
TV France

3.1. General indicators

Number of households with a TV connection (000)

	1995	1996	1997	1998	1999	2000	2001
All population (000)	57.753	57.936	58.116	58.299	58.497	58.744	59.040
Universe 6+ (000)	46.153	46.460	46.763	47.051	47.311	47.580	47.667
TF1			21.800	22.330	22.440	22.580	22.840
France 2			21.800	22.330	22.440	22.580	22.840
France 3			21.800	22.330	22.440	22.580	22.840
Canal+			16.720	17.400	17.900	17.725	17.930*
La 5ème/Arte			19.300	20.000	20.300	20.480	20.715*
M6			19.990	20.650	20.845	21.020	21.265*

3.2. Advertising categories

Advertising Category :

French TV definitions

	Define every advertising mode listed (precise if not allowed or not existing)	Wich specific characteristics define this kind of ad ? (Length, visuel/sonore,...)	Sources :
Advertising spot	Audiovisual ad messages concerning a product or a brand, an institution or a company		
Billboards	Ad message during which the mention of a sponsor of a program is inserted		
Sponsoring	Association of an advertiser and a tv program resulting in a brand mention during the broadcast of a program		
Commercial self promotion spots or Trailers	Sponsoring ad of a channel through channel itself or an other one (in the same saleshouse) in order to promote image or special action		
Programmes de télé-shopping	Tell-sell program		
DR TV Spots	Ad message containing a phone number destined to drive direct call	Message \geq 20"/ phone visualisation \geq 10"	
Insert or product placement program/spot	Not existing		

Advertising Category : TV Measurement

	Are they mesured...		Value definition mode ?
	... for audience ?	... for investment ?	
Spots publicitaires	Yes	Yes	Gross Rates
Billboards	No	Yes	
Sponsoring	No	Yes	
Commercial self promotion spots or Trailers	Yes	Yes	
Programmes de télé-shopping	Yes	No	
DR TV Spots	Yes	Yes	Gross Rates
Insert or product placement program/spot	No	No	

3.3. General information per channel

Types of broadcast - 1995-2001* (1)

	Status	Names	Active Period		Program Type
			Founded	Ended**	
Domestic Channels (national)	Private - general interest channel	TF1	april 16th, 1987		General Knowledge
	Public - general interest channel	France 2	september 7th, 1992		General Knowledge
	Public - general interest channel	France 3	september 7th, 1992		General Knowledge
	Private - general interest channel	Canal +	november 4th, 1984		General Knowledge
	Private - general interest channel	M6	march 1st, 1987		General Knowledge
	Public - general interest channel	La 5ème	december 13th, 1994		General Knowledge
	Public - general interest channel	Arte	september 28th, 1992		General Knowledge

Types of broadcast - 1995-2001* (2)

	Status	Names	Active Period		Program Type
			Founded	Ended**	
Main Regional Channels	Private - thematic channel	Aqui TV	1991		General Knowledge
	Private - thematic channel	TLT	1988		General Knowledge
	Private - thematic channel	Télé Bleue	1986		General Knowledge
	Private - thematic channel	TLM	1989		General Knowledge

Types of broadcast - 1995-2001*

	Status	Names	Active Period		Program Type
			Founded	Ended**	
Main Overspilling Channels	Private - thematic channel	RTL9	1954		General Knowledge
	Private - general interest channel	TMC	1954		General Knowledge
	Private - general interest channel	TV Suisse (TSR)			General Knowledge
	Private - general interest channel	La Une Belge			General Knowledge

Types of broadcast - 1995-2001*

	Status	Names	Active Period		Program Type
			Founded	Ended**	
Pan-European Channels	Private - general interest channel	TV5	1984		General Knowledge
	Private - thematic channel	Euronews	1993		Information
	Private - thematic channel	Eurosport	1993		Sports
	Private - thematic channel	MTV	1987		Entertainment (incl. Modern Music)

Types of broadcast - 1995-2001*

Domestic Channels

Names	Transmission Mode		Reception Mode	Comments for Other reception mode
	Connection	Transmission		
TF1	Analogical	Hertzian	Hertzian	
France 2	Analogical	Hertzian	Hertzian	
France 3	Analogical	Hertzian	Hertzian	
Canal +	Analogical	Hertzian	Hertzian	other reception mode : Pay TV
M6	Analogical	Hertzian	Hertzian	Réception de certaines chaînes en numérique via le câble ou le satellite
La 5ème	Analogical	Hertzian	Hertzian	
Arte	Analogical	Hertzian	Hertzian	

Types of broadcast - 1995-2001*

Main Regional Channels

Names	Transmission Mode		Reception Mode
	Connection	Transmission	
Aqui TV	Analogical	Hertzian	Hertzian
TLT	Analogical	Hertzian	Hertzian
Télé Bleue	Analogical	Hertzian	Hertzian
TLM	Analogical	Hertzian	Hertzian

Types of broadcast - 1995-2001*

Main Overspilling Channels

Names	Transmission Mode		Reception Mode
	Connection	Transmission	
RTL9	Analogical	Hertzian	Hertzian
TMC	Analogical	Hertzian	Hertzian
TV Suisse (TSR)	Analogical	Hertzian	Hertzian
La Une Belge	Analogical	Hertzian	Hertzian

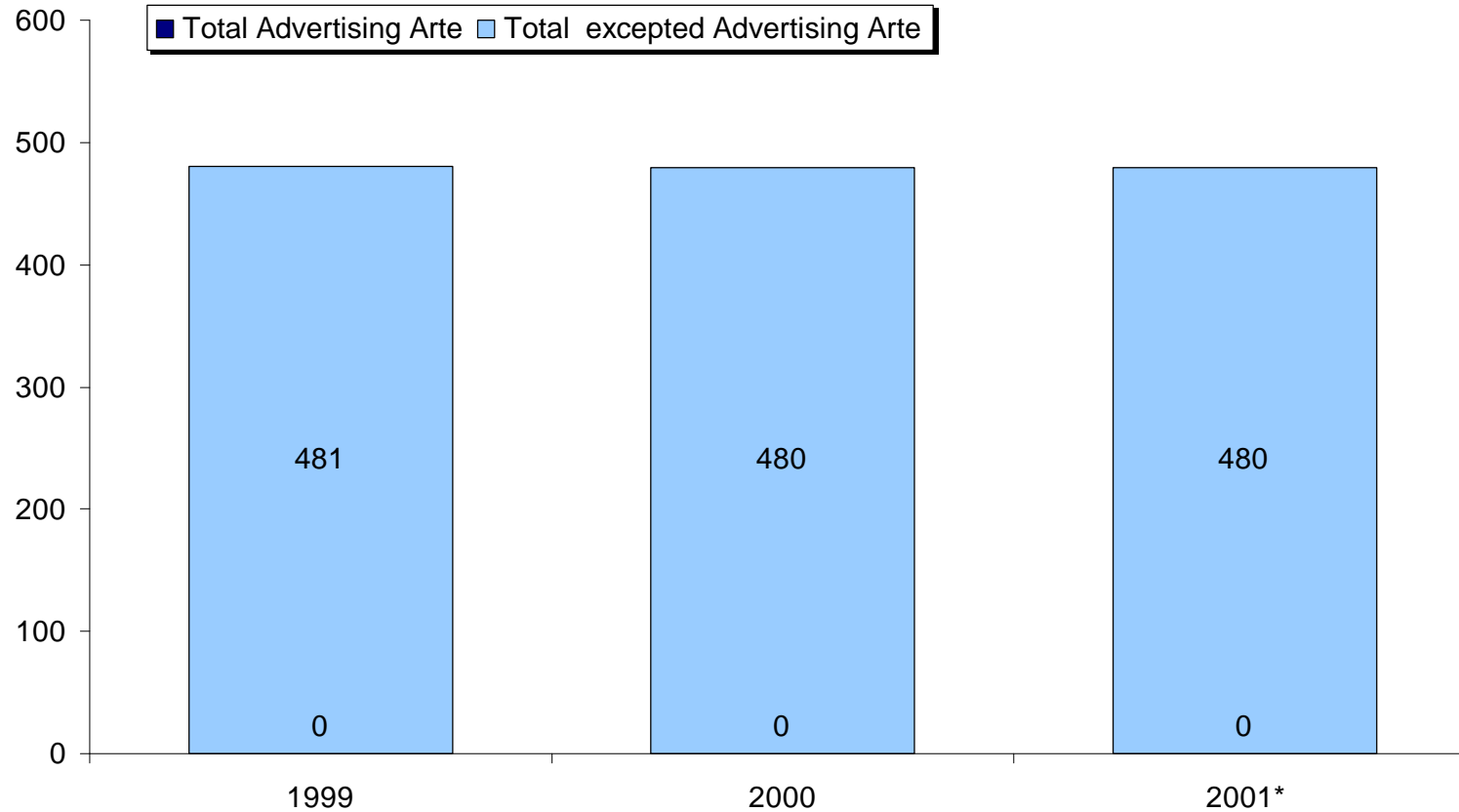
Types of broadcast - 1995-2001*

Pan-European Channels

Names	Transmission Mode		Reception Mode
	Connection	Transmission	
TV5	Analogical	Hertzian	Hertzian
Euronews	Analogical	Hertzian	Hertzian
Eurosport	Analogical	Hertzian	Hertzian
MTV	Analogical	Hertzian	Hertzian

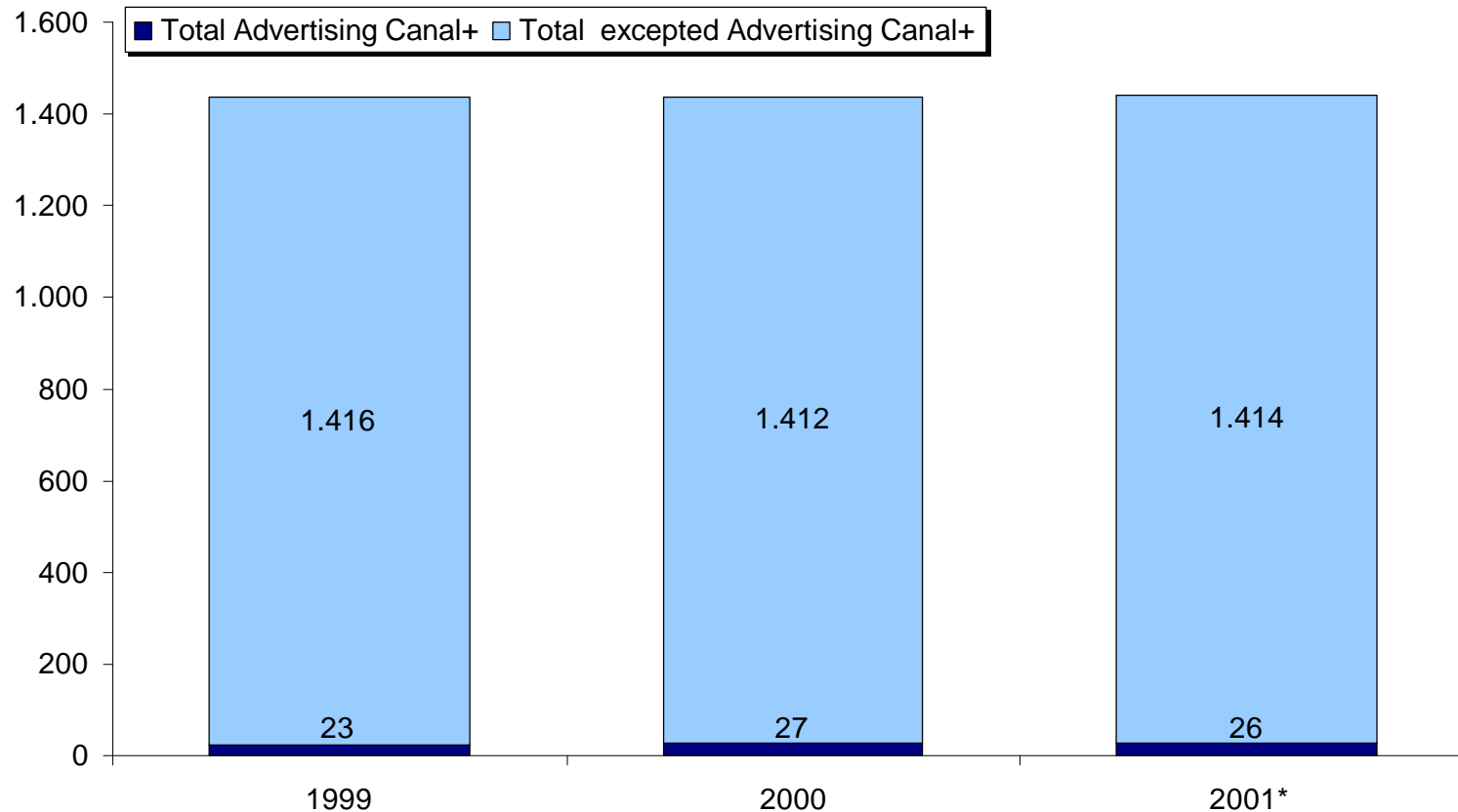
Avg Broadcast duration / day in number minutes

All broadcasts incl. Adv. - Arte



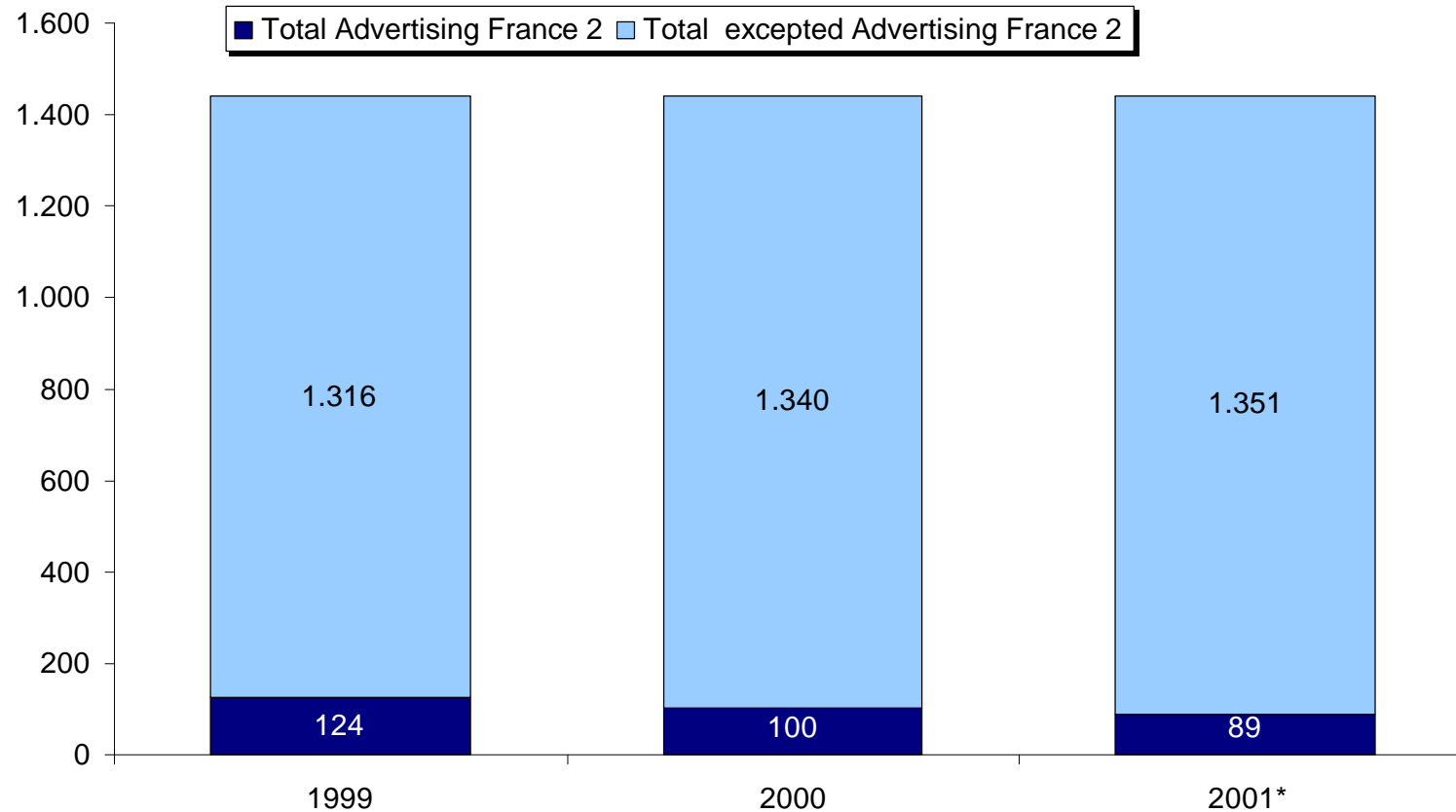
Avg Broadcast duration / day in number of minutes

All broadcasts incl. Adv. - Canal+



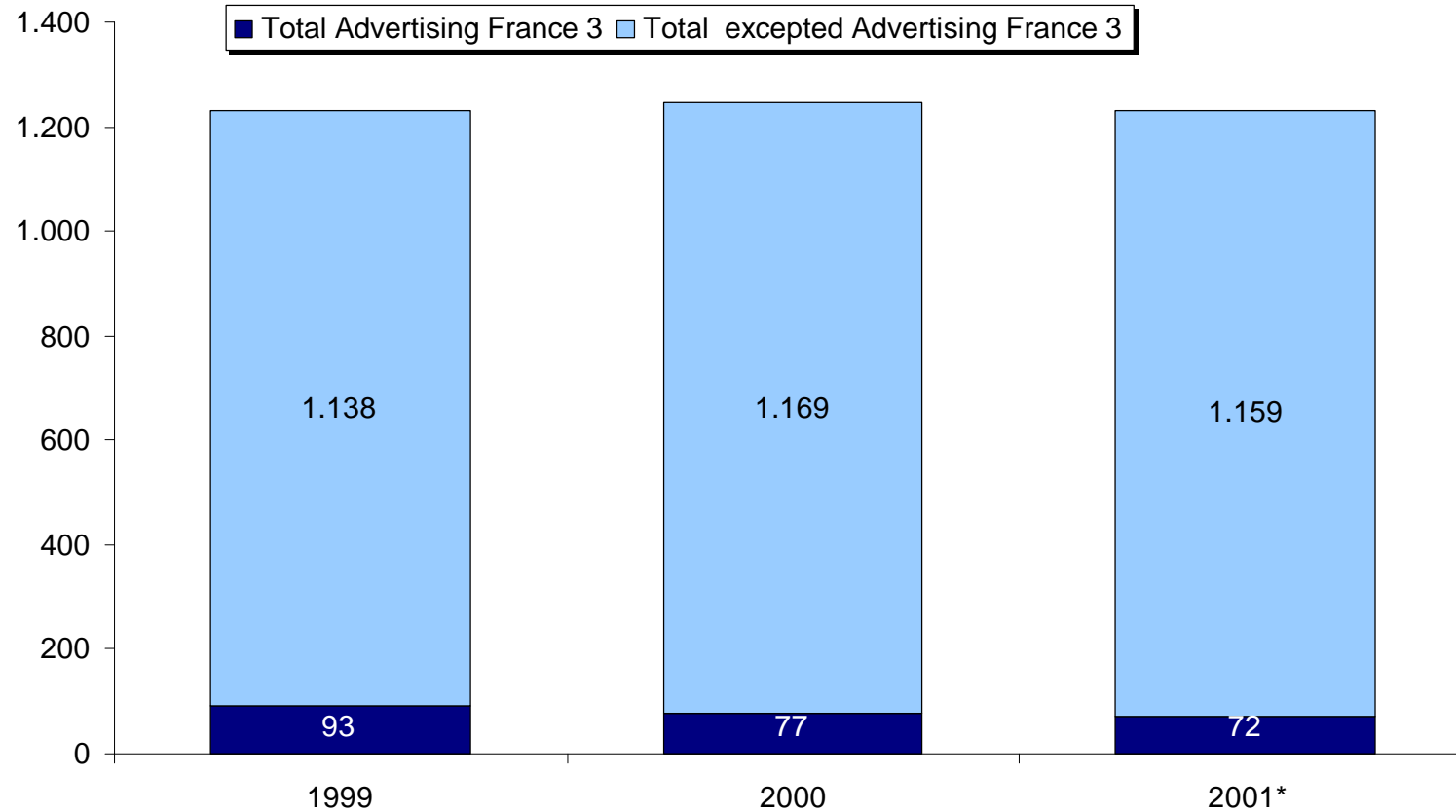
Avg Broadcast duration / day in number of minutes

All broadcasts incl. Adv. - France 2



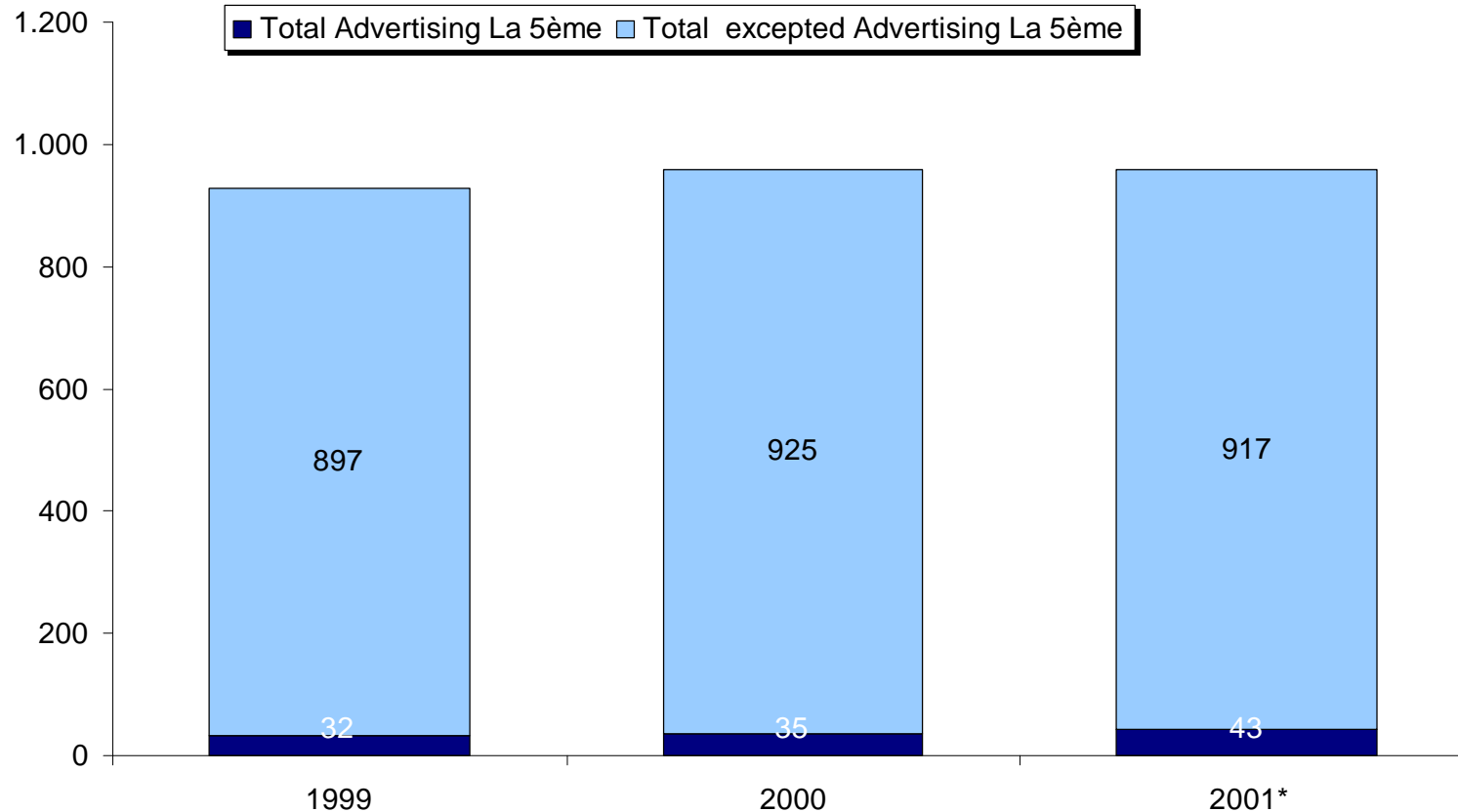
Avg Broadcast duration / day in number of minutes

All broadcasts incl. Adv. - France 3



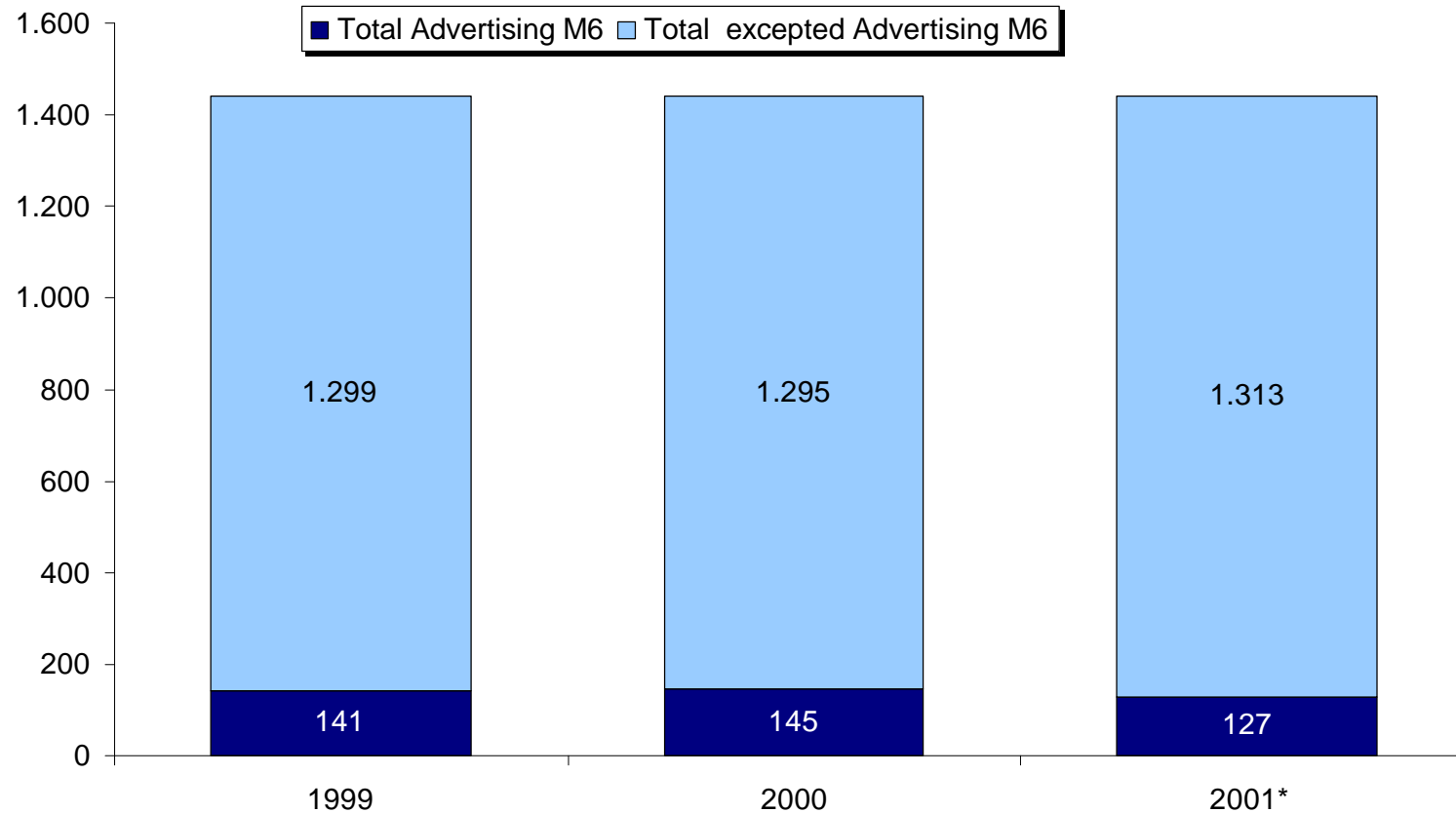
Avg Broadcast duration / day in number of minutes

All broadcasts incl. Adv. - La 5ème



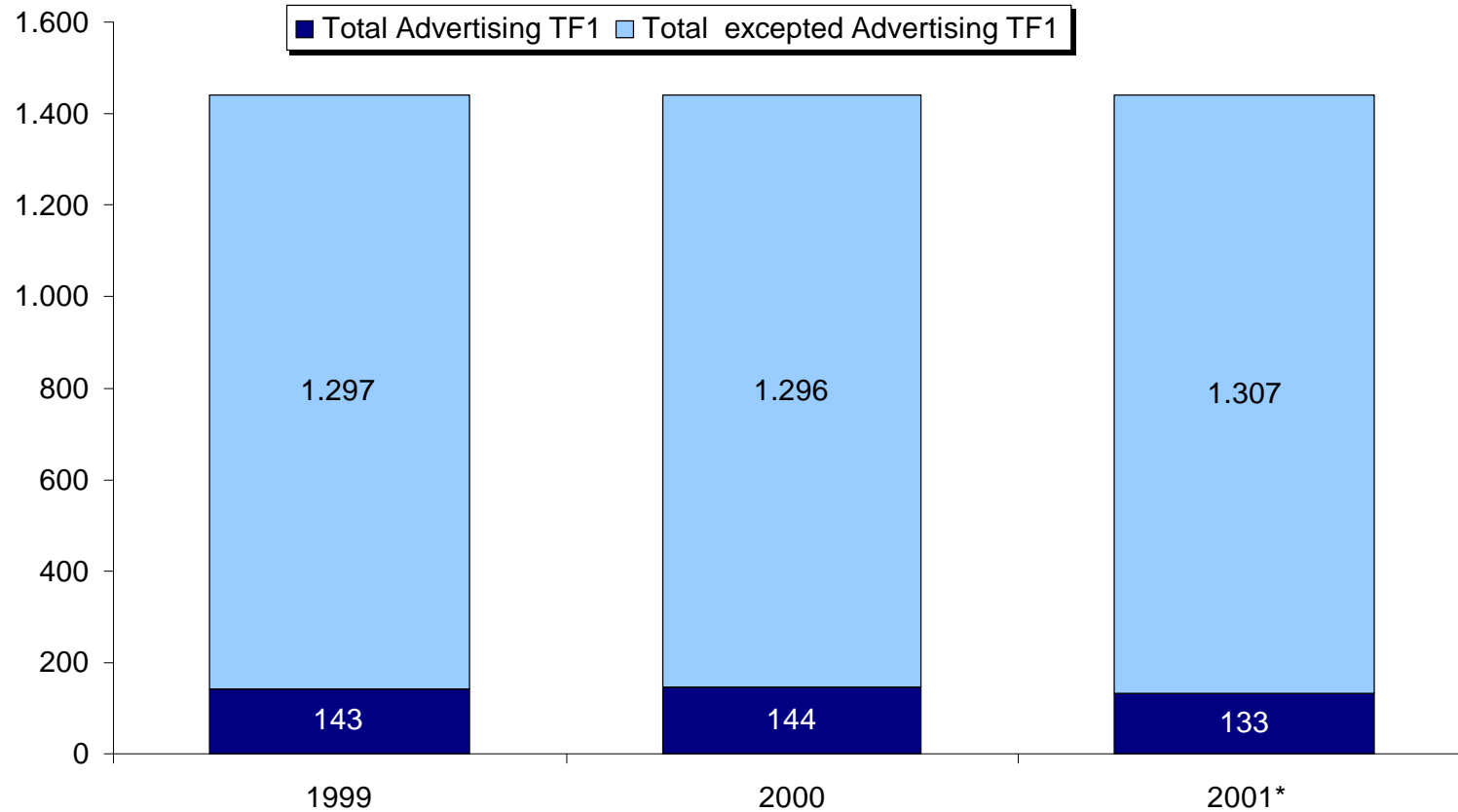
Avg Broadcast duration / day in number of minutes

All broadcasts incl. Adv. - M6

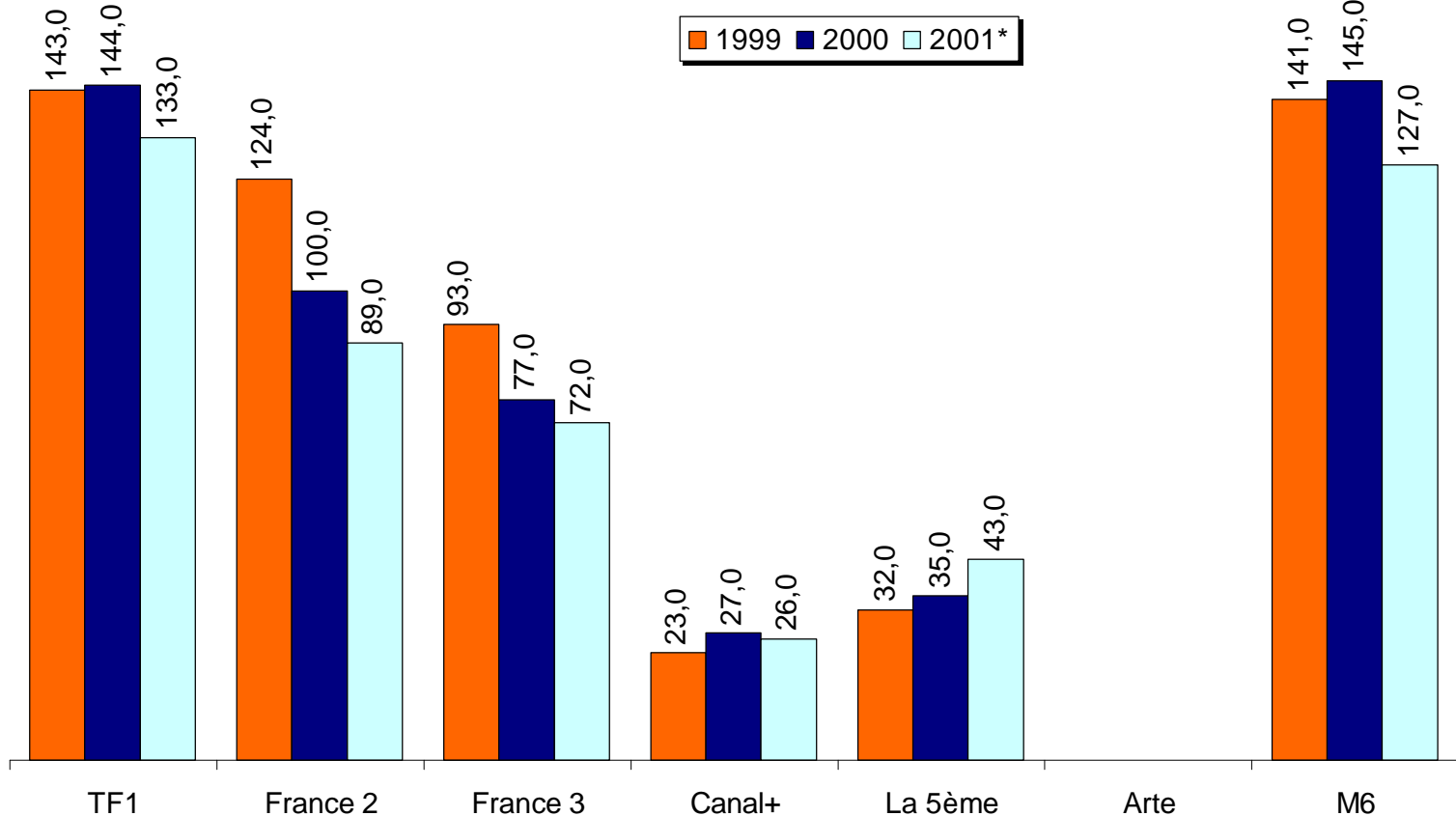


Avg Broadcast duration / day in number of minutes

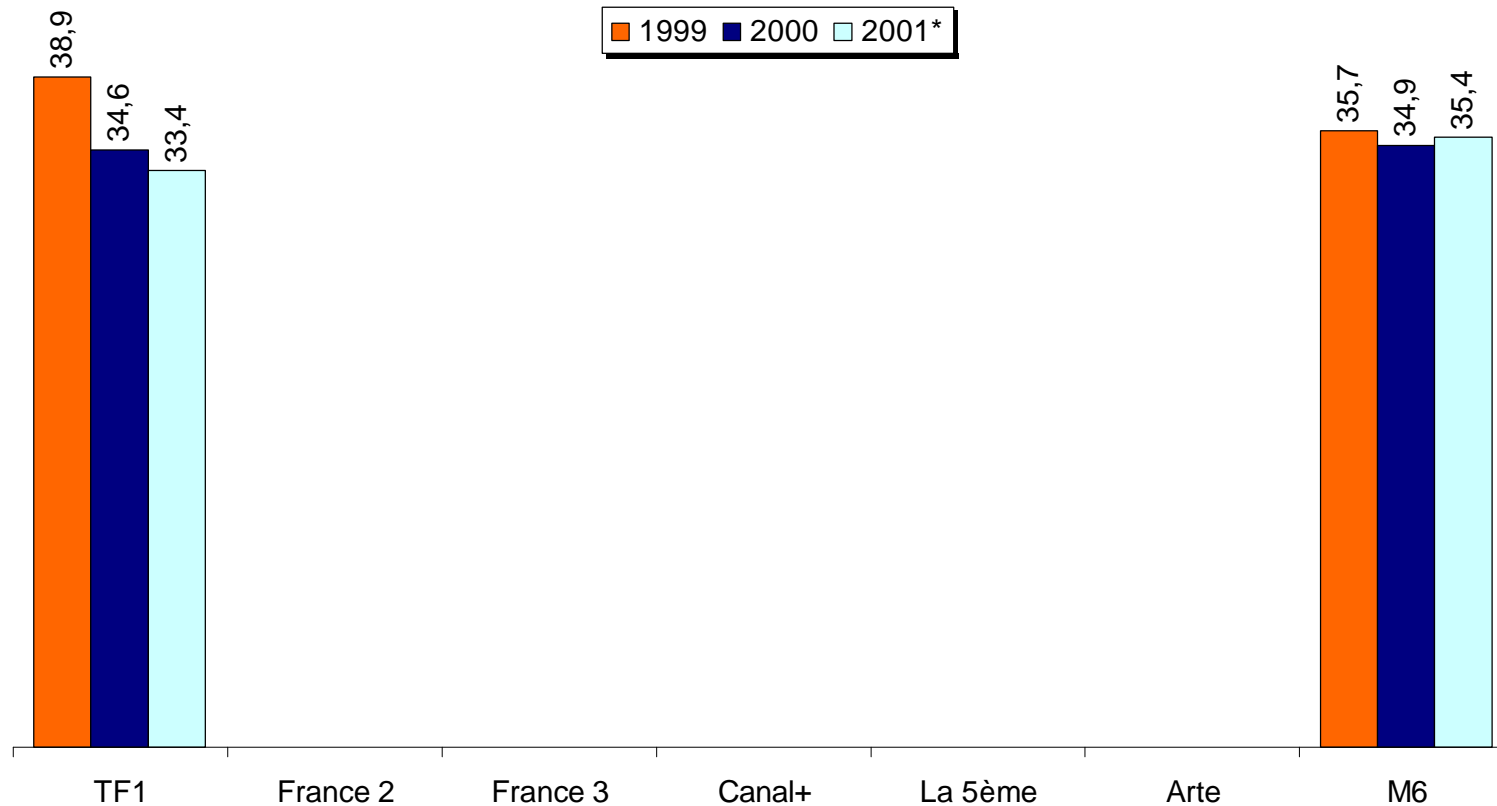
All broadcasts incl. Adv. - TF1



Avg Broadcast duration / day in number of minutes Commercial breaks



Avg Broadcast duration / day in number of minutes TV Shopping Programs



3.4. Commercial Offer

Domestic channels

Name of Stations	Capital shares holding (precise majors with parts and name)					
		Private 1	Private 2	Private 3	Private 4	Private 5
TF1	Name	Bouygues	Europe	Selfcontrol/Self-detention	Others/Others France	Société Générale
	Part (%)	39,8%	17,1%	0,6%	41,0%	1,4%
M6	Name	RTL Group	Suez Lyonnaise des Eaux			
	Part (%)	67,8%	32,2%			
France 2	Name	State				
	Part (%)	100,0%				
France 3	Name	State				
	Part (%)	100,0%				
Canal +	Name	Havas	Caisse des dépôts et consignations	Société Générale	Richmont/MIH	Public
	Part (%)	34,4%	5,4%	3,6%	20,0%	35,3%
La 5ème	Name	State				
	Part (%)	100,0%				

Domestic channels

Name of Stations	Name of Sales houses	Channel's Target Group
TF1	TF1 Publicité	Housewives with kids & housewives under 50
M6	M6 Publicité	15-24 years old people & 15-34 year old people
France 2	France Télévision Publicité	50 years old and +, Upper class (ind)
France 3	France Télévision Publicité	50 years old and +, Upper class (ind)
Canal +	Canal Plus Publicité	Housewives <50, Upper class (ind.)
La 5ème	France Télévision Publicité	85 years old and +, Women

Domestic channels

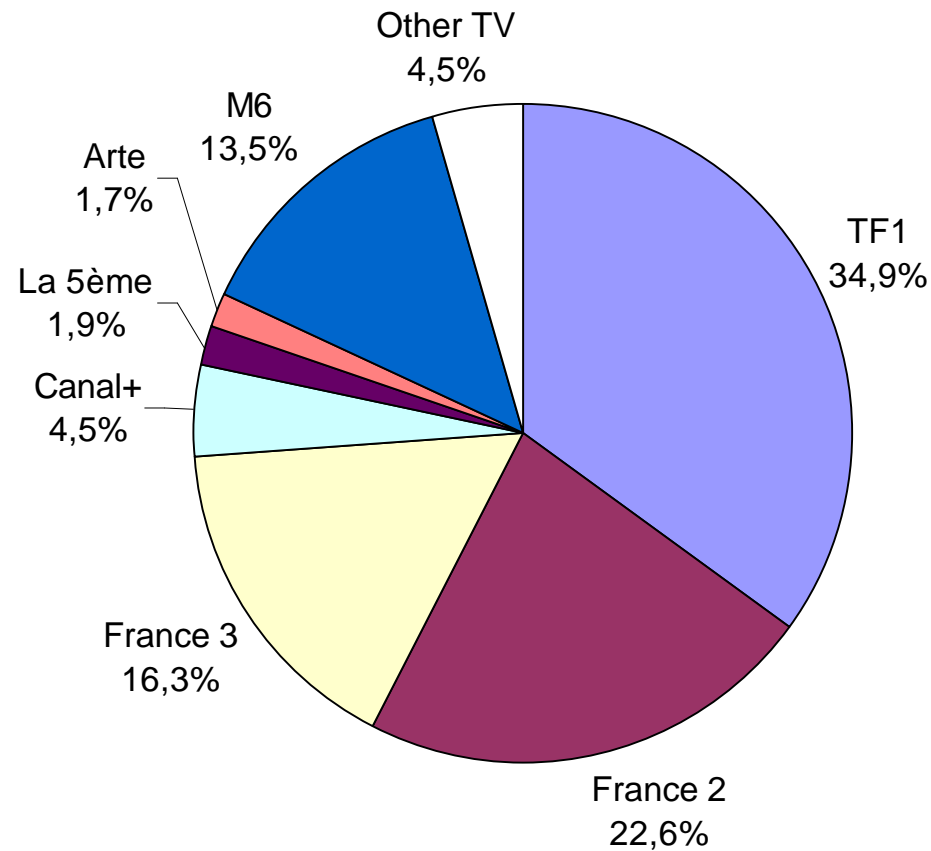
Average Rates for full day (03h00-27h00) - €

Name of TV Names	Average Rates in 2001* - for 03h-27h day part - base 30 sec. - Euro					
	Commercial spots	Billboards spots	Sponsoring spots	AutoPromotion spots	Direct Respons Spots	Others
TF1	22.787					
France 2	8.281					
France 3	6.605					
Canal+	5.038					
5ème	749					
M6	8.181					

3.5. Audiences

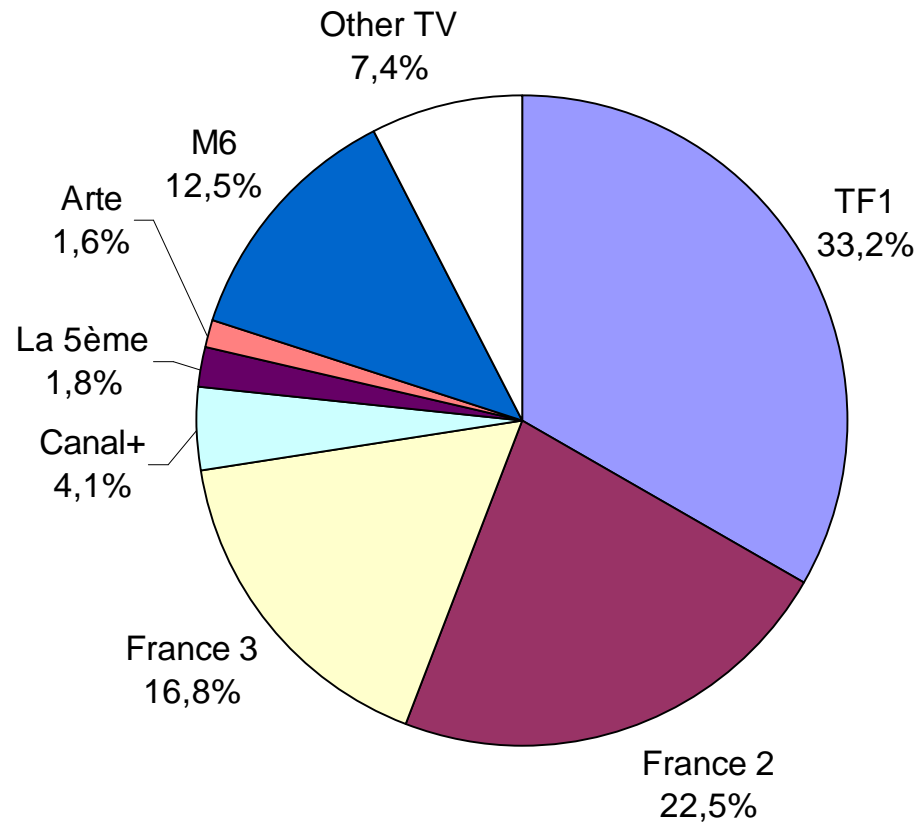
Share of Market (%) - 1999

Target : 6+ (03h00-27h00)



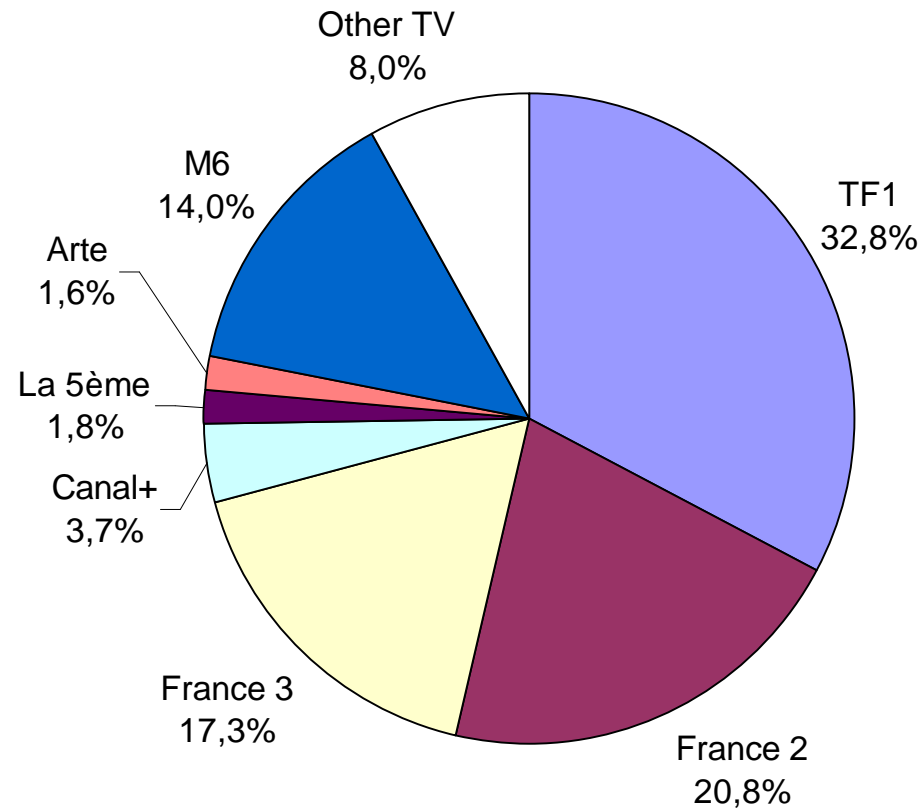
Share of Market (%) - 2000

Target : 6+ (03h00-27h00)

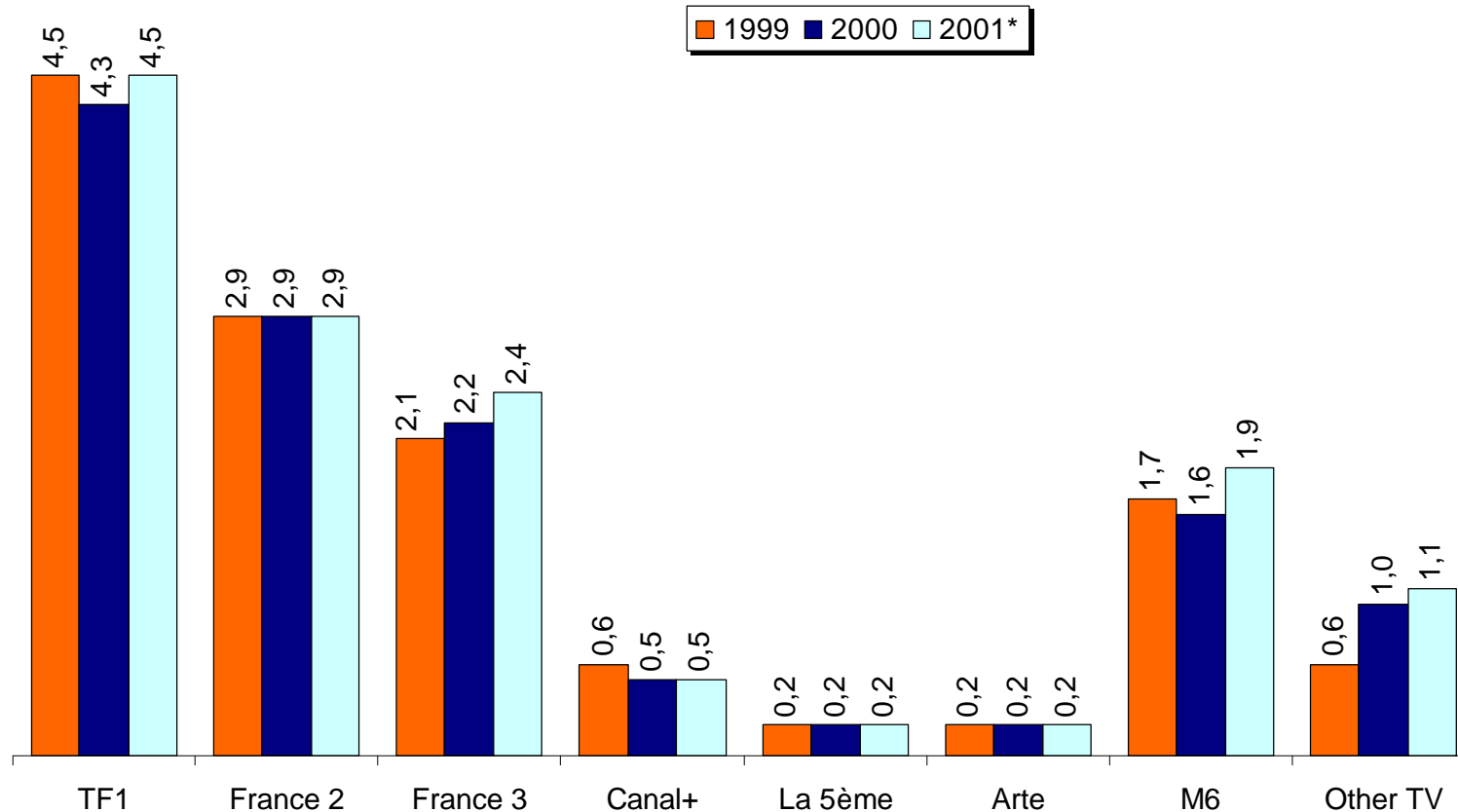


Share of Market (%) - 2001*

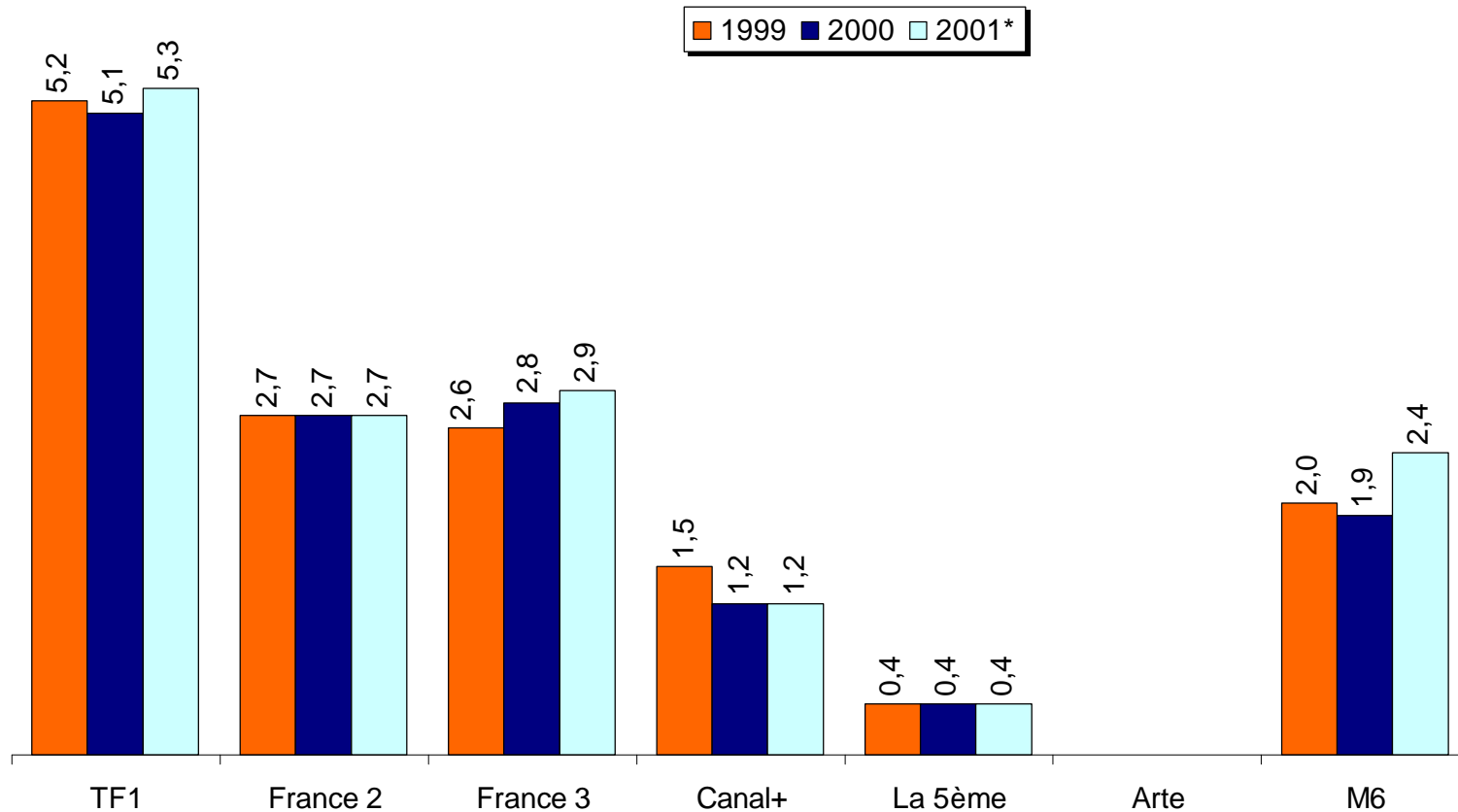
Target : 6+ (03h00-27h00)



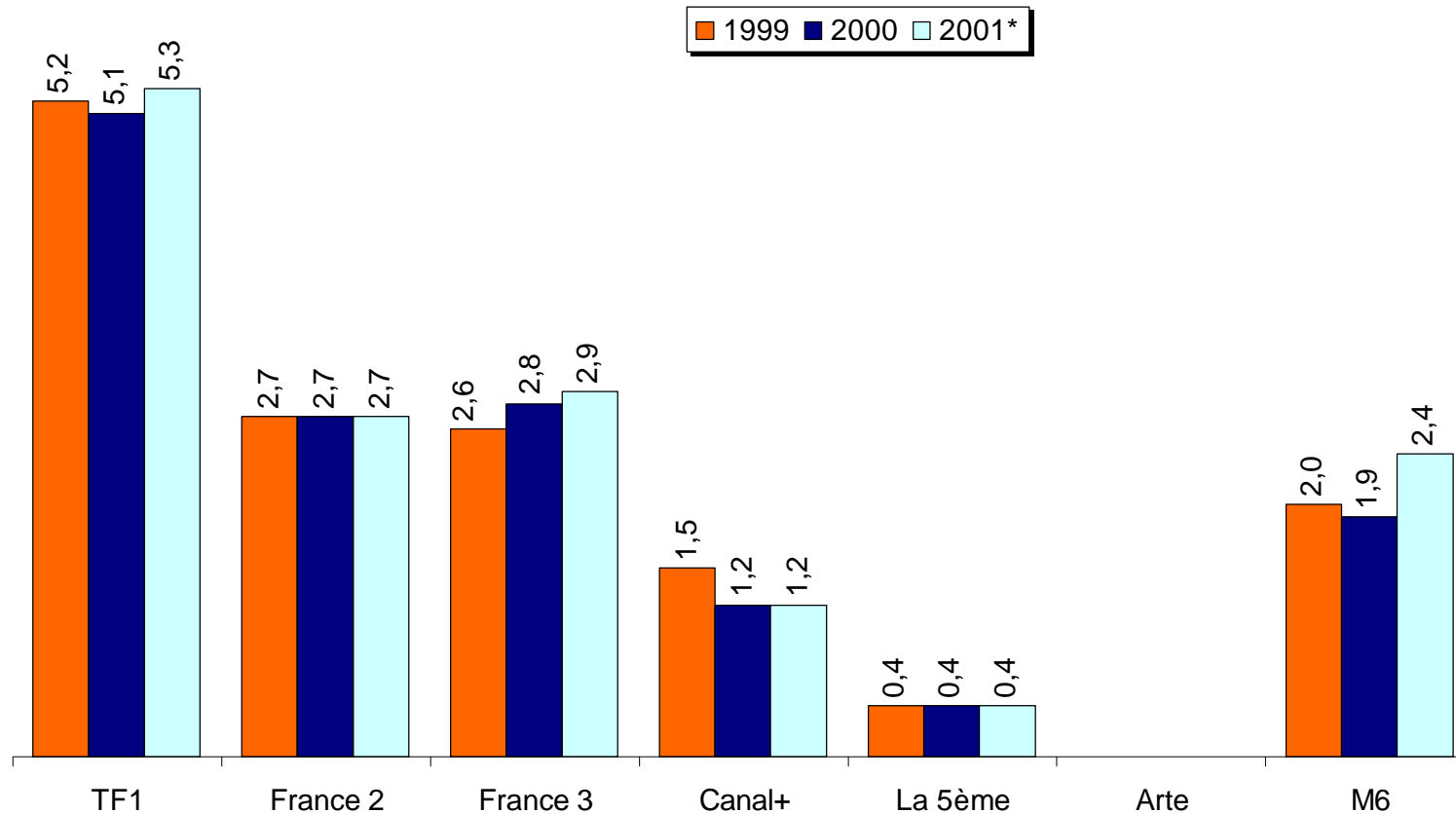
Avg rating (GRP's %) All broadcasts incl. Adv.



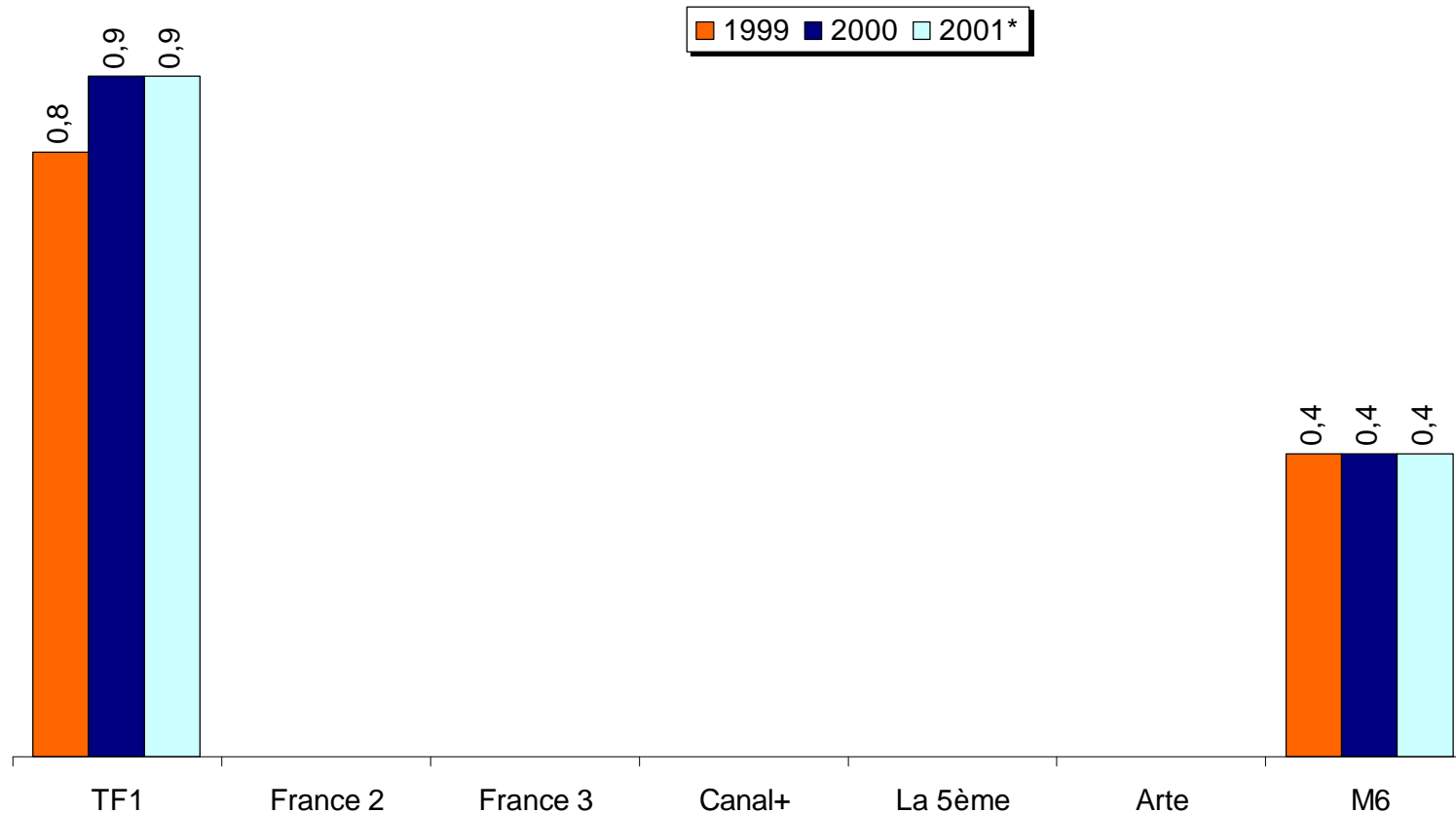
Avg rating (GRP's %) Total Advertising



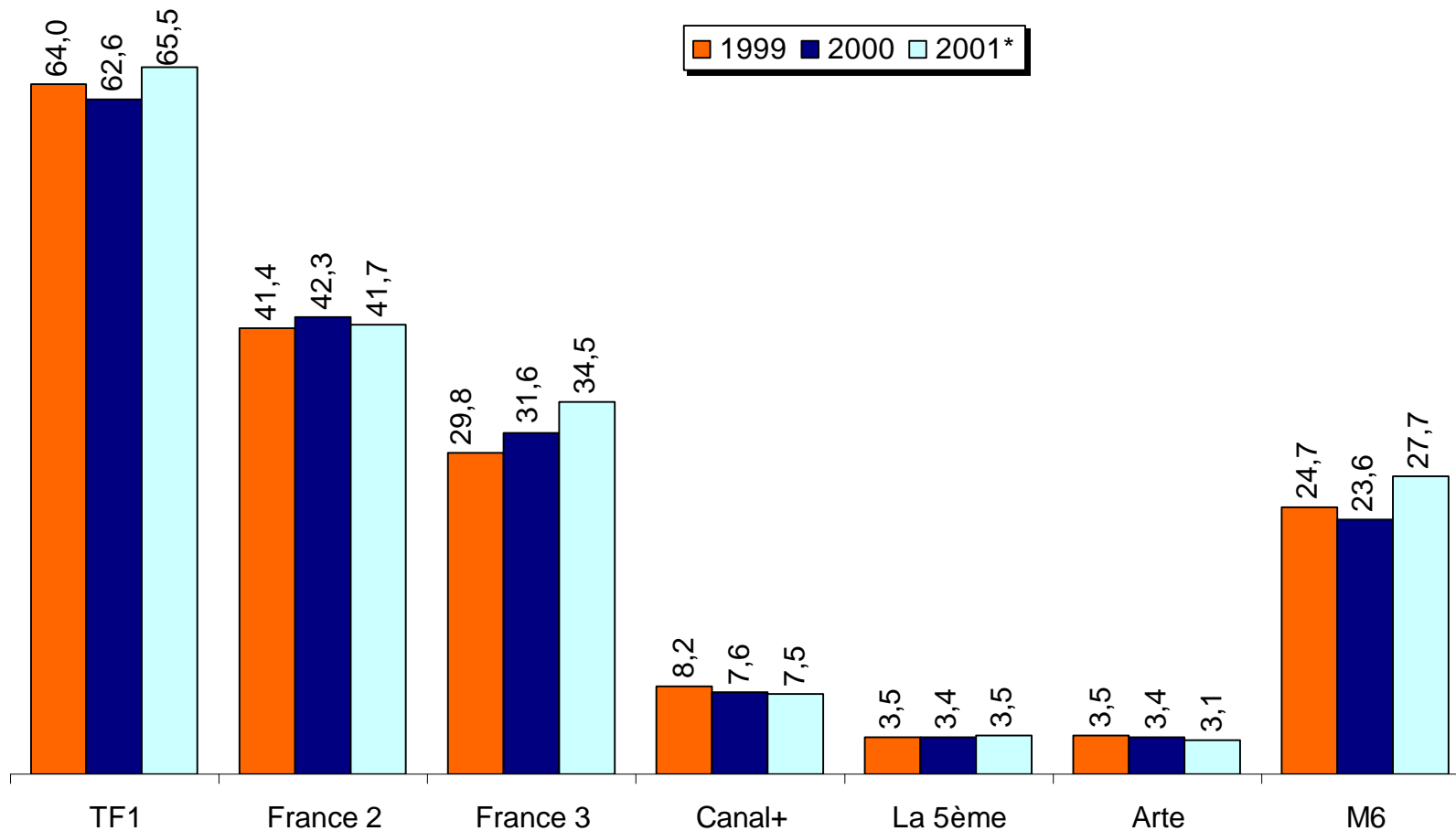
Avg rating (GRP's %) Commercial breaks



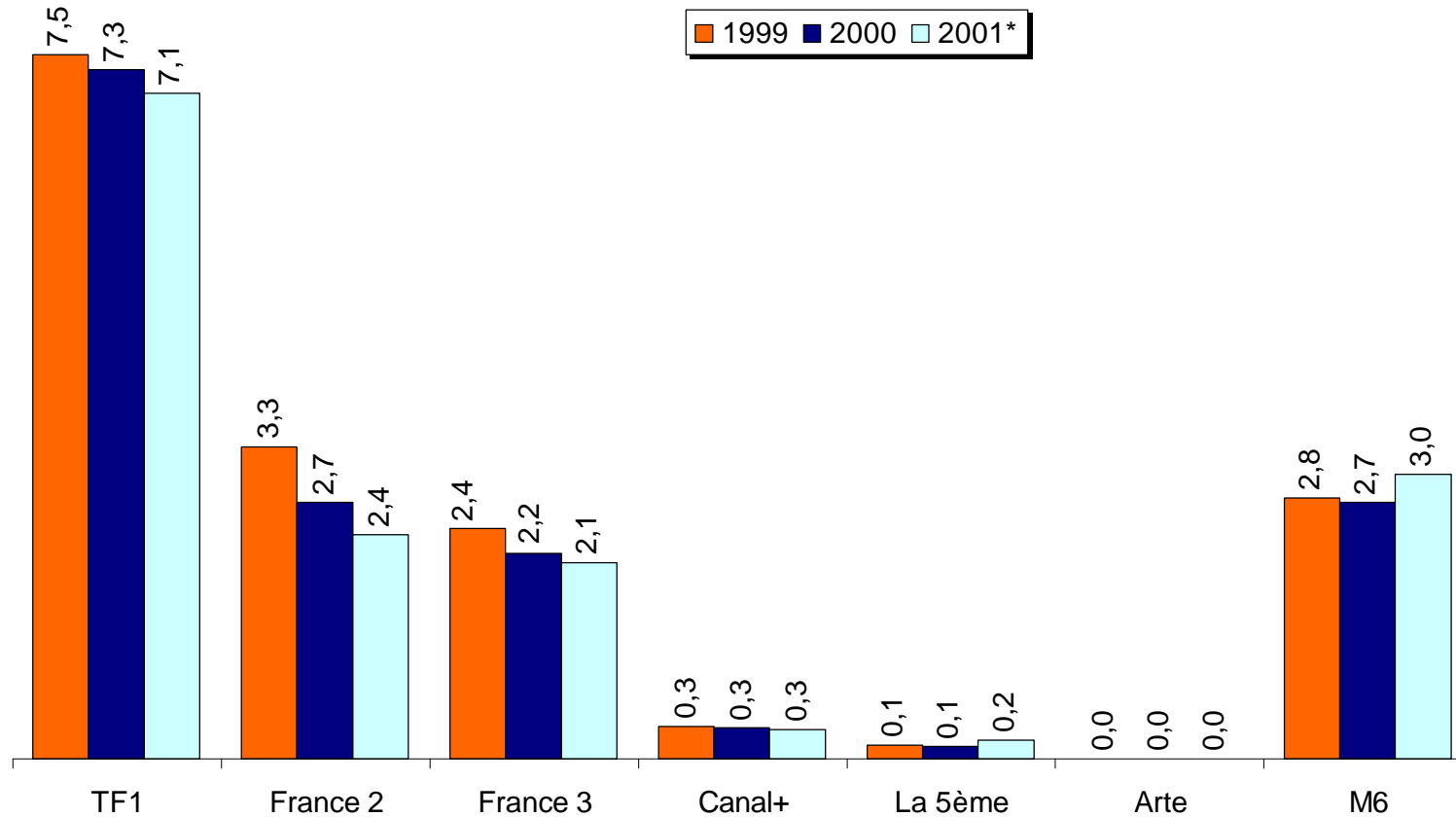
Avg rating (GRP's %) TV Shopping Programs



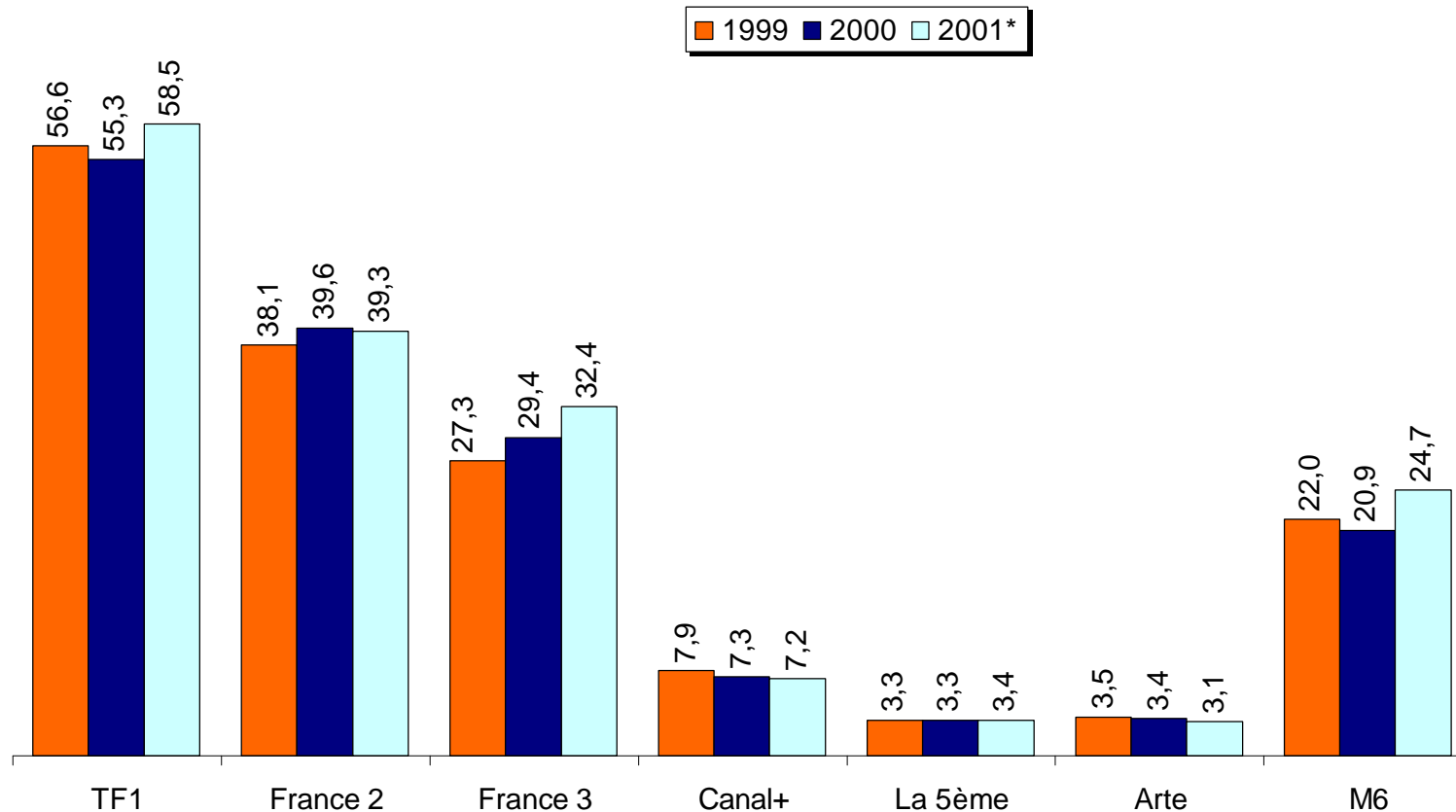
All broadcast incl. Adv. Avg viewing duration (min)



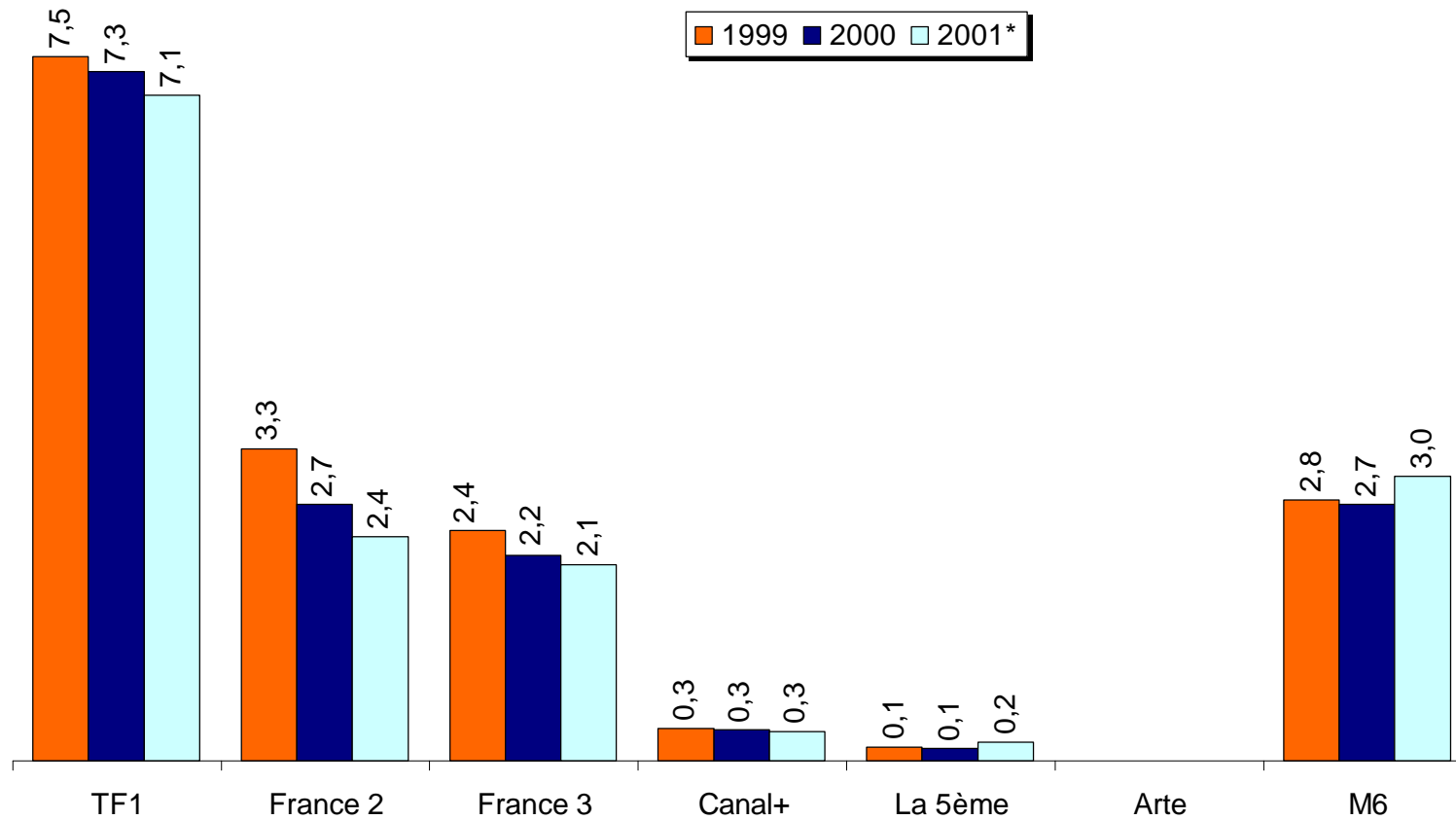
Total Advertising Avg viewing duration (min)



Total (except Advertising) Avg viewing duration (min)



Commercial spots Avg viewing duration (min)



3.6. Media Investment

All Television By Sector - In Space Value (Euros)

