



Think big to promote your brands

Summary

of our 2025 advertising innovations
and services



Think big to promote your brands

This summer France Télévisions has been thinking big!

95% of the French population were reached, with an audience share of nearly 40% and more than 46 million unique visitors thanks to the Paris 2024 Olympic and Paralympic Games.

The Group is proud to have shared in the magic of this unforgettable event thanks to its exceptional coverage, ability to amaze and advertising attention for the brands.

With 50 hours of live programming every day on its channels, France Télévisions was followed by nearly 60 million people in France and 99% of 15-24 year olds.

It was also an Olympic record for France Télévisions' digital offering, with more than 220 million videos viewed and 1 billion views for extracts published on our social media.

This success will allow us to build on this momentum and continue to listen and support our customers in their challenges and expectations.

This energy gives us the opportunity to **accelerate innovation and the development of new services.**

In 2025, our ambition is to **think big to promote your brands.**

- 1 Boosting audience attention, a shared challenge
- 2 Accelerating Total Video Premium convergence
- 3 Gaining in performance and simplicity thanks to data
- 4 Creating memorable and long-lasting stories for brands with the new ambitions of FranceTV Publicité's LAB

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Boosting audience attention: a shared challenge

FranceTV Publicité's ambition is to preserve advertising attention⁽¹⁾ and to offer its customers solutions for optimising video planning strategies by identifying the criteria that contribute most: media brand, premium programme context, advertising load (number of adverts/screen) and quality of context (QRP). These four criteria account for 72% of Total TV/BVOD contributions⁽¹⁾.

However, Total Video advertising attention is only 49%⁽²⁾ on average in France.

In order to maintain a sufficient level of attention, linear TV and broadcasters' digital platforms need to be used more extensively in Total Video strategies. These video levers combine instant coverage with leading attention scores of 85% and 88% respectively⁽³⁾.

Without sufficient attention, there's no effectiveness.

In this way, we will deploy attention indicators in our tools and in the planning tools of agencies and the market. This is the final stage in demonstrating the effectiveness of attention measurement in this approach to optimising Total Video Premium.

(1) Study "cultivons l'attention" FranceTV Publicité/Ipsos/Tobii, 2023, Basis 7,600 advertising sessions analysed
Definition of Attention score = This score is expressed as a %, it represents the number of attentive seconds of the advert over the total number of seconds of the broadcast advert.

(2) 49% attention score of the Total video (all levers: TV/BVOB/VOL/RS)

(3) Attention score with the MRC 2s cross video standard, 100% and UV in TV (85%) and Bvod (88%)

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Accelerating Total Video Premium convergence

To meet the many challenges facing brands in an increasingly complex world, FranceTV Publicité is stepping up its service strategy for all agencies and advertisers, with the aim of making things simpler.

► **Launch of ADspace AI: artificial intelligence at the service of brands**

We are launching ADspace AI, a unique automated and personalised recommendation and buying solution, boosted by AI, available in ADspace.

We're thinking bigger in terms of service: we want to put all our data and platform expertise at the service of optimising Total Video Premium campaigns.

The platform will include the entire france.tv offering, both data and contextual, and will propose the best total video mix (linear TV, segmented TV, CTV, OTT) based on priority indicators (reach, effective coverage, carbon impact, attentive reach).

This new solution will thereby enable agencies to maximise their Total Video Premium performance, in a simple and agile way, on the indicators that count for advertisers.

► **New Total Video Premium offers available exclusively and as a priority in ADspace from 12 November 2024**

To optimise coverage while maintaining maximum attention levels, we are developing unique solutions combining Total Video and Premium Context across four themes: Sport, News, Culture, and Weather and Climate.

Tailored to new uses, these offers will make it possible to work with France Télévisions' premium content:

- On linear TV (traditional and/or sponsorship)
- On video on france.tv and other distribution channels (YouTube, for example)
- And on social media with Brut.Pub

These offers will be marketed exclusively on ADspace on a CPM basis and will benefit from priority planning. They will be available from 12 November 2024 (with the exception of the French Open, the Tour de France and the Milan Cortina Winter Olympics).

In this age of hybridisation and unification of measurements, we guarantee Total Video reports certified by Médiamétrie (xcr report Médiamétrie/Nielsen).

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Gaining in performance and simplicity thanks to data

To make our data accessible to all advertisers, and to increase the value of our data partnerships, we will soon be launching our Data Clean Room.

The aim is to be able to address the most useful targets, by activating customers or prospects via secure onboarding of the brands' CRM database, or by addressing tactical buyer/intent segments using Retail data.

We have the largest first party FMCG database in Europe thanks to our partnership with Carrefour, and our aim for 2025 is to continue to roll out our partnerships in Retail.

These activations are now possible on all screens: segmented TV, CTV, and also on our proprietary OTT environments, which will enable our partners to step up a notch in terms of targeted power.

Customers will be able to benefit from insights and enrich their customer knowledge and qualification, thanks to behavioural data from their database on our programmes.

It will also be possible to measure the impact of these activations with KPIs (sales or branding impact).

In this way, we will maximise value, thanks to enriched, liquid and volumetric first party data, in Total Premium Video.

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Creating memorable and long- lasting stories for brands with **the new ambitions of FranceTV Publicité's LAB**

The question is no longer just knowing where responsible consumers are, but rather knowing how to engage them in a respectful and personalised way.

The challenge for brands is therefore in rethinking their message and their approach to capture audiences' attention, especially the youngest audiences. This involves creating "real" stories, stories that are captivating, useful and authentic.

This is how the LAB, FranceTV Publicité's special operations department, aims to support its customers.

Indeed, our experience with the Olympic Games has enabled us to surpass ourselves and to create and imagine unique features with our partners. We want to continue and accelerate this momentum.

► **The LAB: creating memorable, long-lasting stories**

The LAB is being transformed into a centre of expertise for Branded Content. Backed by the trust inspired by the public service and the quality of its content, the LAB can now help you with:

- The creation of relevant, boldly written stories;
- Production with responsible, expert partners;
- Distribution on our media and beyond.

This renewal embodies our commitment: to innovate, listen and enhance your stories to make them unforgettable and meaningful.

► **Unique expertise: promoting the public interest and things the French people care about**

The LAB is also the perfect blend of creativity and responsibility, with a particular focus on **public interest**, **culture** and **sport**. These subjects are at the heart of our public service DNA and are things the French people really care about.

We are committed to promoting values of openness, inclusion and community, by telling your stories with legitimate and committed personalities. We guarantee high-quality CSR content, produced by carefully-selected partners such as Hugo Clément's agency "Première Saison". The LAB guarantees responsible productions that comply with ecological labels, such as the Eco Prod label, for a sustainable future.

► **New writing: engaging young audiences**

The LAB is also counting on new writing to appeal to younger generations.

With initiatives such as "Aux Jeux Streamers" during Paris 2024 and the branded channel "2 jours avec" presented by Florian Gautier, we succeeded in engaging young audiences.

Our aim is to use influential faces from digital media and key Gen Z names such as Rivenzi, Zerator and Manon Lanza. By collaborating with the LAB, you are choosing to engage differently: innovatively, ethically and connected to the values of young audiences. Your brand will tell stories that will make a difference.

► **Making advertising accessible to all with subtitling for the deaf and hard of hearing**

On the occasion of Paris 2024, FranceTV Publicité offered advertisers a free subtitling service. This service was provided by FranceTV Publicité's trained broadcasting teams, assisted by an AI tool.

For the first time in the history of TV, 100% of TV adverts during a major event were subtitled.

In 2025 we are determined to set an example by defining an ambitious and unifying CSR strategy. We are committed to **creating an in-house subtitling service for advertising campaigns across all video channels.**

**In 2025, we want to think big
and be close to our brands to
better promote them.**

PRESS CONTACTS

Valérie Blondeau
Tel: +33 (0)1 56 22 62 52
valerie.blondeau@francetvpub.fr

Alexis Blanc
Tel: +33 (0)1 56 22 62 04
alexis.blanc@francetvpub.fr