2020 SIX NATIONS TOURNAMENT
FROM THE 1st OF FEBRUARY TO THE 14th OF MARCH

france•tv france•tv sport 2 4
RUGBY, A FRENCH PASSION

35 million
viewers watched Rugby on France Télévisions in 2018¹

A SPORT WITH STRONG VALUES
RESPECT, PASSION, SOLIDARITY, COMMITMENT ...

84%
of French people say they have a positive view of Rugby³

Rugby is the second most popular sport among high income groups²

1. Médiamétrie – treatment restity, Individuals having watched at least 10 seconds
2. CSP-Kantar – SIMM-TGI / April 2017 – French people in high income groups who watch matches regularly or occasionally
3. Harris Interactive study “French people and their image of rugby” - January 2019
Les Bleus have 4 years in which to prepare and dream of winning the World Cup for the first time, at home in France.

A GOLDEN GENERATION
Two-time reigning world under-20 champions, France has a very talented generation.

A NEW HOPE
After being cruelly knocked out in the quarter finals of the World Cup, a young and extremely promising French team led by new Coach Fabien Galthié will be looking to hit back.

NEW EXPERTS
Francetvsport strengthens its team with new, big-name commentators.
14.4 million viewers watched the 2019 Six Nations Tournament.

6.2 million peak viewing figure during the France v. Wales match.

34% average audience share for M25-49 on +2.

28 million viewers on average watching the French team’s matches.

4 million videos watched on the platforms.

Source: Médiamétrie - traitement restit-tv
Individus ayant regardé au moins 10 secondes
LEADER FOR ALL THE FRENCH TEAM’S MATCHES IN 2019

- 5.1 million viewers on average around 9 p.m.
- 4.5 million viewers on average around 4 p.m.
- 3.9 million viewers on average around 4 p.m.
- 3.4 million viewers on average around 3 p.m.
- 3.1 million viewers on average around 1:30 p.m.
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Full exclusive coverage on France Télévisions

Day 1
Saturday 1 February
Wales - Italy around 3:15 p.m.
Ireland - Scotland around 5:45 p.m.

Sunday 2 February
France - England around 4 p.m.

Day 2
Saturday 8 February
Ireland - Wales around 3:15 p.m.
Scotland - England around 5:45 p.m.

Sunday 9 February
France - Italy around 4 p.m.

Day 3
Saturday 22 February
Italy - Scotland around 3:15 p.m.
Wales - France around 5:45 p.m.

Sunday 23 February
England - Ireland around 4 p.m.

Day 4
Saturday 7 March
Ireland - Italy around 3:15 p.m.
England - Wales around 5:45 p.m.

Sunday 8 March
Scotland - France around 4 p.m.

Day 5
Saturday 14 March
Wales - Scotland around 3:15 p.m.
Italy - England around 5:45 p.m.
France - Ireland around 9 p.m.

10 "XV sur 15" magazine programs about the matches on france.tvsport
28 editions of Image of the Day from Monday to Saturday at around 8:45 p.m.* on all the matches on france.tvsport

*Monday to Friday from 14/02 to 21/02 and from 03/03 to 13/03
Programming subject to change by the channels.
Our available offers

**2020 SIX NATIONS TOURNAMENT**

**Try**
1 slot available
- 513 spots
- 980 GRP M25-49
- Video + Display
- "Entre Deux" Podcast sponsoring
- 5 "Top 3 Tries" Facebook posts
- Instagram Stories sponsoring

**Conversion**
1 slot available
- 429 spots
- 640 GRP M25-49
- Video + Display
- "Men of the match" Facebook posts
- Instagram Stories sponsoring

**Drop goal**
2 slots available
- 205 spots
- 320 GRP M25-49
- Video + Display
- Games-Competitions
- TV + SMS + IPTV

**Classical TV**
Our available screens
- In-stream video pack
  - 4 lots available
- Games-Competitions
  - TV + SMS + IPTV