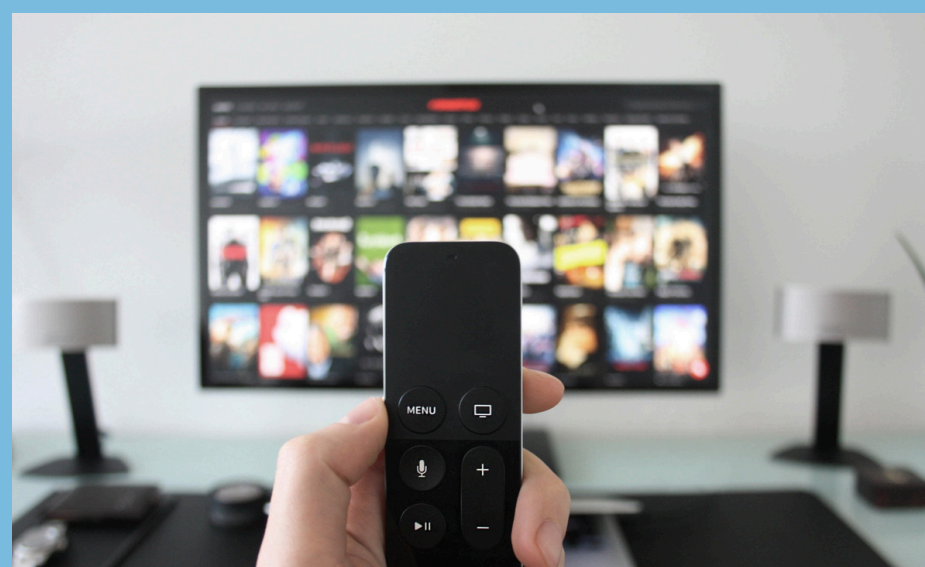
BUSINESS DECISION
MAKERS
INDEX 139

19%

OPINION LEADERS
INDEX 197

Profile of TV viewers (monthly) of France 24 and TV5MONDE. Base 100: VS the entire population of the IPSOS Affluent Europe 2024 study.

AN AUDIENCE WITH STRONG PURCHASING POWER



AVERAGE MONTHLY AUDIENCE REVENUE

93K€ +7K€ vs n-1

91K€



89K€



85K€



TOP 3% OF HIGH EARNERS

29% **INDEX 133**



Profile of TV viewers (monthly) of France 24 and TV5MONDE. Base 100: VS the entire population of the IPSOS Affluent Europe 2024 study.

The IPSOS Affluent Europe study measures the behavior of Europe's wealthiest consumers and top executives (20 countries surveyed, excluding Russia), the 13% of adults with the highest incomes in the region.

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AN AUDIENCE WITH AN AFFINITY FOR THE WORLD OF TRAVEL



72%

of the audience flew in 2023
+7 points vs 2023
INDEX 111

28

hotel nights on average over the past 12 months
+ 2 nuits vs 2023

2 900€

average expenditure on airline tickets
+10% vs 2023

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ZOOM ON PURCHASING INTENTIONS



37%

intend to buy a car in the next 12 months

INDEX 119



57%

intend to buy a tech product in the next 12 months

INDEX 102



29%

have used a financial advisory service in the last 12 months

INDEX 136



53%

are prepared to pay more for an eco-responsible product

INDEX 109



64%

intend to buy a watch in the next 12 months

INDEX 105

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