



JUNE 2020

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publicité

What emerging  
and lasting  
trends during  
and after  
lockdown in  
France?

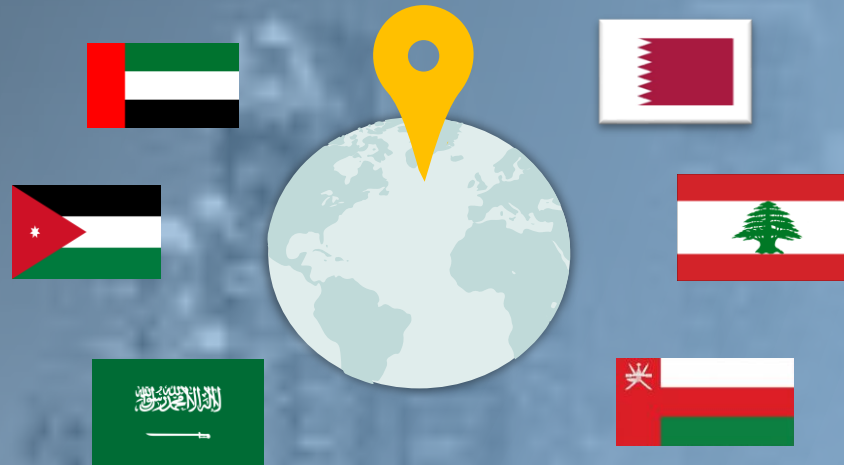


**Wissam SAHRAOUI**  
International  
Marketing  
and Sales Director



**Laetitia SAMPIC**  
International  
Sales  
Manager

# TMV, our partner in the Middle East since 2019



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**28.5%**  
Audience share 4+

**30M**  
52% of French people  
tv viewers / day

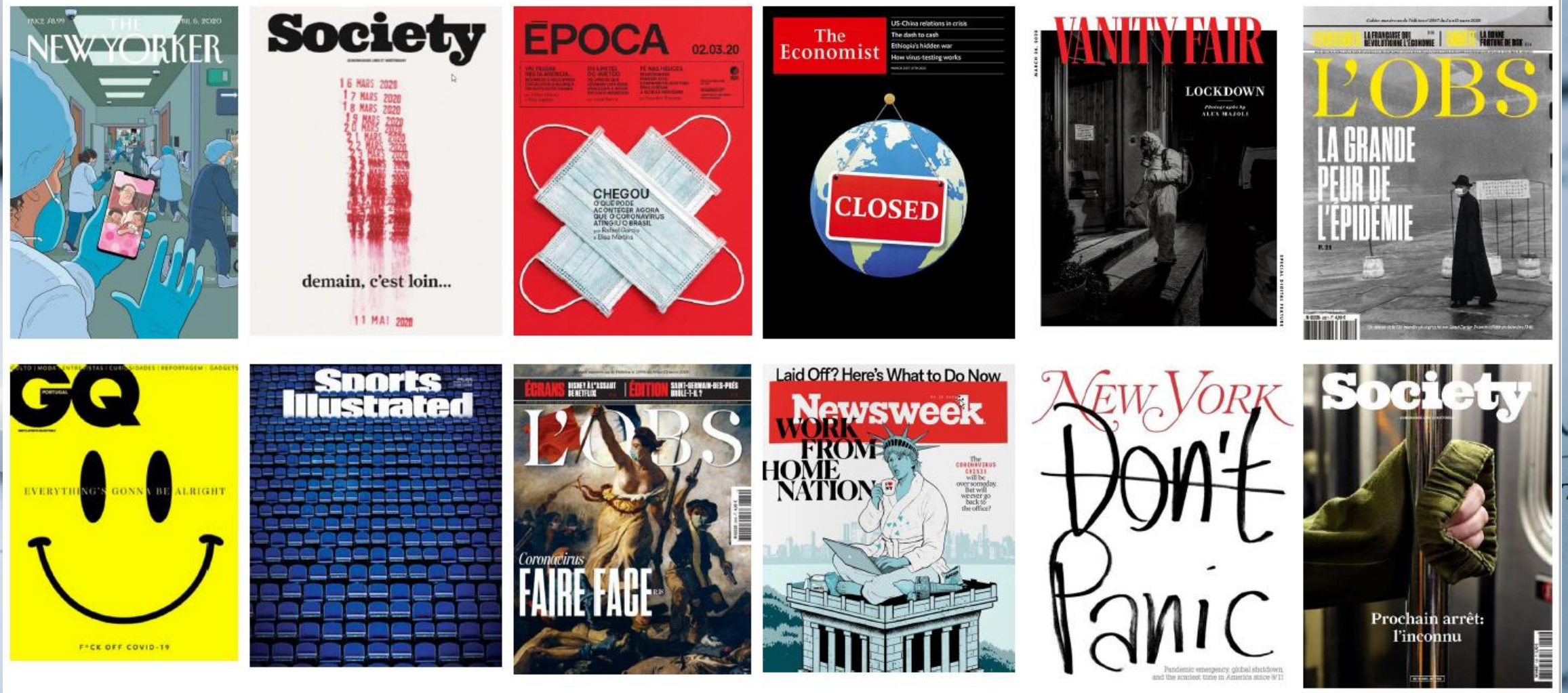


**28M**  
unique visitors / month

**72M** +  
video views / month

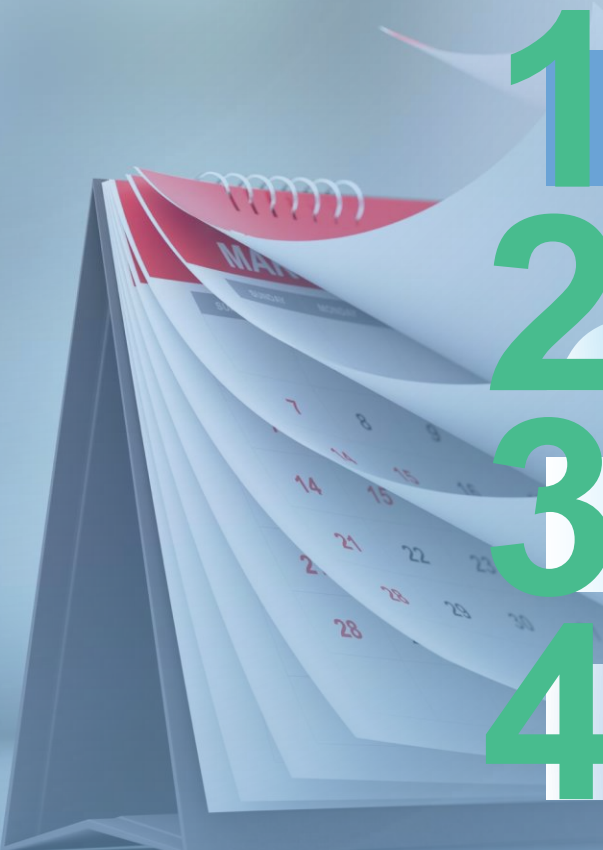


# Covid-19 crisis: what's next?





# Agenda

- 
- 1 Introduction:** France during lockdown
  - 2 Covid-19 :** economic, media and advertising **impacts**
  - 3 Recovery or new era?**  
The new aspirations and requirements of French consumer
  - 4 Conclusion:** FranceTV Publicité, being useful, supporting you in reviving your activity and communicate effectively



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## Introduction: France during lockdown

# A quick overview

**66M habitants**

2nd in Europe  
20th in the world

**81M tourists**

1st in the world

**633 000 km<sup>2</sup>**

**€32 900: PIB/ hab**

11th in Europe  
28th in the world

Source: touteurope.eu



# Covid19: what's the situation in France?



# Sanitary measures, what's new in French daily life?



NUMBER OF WEEKS OF LOCKDOWN  
IN FRANCE

8

FINANCIAL SUPPORT FROM THE STATE FOR  
FRENCH PEOPLE AND COMPANIES TO  
MAINTAIN THE ECONOMY

12,4 M

of employees whose salary is paid by the State

THE FRENCH ECONOMY  
HEAVILY IMPACTED

-8%

AN IMPACT  
ON THE TV MARKET IN 2020

Decrease of about

-20%



# 2

## Covid-19 : economic, media and advertising impacts



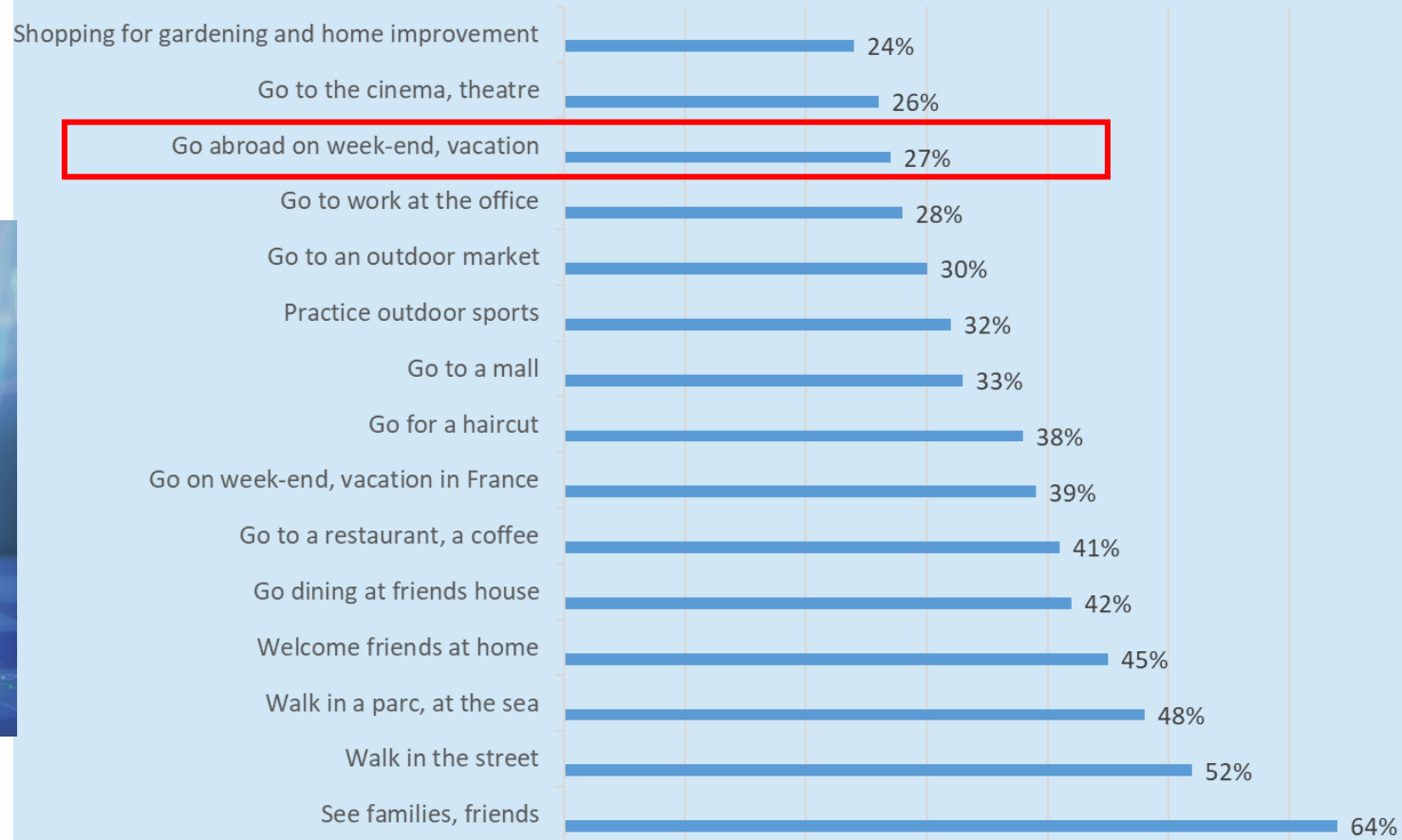


# The lockdown's impact on French savings

55 Billion €  
SAVINGS  
(228 Billion AED)



## What you wish to do as soon as the lock-down is over



# A raise in TV media consumption



THE PREFERRED MEDIA

# 1st

television the most reliable source of information on coronavirus ahead of doctors

## TV RATINGS AT THEIR HIGHEST IN FRANCE

AN INCREASE IN TV CONSUMPTION OF MORE THAN ONE HOUR

Viewing time per day

# 4H34

## +1h08mn / +34%

vs 2019

TV

Daily reach

# 82,2%

## +10 pts / +13%

vs 2019

Source: Médiamétrie - Médiamat - Weeks S12-S19 2020 vs 2019

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# Successful audiences since the lockdown for France TV



Indicators on the rise from the first week

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VIEWING TIME4+

1h17

+19 min  
vs 2019

Reach 4+ on TV

61,3%

+10 pts  
vs 2019

france•2

registers strongest growth of viewing time among the channels

+40%

VS 2019

France.tv at the top on the digital!

19M

vidéos viewed on •tv  
weeks from 30/03 to 05/04

+21%

vs. weekly average pre-lockdown



# France Télévisions fulfilled its primary role of service and social utility with the citizen



## Priority to information & decryption

News reports on .2 and .3 reach **19,6 M** viewers every day

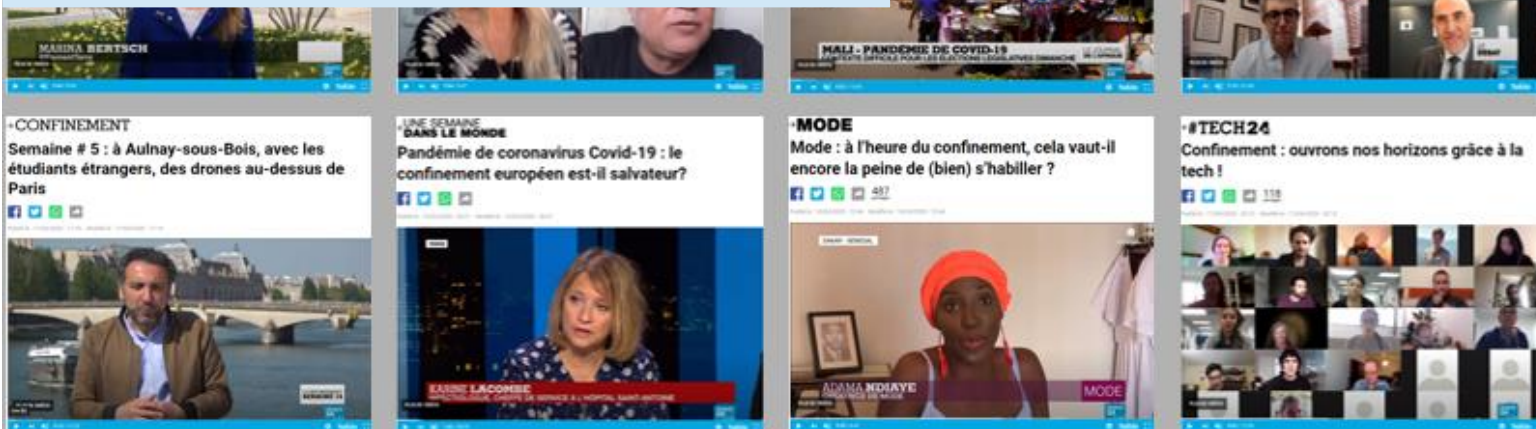
# The role of other French media aired abroad



F24 EN

70 M people reached / + **25%**

30 M views / + **66%**



## Brut.

**1st** publisher on Instagram -  
Coronavirus videos

**+30%** Brut. vidéos views  
– all digital platforms

## TV5MONDE

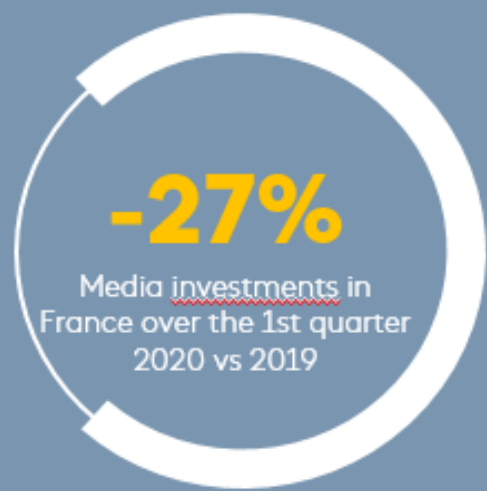
**32 M** page views

**4.1 M** Facebook likes



# The impact on TV investments

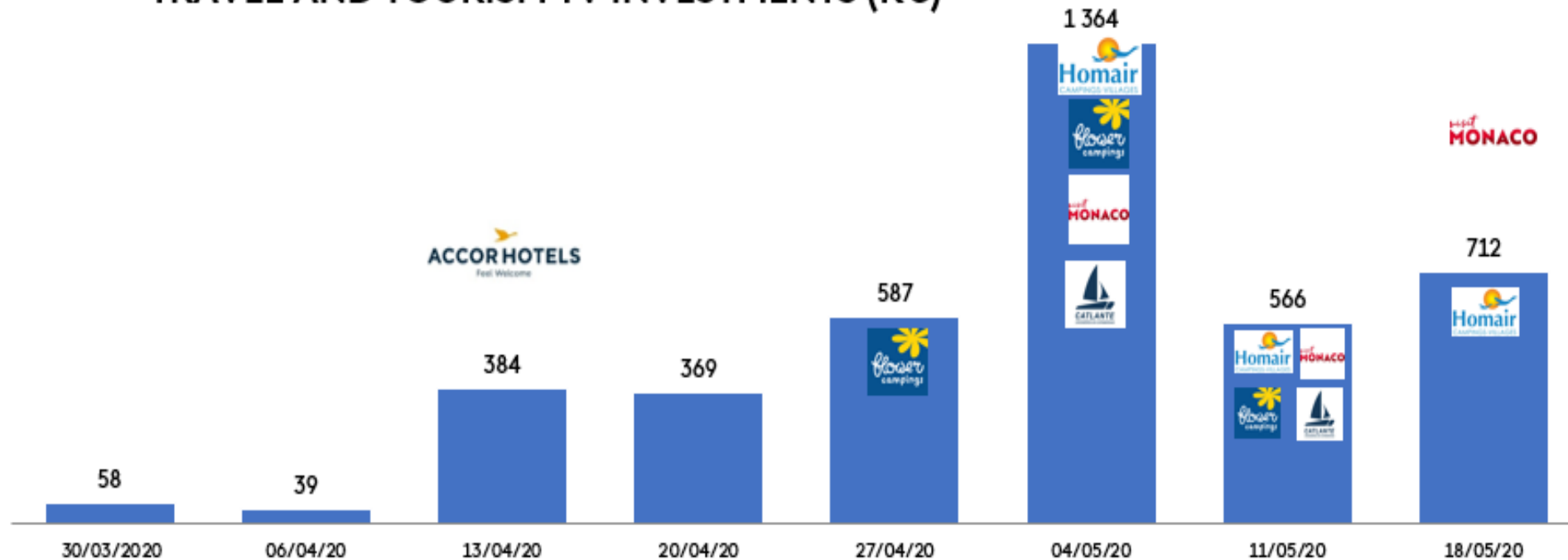
2020, the coronavirus is shaking up the tourism sector



# And the start of a recovery



## TRAVEL AND TOURISM TV INVESTMENTS (K€)



Part of high-income individuals have confidence to travel again:

35%

End of lockdowns

Kantar Media April-May 2020, TV (without thematics and sponsorship)



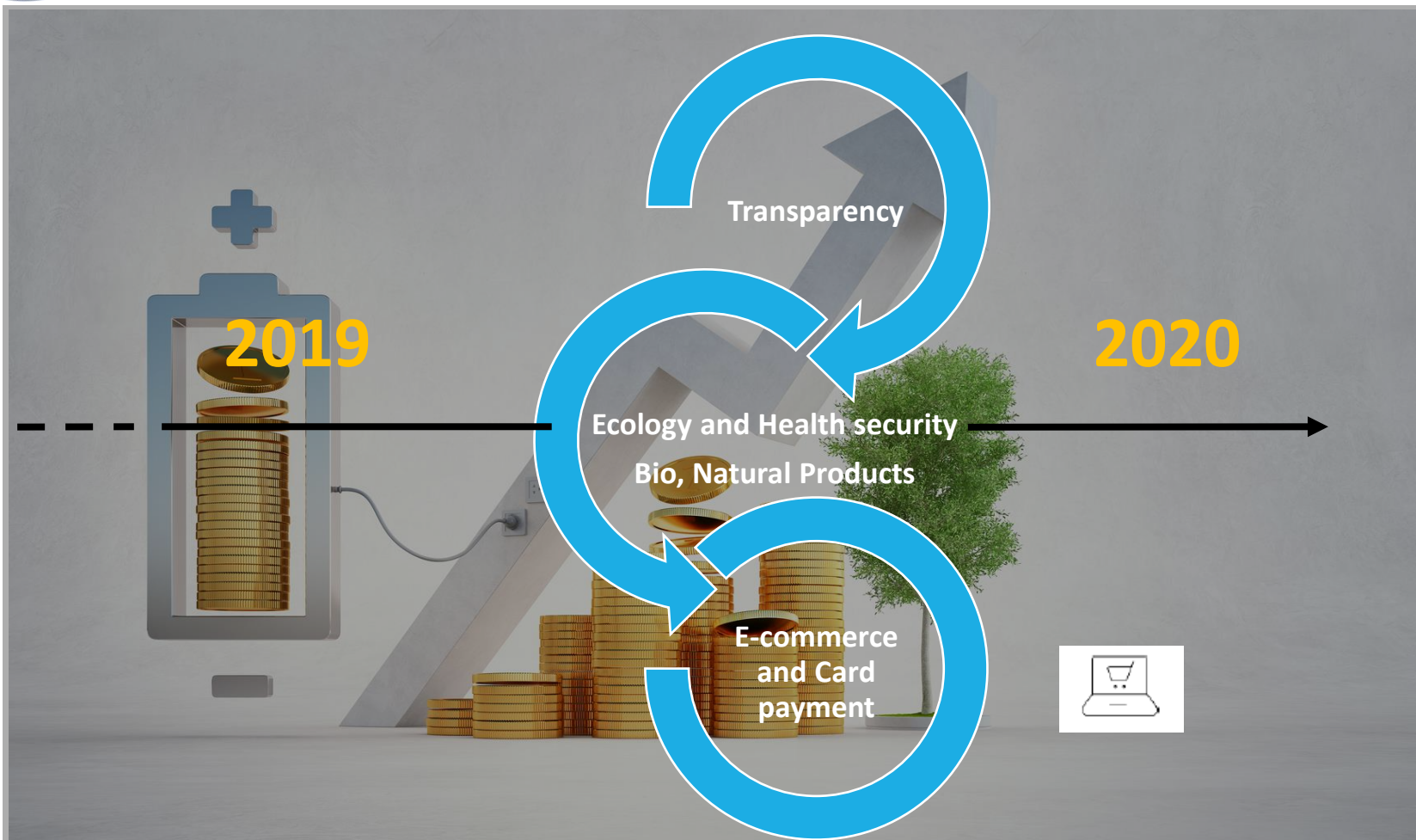


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## Recovery or new era?

The new aspirations and requirements of French consumer

# The crisis: booster for emerging consumer trends



**80%** of French people intend to **consume more “responsibly”** after lockdown

**43%** admit they are eager to rediscover the pleasure of consuming

# The challenge of corporate social responsibility and its effect on brand image

April 2020:  
Health protocol  
Ekoklean on demand  
service



May 2020:  
Airbnb to Separate One-  
Quarter of Its Employees  
Worldwide

A fully aligned  
**communication** strategy as a  
precondition for **value creating**  
communication

*"We are collectively going through the most painful crisis of our lives," said Brian Chesky, co-founder of the housing reservation platform.*

# Which challenges in 2020-2021?



2020



Reinforcement of corporate social responsibility

The quest for pleasure and sense

Consumer expectations and requirements towards brands

Responsible consumption

Brand communication topics



# French people in favor of advertisement!



**67%** of French people appreciate that brands continue to communicate during Covid-19 crisis

**65%** say that the reaction of brands during the crisis will have a positive impact on their future purchasing decisions

KANTAR

**8%** of French people believe that brands must stop advertising during the crisis

**-39%** A 6-MONTH COMMUNICATION STOP CAN LEAD TO A 39% DROP IN AWARENESS

# New brand communication territories: French expectations and examples



Communicate differently for more positive impact and effectiveness

67%

“Talk about the usefulness of the brand in the new daily life”

62%

“Inform about efforts to deal with the situation”

59%

“Adopt a reassuring tone”

46%

“Communicate on brand values”

Source: Kantar

Decathlon develop a home workout app

DECATHLON  
COACH



Burger King unveils the Whopper recipe

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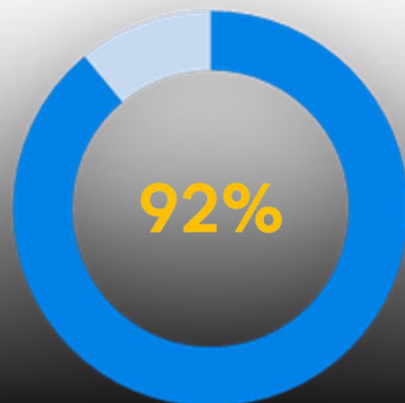
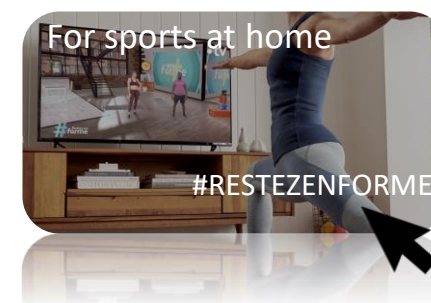
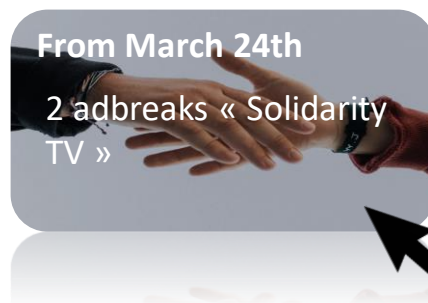
## more than ever with brands



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#Responsible Company

## engaged during the crisis



of French people believe that public channels are the most legitimate channels to broadcast solidarity messages.



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**Conclusion:** FranceTV Publicité, being useful, supporting you in reviving your activity and communicate effectively

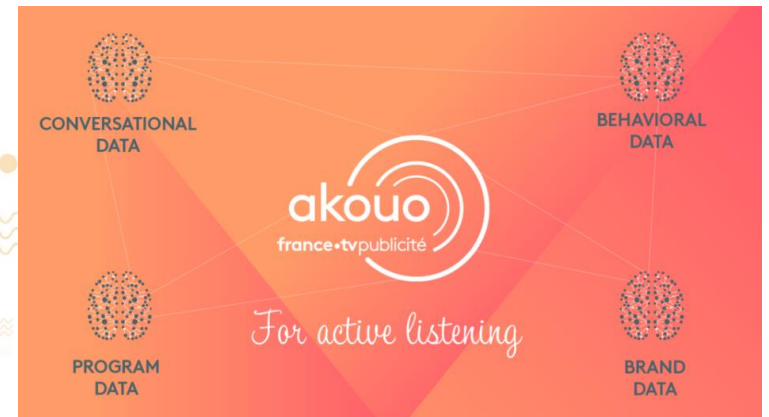


# Our ambition: being useful, supporting you in reviving your activity and communicate effectively!

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publicité

emergence  
transparency  
citizenship  
programs  
quality  
creativity  
innovation  
diversity Power agility  
simplicity  
responsibility

2020  
2021



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MORE THAN EVER WITH YOU!

THANK YOU, STAY SAFE AND  
SEE YOU SOON

