

MARKET SNAPSHOT

French Broadcasters on Social Video





Over the last several years, broadcasters have seen younger audiences move away from the TV screen to smaller screens: their smartphones.

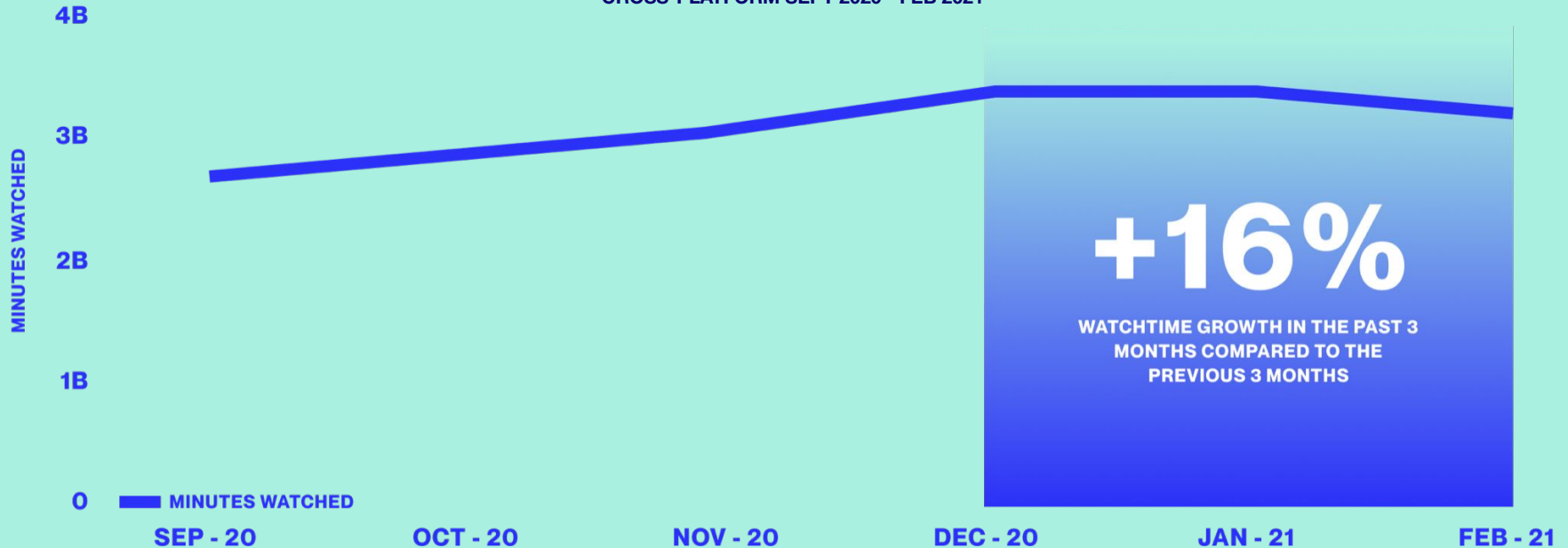
In this chase for 18-24 year olds, broadcasters have used different strategies and diversified their content offerings to target these audiences.

This snapshot analyses the performance and strategies of the biggest French broadcasters as they seek to reach Gen Z audiences on social video.

French broadcasters generated **16%** more watchtime between Dec 2020 and Feb 2021 than in the previous 3 months.

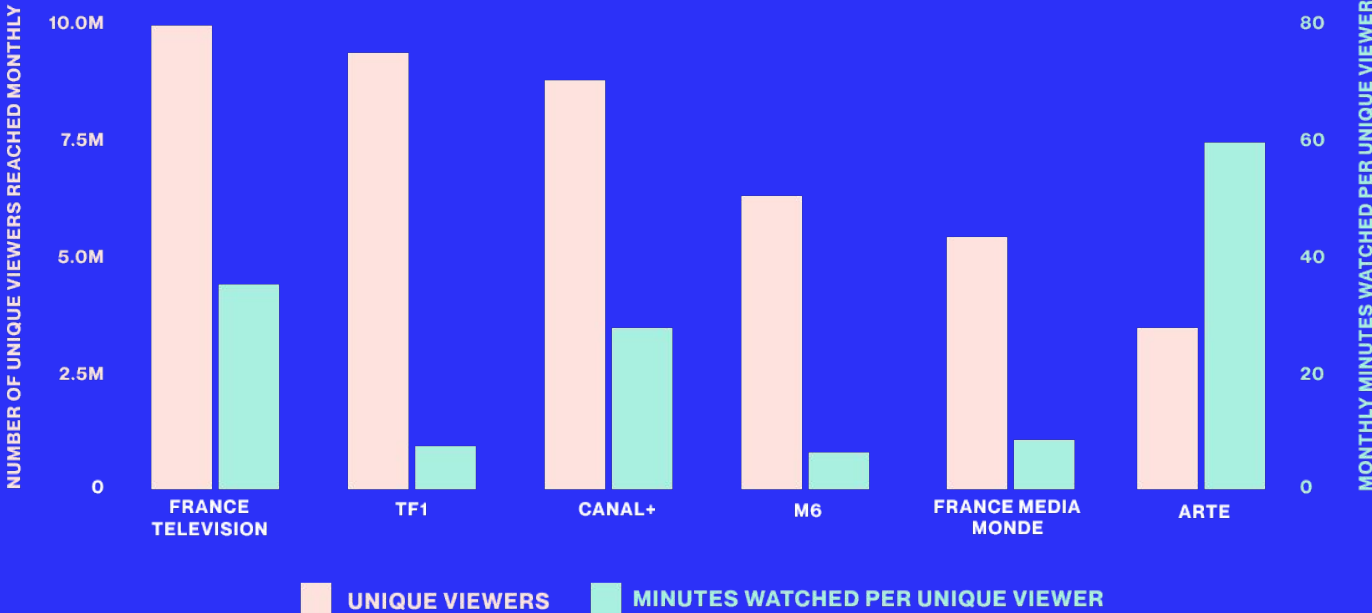
In total, these broadcasters saw **18B minutes watched** cross-platform between September 2020 and February 2021, the equivalent of **34,246 years** of watchtime.

FRENCH BROADCASTERS MINUTES WATCHED
CROSS-PLATFORM SEPT 2020 - FEB 2021



France Television and ARTE were the most efficient French broadcasters, respectively, for reaching and engaging the sought-after 18-24 year old audience.

Global Unique Viewers and Minutes Watched for 18-24 Audience from September 2020 to February 2021



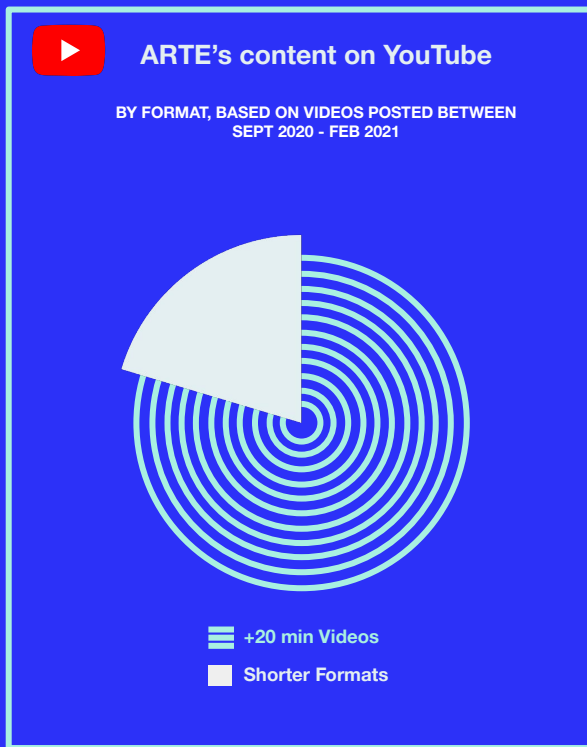
Top engaging broadcaster ARTE gets young audiences' attention primarily with its News & Politics channel but also with Entertainment content.

2235 years of content were watched by 18-24 year olds between September 2020 and February 2021 on ARTE's top five channels reaching this audience demographic.



Tubular Labs | Audience Ratings | Minutes Watched September 2020-February 2021 | Global | 18-24 | Deduplicated unique viewers across Facebook and YouTube based on 30-second views | Creator Level | Top 5 ARTE creators by 18-24 reach

ARTE's channel strategy is based around YouTube and long-form content of 20 min or more.



ARTE adapted its strategy to fit the consumption habits of younger generations by giving access to complete documentaries directly on YouTube. This 1h30min documentary about modern society was viewed more than 3.6M times since it was posted on the 24th of February 2021.

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