OLYMPIC GAMES
TOKYO 2020
24 JULY TO 9 AUGUST
DISCOVER OUR CLASSIC TV, VIDEO ONLINE & RADIO OFFERS

www.francetvpub.fr
FRANCE TELEVISIONS
A LONGSTANDING PARTNER...

EXCLUSIVE FREE-TO-AIR BROADCASTER
SINCE 1980, I.E. NEARLY 40 YEARS

AN OLYMPIC CULTURE
FRANCE TELEVISIONS, HOME OF ALL SPORT

AN UNPRECEDENTED RESPONSE
RECOGNIZED EXPERTISE
EXCEPTIONAL COVERAGE

24 JULY TO 9 AUGUST 2020
OPENING AND CLOSING CEREMONIES
49 LIVE FEEDS ON france•tv
ALL THE LIVE ACTION ON france•tv 2 3 4 •O
SPECIFIC MAGAZINES

TOKYO 2020 DIGITAL CHANNEL
24/7

7 HOURS AHEAD OF PARIS ⏰
WHEN IT’S 8 PM IN TOKYO, IT’S 1 PM IN PARIS

SHORT PROGRAMMES
IN THE RUN UP TO TOKYO 2020
**TV SCHEDULING**
Round-the-clock sport

<table>
<thead>
<tr>
<th>Time</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>00:00-6:00</td>
<td>2.3 Live Events</td>
</tr>
<tr>
<td>6:00-12:00</td>
<td>2.3 Live Events</td>
</tr>
<tr>
<td>12:00-13:00</td>
<td>2 Live Events</td>
</tr>
<tr>
<td>13:00-15:00</td>
<td>3 Live Events + Highlights</td>
</tr>
<tr>
<td>15:00-17:30</td>
<td>2 Live Events</td>
</tr>
<tr>
<td>18:30-19:00</td>
<td>2 Magazine</td>
</tr>
<tr>
<td>20:00-21:00</td>
<td>3 Games News, Image of the Day</td>
</tr>
</tbody>
</table>

**Team Sports on 4**

**Emerging Sports on 0**

*Theoretical scheduling subject to change*
TOKYO 2020 100% DIGITAL

24/7

france-tv
Tokyo 2020 100% digital channel

All the live action
49 video feeds
Replays, interviews, reports, highlights

france-tv sport
Articles & Data

News, results, analysis...
Medal table
Athlete profiles
Live broadcast feeds, videos...

All available on the app

Subject to feasibility and approval from contractual model
DISCOVER OUR OFFERS
CLASSIC TV, VIDEO ONLINE & RADIO

GROUP PURCHASE
INITIAL PURCHASE HT

UNIT PURCHASE
INITIAL PURCHASE HT

VIDEO PACK
LIMITED SLOTS

PREMIUM PACK
LIMITED SLOTS

EXCLUSIVE PACK
1 SLOT

© 2019 / International Olympic Committee (IOC) / FIVB, FIVB
EXCLUSIVE PACK
CLASSIC TV – VIDEO ONLINE – RADIO

Broadcast on our strongest audiences:
Opening & Closing ceremonies, Live, Best of, Magazines.

**EXCLUSIVE ADBREAKS**
30 seconds minimum
123 spots in Premium contexts

**4,2M PRE-ROLL ON LIVE & REPLAY**
with premium position¹

Mentions in every sport chronicle dealing with Tokyo 2020²

1 SLOT

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¹ To be chosen between 1st and 2nd position
² Under Publisher’s agreement
PREMIUM PACK
CLASSIC TV - VIDEO ONLINE – RADIO

Broadcast on our strongest audiences:
Opening & Closing ceremonies, Live, Best of, Magazines.

Adbreaks to be chosen respecting Grouped Purchase mechanism:
1. Premium position (first or last) included
2. 30 seconds minimum
3. 25 spots in 100% Tokyo 2020 contexts

- 1,1M PRE-ROLL ON LIVE & REPLAY
- Mentions in every sport chronicle dealing with Tokyo 2020

LIMITED SLOTS

1 - Adbreaks of your choice respecting color's repartition defined by FTP as indicated in the Grouped purchase deck
2 - Under Publisher's agreement

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france-tv publicité
INITIAL PURCHASES
CLASSIC TV

Starting from the basic groups given, you can establish your own groups with your chosen ad breaks, in accordance with colors’ distribution.

You benefit from the -10% discount applied to the initial pricing.

Complete and return the attached application before March 13, 2020.

Initial purchase HT
PRIORITY UNIT PURCHASES

CLASSIC TV

Once the blocks have been processed, this mode of purchase offers a priority access to the schedule.

Complete and return the attached application before March 13, 2020

A 15% increase in the Reference Tariff on each ad break selected will be applied.

If the advertiser chooses to purchase a Priority Planning unit, it cannot be canceled. Sector exclusivity is not accepted for this event.

Specific programming
For any specific programming request (e.g., live spot, etc.), a 30% increase will be applied to the reference price.

Initial Purchase HT
VIDEO PACK
Video on line

france•tv
Videos broadcasted on all live content, catch up Tokyo 2020 broadcasted on france.tv!
If purchase confirmed before 01/04/2020: 10% discount on the CPM
If purchase confirmed before 01/06/2020: 5% discount on the CPM

1M IMPRESSIONS
Preroll + Adswitching

LIMITED SPACE
**TOKYO 2020**

Terms and conditions

- The official partners have first option to purchase packages and unit purchases until 6 March 2020 inclusive (30 working days).
- The 100% classic TV blocks are put on sale on the basis of a reference price before negotiation.
- For the classic TV + VOL packages, the sale price being net of tax, these offers cannot benefit from any tariff modulation, tariff conditions or terms and conditions rates (except for the application of the format index and the accumulation of mandates).
- The present commercial conditions are subject to the General Terms and Conditions of Sales 2020 accessible on the URL address [www.francetvpup.fr](http://www.francetvpup.fr).
- All advertising messages related to the Olympic Games as well as sponsorship elements (validated by the legal and artistic services of France Télévisions) must be submitted for prior written validation by the IOC.
- No advertising or sponsorship action involving athletes, coaches or other officials involved in the Olympic Games (name, image, voice, performance or even resemblance…) may be broadcast without the prior written consent of the IOC.