

**france•tv**publicité  
international

# Thematic Channels

# National Geographic



## Available since January 2018

Renowned reference regarding documentaries, National Geographic offers fascinating programs about science, history, world exploration, our modern societies and men building them.

Flagship programs: Mars, One Strange Rock...

## Key data :

- 5.1 million of TV viewers aged 4+ per month
- 11<sup>th</sup> channel on high social class individuals
- +7% of audience on high social class individuals
- A male profile: 76% of its TV viewers are men

## Broadcast:

Available on Canal+, Free, Bbox, SFR, Numericable & Orange

*Source: Médiamat Thématik wave 33 (monthly coverage 4+ SDV 10'' - Profil AdhTM% per age base 4+, Affinity and sex base 15+)  
Evolution vs wave 31*

# National Geographic Wild



## **Wild by nature...**

From the highest mountains to the deepest oceans going through wildernesses, Nat Geo Wild offers unforgettable trips all around the world to its viewers.

Nat Geo Wild makes you discover the beauty of wildlife and reveals the wonders of our planet. Moreover the channel allows to better understand the issues at stake of our eco-system and the dangers threatening it.

Flagship programs: Big Cat Week, Destination Wild...

## **Key data:**

- 4 million of TV viewers aged 4+ per month
- +13% of audience on people aged 25-49 and high social income individuals
- A male profile: 66% of its viewers are men

## **Broadcast:**

Available on Canal+, Free, Bbox, SFR, Numericable & Orange

Source Médiamat thématik wave 33 (monthly coverage 4+ SDV 10'' - Profile AdhTM% per age base 4+, Affinity and sex base 15+) Evolution 25-49 yo vs wave 32 and iCSP+ vs wave 31

# Voyage



## **The channel of all the travelers**

Voyage is the channel of the discovery of the world. It helps the viewers to enrich their lives through the magic of travel, offering both stories but also ideas and tips.

Positive, curious and offbeat, Voyage puts encounters and human adventures at the heart of its stories. Its generous and unifying hosts share their personal point of view and emotions, taking viewers on incredible adventures around the world.

Flagship programmes: J'irai dormir chez vous, Les trains de l'extrême...

## Key data :

- 3.5 million of TV viewers aged 4+ on average per month on Voyage
- +12% of audience on high social class individuals

## Broadcast:

Available on Canal+, Free, Bbox, SFR, Numericable & Orange

*Source: Médiamat Thématik wave 33 (monthly coverage 4+ SDV 10'' - Profile AdhTM% per age base 4+, Affinity and sex base 15+)  
Evolution vs wave 31*

# Vivolta



**The new lifestyle channel for women.**

Vivolta is a channel which allow women to feel good in their daily lives.

Key data:

A female and young profile, with 41% of its audience aged 25-49.

Broadcast:

CanalSat & Numéricable.

*Source: Médiamat Thématik Wave 32 profile base 4+, evolution vs wave 31*

# E!



## **The channel of the pop culture**

E! is the channel addressed to women from 15 to 34 years old. It is the unique channel offering a privileged access to the showbiz world. E! is an international brand with 100% exclusive programmes. Red carpet, reality shows, entertainment, fashion and celebrity gossips. E! is the only way to keep up to date with the Pop culture news.

### Key data:

- 3.5 million viewers aged 4+ on average per month
- +5.5% of audience on women in charge of household purchases <50 yo
- 25<sup>th</sup> channel in that ranking (+7 places)
- +27% of audience on 15-34 yo
- 25<sup>th</sup> channel in that ranking (+15 places)
- 131 of affinity on the target 15-34 yo
- 176 of affinity on women in charge of household purchases - 50 yo
- A very female profile: 75% of its TV viewers are women and 48% are aged 25-49
- 7 E! viewers out of 10 claim that they are the first ones among their friends to buy a brand new product or brand.

### Broadcast:

Available in CanalSat, Numéricable, Orange, Free & SFR

*Source: Médiamat Thématik Wave 32 profile base 4+, evolution vs wave 31*

# Warner TV



**The brand new channel dedicated to series has arrived in France.**

Excitement, fear, joy... Warner TV gives you a variety of emotions... The channel gathers all types of series: drama, action, comedy, even zombies!

The subscribers will have access to unprecedented series through MyCanal, such as **Claws** which depicts five women with a strong character, combining a nail studio with a traffic of cocaine in Miami...

They will also discover in exclusivity, **Will**, a historical and hysterical show retracing Shakespeare's life from a punk point of view, by the creators of the Great Gatsby, the Moulin Rouge and Romeo+Juliet.

Another novelty is **4 Blocks**, the German equivalent to the Gommora, rewarded at the last Séries Mania Festival in Berlin; whereas the zombie fans will follow the enigma of **iZombie**, a show coming from the DC Comics universe.

In the evening the TV viewers will be invited to major events featuring original series, while during the day they will discover iconic series from various genres, such as **The Closer** or **Rizzoli & Isles**, **Nip/Tuck**, **Falling Skies**, produced by Steven Spielberg, and many more.

Cinema lovers will also be entirely satisfied with dedicated time slots to movies all along the week.

# 13ème Rue



## **The Thriller and police series channel**

The most fearsome serial killers and the greatest cops are on 13ème Rue.

With exclusive thrillers, police series, cinema events and immersive documentaries, 13ème Rue allows you to dive into intense criminal stories.

13ème RUE shares intense and captivating stories with you, and makes you discover complex and ambiguous characters.

### Key data:

- 4.4 million of TV viewers aged 4+ per month
- +33% of audience on women in charge of household purchases <50yo
- 12<sup>th</sup> channel in the ranking (+5 places)
- A female profile: 61% of the TV viewers are women

### Broadcast:

Available in CanalSat & Numéricable

*Source: Médiamat Thématik Wave 32 profile base 4+, evolution vs wave 31*

# Syfy



## **The science fiction, fantasy and horror news channel**

On Syfy, all the stories takes another dimension.

With exclusive series, broadcast only a few days after the USA, and more than 150 hours of cinema each month, Syfy teleports the TV viewer in a world where everything is possible.

Syfy, the stories you love, way beyond imagination.

### Key data:

- 4.8 million of TV viewers aged 4+ on average per month
- +33% of audience on women in charge of household purchases <50yo
- 14<sup>th</sup> channel in that ranking (- 2 places)
- +4.3% of audience on 25-49yo
- 10<sup>th</sup> channel in that ranking (+4 places)
- 118 of affinity on 25-49yo

### Broadcast:

Available in CanalSat & Numéricable

*Source Médiamat Thématik Wave 32 profile base 4+, evolution vs wave 31*

# Melody



## **Vintage forever**

Melody is the only musical channel broadcasting full variety shows with popular music from the 60s to the 90s, never seen since their first broadcast.

## Key data:

- 1 million viewers aged 4+ on average per month.
- +18% of audience aged 4+.
- +24% of audience aged 25-49.

## Broadcast:

CanalSat, Numéricable, Orange, Free, SFR, Bouygues & Darty Box.

*Source : Médiamat Thématik Wave 32 profile base 4+, evolution vs wave 31*

# Nolife



## **The channel of new cultures**

Nolife is the channel of new cultures: television addressed to geeks, videogamers, & with a passion for cartoons, computing, and j-music.

### Key data:

- 950,000 TV viewers aged 4+ on average per month.
- 1<sup>st</sup> channel in affinity on the target 25-49 yo (index: 240) and on high social class individuals (index: 234).
- A young profile: 97% of its audience is aged 25-49.

### Broadcast:

Numéricable, Orange, Free, SFR & Bouygues.

*Source: Médiamat Thématik Wave 32 profile base 4+, evolution vs wave 31*

# Cartoon Network



## **The channel of superheroes**

Cartoon Network is a mix of creativity and humor through original productions from its studios such as: Ben 10, Teen Titans Go, The Powerpuff Girls and Gumball.

### Key data:

- 1st channel dedicated to boys
- +13% of audience on kids aged 4-10
- +26% of audience on boys aged 4-14
- +54% of audience on women in charge of household purchases with children

### Broadcast:

Available on Canal, Numéricable, Free.

*Source: Médiamat Thématik wave 32 evolution vs wave 31, Boys channel = male positioning (70% of the TV viewers)*

# Boing



## **Better Together**

Kids fill up on energy and share the best cartoons together: Yo-Kaï Watch, Les as de la jungle, Jumo ou encore DC Super Hero Girls. Avec Boing... It is better together!

### Key data:

- +25% of audience on girls aged 4-14
- +29% of audience on kids aged 4-10

### Broadcast:

Available on Canal, Numéricable, Free, Orange, Bouygies, SFR

*Source: Médiamat Thématik wave 32 evolution vs wave 31, Boys channel = male positioning (70% of the TV viewers)*

# Boomerang



## The channel of cartoons stars

Dedicated to kids aged 4-7, Boomerang is the channel of cartoons stars. Thanks to very well-known characters from all generations, such as Scooby-Doo, Tom & Jerry or Bugs Bunny, the whole family is gathered in front of the television.

- Key data:
  - 3<sup>rd</sup> channel on kids aged 4-10
  - 6<sup>th</sup> channel on women in charge of household purchases with children
  - +11% of audience on girls aged 4-14
  - +12% of audience on women with children

Broadcast:

Canal, Numéricable, Free, Orange, Bouygues, SFR

*Source: Médiamat Thématik wave 32 evolution vs wave 31, Boys channel = male positioning (70% of the TV viewers)*