

Mainstream TV

TF1



First national channel, TF1 has an unrivalled offer for every key target: TF1 gathers a broad audience all day long thanks to a clear grid built on strong content and successful TV shows.

TF1 is also available in French speaking Belgium and Switzerland.



Multichannel TV: Free-to-air stations

Power & Visibility



ADULTS 25-49 y.o. ABC1

The **most watched DTT** channel: a varied programming focusing on **intelligent entertainment** shows, **TV series**, **movies**, **magazines**, **sports**.

WOMEN 15-34 y.o.

Entertainment station aimed at a **millennial audience**, with an offer focused on **reality TV** shows, **factual** formats, **feature films** and **Japanese anime series**.



WOMEN 25-59 y.o.

100% movie and **drama** channel broadcast in **High Definition**. **Exclusive** programming featuring both **local** and **American TV series**.



ABC1 ADULTS

Pioneering **24/7 news channel**, providing viewers with **top-quality** information.
Core target: Adults 25-59 y.o. ABC1



A wide range of brands with a complementary positioning

Pay TV, Digital, Radio

PAY TV

Affinity - Targeting



TV Breizh

Entertainment

HISTOIRE TV

Ushuaïa TV

Documentaries and factual

DIGITAL: 4 SCREENS

Interactivity - Mobility



MY TFI

Entertainment

LCI

News & sports

STUDIO 71

vertical station

Millennials



Children

RADIO

Proximity - Traffic



Local and regional



National



Oversea

