

Quantitative impact of the regulation on TV advertising markets in EU Member States, EEA countries, the new Member States and a number of third party countries

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France – Report 3 (6/18)

Stages B and C

V.3.3.

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## Table of contents : France

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I.	About channels in France	3
	<b>Tab.1</b> : Type of broadcast / Period 2002-2003	4
	<b>Tab.2</b> : TV day parts definitions	14
	<b>Tab.3</b> : Audience share	15
II.	Advertising	20
	<b>Tab.4</b> : Block breakdown by duration % (yearly)	21
	<b>Tab.5</b> : Proportion breakdown of spots per duration %	23
	<b>Tab.6</b> : Advertising revenues - Top 5 TV stations	26
	<b>Tab.7</b> : National advertising category :	
	▶ Definitions	27
	▶ Measurements	29
	<b>Tab.8</b> : Media Investments	32
	<b>Tab.9</b> : Yearly number of total minutes broadcast	33
	<b>Tab.10</b> : Category of advertising by channel	34
III.	Programmes	42
	<b>Tab.11</b> : Duration	43
	<b>Tab.12</b> : Typology	44
IV.	<b>Tab.13</b> : Specific products	48



## I. About Channels in France

# 1. Types of broadcast 2002 - 2003

TAB1a	Names	Status	Channel Type (content)	Maximum advertising minutes allowed per hour by law
<b>Channels with a national coverage*</b> *covering at least 80% of the national population	Arte	Public service	Mainstream	-
	Canal+	Pay TV (including adv breaks)	Fiction	When non scrambled : 12 minutes per sliding hours and 6 minutes daily (non scrambled) average
	Canal+	Pay TV (including adv breaks)	Fiction	-
	France 2	Public service	Mainstream	8 minutes per sliding hours and 6 minutes daily average
	France 3	Public service	Mainstream	8 minutes per sliding hours and 6 minutes daily average
	France 5	Public service	Mainstream	8 minutes per sliding hours and 6 minutes daily average
	M6	Commercial channel free to air	Mainstream	12 minutes per sliding hours and 6 minutes daily average
	TF1	Commercial channel free to air	Mainstream	12 minutes per sliding hours and 6 minutes daily average
<b>Local* Channels</b> *By "local", we mean channels covering specific regions or provinces of the country				
<b>Non-domestic Channels</b> These channels may occasionally have "overlapping" audiences or can be TV stations officially located abroad (headquarters)	RTL9	Pay TV (including adv breaks)	Fiction	
<b>International Channels</b> (Worldwide models)	BBC	Public service	Mainstream	no adv.
	CNN	Pay TV (including adv. breaks)	Information / Business	no limit
	Euronews	Pay TV (including adv breaks)	Information / Business	12 minutes per sliding hours and 9 minutes daily average
	MTV	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12 minutes per sliding hours and 9 minutes daily average
	TV5	Pay TV (including adv breaks)	Information / Business	12 minutes per sliding hours and 9 minutes daily average

# 1. Types of broadcast 2002 - 2003

TAB1b	Names	Status	Channel Type (content)	Maximum advertising minutes allowed per hour by law
Other Channels	13ème Rue	Pay TV (including adv breaks)	Fiction	12 minutes per sliding hours and 9 minutes daily average
	AB 1	Pay TV (including adv breaks)	Fiction	12 minutes per sliding hours and 9 minutes daily average
	AB Moteurs	Pay TV (including adv breaks)	Sports	12 minutes per sliding hours and 9 minutes daily average
	Bloomberg TV français	Pay TV (including adv breaks)	Information / Business	12 minutes per sliding hours and 9 minutes daily average
	Boomerang	Pay TV (including adv breaks)	Children	12 minutes per sliding hours and 9 minutes daily average
	Canal J	Pay TV (including adv breaks)	Children	12 minutes per sliding hours and 9 minutes daily average
	Canal+ Cinéma	Pay TV (no advertising)	Fiction	-
	Canal+ Confort	Pay TV (no advertising)	Fiction	-
	Canal+ Sport	Pay TV (no advertising)	Sports	-
	Cartoon Network	Pay TV (including adv breaks)	Children	12 minutes per sliding hours and 9 minutes daily average
	Ciné Cinéma Auteur	Pay TV (no advertising)	Fiction	-
	Ciné Cinéma Classic	Pay TV (no advertising)	Fiction	-
	Ciné Cinéma Emotion	Pay TV (no advertising)	Fiction	-
	Ciné Cinéma Frisson	Pay TV (no advertising)	Fiction	-
	Ciné Cinéma Info	Pay TV (no advertising)	Fiction	-
	Ciné Cinéma Premier	Pay TV (no advertising)	Fiction	-
	Ciné Cinéma Succès	Pay TV (no advertising)	Fiction	-
	Comédie	Pay TV (including adv breaks)	Fiction	12 minutes per sliding hours and 9 minutes daily average
	Cuisine TV	Pay TV (including adv breaks)	Documentary	12 minutes per sliding hours and 9 minutes daily average
	Disney Channel	Pay TV (no advertising)	Children	-
	Disney Channel + 1	Pay TV (no advertising)	Children	-
	Equidia	Pay TV (including adv breaks)	Sports	12 minutes per sliding hours and 9 minutes daily average
	Escales	Pay TV (including adv breaks)	Documentary	12 minutes per sliding hours and 9 minutes daily average
	ESPN Classic Sport	Pay TV (including adv breaks)	Sports	12 minutes per sliding hours and 9 minutes daily average
	Eurêka	Pay TV (including adv breaks)	Children	12 minutes per sliding hours and 9 minutes daily average
	Eurosport	Pay TV (including adv breaks)	Sports	12 minutes per sliding hours and 9 minutes daily average
	Extrême Sport Channel	Pay TV (including adv breaks)	Mainstream	12 minutes per sliding hours and 9 minutes daily average
	Fashion TV	Pay TV (including adv breaks)	Documentary	12 minutes per sliding hours and 9 minutes daily average
	Festival	Pay TV (including adv breaks)	Fiction	12 minutes per sliding hours and 9 minutes daily average
	Fox Kids	Pay TV (including adv breaks)	Children	12 minutes per sliding hours and 9 minutes daily average
	Fun TV	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12 minutes per sliding hours and 9 minutes daily average
Game One	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12 minutes per sliding hours and 9 minutes daily average	
Gourmet TV	Pay TV (including adv breaks)	Documentary	12 minutes per sliding hours and 9 minutes daily average	
Histoire	Pay TV (including adv breaks)	Documentary	12 minutes per sliding hours and 9 minutes daily average	

# 1. Types of broadcast 2002 - 2003

TAB1c	Names	Status	Channel Type (content)	Maximum advertising minutes allowed per hour by law
Other Channels	I. Télé	Pay TV (including adv breaks)	Information / Business	12 minutes per sliding hours and 9 minutes daily average
	Infosport	Pay TV (including adv breaks)	Sports	12 minutes per sliding hours and 9 minutes daily average
	Jimmy	Pay TV (including adv breaks)	Fiction	12 minutes per sliding hours and 9 minutes daily average
	KTO	Pay TV (including adv breaks)	Documentary	12 minutes per sliding hours and 9 minutes daily average
	La Chaîne Météo	Pay TV (including adv breaks)	Information	12 minutes per sliding hours and 9 minutes daily average
	LCI	Pay TV (including adv breaks)	Information / Business	12 minutes per sliding hours and 9 minutes daily average
	L'Equipe TV	Pay TV (including adv breaks)	Sports	12 minutes per sliding hours and 9 minutes daily average
	Liberty TV	Pay TV (including adv breaks)	Documentary	12 minutes per sliding hours and 9 minutes daily average
	M6 Music	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12 minutes per sliding hours and 9 minutes daily average
	Ma Planete	Pay TV (including adv breaks)	Children	12 minutes per sliding hours and 9 minutes daily average
	Match TV	Pay TV (including adv breaks)	Mainstream	12 minutes per sliding hours and 9 minutes daily average
	MCM	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12 minutes per sliding hours and 9 minutes daily average
	MCM Pop	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12 minutes per sliding hours and 9 minutes daily average
	MCM Top	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12 minutes per sliding hours and 9 minutes daily average
	Mezzo	Pay TV (including adv breaks)	Classical Music	12 minutes per sliding hours and 9 minutes daily average
	Motors TV	Pay TV (including adv breaks)	Sports	12 minutes per sliding hours and 9 minutes daily average
	MTV	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12 minutes per sliding hours and 9 minutes daily average
	National Geographic Channel	Pay TV (including adv breaks)	Documentary	12 minutes per sliding hours and 9 minutes daily average
	Odyssee	Pay TV (including adv breaks)	Documentary	12 minutes per sliding hours and 9 minutes daily average
	Paris Première	Pay TV (including adv breaks)	Mainstream	12 minutes per sliding hours and 9 minutes daily average
	Piwi	Pay TV (including adv breaks)	Children	12 minutes per sliding hours and 9 minutes daily average
	Planète	Pay TV (including adv breaks)	Documentary	12 minutes per sliding hours and 9 minutes daily average
	Planète 2	Pay TV (including adv breaks)	Documentary	12 minutes per sliding hours and 9 minutes daily average
	Planète Future	Pay TV (including adv breaks)	Documentary	12 minutes per sliding hours and 9 minutes daily average
Planète Thalassa	Pay TV (including adv breaks)	Documentary	12 minutes per sliding hours and 9 minutes daily average	
Playhouse Disney	Pay TV (including adv breaks)	Children	-	

# 1. Types of broadcast 2002 - 2003

<b>TAB1d</b>	<b>Names</b>	<b>Status</b>	<b>Channel Type (content)</b>	<b>Maximum advertising minutes allowed per hour by law</b>
<b>Other Channels</b>	RFM TV	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12 minutes per sliding hours and 9 minutes daily average
	Série Club	Pay TV (including adv breaks)	Fiction	12 minutes per sliding hours and 9 minutes daily average
	Sport +	Pay TV (including adv breaks)	Sports	12 minutes per sliding hours and 9 minutes daily average
	TCM	Pay TV (including adv breaks)	Fiction	-
	Télétoon	Pay TV (including adv breaks)	Children	12 minutes per sliding hours and 9 minutes daily average
	Télétoon + 1	Pay TV (including adv breaks)	Children	12 minutes per sliding hours and 9 minutes daily average
	Téva	Pay TV (including adv breaks)	Fiction	12 minutes per sliding hours and 9 minutes daily average
	TF6	Pay TV (including adv breaks)	Fiction	12 minutes per sliding hours and 9 minutes daily average
	Tiji	Pay TV (including adv breaks)	Children	12 minutes per sliding hours and 9 minutes daily average
	TMC Monte Carlo	Pay TV (including adv breaks)	Mainstream	12 minutes per sliding hours and 9 minutes daily average
	Toon Disney	Pay TV (no advertising)	Children	-
	TPS Cinéculte	Pay TV (no advertising)	Fiction	-
	TPS Cinéfamily	Pay TV (no advertising)	Fiction	-
	TPS Cinéstar	Pay TV (no advertising)	Fiction	-
	TPS Cinétoile	Pay TV (no advertising)	Fiction	-
	TPS Cinextrême	Pay TV (no advertising)	Fiction	-
	TPS Home Cinéma	Pay TV (no advertising)	Fiction	-
	TPS Star	Pay TV (no advertising)	Fiction	-
	Trace TV	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	12 minutes per sliding hours and 9 minutes daily average
	TV Breizh	Pay TV (including adv breaks)	Fiction	12 minutes per sliding hours and 9 minutes daily average
Voyage	Pay TV (including adv breaks)	Documentary	-	

# 1. Types of broadcast 2002 - 2003

TAB1e	Names	Connection Mode	Main Transmission Mode	Comments transmission/reception mode and/or programme type
<b>Channels with a national coverage*</b> *covering at least 80% of the national population	Arte	Analogical	Terrestrial (Hertzian)	
	Canal+	Analogical	Decoder	
	Canal+	Numerical / digital	TV Cable	or Satellite
	France 2	Analogical	Terrestrial (Hertzian)	
	France 3	Analogical	Terrestrial (Hertzian)	
	France 5	Analogical	Terrestrial (Hertzian)	
	M6	Analogical	Terrestrial (Hertzian)	
<b>Local* Channels</b> *By "local", we mean channels covering specific regions or provinces of the country				
<b>Non-domestic Channels</b> These channels may occasionally have "overlapping" audiences or can be TV stations officially located abroad (headquarters)	RTL9	Analogical	Terrestrial (Hertzian)	
	RTL9	Numerical / digital	TV Cable	or Satellite
<b>International Channels</b> (Worldwide models)	BBC	Analogical	TV Cable	Also available via Satellite digital (Sky) Telecom/TV Cable and terrestrial digital (Freeview)
	CNN	Analogical	TV Cable	
	Euronews	Analogical	TV Cable	
	Euronews	Numerical / digital	TV Cable	or Satellite
	MTV	Analogical	TV Cable	
	MTV	Numerical / digital	TV Cable	or Satellite
	TV5	Analogical	TV Cable	
	TV5	Numerical / digital	TV Cable	or Satellite



# 1. Types of broadcast 2002 - 2003

TAB1f	Names	Connection Mode	Main Transmission Mode	Comments transmission/reception mode and/or programme type
Other Channels	13ème Rue	Numerical / digital	TV Cable	or Satellite
	AB 1	Numerical / digital	TV Cable	or Satellite
	AB Moteurs	Numerical / digital	TV Cable	or Satellite
	Bloomberg TV français	Numerical / digital	TV Cable	or Satellite
	Boomerang	Numerical / digital	TV Cable	or Satellite
	Canal J	Analogical	TV Cable	
	Canal J	Numerical / digital	TV Cable	or Satellite
	Canal+ Cinéma	Numerical / digital	TV Cable	or Satellite
	Canal+ Confort	Numerical / digital	TV Cable	or Satellite
	Canal+ Sport	Numerical / digital	TV Cable	or Satellite
	Cartoon Network	Numerical / digital	TV Cable	or Satellite
	Ciné Cinéma Auteur	Numerical / digital	TV Cable	or Satellite
	Ciné Cinéma Classic	Numerical / digital	TV Cable	or Satellite
	Ciné Cinéma Emotion	Numerical / digital	TV Cable	or Satellite
	Ciné Cinéma Frisson	Numerical / digital	TV Cable	or Satellite
	Ciné Cinéma Info	Numerical / digital	TV Cable	or Satellite
	Ciné Cinéma Premier	Numerical / digital	TV Cable	or Satellite
	Ciné Cinéma Succès	Numerical / digital	TV Cable	or Satellite
	Comédie	Analogical	TV Cable	
	Comédie	Numerical / digital	TV Cable	or Satellite
	Cuisine TV	Numerical / digital	TV Cable	or Satellite / Lifestyle
	Disney Channel	Numerical / digital	TV Cable	or Satellite
	Disney Channel + 1	Numerical / digital	TV Cable	or Satellite
	Equidia	Numerical / digital	TV Cable	or Satellite
	Escapes	Numerical / digital	TV Cable	or Satellite / Documentary
	ESPN Classic Sport	Numerical / digital	TV Cable	or Satellite
	Eurêka	Numerical / digital	TV Cable	or Satellite
	Eurosport	Analogical	TV Cable	
	Eurosport	Numerical / digital	TV Cable	or Satellite
	Extrême Sport Channel	Numerical / digital	TV Cable	or Satellite
	Fashion TV	Numerical / digital	TV Cable	or Satellite / Fashion
	Festival	Numerical / digital	TV Cable	or Satellite
	Fox Kids	Numerical / digital	TV Cable	or Satellite
	Fun TV	Numerical / digital	TV Cable	or Satellite
	Game One	Numerical / digital	TV Cable	or Satellite / Video Game
	Gourmet TV	Numerical / digital	TV Cable	or Satellite / Lifestyle
	Histoire	Numerical / digital	TV Cable	or Satellite / Documentary

# 1. Types of broadcast 2002 - 2003

TAB1g	Names	Connection Mode	Main Transmission Mode	Comments transmission/reception mode and/or programme type
Other Channels	I. Télé	Analogical	TV Cable	
	I. Télé	Numerical / digital	TV Cable	or Satellite
	Infosport	Numerical / digital	TV Cable	or Satellite
	Jimmy	Analogical	TV Cable	
	Jimmy	Numerical / digital	TV Cable	or Satellite
	KTO	Numerical / digital	TV Cable	or Satellite / Religious - Catholic
	La Chaîne Météo	Numerical / digital	TV Cable	or Satellite / Lifestyle
	LCI	Analogical	TV Cable	
	LCI	Numerical / digital	TV Cable	or Satellite
	L'Equipe TV	Analogical	TV Cable	
	L'Equipe TV	Numerical / digital	TV Cable	or Satellite
	Liberty TV	Numerical / digital	TV Cable	or Satellite / Lifestyle
	M6 Music	Numerical / digital	TV Cable	or Satellite
	Ma Planète	Numerical / digital	TV Cable	or Satellite
	Match TV	Numerical / digital	TV Cable	or Satellite
	MCM	Analogical	TV Cable	
	MCM	Numerical / digital	TV Cable	or Satellite
	MCM Pop	Numerical / digital	TV Cable	or Satellite
	MCM Top	Numerical / digital	TV Cable	or Satellite
	Mezzo	Analogical	TV Cable	
	Motors TV	Numerical / digital	TV Cable	or Satellite
	MTV	Analogical	TV Cable	
	MTV	Numerical / digital	TV Cable	or Satellite
	National Geographic Channel	Numerical / digital	TV Cable	or Satellite / Documentary
	Odysée	Numerical / digital	TV Cable	or Satellite / Documentary
	Paris Première	Analogical	TV Cable	
	Paris Première	Numerical / digital	TV Cable	or Satellite
	Piwi	Numerical / digital	TV Cable	or Satellite
	Planète	Analogical	TV Cable	Documentary
	Planète	Numerical / digital	TV Cable	or Satellite
	Planète 2	Numerical / digital	TV Cable	or Satellite / Documentary
	Planète Future	Numerical / digital	TV Cable	or Satellite / Documentary
	Planète Thalassa	Numerical / digital	TV Cable	or Satellite / Documentary
	Playhouse Disney	Numerical / digital	TV Cable	or Satellite

# 1. Types of broadcast 2002 - 2003

<b>TAB1h</b>	<b>Names</b>	<b>Connection Mode</b>	<b>Main Transmission Mode</b>	<b>Comments transmission/reception mode and/or programme type</b>
Other Channels	RFM TV	Numerical / digital	TV Cable	or Satellite
	Série Club	Analogical	TV Cable	
	Série Club	Numerical / digital	TV Cable	or Satellite
	Sport +	Numerical / digital	TV Cable	or Satellite
	TCM	Numerical / digital	TV Cable	or Satellite
	Télétoon	Numerical / digital	TV Cable	or Satellite
	Télétoon + 1	Numerical / digital	TV Cable	or Satellite
	Téva	Numerical / digital	TV Cable	or Satellite
	TF6	Numerical / digital	TV Cable	or Satellite
	TiJi	Numerical / digital	TV Cable	or Satellite
	TMC Monte Carlo	Analogical	TV Cable	
	TMC Monte Carlo	Numerical / digital	TV Cable	or Satellite
	Toon Disney	Numerical / digital	TV Cable	or Satellite
	TPS Cinéculte	Numerical / digital	TV Cable	or Satellite
	TPS Cinéfamily	Numerical / digital	TV Cable	or Satellite
	TPS Cinéstar	Numerical / digital	TV Cable	or Satellite
	TPS Cinétoile	Numerical / digital	TV Cable	or Satellite
	TPS Cinextrême	Numerical / digital	TV Cable	or Satellite
	TPS Home Cinéma	Numerical / digital	TV Cable	or Satellite
	TPS Star	Numerical / digital	TV Cable	or Satellite
	Trace TV	Numerical / digital	TV Cable	or Satellite
	TV Breizh	Numerical / digital	TV Cable	or Satellite
	Voyage	Numerical / digital	TV Cable	or Satellite / Documentary

## Comments about IDTV

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- In France **today, digital television** is already present in 19% of homes with a TV. These are essentially subscribers to satellite television (CanalSatellite and TPS). Some homes receive digital television via cable (at least 15 channels). There are also 38% of cable subscribers who receive digital television (i.e. approximately 922 000 homes).
- Currently, there are close to 200 000 homes that receive **television through ADSL** via three providers:
  - Free, the first provider to be launched (December 2003). People already using Free as an internet service provider were approached to see whether they would like to receive certain television channels free of charge. In addition, they could also pay in order to receive more channels.
  - CANALSATDSL (Canal+ group), the latest provider to be launched (first half of 2004). It operates in conjunction with several telephony carriers: 9 Telecom, France Telecom and Cégétel.
  - TPSL (TPS group), also launched during the first half of 2004 but before CANALSATDSL; it operates in conjunction with France Telecom.
- One of the items of added value of television through ADSL is the access to **VOD** (Video On Demand) services.
- With regard to the future, and notably **TNT** :
  - According to the timetable, in March 2005, 30% of the population potentially covered at the start up would be able to benefit from receiving free channels (about 14). In September 2005, the TNT offer that is to be paid for will be launched.
  - In the long term: it is foreseen that analogue service will be stopped in 2010 (i.e. five years after the launch of TNT), subject to an adequate rate of conversion (approximately 80%).
  - Currently, there are no plans for TNT to be interactive .

## Comments about IDTV (2)

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- With regard to **interactive television** (essentially CanalSatellite and TPS):
  - ▶ There are at present different interactive services such as **Pay Per View** (Kiosque, Multivision), the weather forecast, AFP, programme guides, video games (Bandiagara on TPS), as well as on-line betting which is now possible on Equidia.
  - ▶ For a long time, one of the major problems of interactive television was due to the fact that the technologies used were different. Consequently, advertisers had to develop technological adaptations for each of the platforms. There was therefore a double obstacle: two different platforms and a high cost.
  - ▶ Although the providers are now proposing technical solutions compatible with the two technologies, there are very few advertisers, the media agencies and the advertising market overall are not adequately structured to manage such technology. In addition, there are very few means of quantification in comparison with traditional campaigns.
  - ▶ There were thus approximately 40 campaigns that were run between 1999 and 2001.

## 2. TV day parts definitions in France :

**TAB2a**

	Main dayparts	Aged 15+	
		Average audience* TOTAL TV (rat%) Adults in 2002	Average audience* TOTAL TV (rat%) Adults in 2003
All Day (depending on daily programmes)	03h-27h	14,2	14,3
Morning	03h-13h	4,9	5
Afternoon	13h-19h	17,2	17,4
Access Prime Time	19h-20h	32,2	32
Prime Time	20h-22h	43,7	43,4
Night Time	22h-27h	13,8	14,1
<i>Universes :</i>		45.310.000	45.660.000
<i>Sources :</i>		<i>Médiamétrie - Téléreport (national channels)</i>	
		<i>Médiamétrie MédiaCabSat Jan. - Jun. (other channels)</i>	

**TAB2b**

	Main dayparts	Aged 4-14	
		Average audience* TOTAL TV (rat%) Kids in 2002	Average audience* TOTAL TV (rat%) Kids in 2003
All Day (depending on daily programmes)	03h-27h	8,8	8,6
Morning	03h-13h	6,0	6,1
Afternoon	13h-19h	10,9	10,7
Access Prime Time	19h-20h	22,0	20,8
Prime Time	20h-22h	21,7	20,8
Night Time	22h-27h	4,0	3,8
<i>Universes :</i>		7.690.000	7.680.000
<i>Sources :</i>		<i>Médiamétrie - Téléreport (national channels)</i>	
		<i>Médiamétrie MédiaCabSat Jan. - Jun. (other channels)</i>	

\* Rating (%) is the audience variable which defines the average number or percentage of people (belonging to a particular target group, e.g. adults or kids) that watch a selection of channels (or television in general) during a specific time period - see methodological report.

### 3. Audience Share\* - All Day

\* If total TV gathers 100 ind., share of each channel in total TV audience

#### TAB3a

	Names	Aged 15+		Aged 4-14	
		2002	2003	2002	2003
<b>Average Audience (Rat%) - see above</b>	<b>Total TV</b>	<b>14,2</b>	<b>14,3</b>	<b>8,8</b>	<b>8,6</b>
<b>Channels with a national coverage</b>	<b>Arte (19h-27h)</b>	3,1	3,4	1,1	1,5
	<b>Canal +</b>	3,5	3,7	3,1	3,6
	<b>France 2</b>	22,1	21,9	9,9	9,2
	<b>France 3</b>	16,7	16,6	14,5	13,1
	<b>France 5 (3h-19h)</b>	5,2	6,2	4,1	7,0
	<b>France 5 (3h-19h) + Arte (19h-27h)</b>	4,5	5,3	3,1	5,2
	<b>M6</b>	12,4	11,9	19,8	17,6
	<b>TF1</b>	32,2	31,2	36,0	34,5
<b>Local Channels</b>					
<b>Non-domestic Channels</b>	RTL9	2,8	2,5	1,1	0,9
<b>International Channels (Worldwide models)</b>	BBC	-	-	-	-
	CNN	-	-	-	-
	Euronews	0,4	0,3	0,1	0,1
	MTV	0,2	0,2	0,3	0,4
	TV5	0,5	0,4	0,2	0,1
<b>Other Channels</b>	Autres TV *	5,0	6,6	12,1	15,5
	13ème Rue	0,9	1,1	0,4	0,5
	AB 1	0,3	0,3	0,3	0,2
	AB Moteurs	0,2	0,1	0,2	0,1
	Bloomberg TV français	-	-	-	-
	Boomerang	0,1	0,2	1,2	3,7
	Canal J	0,6	0,5	7,9	7,9
	Canal+ Cinéma	0,6	0,6	0,5	0,5
	Canal+ Confort	0,5	0,7	0,6	0,4
	Canal+ Sport	0,5	0,5	0,4	0,3
	Cartoon Network	0,2	0,2	3,4	2,8
	Ciné Cinéma Auteur	0,1	0,1	0,0	0,0
	Ciné Cinéma Classic	0,1	0,1	0,0	0,1
	Ciné Cinéma Emotion	0,2	0,2	0,1	0,1
	Ciné Cinéma Frisson	0,4	0,4	0,1	0,1
	Ciné Cinéma Info	0,0	0,0	0,0	0,0
	Ciné Cinéma Premier	0,3	0,3	0,2	0,2
	Ciné Cinéma Succès	0,2	0,2	0,0	0,1
	Comédie	0,3	0,4	0,2	0,2
	Cuisine TV	0,2	0,2	0,1	0,1
	Disney Channel	0,3	0,2	3,3	4,1
	Disney Channel + 1	0,1	0,1	1,2	1,4
	Equidia	0,3	0,4	0,2	0,2
	Escales	0,1	0,1	0,0	0,0
	ESPN Classic Sport	0,1	0,1	0,1	0,1
	Eurêka	0,0	0,0	0,3	0,6
	Eurosport	1,4	1,9	0,7	0,8
	Extrême Sport Channel	-	0,0	-	0,1
	Fashion TV	0,0	-	0,0	-
	Festival	0,2	0,2	0,0	0,1
	Fox Kids	0,1	0,2	1,8	2,2
	Fun TV	0,1	0,1	0,4	0,1
	Game One	0,2	0,1	0,4	0,3
	Gourmet TV	0,1	0,1	0,0	0,0
	Histoire	0,1	0,1	0,0	0,0

Sources : Médiamétrie - Téléreport (national channels)

Médiamétrie MédiaCabSat Jan. - Jun. (other channels)

### 3. Audience Share\* - All Day

\* If total TV gathers 100 ind., share of each channel in total TV audience

TAB3b

	Names	Aged 15+		Aged 4-14	
		2002	2003	2002	2003
<b>Average Audience (Rat%) - see above</b>	<b>Total TV</b>	<b>14,2</b>	<b>14,3</b>	<b>8,8</b>	<b>8,6</b>
<b>Other Channels</b>	<i>I. Télé</i>	0,3	0,4	0,1	0,1
	<i>Infosport</i>	0,2	0,2	0,1	0,1
	<i>Jimmy</i>	0,3	0,4	0,3	0,4
	<i>KTO</i>	0,0	0,0	0,0	0,0
	<i>La Chaîne Météo</i>	0,2	0,1	0,1	0,1
	<i>LCI</i>	1,4	1,1	0,3	0,2
	<i>L'Equipe TV</i>	0,4	0,4	0,2	0,3
	<i>Liberty TV</i>	-	0,0	-	0,0
	<i>M6 Music</i>	0,3	0,3	0,6	0,5
	<i>Ma Planete</i>	-	0,0	-	0,2
	<i>Match TV</i>	0,2	0,2	0,1	0,1
	<i>MCM</i>	0,5	0,6	1,1	1,3
	<i>MCM Pop</i>	0,1	0,2	0,1	0,2
	<i>MCM Top</i>	-	0,2	-	0,4
	<i>Mezzo</i>	0,0	0,0	0,0	0,0
	<i>Motors TV</i>	0,1	0,1	0,0	0,0
	<i>MTV</i>	0,2	0,2	0,3	0,4
	<i>National Geographic Channel</i>	0,1	0,1	0,0	0,1
	<i>Odyssée</i>	0,2	0,3	0,1	0,1
	<i>Paris Première</i>	0,7	0,8	0,2	0,2
	<i>Piwi</i>	-	0,1	-	1,9
	<i>Planète</i>	0,4	0,3	0,1	0,1
	<i>Planète Future</i>	0,1	0,1	0,0	0,0
	<i>Planète Thalassa</i>	0,1	0,1	0,0	0,0
	<i>Playhouse Disney</i>	0,1	0,1	0,8	0,7
	<i>RFM TV</i>	-	-	-	-
	<i>Série Club</i>	0,7	0,7	0,6	0,4
	<i>Sport +</i>	0,4	0,5	0,3	0,3
	<i>TCM</i>	0,2	0,1	0,0	0,0
	<i>Télétoon</i>	0,3	0,1	3,5	1,9
	<i>Télétoon + 1</i>	0,1	0,1	1,6	0,9
	<i>Téva</i>	0,6	0,7	0,3	0,3
	<i>TF6</i>	1,0	1,0	1,2	0,9
	<i>TiJi</i>	0,3	0,4	5,0	5,1
	<i>TMC Monte Carlo</i>	0,8	1,1	0,3	0,5
	<i>Toon Disney</i>	0,1	0,1	1,4	1,8
	<i>TPS Cinéculte</i>	0,3	0,2	0,2	0,1
	<i>TPS Cinéfamily</i>	-	0,3	-	0,4
	<i>TPS Cinéstar</i>	0,4	0,3	0,3	0,2
	<i>TPS Cinétoile</i>	0,2	0,2	0,1	0,0
	<i>TPS Cinextrême</i>	-	0,3	-	0,1
	<i>TPS Home Cinéma</i>	0,2	0,3	0,1	0,1
	<i>TPS Star</i>	0,7	0,7	0,5	0,4
	<i>Trace TV</i>	-	0,1	-	0,1
	<i>TV Breizh</i>	0,4	0,9	0,2	0,3
	<i>Voyage</i>	0,3	0,3	0,1	0,1
	<i>Zik</i>	0,1	-	0,0	-
<b>TOTAL</b>		<b>100</b>	<b>101</b>	<b>100</b>	<b>100</b>





### 3. Audience Share\* - Prime Time

\* If total TV gathers 100 ind., share of each channel in total TV audience

TAB3c

	Names	Aged 15+		Aged 4-14	
		2002	2003	2002	2003
<b>Average Audience (Rat%) - see above</b>	<b>Total TV</b>	<b>43,7</b>	<b>43,4</b>	<b>21,7</b>	<b>20,8</b>
<b>Channels with a national coverage</b>	<b>Arte (19h-27h)</b>	3,3	3,7	1,2	1,6
	<b>Canal +</b>	4,3	4,4	5,6	5,6
	<b>France 2</b>	23,1	22,5	13,0	13,1
	<b>France 3</b>	14,8	14,6	9,7	8,1
	<b>France 5 (3h-19h)</b>	-	-	-	-
	<b>M6</b>	12,6	12,4	23,2	23,3
	<b>TF1</b>	35,0	34,6	37,4	36,6
<b>Local Channels</b>					
<b>Non-domestic Channels</b>	RTL9	2,8	2,7	2,2	1,7
<b>International Channels (Worldwide models)</b>	BBC	-	-	-	-
	CNN	-	-	-	-
	Euronews	0,1	0,1	0,1	0,2
	MTV	0,1	0,1	0,2	0,3
	TV5	0,4	0,2	0,2	0,1
<b>Other Channels</b>	Autres TV *	3,6	4,7	7,2	9,5
	13ème Rue	0,6	1,0	0,5	0,8
	AB 1	0,2	0,3	0,2	0,2
	AB Moteurs	0,1	0,1	0,1	0,1
	Bloomberg TV français	-	-	-	-
	Boomerang	0,1	0,1	0,6	1,7
	Canal J	0,2	0,2	2,5	2,7
	Canal+ Cinéma	0,6	0,5	0,5	0,6
	Canal+ Confort	0,4	0,7	0,4	0,6
	Canal+ Sport	0,3	0,5	0,3	0,4
	Cartoon Network	0,1	0,1	1,8	1,8
	Ciné Cinéma Auteur	0,1	0,1	0,0	0,0
	Ciné Cinéma Classic	0,1	0,2	0,0	0,1
	Ciné Cinéma Emotion	0,2	0,2	0,1	0,1
	Ciné Cinéma Frisson	0,0	0,3	0,0	0,2
	Ciné Cinéma Info	0,3	0,0	0,2	0,0
	Ciné Cinéma Premier	0,3	0,4	0,3	0,3
	Ciné Cinéma Succès	0,2	0,2	0,1	0,2
	Comédie	0,3	0,4	0,3	0,3
	Cuisine TV	0,2	0,1	0,1	0,1
	Disney Channel	0,2	0,2	1,7	1,8
	Disney Channel + 1	0,1	0,1	0,9	1,0
	Equidia	0,1	0,1	0,1	0,1
	Escales	0,1	0,1	0,0	0,0
	ESPN Classic Sport	0,0	0,0	0,0	0,0
	Eurêka	0,0	0,0	0,1	0,2
	Eurosport	1,0	1,6	0,7	1,0
	Extrême Sport Channel	-	0,0	-	0,1
	Fashion TV	0,0	-	0,0	-
	Festival	0,2	0,2	0,1	0,1
	Fox Kids	0,0	0,1	0,6	0,8
	Fun TV	0,0	0,0	0,1	0,0
	Game One	0,1	0,1	0,2	0,4
Gourmet TV	0,0	0,0	0,0	0,0	
Histoire	0,1	0,1	0,0	0,0	



### 3. Audience Share\* - Prime Time

\* If total TV gathers 100 ind., share of each channel in total TV audience

TAB3d

	Names	Aged 15+		Aged 4-14	
		2002	2003	2002	2003
<b>Average Audience (Rat%) - see above</b>	<b>Total TV</b>	<b>43,7</b>	<b>43,4</b>	<b>21,7</b>	<b>20,8</b>
<b>Other Channels</b>					
	<i>I. Télé</i>	0,1	0,1	0,1	0,1
	<i>Infosport</i>	0,1	0,2	0,1	0,1
	<i>Jimmy</i>	0,4	0,6	0,5	0,8
	<i>KTO</i>	0,0	0,0	0,0	0,0
	<i>La Chaîne Météo</i>	0,1	0,1	0,1	0,1
	<i>LCI</i>	0,3	0,3	0,1	0,1
	<i>L'Equipe TV</i>	0,2	0,2	0,2	0,2
	<i>Liberty TV</i>	-	0,0	-	0,0
	<i>M6 Music</i>	0,1	0,1	0,3	0,2
	<i>Ma Planete</i>	-	0,0	-	0,2
	<i>Match TV</i>	0,2	0,2	0,2	0,1
	<i>MCM</i>	0,3	0,3	0,6	0,7
	<i>MCM Pop</i>	0,1	0,1	0,1	0,2
	<i>MCM Top</i>	-	0,1	-	0,3
	<i>Mezzo</i>	0,0	0,0	0,0	0,0
	<i>Motors TV</i>	0,0	0,0	0,0	0,0
	<i>MTV</i>	0,1	0,1	0,2	0,3
	<i>National Geographic Channel</i>	0,1	0,1	0,0	0,1
	<i>Odyssee</i>	0,2	0,3	0,0	0,1
	<i>Paris Première</i>	0,7	1,0	0,3	0,3
	<i>Pivi</i>	-	0,0	-	0,6
	<i>Planète</i>	0,4	0,4	0,1	0,1
	<i>Planète Future</i>	0,1	0,1	0,0	0,0
	<i>Planète Thalassa</i>	0,1	0,1	0,1	0,0
	<i>Playhouse Disney</i>	0,1	0,0	0,5	0,3
	<i>RFM TV</i>	2,8	2,7	2,2	1,7
	<i>Série Club</i>	0,5	0,6	0,7	0,6
	<i>Sport +</i>	0,4	0,4	0,3	0,4
	<i>TCM</i>	0,2	0,1	0,1	0,1
	<i>Télétoon</i>	0,2	0,1	1,7	0,8
	<i>Télétoon + 1</i>	0,0	0,0	0,1	0,3
	<i>Téva</i>	0,5	0,6	0,4	0,5
	<i>TF6</i>	1,1	0,8	1,5	1,0
	<i>TiJi</i>	0,1	0,1	3,1	1,8
	<i>TMC Monte Carlo</i>	0,9	1,1	0,5	0,7
	<i>Toon Disney</i>	0,1	0,1	0,7	0,8
	<i>TPS Cinéculte</i>	0,2	0,2	0,2	0,1
	<i>TPS Cinéfamily</i>	-	0,3	-	0,4
	<i>TPS Cinéstar</i>	0,3	0,3	0,2	0,2
	<i>TPS Cinétoile</i>	0,2	0,1	0,1	0,1
	<i>TPS Cinextrême</i>	-	0,3	-	0,1
	<i>TPS Home Cinéma</i>	0,1	0,3	0,1	0,2
	<i>TPS Star</i>	1,0	1,0	0,9	0,9
	<i>Trace TV</i>	-	0,0	-	0,1
	<i>TV Breizh</i>	0,8	1,3	0,4	0,5
	<i>Voyage</i>	0,2	0,2	0,1	0,0
	<i>Zik</i>	0,0	-	0,0	-
<b>TOTAL</b>		<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



Carat

Sources : Médiamétrie - Téléreport (national channels)  
Médiamétrie MédiaCabSat Jan. - Jun. (other channels)

## Comments about Audience Share

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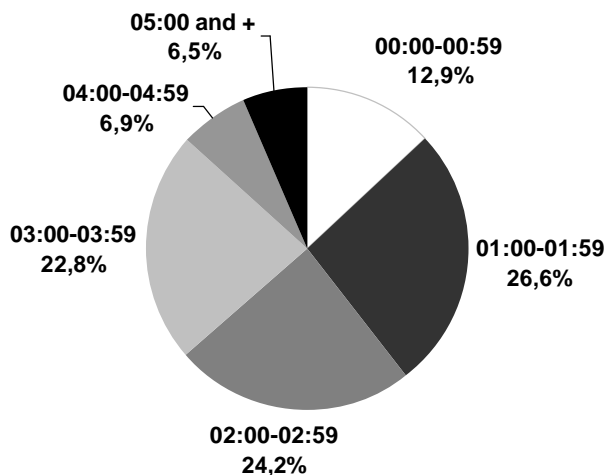
- The audience shares of the national channels are based on the total population. However, for the "Other Channels" only the subscribers to an enlarged TV offer are taken into consideration. The 15+ subscribers to an enlarged offer represent 25,8% of the total 15+ population possessing a TV ; the 4-14 subscribers represent 29,9% of the total 4-14 TV population.



## II. Advertising

## 4. Block\* breakdown by duration % (yearly) (based on nation-wide number of blocks) - ALL DAY

**2002**

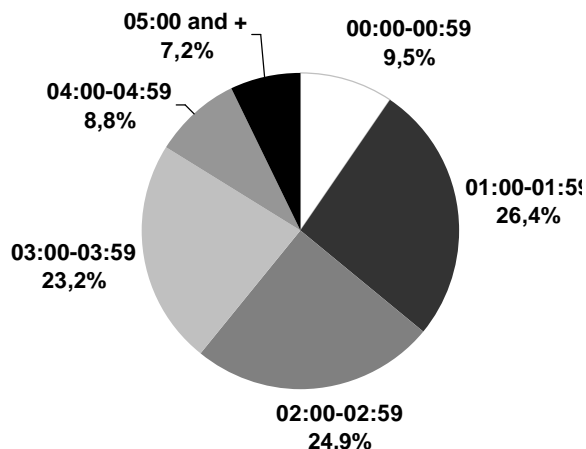


Average duration : number of seconds : **157**

Total number of Blocks :  
**66.025**

Average number of blocks by channel in a day : **30**

**2003**



Average duration : number of seconds : **165**

Total number of Blocks :  
**66.002**

Average number of blocks by channel in a day : **30**

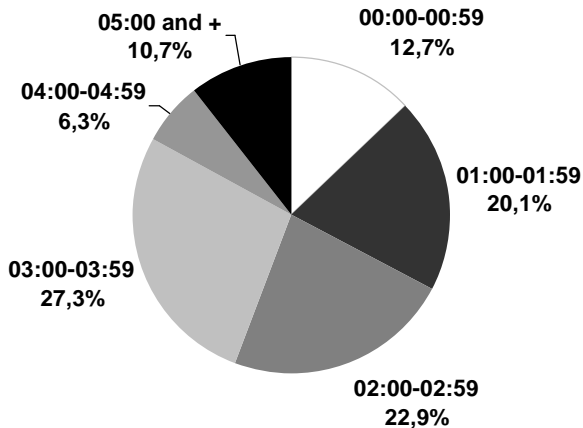
**6 Channels covered** : Canal +, France 2, France 3, France 5, M6, TF1  
Audience Share : 90,6% (All Day – 2003 – Target Adults 15+)

\* Block : an advertising period including spots and separated from other parts of the programme by optical and/or acoustic means - see methodological report.

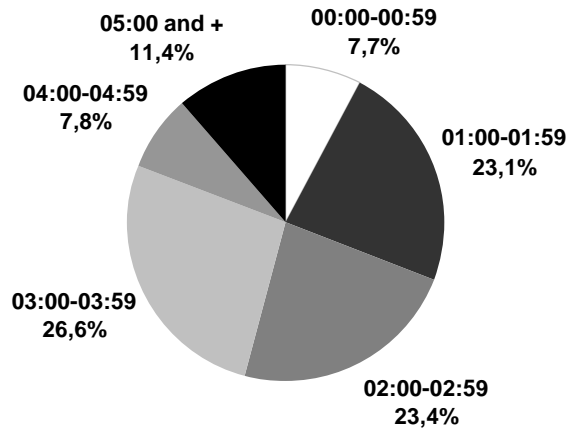
Note that Sponsoring is excluded because still separated off blocks.

## 4. Block\* breakdown by duration % (yearly) (based on nation-wide number of blocks) - PRIME TIME

**2002**



**2003**



Average duration : number of seconds : **167**

Total number of Blocks : **9.218**

Average number of blocks by channel in a day : **5**

Average duration : number of seconds : **174**

Total number of Blocks : **9.145**

Average number of blocks by channel in a day : **4**

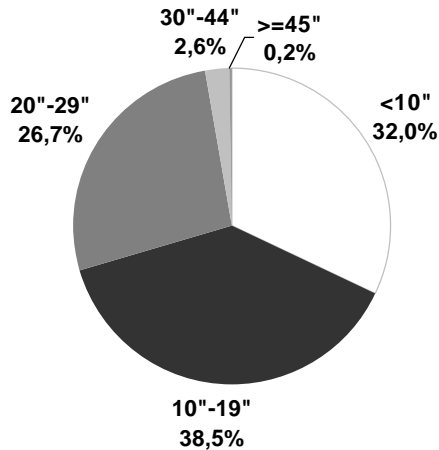
**5 Channels covered** : Canal +, France 2, France 3, M6, TF1  
Audience Share : 92,2% (Prime Time – 2003 – Target Adults 15+)

\* Block : an advertising period including spots and separated from other parts of the programme by optical and/or acoustic means - see methodological report.

Note that Sponsoring is excluded because still separated off blocks.

## 5. Proportion breakdown of spots per duration % (based on nation-wide number of spots broadcast) - ALL DAY

**2002**

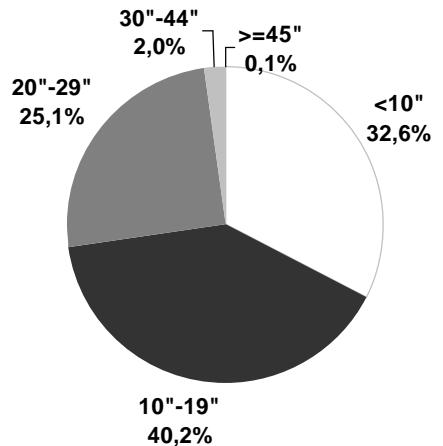


Average duration : number of seconds : **19,9**

Total number of spots broadcast :  
**624.879**

Average number of spots by channel in a day : **285**

**2003**



Average duration : number of seconds : **19,3**

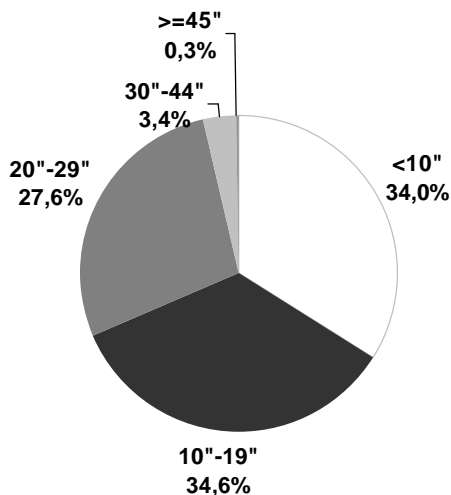
Total number of spots broadcast :  
**678.001**

Average number of spots by channel in a day : **310**

**6 Channels covered** : Canal +, France 2, France 3, France 5, M6, TF1  
Audience Share : 90,6% (All Day – 2003 – Target Adults 15+)

## 5. Proportion breakdown of spots per duration % (based on nation-wide number of spots broadcast) - PRIME TIME

**2002**

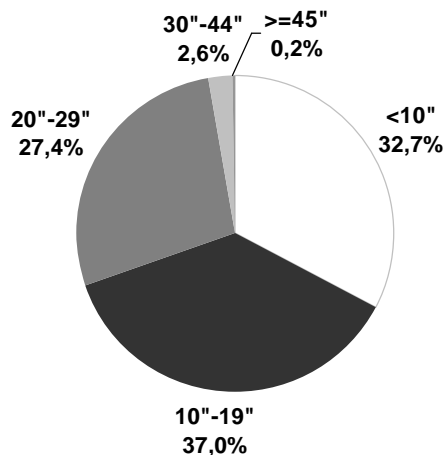


Average duration : number of seconds : **18,3**

Total number of spots broadcast :  
**86.522**

Average number of spots by channel in a day : **47**

**2003**



Average duration : number of seconds : 18,0

Total number of spots broadcast :  
**91.310**

Average number of spots by channel in a day : **50**

**5 Channels covered** : Canal +, France 2, France 3, M6, TF1  
Audience Share : 92,2% (Prime Time – 2003 – Target Adults 15+)



## Comments about TV clutter

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- Since 1997, there has been a positive growth in the length of audience viewing time. This progress can be attributed to:
  - the revision of the schedule of the terrestrial channels at the end of 1997,
  - the development of other TV channels and the integration of digital households in the panel; with these channels now being given their correct value,
  - the retransmission of sporting events which attract high audience figures: the World Football Cup in 1998, Euro 2000, the World Football Cup in 2002 (with record day-time audiences), the Winter Olympics 2002 (with a record number of French medal winners),
  - the arrival of reality TV in France in 2001: «Loft Story» on M6, «Star Academy» on TF1...
- In 2004, the positive trend can be attributed to:
  - a climate that has returned to normal in comparison with 2003,
  - sporting events,
  - the success of fiction programmes.
- Since 1990, audiences have become more fragmented: TF1 is losing its leading position following the development of other TV channels, including M6.

## 6. Advertising revenues - Top 5 TV stations

gross income 2002 in (000) euros		
TF1	2.865.314 €	
M6	1.205.941 €	
France 2	665.475 €	
France 3	440.867 €	
Canal+	138.620 €	% of tot TV in 2002
<b>TOTAL</b>	<b>5.316.217 €</b>	<b>91,8%</b>

gross income 2003 in (000) euros		
TF1	3.056.419 €	
M6	1.242.768 €	
France 2	690.131 €	
France 3	460.803 €	
Canal+	131.500 €	% of tot TV in 2003
<b>TOTAL</b>	<b>5.581.621 €</b>	<b>91,9%</b>

Conversion rates for 1 euro :

in 2002	6,56
in 2003	6,56

## 7. National Advertising Category : Definitions (1)

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### Advertising

- Advertising Spots :
  - Traditional advertising slot, transmitted in a break separately from the channel's programme
  - Variable duration, multiples of 5 sec. No programme overlapping
- Advertising Spots linked with sponsoring :
  - Spots tied to a sponsorship contract
  - Re-inforcement of billboard spots with advertising spots
  - Same as Advertising Spots but with references to sponsored programmes
- Splitscreen
  - Simultaneous transmission of a programme and advertising (as a banner or a screen section)
- Public Interest messages and charity appeals
  - Programme co-produced to provide specific information to a large target audience with no commercial purpose in return for payment.
  - Example: political messages, public health campaigns
- Isolated Spot
  - Advertising spot which appears alone in a traditional break clearly separated from the rest of the programme
- Insert or Product Placement :
  - Presence and/or demonstration of a product or service or trademark in a programme, when such presentation is intended to serve advertising.
  - With/without financial contribution
- Verbal reference
  - As part of a programme, the host or a famous person names the product and the brand
  - Verbal, lasts a few seconds

## 7. National Advertising Category : Definitions (2)

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### **Sponsoring**

- Sponsoring (Billboard Spots) :
  - Message during which the programme sponsor's name is mentioned
  - Usually shorter than 10 sec./ Short visual or sound quotation, before and/or after the programme
- BreakBumper :
  - Type of Billboard Spot placed in a Bumper or Jingle
- Sponsored Self-Promotion Spots (trailers) :
  - Self-promotion message transmitted by the channel to inform the audience of a forthcoming programme and broadcast time; sponsored by an advertiser
- Infomercial / programming
  - Programme co-produced through a commercial partnership to provide specific information to a selected target audience
  - Example: A bank's new structure or financial possibilities
- Bartering
  - Programme (co)financed by an advertiser against advertising space
- Virtual Advertising
  - Advertising messages usually without argumentation (single logos) inserted electronically in special programmes. Overlapping technique with the programme
- Injection / pop up's
  - Brief inlay of a logo on a small part of the screen, for example during a sequence in slow motion or a crucial phase in a football match
- Scoreboards / chronowatches
  - Includes a billboard that appears in the scoreboards, for example during a sports broadcast

### **Teleshopping**

- Direct Response TV Spots (DRTV)
  - Spot prompts audience to call a number to obtain more information or to order a product. With phone number. Often considered as an advertising spot.
- Teleshopping Spots
  - Category of DRTV spots. Direct offers broadcast to public with a view to supply goods or services, including immovable property, rights and obligations, in return for payment.

## 7. National Advertising Category : National Measurements

	Does this advertising category exist in France ?	Is it used in France ?
<b>Advertising</b>		
Advertising Spots	Yes	Yes
Advertising Spots linked with sponsoring	No	No
Splitscreen	No	No
Public Interest messages	Yes	Yes
Isolated Spot	No	No
Insert or Product Placement	No	No
Verbal reference	Yes	Yes
<b>Sponsoring</b>		
Sponsoring (Billboard Spots)	Yes	Yes
BreakBumper	Yes	Yes
Sponsored Self-Promotion Spots (trailers)	Yes	Yes
Infomercial / programming	Yes	Yes
Bartering	Yes	Yes
Virtual Advertising	No	No
Injection / pop up's	Yes	Yes
Scoreboards / chronowatches	Yes	Yes
<b>Teleshopping</b>		
Direct Response TV Spots	Yes	Yes
Teleshopping Spots	Yes	Yes

Are they measured ? Please specify value definition modes...		
	... for audience ?	... for investment ?
<b>Advertising</b>		
Advertising Spots	Yes	Yes
Advertising Spots linked with sponsoring	No	No
Splitscreen	No	No
Public Interest messages	Yes	Yes
Isolated Spot	No	No
Insert or Product Placement	No	No
Verbal reference	No	No
<b>Sponsoring</b>		
Sponsoring (Billboard Spots)	Yes	Yes
BreakBumper	No	No
Sponsored Self-Promotion Spots (trailers)	Yes	not exactly
Infomercial / programming	No	Yes
Bartering	No	No
Virtual Advertising	No	No
Injection / pop up's	Yes	Yes
Scoreboards / chronowatches	No	No
<b>Teleshopping</b>		
Direct Response TV Spots	No	No
Teleshopping Spots	No	No

## 7. National Advertising Category : National Measurements

	Comments	Sources
<b>Advertising</b>		
Advertising Spots	Rates of the nearby block, according to duration index	MediaMetrie
Advertising Spots linked with sponsoring		
Splitscreen	unused	Carat
Public Interest messages	specified as "external communication". Rates of the nearby block, according to duration index	MediaMetrie
Isolated Spot	No single spots, minimum 2 spots per break	Carat
Insert or Product Placement	Possibility to show a product in TV fiction and theatre movies.	Carat
Verbal reference	Only suitable for a limited number of programme types : especially used in game shows, otherwise this is considered to be surreptitious advertising	Carat
<b>Sponsoring</b>		
Sponsoring (Billboard Spots)	Rates of the nearby block, according to duration index	MediaMetrie
BreakBumper	Not much used by advertisers in classical TV and can only be used in the beginning of a commercial block.	Carat
Sponsored Self-Promotion Spots (trailers)	Only used with big TV events such as reality TV Not especially with an advertiser	MediaMetrie
Infomercial / programming	Infomercial : Advertising block with reference to the product. Programming : Placed outside the block, no reference to the product. Rates of the nearby block, according to duration index.	Carat
Bartering	Very little used because the producer of a programme cannot sponsor it. Products are exchanged for advertising blocks with little audience. Considered as a programme, excepted for Billboard Spots (first and last ones) which are included in Sponsoring figures	Carat
Virtual Advertising		
Injection / pop up's	Only used in sports programmes Rates of the nearby block, according to duration index	MediaMetrie
Scoreboards / chronowatches		
<b>Teleshopping</b>		
Direct Response TV Spots		
Teleshopping Spots		

Do you know of other kind of TV advertising messages/action modes in France ?

Yes

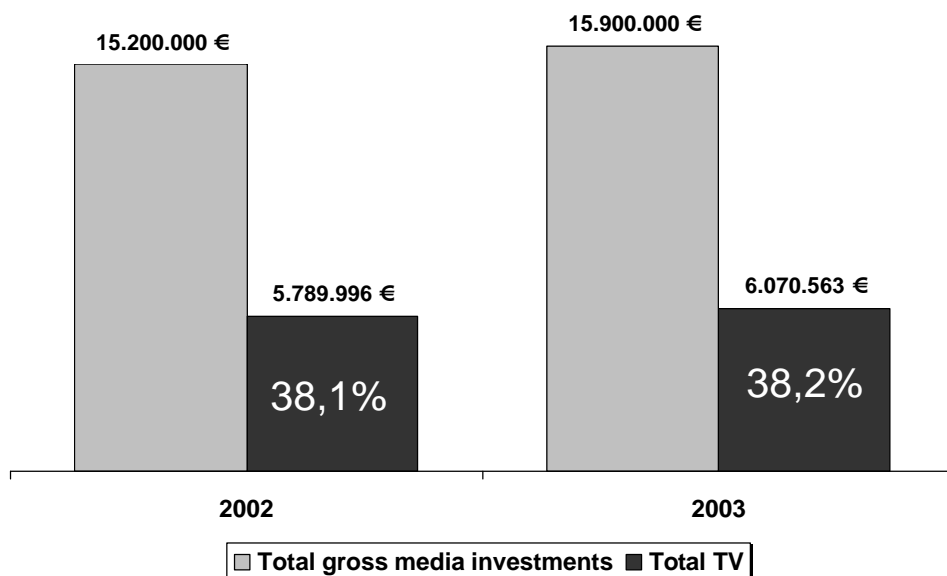
## 7. National Advertising Category : National Measurements

	Which specific characteristics define this kind of ad ? (Length, visual/sound,...)	Comments
Games	Usually at the end of the programme, at the place of the final Billboard, under the form of questions	Game programme sequence of 15 to 35" integrating the presence of the sponsor and its products. Single possibility in sponsoring TV for showing the products with verbal mentions during the programme. Not authorised for all kinds of programmes, especially
Variety Shows Messages	Announcement of Variety	
Prizes	during the programme, presentations of gifts with sponsors	

	Are they measured ? Please specify value definition modes...		Comments
	... for audience ?	... for investment ?	
Games	Yes	Yes	rates of the nearby block, according to duration index
Variety Shows Messages	Yes	Yes	rates of the nearby block, according to duration index
Prizes	Yes	Yes	rates of the nearby block, according to duration index

## 8. Media Investments

### Rate cards \* - in 000 EURO



- Rate cards : based on official rates as applied by media sales houses (see methodological report).

- Two specific types of purchases:

The CINEP: advertising slots sold by auction on France 2 / France 3 / France 5. Instituted by France Télévisions Publicité at the time of the introduction of the Trautmann law in view of the rarity of the offer, and in order to be innovative with regard to the market; these concern a very small portion of the offer.

Pack Temporis on Canal+: GRP guaranteed for a selection of specific advertising slots on Canal+ and certain complementary channels. These concern very good advertising slots on Canal+.

This is a question of another form of marketing, the negotiating scales of charges linked to discounts and a sliding scale indicated in the General Sales Conditions are therefore not applicable.

Furthermore, the budgets relating to these purchases are not taken into account by Sécodip and thus necessitate a specific type of handling.

In terms of advertising investment, the trend has not stopped being positive since 1990 until 2000. After the decline noted in 2001, a volume of investment was recorded in 2003 that was higher than in 2000.



## 9. Yearly number of total minutes broadcast - Breakdown by channel

	All Day		Prime Time	
	2002	2003	2002	2003
Arte	175.192	175.186	59.694	60.414
Canal+	114.680	124.764	21.805	22.833
France 2	525.600	525.599	59.901	59.414
France 3	516.879	525.599	57.204	56.690
France 5	350.387	350.385	0	0
M6	525.599	525.598	52.595	52.516
TF1	525.599	525.598	55.199	54.381
Total number of minutes	2.733.936	2.752.727	306.398	306.247
Average Number of hours / day	125	126	14	14
Maximum Potential per year in nbr of minutes	525.600	525.600	40.134	40.305
Source:	Mediamétrie - telereport			

### Comments :

- Canal+ is broadcast free of charge during some morning periods, the lunch-time slot and at the end of the evening, whereas its programmes have to be paid for during the remaining periods of the day. Advertising is only present during those slots that are broadcast unscrambled. We are referring here to those programmes that are broadcast unscrambled.
- Proportions time will be calculated in comparison to the real number of minutes broadcast in this report, excepted for the prime time daypart in table 10, as explained in the methodological report.

## 10. Category of advertising by Channel - All Day

TAB10a		Nbr of insertions of every advertising category by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
TOTAL	Arte	0	0	0,00	0,00
	Canal+	33.952	37.317	138.620,63	131.516,05
	France 2	111.917	119.569	665.474,74	690.045,42
	France 3	95.540	103.314	440.867,10	460.726,07
	France 5	39.948	48.590	34.672,33	47.604,67
	M6	169.084	183.276	1.205.940,67	1.242.788,72
	TF1	174.438	185.935	2.865.314,09	3.056.370,52
	<b>TOTAL</b>	<b>624.879</b>	<b>678.001</b>	<b>5.350.889,55</b>	<b>5.629.051,45</b>
Advertising Spots :	Arte	0	0	0,00	0,00
	Canal+	23.819	26.630	119.550,00	110.343,00
	France 2	81.984	87.750	563.995,00	578.691,00
	France 3	73.056	79.214	378.799,00	397.101,00
	France 5	36.772	43.186	32.102,00	43.382,00
	M6	134.469	144.789	1.081.024,00	1.103.171,00
	TF1	141.476	149.303	2.549.638,00	2.698.666,00
	<b>TOTAL</b>	<b>491.576</b>	<b>530.872</b>	<b>4.725.108,00</b>	<b>4.931.354,00</b>
Public Interest messages	Arte	0	0	0,00	0,00
	Canal+	0	0	0,00	0,00
	France 2	152	81	60,25	75,41
	France 3	472	489	819,01	754,15
	France 5	364	739	112,10	404,90
	M6	33	55	51,09	306,42
	TF1	4	517	8,28	3.425,13
	<b>TOTAL</b>	<b>1.025</b>	<b>1.881</b>	<b>1.050,73</b>	<b>4.966,00</b>
Variety Shows Messages	Arte	0	0	0,00	0,00
	Canal+	0	0	0,00	0,00
	France 2	266	418	606,11	1.255,82
	France 3	1	0	0,23	0,00
	France 5	0	0	0,00	0,00
	M6	851	1.744	1.293,82	2.690,37
	TF1	649	595	4.013,70	3.555,16
	<b>TOTAL</b>	<b>1.767</b>	<b>2.757</b>	<b>5.913,85</b>	<b>7.501,35</b>
TOTAL Advertising	Arte	0	0	0,00	0,00
	Canal+	23.819	26.630	119.550,00	110.343,00
	France 2	82.402	88.249	564.661,37	580.022,24
	France 3	73.529	79.703	379.618,23	397.855,15
	France 5	37.136	43.925	32.214,10	43.786,90
	M6	135.353	146.588	1.082.368,91	1.106.167,79
	TF1	142.129	150.415	2.553.659,98	2.705.646,28
	<b>TOTAL</b>	<b>494.368</b>	<b>535.510</b>	<b>4.732.072,58</b>	<b>4.943.821,35</b>

## 10. Category of advertising by Channel - All day

TAB10b		Nbr of insertions of every advertising category by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Sponsoring (Billboard Spots) :	Arte	0	0	0,00	0,00
	Canal+	7.107	7.609	14.420,00	16.676,00
	France 2	16.249	18.201	62.345,75	75.125,59
	France 3	13.682	15.666	39.424,99	42.084,85
	France 5	2.079	3.303	1.815,90	2.748,11
	M6	18.517	19.088	67.566,91	68.638,58
	TF1	22.125	22.816	207.889,72	227.169,88
	<b>TOTAL</b>	<b>79.759</b>	<b>86.683</b>	<b>393.463,27</b>	<b>432.443,00</b>
Sponsored Self-Promotion Spots	Arte	0	0	0,00	0,00
	Canal+	712	2.336	426,69	2.896,74
	France 2	6.658	6.425	19.403,67	18.172,14
	France 3	3.939	3.789	9.207,80	9.329,86
	France 5	197	602	100,24	315,85
	M6	9.592	11.539	31.587,44	39.965,33
	TF1	7.862	10.659	73.263,51	98.119,36
	<b>TOTAL</b>	<b>28.960</b>	<b>35.350</b>	<b>133.989,35</b>	<b>168.799,28</b>
Games	Arte	0	0	0,00	0,00
	Canal+	16	189	77,81	629,38
	France 2	459	878	3.628,80	4.043,35
	France 3	683	871	2.745,54	2.741,21
	France 5	160	173	145,03	216,72
	M6	2.441	3.294	18.577,32	22.443,91
	TF1	847	925	11.521,07	11.635,55
	<b>TOTAL</b>	<b>4.606</b>	<b>6.330</b>	<b>36.695,56</b>	<b>41.710,13</b>
Prizes	Arte	0	0	0,00	0,00
	Canal+	1.773	0	3.599,11	0,00
	France 2	4.256	3.570	9.519,12	7.002,96
	France 3	1.631	2.047	6.224,79	6.584,23
	France 5	376	587	397,06	537,10
	M6	16	0	27,92	0,00
	TF1	635	347	6.976,49	4.511,32
	<b>TOTAL</b>	<b>8.687</b>	<b>6.551</b>	<b>26.744,49</b>	<b>18.635,61</b>
Injection / pop up's	Arte	0	0	0,00	0,00
	Canal+	525	553	547,02	970,93
	France 2	1.893	2.246	5.916,04	5.679,14
	France 3	2.076	1.238	3.645,74	2.130,77
	France 5	0	0	0,00	0,00
	M6	3.165	2.767	5.812,17	5.573,11
	TF1	840	773	12.003,33	9.288,13
	<b>TOTAL</b>	<b>8.499</b>	<b>7.577</b>	<b>27.924,30</b>	<b>23.642,07</b>
TOTAL Sponsoring	Arte	0	0	0,00	0,00
	Canal+	10.133	10.687	19.070,63	21.173,05
	France 2	29.515	31.320	100.813,37	110.023,18
	France 3	22.011	23.611	61.248,87	62.870,92
	France 5	2.812	4.665	2.458,22	3.817,77
	M6	33.731	36.688	123.571,76	136.620,93
	TF1	32.309	35.520	311.654,11	350.724,24
	<b>TOTAL</b>	<b>130.511</b>	<b>142.491</b>	<b>618.816,97</b>	<b>685.230,10</b>
Teleshopping Spots	Arte	-	-	-	-
	Canal+	-	-	-	-
	France 2	-	-	-	-
	France 3	-	-	-	-
	France 5	-	-	-	-
	M6	-	-	-	-
	TF1	-	-	-	-
	<b>TOTAL</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>

Note that new adv. or sponsorship techniques either not exist or are not measured  
See chapter 7 about availability of the figures and/or comments on value definition modes

## 10. Category of advertising by Channel - All day

TAB10c		Total broadcast minutes for every advertising category by channel in a year (nbr of min)		Avg broadcast minutes for every advertising category by channel in an hour (nbr of min)		Proportion time vs Total programmes broadcast (%) in an average day	
		2002	2003	2002	2003	2002	2003
TOTAL	Arte	0	0	0,0	0,0	0,0%	0,0%
	Canal+	10.819	11.304	5,7	5,4	9,4%	9,1%
	France 2	32.993	34.411	3,8	3,9	6,3%	6,5%
	France 3	28.375	30.161	3,3	3,4	5,5%	5,7%
	France 5	13.847	15.603	2,4	2,7	4,0%	4,5%
	M6	49.713	52.619	5,7	6,0	9,5%	10,0%
	TF1	52.761	54.515	6,0	6,2	10,0%	10,4%
	<b>TOTAL</b>	<b>188.508</b>	<b>198.613</b>	<b>4,1</b>	<b>4,3</b>	<b>100,0%</b>	<b>100,0%</b>
Advertising Spots :	Arte	0	0	0,0	0,0	0,0%	0,0%
	Canal+	9.237	9.847	4,8	4,7	8,1%	7,9%
	France 2	29.468	30.636	3,4	3,5	5,6%	5,8%
	France 3	25.467	27.209	3,0	3,1	4,9%	5,2%
	France 5	13.422	14.990	2,3	2,6	3,8%	4,3%
	M6	45.822	48.042	5,2	5,5	8,7%	9,1%
	TF1	48.916	50.297	5,6	5,7	9,3%	9,6%
	<b>TOTAL</b>	<b>172.333</b>	<b>181.023</b>	<b>3,8</b>	<b>3,9</b>	<b>91,4%</b>	<b>91,1%</b>
Public Interest messages	Arte	0	0	0,0	0,0	0,0%	0,0%
	Canal+	0	0	0,0	0,0	0,0%	0,0%
	France 2	10	7	0,0	0,0	0,0%	0,0%
	France 3	37	38	0,0	0,0	0,0%	0,0%
	France 5	30	55	0,0	0,0	0,0%	0,0%
	M6	2	3	0,0	0,0	0,0%	0,0%
	TF1	0	26	0,0	0,0	0,0%	0,0%
	<b>TOTAL</b>	<b>79</b>	<b>128</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0%</b>	<b>0,1%</b>
Variety Shows Messages	Arte	0	0	0,0	0,0	0,0%	0,0%
	Canal+	0	0	0,0	0,0	0,0%	0,0%
	France 2	15	22	0,0	0,0	0,0%	0,0%
	France 3	0	0	0,0	0,0	0,0%	0,0%
	France 5	0	0	0,0	0,0	0,0%	0,0%
	M6	50	90	0,0	0,0	0,0%	0,0%
	TF1	41	31	0,0	0,0	0,0%	0,0%
	<b>TOTAL</b>	<b>106</b>	<b>144</b>	<b>0,0</b>	<b>0,0</b>	<b>0,1%</b>	<b>0,1%</b>
TOTAL Advertising	Arte	0	0	0,0	0,0	0,0%	0,0%
	Canal+	9.237	9.847	4,8	4,7	8,1%	7,9%
	France 2	29.493	30.665	3,4	3,5	5,6%	5,8%
	France 3	25.504	27.247	3,0	3,1	4,9%	5,2%
	France 5	13.453	15.045	2,3	2,6	3,8%	4,3%
	M6	45.874	48.135	5,2	5,5	8,7%	9,2%
	TF1	48.957	50.355	5,6	5,7	9,3%	9,6%
	<b>TOTAL</b>	<b>172.518</b>	<b>181.294</b>	<b>3,8</b>	<b>4,0</b>	<b>91,5%</b>	<b>91,3%</b>

### Comments :

Proportion time of advertising vs total programmes broadcast during an average day was around 7% in 2002 and 7,3% in 2003, for the average of the 7 channels studied.

If we don't consider the total time of minutes broadcast by Arte (without advertising), these proportions increase up to 7,5% in 2002 and 7,8% in 2003 during an average day.

## 10. Category of advertising by Channel - All day

TAB10d		Total broadcast minutes for every advertising category by channel in a year (nbr of min)		Avg broadcast minutes for every advertising category by channel in an hour (nbr of min)		Proportion time vs Total programmes broadcast (%) in an average day	
		2002	2003	2002	2003	2002	2003
Sponsoring (Billboard Spots) :	Arte	0	0	0,0	0,0	0,0%	0,0%
	Canal+	1.227	1.187	0,6	0,6	1,1%	1,0%
	France 2	1.780	2.047	0,2	0,2	0,3%	0,4%
	France 3	1.616	1.800	0,2	0,2	0,3%	0,3%
	France 5	234	337	0,0	0,1	0,1%	0,1%
	M6	1.888	1.996	0,2	0,2	0,4%	0,4%
	TF1	2.275	2.351	0,3	0,3	0,4%	0,4%
	<b>TOTAL</b>	<b>9.020</b>	<b>9.718</b>	<b>0,2</b>	<b>0,2</b>	<b>4,8%</b>	<b>4,9%</b>
Sponsored Self-Promotion Spots	Arte	0	0	0,0	0,0	0,0%	0,0%
	Canal+	40	130	0,0	0,1	0,0%	0,1%
	France 2	635	615	0,1	0,1	0,1%	0,1%
	France 3	364	353	0,0	0,0	0,1%	0,1%
	France 5	20	59	0,0	0,0	0,0%	0,0%
	M6	917	1.148	0,1	0,1	0,2%	0,2%
	TF1	920	1.269	0,1	0,1	0,2%	0,2%
	<b>TOTAL</b>	<b>2.897</b>	<b>3.574</b>	<b>0,1</b>	<b>0,1</b>	<b>1,5%</b>	<b>1,8%</b>
Games	Arte	0	0	0,0	0,0	0,0%	0,0%
	Canal+	4	60	0,0	0,0	0,0%	0,0%
	France 2	180	315	0,0	0,0	0,0%	0,1%
	France 3	246	310	0,0	0,0	0,0%	0,1%
	France 5	76	73	0,0	0,0	0,0%	0,0%
	M6	789	1.077	0,1	0,1	0,2%	0,2%
	TF1	400	432	0,0	0,0	0,1%	0,1%
	<b>TOTAL</b>	<b>1.696</b>	<b>2.267</b>	<b>0,0</b>	<b>0,0</b>	<b>0,9%</b>	<b>1,1%</b>
Prizes	Arte	0	0	0,0	0,0	0,0%	0,0%
	Canal+	231	0	0,1	0,0	0,2%	0,0%
	France 2	684	538	0,1	0,1	0,1%	0,1%
	France 3	240	291	0,0	0,0	0,0%	0,1%
	France 5	65	89	0,0	0,0	0,0%	0,0%
	M6	1	0	0,0	0,0	0,0%	0,0%
	TF1	67	36	0,0	0,0	0,0%	0,0%
	<b>TOTAL</b>	<b>1.288</b>	<b>954</b>	<b>0,0</b>	<b>0,0</b>	<b>0,7%</b>	<b>0,5%</b>
Injection / pop up's	Arte	0	0	0,0	0,0	0,0%	0,0%
	Canal+	80	81	0,0	0,0	0,1%	0,1%
	France 2	220	230	0,0	0,0	0,0%	0,0%
	France 3	404	161	0,0	0,0	0,1%	0,0%
	France 5	0	0	0,0	0,0	0,0%	0,0%
	M6	243	262	0,0	0,0	0,0%	0,0%
	TF1	143	73	0,0	0,0	0,0%	0,0%
	<b>TOTAL</b>	<b>1.090</b>	<b>807</b>	<b>0,0</b>	<b>0,0</b>	<b>0,6%</b>	<b>0,4%</b>
TOTAL Sponsoring	Arte	0	0	0,0	0,0	0,0%	0,0%
	Canal+	1.582	1.457	0,8	0,7	1,4%	1,2%
	France 2	3.500	3.746	0,4	0,4	0,7%	0,7%
	France 3	2.870	2.914	0,3	0,3	0,6%	0,6%
	France 5	395	558	0,1	0,1	0,1%	0,2%
	M6	3.839	4.484	0,4	0,5	0,7%	0,9%
	TF1	3.804	4.160	0,4	0,5	0,7%	0,8%
	<b>TOTAL</b>	<b>15.990</b>	<b>17.319</b>	<b>0,4</b>	<b>0,4</b>	<b>8,5%</b>	<b>8,7%</b>
Teleshopping Spots	Arte	-	-	-	-	-	-
	Canal+	-	-	-	-	-	-
	France 2	-	-	-	-	-	-
	France 3	-	-	-	-	-	-
	France 5	-	-	-	-	-	-
	M6	-	-	-	-	-	-
	TF1	-	-	-	-	-	-
	<b>TOTAL</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>

Note that new adv. or sponsorship techniques either not exist or are not measured  
See chapter 7 about availability of the figures and/or comments on value definition modes

## 10. Category of advertising by Channel - Prime time

TAB10e		Nbr of insertions of every advertising category by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
TOTAL	Arte	0	0	0,00	0,00
	Canal+	9.526	9.331	70.061,19	59.905,60
	France 2	15.360	16.306	268.380,40	292.797,54
	France 3	14.593	14.737	124.393,55	131.576,73
	France 5	0	0	0,00	0,00
	M6	27.925	31.098	536.236,73	575.003,50
	TF1	22.564	23.813	1.122.434,14	1.176.288,21
	<b>TOTAL</b>	<b>89.968</b>	<b>95.285</b>	<b>2.121.506,00</b>	<b>2.235.571,57</b>
Advertising Spots :	Arte	0	0	0,00	0,00
	Canal+	7.272	7.639	59.953,00	51.554,00
	France 2	11.172	12.266	229.552,00	249.785,00
	France 3	10.356	11.176	104.996,00	112.996,00
	France 5	0	0	0,00	0,00
	M6	21.154	23.936	468.694,00	504.537,00
	TF1	17.465	18.187	989.419,00	1.033.617,00
	<b>TOTAL</b>	<b>67.419</b>	<b>73.204</b>	<b>1.852.614,00</b>	<b>1.952.489,00</b>
Public Interest messages	Arte	0	0	0,00	0,00
	Canal+	0	0	0,00	0,00
	France 2	0	0	0,00	0,00
	France 3	2	0	4,00	0,00
	France 5	0	0	0,00	0,00
	M6	18	30	36,34	216,48
	TF1	0	47	0,00	953,74
	<b>TOTAL</b>	<b>20</b>	<b>77</b>	<b>40,34</b>	<b>1.170,21</b>
Variety Shows Messages	Arte	0	0	0,00	0,00
	Canal+	0	0	0,00	0,00
	France 2	32	85	172,62	603,41
	France 3	0	0	0,00	0,00
	France 5	0	0	0,00	0,00
	M6	38	151	213,24	846,57
	TF1	99	111	1.154,52	1.318,27
	<b>TOTAL</b>	<b>169</b>	<b>347</b>	<b>1.540,38</b>	<b>2.768,25</b>
TOTAL Advertising	Arte	0	0	0,00	0,00
	Canal+	7.272	7.639	59.953,00	51.554,00
	France 2	11.204	12.351	229.724,62	250.388,41
	France 3	10.358	11.176	105.000,00	112.996,00
	France 5	0	0	0,00	0,00
	M6	21.210	24.117	468.943,57	505.600,05
	TF1	17.564	18.345	990.573,52	1.035.889,00
	<b>TOTAL</b>	<b>67.608</b>	<b>73.628</b>	<b>1.854.194,72</b>	<b>1.956.427,46</b>

## 10. Category of advertising by Channel - Prime time

TAB10f		Nbr of insertions of every advertising category by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Sponsoring (Billboard Spots) :	Arte	0	0	0,00	0,00
	Canal+	1.248	981	6.602,00	6.246,00
	France 2	2.352	2.623	23.547,00	30.400,00
	France 3	2.451	2.248	11.616,00	11.262,00
	France 5	0	0	0,00	0,00
	M6	3.595	3.244	36.212,66	31.445,52
	TF1	2.893	3.241	85.878,00	92.242,27
	<b>TOTAL</b>	<b>12.539</b>	<b>12.337</b>	<b>163.855,66</b>	<b>171.595,79</b>
Sponsored Self-Promotion Spots	Arte	0	0	0,00	0,00
	Canal+	155	619	205,60	1.576,56
	France 2	1.036	895	9.547,17	8.369,35
	France 3	762	778	4.113,86	4.326,53
	France 5	0	0	0,00	0,00
	M6	2.057	2.467	17.986,39	22.531,79
	TF1	1.153	1.555	28.646,85	37.009,19
	<b>TOTAL</b>	<b>5.163</b>	<b>6.314</b>	<b>60.499,86</b>	<b>73.813,42</b>
Games	Arte	0	0	0,00	0,00
	Canal+	16	60	77,81	444,71
	France 2	189	79	2.599,21	1.517,24
	France 3	143	142	1.630,51	1.233,84
	France 5	0	0	0,00	0,00
	M6	635	906	9.721,26	12.357,85
	TF1	221	139	4.004,41	1.981,98
	<b>TOTAL</b>	<b>1.204</b>	<b>1.326</b>	<b>18.033,20</b>	<b>17.535,61</b>
Prizes	Arte	0	0	0,00	0,00
	Canal+	824	0	3.188,55	0,00
	France 2	108	111	717,95	553,40
	France 3	75	215	383,07	1.115,54
	France 5	0	0	0,00	0,00
	M6	0	0	0,00	0,00
	TF1	277	202	4.177,03	2.583,77
	<b>TOTAL</b>	<b>1.284</b>	<b>528</b>	<b>8.466,60</b>	<b>4.252,70</b>
Injection / pop up's	Arte	0	0	0,00	0,00
	Canal+	11	32	34,24	84,33
	France 2	471	247	2.244,44	1.569,15
	France 3	804	178	1.650,12	642,82
	France 5	0	0	0,00	0,00
	M6	428	364	3.372,84	3.068,29
	TF1	456	331	9.154,33	6.582,01
	<b>TOTAL</b>	<b>2.170</b>	<b>1.152</b>	<b>16.455,97</b>	<b>11.946,60</b>
TOTAL Sponsoring	Arte	0	0	0,00	0,00
	Canal+	2.254	1.692	10.108,19	8.351,60
	France 2	4.156	3.955	38.655,77	42.409,13
	France 3	4.235	3.561	19.393,55	18.580,73
	France 5	0	0	0,00	0,00
	M6	6.715	6.981	67.293,16	69.403,45
	TF1	5.000	5.468	131.860,62	140.399,21
	<b>TOTAL</b>	<b>22.360</b>	<b>21.657</b>	<b>267.311,28</b>	<b>279.144,12</b>
Teleshopping Spots	Arte	-	-	-	-
	Canal+	-	-	-	-
	France 2	-	-	-	-
	France 3	-	-	-	-
	France 5	-	-	-	-
	M6	-	-	-	-
	TF1	-	-	-	-
	<b>TOTAL</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>

Note that new adv. or sponsorship techniques either not exist or are not measured



See chapter 7 about availability of the figures and/or comments on value definition modes

Source : Médiamétrie - Téléreport

France - 39

## 10. Category of advertising by Channel - Prime time

TAB10g		Total broadcast minutes for every advertising category by channel in a year (nbr of min)		Avg broadcast minutes for every advertising category by channel in an hour (nbr of min)		Proportion time vs Total programmes broadcast (%) in an average day	
		2002	2003	2002	2003	2002	2003
TOTAL	Arte	0	0	0,0	0,0	0,0%	0,0%
	Canal+	4.085	3.864	11,2	10,2	18,7%	16,9%
	France 2	4.546	4.297	6,2	5,9	10,4%	9,8%
	France 3	4.597	4.418	6,3	6,1	10,5%	10,1%
	France 5	0	0	0,0	0,0	0,0%	0,0%
	M6	7.947	8.839	10,9	12,1	18,1%	20,2%
	TF1	7.694	7.726	10,5	10,6	17,6%	17,6%
	<b>TOTAL</b>	<b>28.869</b>	<b>29.143</b>	<b>7,2</b>	<b>7,2</b>	<b>100,0%</b>	<b>100,0%</b>
Advertising Spots :	Arte	0	0	0,0	0,0	0,0%	0,0%
	Canal+	3.725	3.616	10,3	9,5	17,1%	15,8%
	France 2	4.038	3.881	5,5	5,3	9,2%	8,9%
	France 3	4.022	3.997	5,5	5,5	9,2%	9,1%
	France 5	0	0	0,0	0,0	0,0%	0,0%
	M6	7.132	7.921	9,8	10,9	16,3%	18,1%
	TF1	7.083	7.140	9,7	9,8	16,2%	16,3%
	<b>TOTAL</b>	<b>26.000</b>	<b>26.554</b>	<b>6,5</b>	<b>6,6</b>	<b>90,1%</b>	<b>91,1%</b>
Public Interest messages	Arte	0	0	0,0	0,0	0,0%	0,0%
	Canal+	0	0	0,0	0,0	0,0%	0,0%
	France 2	0	0	0,0	0,0	0,0%	0,0%
	France 3	1	0	0,0	0,0	0,0%	0,0%
	France 5	0	0	0,0	0,0	0,0%	0,0%
	M6	1	1	0,0	0,0	0,0%	0,0%
	TF1	0	2	0,0	0,0	0,0%	0,0%
	<b>TOTAL</b>	<b>1</b>	<b>4</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0%</b>	<b>0,0%</b>
Variety Shows Messages	Arte	0	0	0,0	0,0	0,0%	0,0%
	Canal+	0	0	0,0	0,0	0,0%	0,0%
	France 2	2	4	0,0	0,0	0,0%	0,0%
	France 3	0	0	0,0	0,0	0,0%	0,0%
	France 5	0	0	0,0	0,0	0,0%	0,0%
	M6	2	8	0,0	0,0	0,0%	0,0%
	TF1	6	6	0,0	0,0	0,0%	0,0%
	<b>TOTAL</b>	<b>10</b>	<b>18</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0%</b>	<b>0,1%</b>
TOTAL Advertising	Arte	0	0	0,0	0,0	0,0%	0,0%
	Canal+	3.725	3.616	10,3	9,5	17,1%	15,8%
	France 2	4.040	3.885	5,5	5,3	9,2%	8,9%
	France 3	4.023	3.997	5,5	5,5	9,2%	9,1%
	France 5	0	0	0,0	0,0	0,0%	0,0%
	M6	7.135	7.930	9,8	10,9	16,3%	18,1%
	TF1	7.089	7.149	9,7	9,8	16,2%	16,3%
	<b>TOTAL</b>	<b>26.012</b>	<b>26.576</b>	<b>6,5</b>	<b>6,6</b>	<b>90,1%</b>	<b>91,2%</b>

### Comments :

Proportion time of advertising vs total programmes broadcast during the prime time of an average day was around 7% in 2002 and 7,2% in 2003, for the average of the 7 channels studied.

If we don't consider the total time of minutes broadcast by Arte (without advertising), these proportions increase up to 8,7% in 2002 and 8,9% in 2003 during an average day.



## 10. Category of advertising by Channel - Prime time

TAB10h		Total broadcast minutes for every advertising category by channel in a year (nbr of min)		Avg broadcast minutes for every advertising category by channel in an hour (nbr of min)		Proportion time vs Total programmes broadcast (%) in an average day	
		2002	2003	2002	2003	2002	2003
Sponsoring (Billboard Spots) :	Arte	0	0	0,0	0,0	0,0%	0,0%
	Canal+	238	191	0,7	0,5	1,1%	0,8%
	France 2	240	265	0,3	0,4	0,5%	0,6%
	France 3	266	239	0,4	0,3	0,6%	0,5%
	France 5	0	0	0,0	0,0	0,0%	0,0%
	M6	372	332	0,5	0,5	0,8%	0,8%
	TF1	316	328	0,4	0,4	0,7%	0,7%
	<b>TOTAL</b>	<b>1.433</b>	<b>1.354</b>	<b>0,4</b>	<b>0,3</b>	<b>5,0%</b>	<b>4,6%</b>
Sponsored Self-Promotion Spots	Arte	0	0	0,0	0,0	0,0%	0,0%
	Canal+	9	34	0,0	0,1	0,0%	0,1%
	France 2	99	86	0,1	0,1	0,2%	0,2%
	France 3	72	72	0,1	0,1	0,2%	0,2%
	France 5	0	0	0,0	0,0	0,0%	0,0%
	M6	197	245	0,3	0,3	0,5%	0,6%
	TF1	136	184	0,2	0,3	0,3%	0,4%
	<b>TOTAL</b>	<b>513</b>	<b>622</b>	<b>0,1</b>	<b>0,2</b>	<b>1,8%</b>	<b>2,1%</b>
Games	Arte	0	0	0,0	0,0	0,0%	0,0%
	Canal+	4	19	0,0	0,1	0,0%	0,1%
	France 2	89	26	0,1	0,0	0,2%	0,1%
	France 3	70	59	0,1	0,1	0,2%	0,1%
	France 5	0	0	0,0	0,0	0,0%	0,0%
	M6	204	294	0,3	0,4	0,5%	0,7%
	TF1	38	15	0,1	0,0	0,1%	0,0%
	<b>TOTAL</b>	<b>406</b>	<b>413</b>	<b>0,1</b>	<b>0,1</b>	<b>1,4%</b>	<b>1,4%</b>
Prizes	Arte	0	0	0,0	0,0	0,0%	0,0%
	Canal+	108	0	0,3	0,0	0,5%	0,0%
	France 2	12	14	0,0	0,0	0,0%	0,0%
	France 3	10	27	0,0	0,0	0,0%	0,1%
	France 5	0	0	0,0	0,0	0,0%	0,0%
	M6	0	0	0,0	0,0	0,0%	0,0%
	TF1	29	20	0,0	0,0	0,1%	0,0%
	<b>TOTAL</b>	<b>158</b>	<b>61</b>	<b>0,0</b>	<b>0,0</b>	<b>0,5%</b>	<b>0,2%</b>
Injection / pop up's	Arte	0	0	0,0	0,0	0,0%	0,0%
	Canal+	1	4	0,0	0,0	0,0%	0,0%
	France 2	65	21	0,1	0,0	0,1%	0,0%
	France 3	156	24	0,2	0,0	0,4%	0,1%
	France 5	0	0	0,0	0,0	0,0%	0,0%
	M6	38	37	0,1	0,1	0,1%	0,1%
	TF1	87	31	0,1	0,0	0,2%	0,1%
	<b>TOTAL</b>	<b>347</b>	<b>118</b>	<b>0,1</b>	<b>0,0</b>	<b>1,2%</b>	<b>0,4%</b>
TOTAL Sponsoring	Arte	0	0	0,0	0,0	0,0%	0,0%
	Canal+	360	248	1,0	0,7	1,7%	1,1%
	France 2	506	412	0,7	0,6	1,2%	0,9%
	France 3	574	421	0,8	0,6	1,3%	1,0%
	France 5	0	0	0,0	0,0	0,0%	0,0%
	M6	812	909	1,1	1,2	1,9%	2,1%
	TF1	605	577	0,8	0,8	1,4%	1,3%
	<b>TOTAL</b>	<b>2.857</b>	<b>2.567</b>	<b>0,7</b>	<b>0,6</b>	<b>9,9%</b>	<b>8,8%</b>
Teleshopping Spots	Arte	-	-	-	-	-	-
	Canal+	-	-	-	-	-	-
	France 2	-	-	-	-	-	-
	France 3	-	-	-	-	-	-
	France 5	-	-	-	-	-	-
	M6	-	-	-	-	-	-
	TF1	-	-	-	-	-	-
	<b>TOTAL</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>

Note that new adv. or sponsorship techniques either not exist or are not measured  
See chapter 7 about availability of the figures and/or comments on value definition modes



### III. Programmes

# 11. Duration - Breakdown of Programme types

**Channels covered :** TF1, France 2, France 3, France 5, M6, Arte et Canal+

All Day	2002	2003
Children, educational programmes, cartoons	8,0%	9,3%
Documentary	12,3%	11,6%
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	14,7%	15,1%
Film, TV Films and Mini Series (TV films in several episodes)	10,4%	10,2%
Information (News, Flash and Info Magazines)	10,2%	11,3%
Other Magazines	15,1%	14,3%
Political, Religious, Philosophical, Unions programmes	1,0%	0,8%
Series and Soap	11,9%	11,6%
Sports	3,9%	3,1%
Teleshopping (excl. of spots and ad formats)	1,1%	1,1%
Advertising (excl. teleshopping programme and channel self-promotion)	7,0%	7,3%
Self-promotion (presentation, trailers, titles signs, channel housestyle)	2,9%	2,9%
Others	1,4%	1,3%
	100%	100%

Total number of minutes in the year	<b>2.733.936</b>	<b>2.752.727</b>
Total number of hours in the year	<b>45.565,60</b>	<b>45.878,78</b>
Cumulative nbr of hours in an average day	<b>125</b>	<b>126</b>
Sources:	<b>Mediamétrie - telereport</b>	<b>Mediamétrie - telereport</b>

Please, precise the category of Reality TV :	<b>Entertainment</b>
--	----------------------

## Comments :

- These figures except the scrambled channel Canal + (movies and sport)  
For information : the duration of scrambled programmes amounts to 410 919 minutes in 2002 and 400 812 minutes in 2003.
- Others : theatre, short film, weather, stock market, regional programming, service broadcasting, lottery, third parties communications, loops.
- Figures on adv. are not available by typology of programmes
- Proportion time of advertising vs total programmes broadcast during an average day was around 7% in 2002 and 7,3% in 2003, for the average of the 7 channels studied. If we don't consider the total time of minutes broadcast by Arte (without advertising), these proportions increase up to 7,5% in 2002 and 7,8% in 2003 during an average day.
- During the prime time of an average day, proportion time of advertising vs total programmes broadcast was around 7% in 2002 and 7,2% in 2003, for the average of the 7 channels studied. If we don't consider the total time of minutes broadcast by Arte (without advertising), these proportions increase up to 8,7% in 2002 and 8,9% in 2003 during an average day.

## 12. Typology of Programmes by Channel - All Day Total adv. IN and BEFORE each type of programme

TAB12a		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Children, educational programmes, cartoons	Arte	0,0%	0,0%	-	-
	Canal+	9,3%	17,9%	-	-
	France 2	5,6%	5,0%	-	-
	France 3	12,5%	12,5%	-	-
	France 5	12,6%	19,9%	-	-
	M6	4,5%	4,0%	-	-
	TF1	8,8%	9,5%	-	-
	<b>Total</b>	<b>8,0%</b>	<b>9,3%</b>	-	-
Documentary	Arte	30,9%	31,9%	-	-
	Canal+	3,9%	1,8%	-	-
	France 2	5,6%	6,6%	-	-
	France 3	7,5%	6,5%	-	-
	France 5	45,6%	41,5%	-	-
	M6	0,3%	0,3%	-	-
	TF1	9,0%	8,9%	-	-
	<b>Total</b>	<b>12,3%</b>	<b>11,6%</b>	-	-
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	Arte	5,0%	5,8%	-	-
	Canal+	26,1%	19,7%	-	-
	France 2	13,5%	13,5%	-	-
	France 3	7,5%	9,4%	-	-
	France 5	2,0%	2,1%	-	-
	M6	32,9%	31,2%	-	-
	TF1	14,3%	17,2%	-	-
	<b>Total</b>	<b>14,7%</b>	<b>15,1%</b>	-	-
Film, TV Films and Mini Series	Arte	39,8%	39,3%	-	-
	Canal+	3,6%	4,5%	-	-
	France 2	5,7%	5,9%	-	-
	France 3	11,0%	10,5%	-	-
	France 5	0,7%	0,5%	-	-
	M6	14,2%	14,0%	-	-
	TF1	9,0%	8,3%	-	-
	<b>Total</b>	<b>10,4%</b>	<b>10,2%</b>	-	-
Information (News, Flash and Info Magazines)	Arte	6,5%	7,2%	-	-
	Canal+	12,1%	14,1%	-	-
	France 2	14,6%	15,6%	-	-
	France 3	19,1%	21,6%	-	-
	France 5	1,2%	1,1%	-	-
	M6	5,6%	6,7%	-	-
	TF1	8,4%	9,0%	-	-
	<b>Total</b>	<b>10,2%</b>	<b>11,3%</b>	-	-
Other Magazines	Arte	11,7%	10,7%	-	-
	Canal+	10,7%	9,7%	-	-
	France 2	18,1%	18,5%	-	-
	France 3	18,6%	17,0%	-	-
	France 5	29,4%	26,7%	-	-
	M6	5,1%	5,9%	-	-
	TF1	11,3%	9,8%	-	-
	<b>Total</b>	<b>15,1%</b>	<b>14,3%</b>	-	-
Political, Religious, Philosophical, Unions programmes	Arte	0,3%	0,0%	-	-
	Canal+	0,1%	0,0%	-	-
	France 2	3,5%	3,1%	-	-
	France 3	1,2%	1,1%	-	-
	France 5	0,3%	0,0%	-	-
	M6	0,0%	0,0%	-	-
	TF1	0,2%	0,0%	-	-
	<b>Total</b>	<b>1,0%</b>	<b>0,8%</b>	-	-

## 12. Typology of Programmes by Channel - All Day Total adv. IN and BEFORE each type of programme

TAB12b		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Series and Soap	Arte	0,9%	0,1%	-	-
	Canal+	3,0%	4,5%	-	-
	France 2	17,5%	15,9%	-	-
	France 3	5,8%	5,7%	-	-
	France 5	0,0%	0,0%	-	-
	M6	19,8%	19,9%	-	-
	TF1	18,1%	17,9%	-	-
	<b>Total</b>	<b>11,9%</b>	<b>11,6%</b>	-	-
Sports	Arte	0,0%	0,0%	-	-
	Canal+	10,3%	7,8%	-	-
	France 2	6,3%	6,2%	-	-
	France 3	5,7%	4,1%	-	-
	France 5	0,0%	0,0%	-	-
	M6	1,5%	1,6%	-	-
	TF1	4,6%	2,7%	-	-
	<b>Total</b>	<b>3,9%</b>	<b>3,1%</b>	-	-
Teleshopping (excl. of spots and adv. formats)	Arte	0,0%	0,0%	-	-
	Canal+	0,0%	0,0%	-	-
	France 2	0,0%	0,0%	-	-
	France 3	0,0%	0,0%	-	-
	France 5	0,0%	0,0%	-	-
	M6	3,2%	3,2%	-	-
	TF1	2,7%	2,7%	-	-
	<b>Total</b>	<b>1,1%</b>	<b>1,1%</b>	-	-
Advertising (excl. teleshopping programme and channel self-promotion)	Arte	0,0%	0,0%	-	-
	Canal+	8,7%	8,5%	-	-
	France 2	6,2%	6,4%	-	-
	France 3	5,7%	6,0%	-	-
	France 5	4,4%	4,9%	-	-
	M6	9,9%	10,2%	-	-
	TF1	10,0%	10,3%	-	-
	<b>Total</b>	<b>7,0%</b>	<b>7,3%</b>	-	-
Self-promotion (presentation, trailers, title signs, channel housestyle)	Arte	4,8%	4,9%	-	-
	Canal+	4,0%	3,9%	-	-
	France 2	2,4%	2,5%	-	-
	France 3	3,2%	3,2%	-	-
	France 5	2,5%	2,2%	-	-
	M6	2,8%	3,0%	-	-
	TF1	2,5%	2,5%	-	-
	<b>Total</b>	<b>2,9%</b>	<b>2,9%</b>	-	-
Others	Arte	0,1%	0,1%	-	-
	Canal+	8,2%	7,6%	-	-
	France 2	1,0%	0,8%	-	-
	France 3	2,3%	2,5%	-	-
	France 5	1,2%	1,0%	-	-
	M6	0,2%	0,0%	-	-
	TF1	1,1%	1,1%	-	-
	<b>Total</b>	<b>1,4%</b>	<b>1,3%</b>	-	-
<b>Total of Typologies and total of Advertising (excl. teleshopping programme and channel self-promotion, considered as typologies)</b>	Arte	<b>100,0%</b>	<b>100,0%</b>	-	-
	Canal+	<b>100,0%</b>	<b>100,0%</b>	-	-
	France 2	<b>100,0%</b>	<b>100,0%</b>	-	-
	France 3	<b>100,0%</b>	<b>100,0%</b>	-	-
	France 5	<b>100,0%</b>	<b>100,0%</b>	-	-
	M6	<b>100,0%</b>	<b>100,0%</b>	-	-
	TF1	<b>100,0%</b>	<b>100,0%</b>	-	-
	<b>Total</b>	<b>100,0%</b>	<b>100,0%</b>	-	-

## 12. Typology of Programmes by Channel - Prime Time Total adv. IN and BEFORE each type of programme

TAB12e		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Children, educational programmes, cartoons	Arte	0,0%	0,0%	-	-
	Canal+	7,9%	7,1%	-	-
	France 2	0,0%	0,0%	-	-
	France 3	0,0%	0,1%	-	-
	France 5	0,0%	0,0%	-	-
	M6	0,0%	0,2%	-	-
	TF1	0,0%	0,0%	-	-
	<b>Total</b>	<b>0,6%</b>	<b>0,6%</b>	-	-
Documentary	Arte	27,8%	25,5%	-	-
	Canal+	1,6%	3,3%	-	-
	France 2	0,7%	0,2%	-	-
	France 3	1,9%	1,2%	-	-
	France 5	0,0%	0,0%	-	-
	M6	0,0%	0,5%	-	-
	TF1	0,0%	0,0%	-	-
	<b>Total</b>	<b>6,0%</b>	<b>5,6%</b>	-	-
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	Arte	5,9%	6,7%	-	-
	Canal+	33,9%	32,3%	-	-
	France 2	11,3%	13,1%	-	-
	France 3	11,0%	19,9%	-	-
	France 5	0,0%	0,0%	-	-
	M6	8,5%	10,8%	-	-
	TF1	11,1%	13,1%	-	-
	<b>Total</b>	<b>11,3%</b>	<b>14,1%</b>	-	-
Film, TV Films and Mini Series	Arte	35,6%	35,3%	-	-
	Canal+	0,2%	6,4%	-	-
	France 2	23,0%	24,0%	-	-
	France 3	29,1%	28,6%	-	-
	France 5	0,0%	0,0%	-	-
	M6	22,6%	17,8%	-	-
	TF1	19,4%	17,6%	-	-
	<b>Total</b>	<b>24,2%</b>	<b>23,6%</b>	-	-
Information (News, Flash and Info Magazines)	Arte	14,3%	15,5%	-	-
	Canal+	0,6%	0,4%	-	-
	France 2	30,5%	31,5%	-	-
	France 3	17,2%	17,4%	-	-
	France 5	0,0%	0,0%	-	-
	M6	19,4%	20,1%	-	-
	TF1	28,5%	29,1%	-	-
	<b>Total</b>	<b>20,5%</b>	<b>21,0%</b>	-	-
Other Magazines	Arte	13,1%	14,4%	-	-
	Canal+	15,2%	15,2%	-	-
	France 2	6,5%	6,2%	-	-
	France 3	12,6%	5,2%	-	-
	France 5	0,0%	0,0%	-	-
	M6	8,4%	9,1%	-	-
	TF1	7,7%	6,3%	-	-
	<b>Total</b>	<b>10,1%</b>	<b>8,8%</b>	-	-
Political, Religious, Philosophical, Unions programmes	Arte	0,3%	0,0%	-	-
	Canal+	0,4%	0,0%	-	-
	France 2	4,0%	2,7%	-	-
	France 3	0,8%	0,0%	-	-
	France 5	0,0%	0,0%	-	-
	M6	0,0%	0,0%	-	-
	TF1	1,5%	0,0%	-	-
	<b>Total</b>	<b>1,3%</b>	<b>0,5%</b>	-	-

## 12. Typology of Programmes by Channel - Prime Time Total adv. IN and BEFORE each type of programme

TAB12f		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Series and Soap	Arte	0,1%	0,0%	-	-
	Canal+	7,3%	6,8%	-	-
	France 2	13,9%	12,5%	-	-
	France 3	7,7%	9,4%	-	-
	France 5	0,0%	0,0%	-	-
	M6	23,3%	22,8%	-	-
	TF1	15,5%	16,1%	-	-
	<b>Total</b>	<b>11,5%</b>	<b>11,4%</b>	-	-
Sports	Arte	0,0%	0,0%	-	-
	Canal+	11,8%	7,6%	-	-
	France 2	1,6%	1,1%	-	-
	France 3	10,3%	8,8%	-	-
	France 5	0,0%	0,0%	-	-
	M6	1,2%	1,4%	-	-
	TF1	4,9%	6,2%	-	-
	<b>Total</b>	<b>4,2%</b>	<b>3,7%</b>	-	-
Teleshopping (excl. of spots and adv. formats)	Arte	0,0%	0,0%	-	-
	Canal+	0,0%	0,0%	-	-
	France 2	0,0%	0,0%	-	-
	France 3	0,0%	0,0%	-	-
	France 5	0,0%	0,0%	-	-
	M6	0,0%	0,0%	-	-
	TF1	0,0%	0,0%	-	-
	<b>Total</b>	<b>0,0%</b>	<b>0,0%</b>	-	-
Advertising (excl. teleshopping programme and channel self-promotion)	Arte	0,0%	0,0%	-	-
	Canal+	14,3%	13,3%	-	-
	France 2	5,3%	5,6%	-	-
	France 3	5,6%	5,4%	-	-
	France 5	0,0%	0,0%	-	-
	M6	12,7%	13,6%	-	-
	TF1	9,6%	10,0%	-	-
	<b>Total</b>	<b>7,0%</b>	<b>7,2%</b>	-	-
Self-promotion (presentation, trailers, title signs, channel housestyle)	Arte	2,7%	2,5%	-	-
	Canal+	3,2%	3,9%	-	-
	France 2	1,6%	1,5%	-	-
	France 3	3,3%	3,5%	-	-
	France 5	0,0%	0,0%	-	-
	M6	3,7%	3,7%	-	-
	TF1	1,3%	1,3%	-	-
	<b>Total</b>	<b>2,5%</b>	<b>2,6%</b>	-	-
Others	Arte	0,1%	0,1%	-	-
	Canal+	3,7%	3,7%	-	-
	France 2	1,8%	1,8%	-	-
	France 3	0,5%	0,4%	-	-
	France 5	0,0%	0,0%	-	-
	M6	0,1%	0,0%	-	-
	TF1	0,4%	0,4%	-	-
	<b>Total</b>	<b>0,8%</b>	<b>0,8%</b>	-	-
<b>Total of Typologies and total of Advertising (excl. teleshopping programme and channel self-promotion, considered as typologies)</b>	Arte	<b>100,0%</b>	<b>100,0%</b>	-	-
	Canal+	<b>100,0%</b>	<b>100,0%</b>	-	-
	France 2	<b>100,0%</b>	<b>100,0%</b>	-	-
	France 3	<b>100,0%</b>	<b>100,0%</b>	-	-
	France 5	<b>0,0%</b>	<b>0,0%</b>	-	-
	M6	<b>100,0%</b>	<b>100,0%</b>	-	-
	TF1	<b>100,0%</b>	<b>100,0%</b>	-	-
	<b>Total</b>	<b>100,0%</b>	<b>100,0%</b>	-	-



## IV. Specific products



## 13. Advertising for Specific Products by Channel

TAB13a ALL DAY		Sum of Broadcast adv. minutes for specific product by channel in a year (nbr of minutes)		Share of adv. Minutes by channel in a year (%)	
		2002	2003	2002	2003
ALCOHOL - BEER	Forbidden				
ALCOHOL - WINE & CHAMPAIGN					
ALCOHOL - SPIRITS					
PRODUCTS DEDICATED TO CHILDREN	Canal+	489,0	5.648,4	2,6%	24,9%
	France 2	1.359,9	5.794,1	7,3%	25,5%
	France 3	4.718,6	975,1	25,5%	4,3%
	France 5	576,8	1.148,0	3,1%	5,1%
	M 6	4.992,9	1.404,9	27,0%	6,2%
	T F 1	6.377,5	7.756,9	34,4%	34,1%
	<b>TOTAL</b>	<b>18.514,6</b>	<b>22.727,3</b>	<b>100,0%</b>	<b>100,0%</b>
CLEANING PRODUCTS	Canal+	48,3	104,3	0,4%	0,8%
	France 2	2.002,2	1.999,5	15,2%	14,9%
	France 3	1.812,1	1.783,7	13,8%	13,2%
	France 5	798,0	1.305,4	6,1%	9,7%
	M 6	3.899,8	3.908,5	29,7%	29,0%
	T F 1	4.590,6	4.363,1	34,9%	32,4%
	<b>TOTAL</b>	<b>13.151,0</b>	<b>13.464,4</b>	<b>100,0%</b>	<b>100,0%</b>
COSMETICS/PERSONAL HYGIENE	Canal+	958,8	771,8	4,3%	3,0%
	France 2	3.922,0	4.185,9	17,6%	16,4%
	France 3	2.561,3	2.765,5	11,5%	10,8%
	France 5	1.642,9	2.246,7	7,4%	8,8%
	M 6	6.296,5	7.867,0	28,2%	30,8%
	T F 1	6.934,5	7.744,4	31,1%	30,3%
	<b>TOTAL</b>	<b>22.316,0</b>	<b>25.581,3</b>	<b>100,0%</b>	<b>100,0%</b>
FOOD (including DRINKS)	Canal+	1.919,3	2.183,3	3,7%	3,8%
	France 2	8.143,9	8.763,3	15,8%	15,1%
	France 3	8.334,0	9.436,7	16,2%	16,3%
	France 5	4.061,9	4.631,8	7,9%	8,0%
	M 6	13.102,7	15.293,2	25,4%	26,4%
	T F 1	15.996,4	17.573,0	31,0%	30,4%
	<b>TOTAL</b>	<b>51.558,2</b>	<b>57.881,3</b>	<b>100,0%</b>	<b>100,0%</b>
NON PRESCRIPTION MEDICAL PRODUCTS	Canal+	41,3	108,3	1,2%	3,1%
	France 2	964,6	1.033,1	28,6%	29,3%
	France 3	519,8	606,3	15,4%	17,2%
	France 5	454,0	429,8	13,5%	12,2%
	M 6	526,2	523,5	15,6%	14,9%
	T F 1	865,3	819,2	25,7%	23,3%
	<b>TOTAL</b>	<b>3.371,2</b>	<b>3.520,2</b>	<b>100,0%</b>	<b>100,0%</b>
TOBACCO	Forbidden				

## 13. Advertising for Specific Products by Channel

TAB13b ALL DAY		Nbr of adv. insertions for specific product by channel in a year		Share of adv. Insertions by channel in a year (%)	
		2002	2003	2002	2003
ALCOHOL - BEER	Forbidden				
ALCOHOL - WINE & CHAMPAIGN					
ALCOHOL - SPIRITS					
PRODUCTS DEDICATED TO CHILDREN	Canal+	1.440	17.538	2,5%	24,9%
	France 2	4.192	17.902	7,2%	25,4%
	France 3	14.707	3.068	25,4%	4,3%
	France 5	1.805	3.691	3,1%	5,2%
	M 6	15.714	4.366	27,1%	6,2%
	T F 1	20.134	24.003	34,7%	34,0%
	<b>TOTAL</b>	<b>57.992</b>	<b>70.568</b>	<b>100,0%</b>	<b>100,0%</b>
CLEANING PRODUCTS	Canal+	168	272	0,4%	0,7%
	France 2	5.786	6.040	15,0%	15,2%
	France 3	5.349	5.384	13,8%	13,5%
	France 5	2.373	3.979	6,1%	10,0%
	M 6	11.466	11.222	29,7%	28,2%
	T F 1	13.488	12.917	34,9%	32,4%
	<b>TOTAL</b>	<b>38.630</b>	<b>39.814</b>	<b>100,0%</b>	<b>100,0%</b>
COSMETICS/PERSONAL HYGIENE	Canal+	2.606	2.231	4,2%	3,1%
	France 2	10.860	11.604	17,4%	16,2%
	France 3	7.206	7.664	11,6%	10,7%
	France 5	4.647	6.163	7,5%	8,6%
	M 6	17.530	21.899	28,1%	30,7%
	T F 1	19.508	21.885	31,3%	30,6%
	<b>TOTAL</b>	<b>62.357</b>	<b>71.446</b>	<b>100,0%</b>	<b>100,0%</b>
FOOD (including DRINKS)	Canal+	5.398	6.165	3,5%	3,5%
	France 2	25.231	27.628	16,3%	15,6%
	France 3	25.621	28.958	16,5%	16,4%
	France 5	12.322	14.444	7,9%	8,2%
	M 6	38.528	45.842	24,9%	26,0%
	T F 1	47.900	53.523	30,9%	30,3%
	<b>TOTAL</b>	<b>155.000</b>	<b>176.560</b>	<b>100,0%</b>	<b>100,0%</b>
NON PRESCRIPTION MEDICAL PRODUCTS	Canal+	135	398	1,1%	3,0%
	France 2	3.301	3.881	27,6%	29,6%
	France 3	1.887	2.288	15,8%	17,4%
	France 5	1.668	1.587	13,9%	12,1%
	M 6	1.799	1.864	15,0%	14,2%
	T F 1	3.178	3.104	26,6%	23,7%
	<b>TOTAL</b>	<b>11.968</b>	<b>13.122</b>	<b>100,0%</b>	<b>100,0%</b>
TOBACCO	Forbidden				

## 13. Advertising for Specific Products by Channel

TAB13c ALL DAY		Gross adv. spendings per specific product in (000) Euros		Gross adv. spendings shares (%)	
		2002	2003	2002	2003
ALCOHOL - BEER	Forbidden				
ALCOHOL - WINE & CHAMPAIGN					
ALCOHOL - SPIRITS					
PRODUCTS DEDICATED TO CHILDREN	Canal+	5.611,3	106.017,5	1,5%	24,5%
	France 2	22.437,2	57.646,3	5,8%	13,3%
	France 3	48.012,7	6.796,0	12,5%	1,6%
	France 5	1.229,6	3.031,9	0,3%	0,7%
	M 6	94.912,6	21.916,0	24,7%	5,1%
	T F 1	212.425,7	237.627,7	55,2%	54,9%
	<b>TOTAL</b>	<b>384.629,0</b>	<b>433.035,4</b>	<b>100,0%</b>	<b>100,0%</b>
CLEANING PRODUCTS	Canal+	494,00	718,00	0,2%	0,2%
	France 2	28.264,00	26.500,00	8,7%	8,6%
	France 3	18.332,00	17.934,00	5,6%	5,8%
	France 5	1.381,00	3.097,00	0,4%	1,0%
	M 6	83.506,00	76.851,00	25,6%	24,8%
	T F 1	193.625,00	184.326,00	59,5%	59,6%
	<b>TOTAL</b>	<b>325.602,00</b>	<b>309.426,00</b>	<b>100,0%</b>	<b>100,0%</b>
COSMETICS/PERSONAL HYGIENE	Canal+	11.134,00	10.973,00	1,7%	1,5%
	France 2	71.594,00	79.081,00	11,2%	11,0%
	France 3	41.189,00	41.989,00	6,5%	5,8%
	France 5	3.560,00	5.860,00	0,6%	0,8%
	M 6	153.783,00	181.012,00	24,1%	25,2%
	T F 1	355.684,00	399.898,00	55,8%	55,6%
	<b>TOTAL</b>	<b>636.944,00</b>	<b>718.813,00</b>	<b>100,0%</b>	<b>100,0%</b>
FOOD (including DRINKS)	Canal+	18.721,00	16.325,00	1,4%	1,1%
	France 2	144.481,00	147.386,00	10,9%	9,9%
	France 3	109.162,00	117.899,00	8,2%	7,9%
	France 5	8.297,00	11.428,00	0,6%	0,8%
	M 6	292.012,00	335.774,00	21,9%	22,5%
	T F 1	758.825,00	860.579,00	57,0%	57,8%
	<b>TOTAL</b>	<b>1.331.498,00</b>	<b>1.489.391,00</b>	<b>100,0%</b>	<b>100,0%</b>
NON PRESCRIPTION MEDICAL PRODUCTS	Canal+	524,00	849,00	0,6%	0,9%
	France 2	15.394,00	15.120,00	17,8%	16,5%
	France 3	8.032,00	9.176,00	9,3%	10,0%
	France 5	1.181,00	1.483,00	1,4%	1,6%
	M 6	13.067,00	13.789,00	15,1%	15,0%
	T F 1	48.196,00	51.354,00	55,8%	56,0%
	<b>TOTAL</b>	<b>86.394,00</b>	<b>91.771,00</b>	<b>100,0%</b>	<b>100,0%</b>
TOBACCO	Forbidden				

## Comments about Specific Products

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- A number of brands cover children-oriented advertising :
  - "Children" sector = total of all product categories for which at least 25% of the investments during day time were booked in "children blocks".
  - "Children" blocks = blocks adjacent to children programmes or cartoons with the exception of those who are also adjacent to sports and reality TV.