FRANCE 24

INTERNATIONAL NEWS 24/7

FRANCE 24 :

PART OF ‘FRANCE MEDIAS MONDE’

TV

41.7 million

weekly viewers(1)

RADIO RFI

34.5 million

weekly listeners(1)

RADIO MCD

6.7 million

weekly listeners(1)

NEW MEDIA

24 million

visits per month (2)

1703 employees

1069 journalists

Nearly **1000 correspondents**

Sources: (1) Media research department – weekly audience, 15 yrs +, (calculation method used without extrapolation in 55 of the 177 countries where the channel is broadcast) (2) « Digital Analytix, ComScore

FRANCE MÉDIAS MONDE

FRANCE 24 :

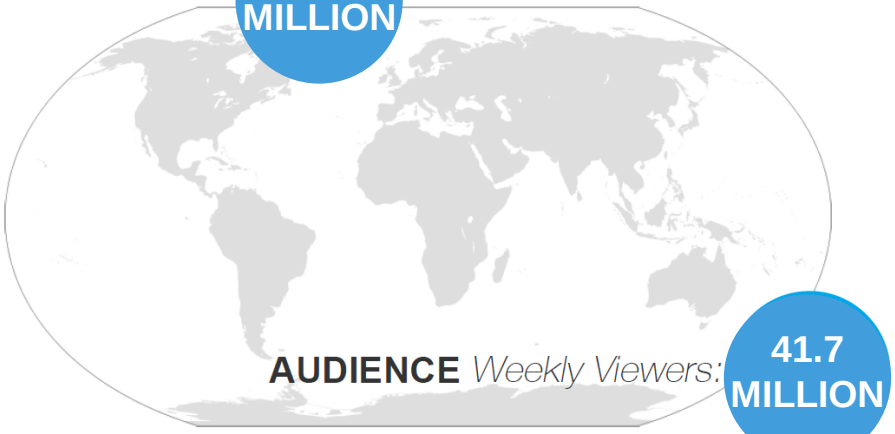
A DIFFERENT LOOK AT WORLD NEWS

In English

In Arabic

In French

FRANCE 24 reaches **250 MILLION** households worldwide 24/7



FRANCE 24 : Why HbbTV ?

More **Contents**

More **Reach**

More **Interactivity**

More **Innovation**

FRANCE 24 : a 1st HbbTV F.U.T.

Objectives : test a HbbTV live in DTH environment

- technology
- user experience : usage and perception
- statistics

Partners :

- FRANCE 24 for content and application
- Globecast / Orange for HbbTV inserter and Origin server
- SES Astra and Arabsat for space capacity

Planning :

- press announcement : January 2012 (40 + agencies took the PR)
- test implementation : April 2012
- on air test : April - December 2012

FRANCE 24 : a 1st HbbTV F.U.T.

What's in the application ?

FRANCE 24 : a 1st HbbTV F.U.T.

Main player (resized live at 1st launch)

Navigation menu

Related content

Language selection

FRANCE 24 : a 1st HbbTV F.U.T.

Latest episode of « Culture » show

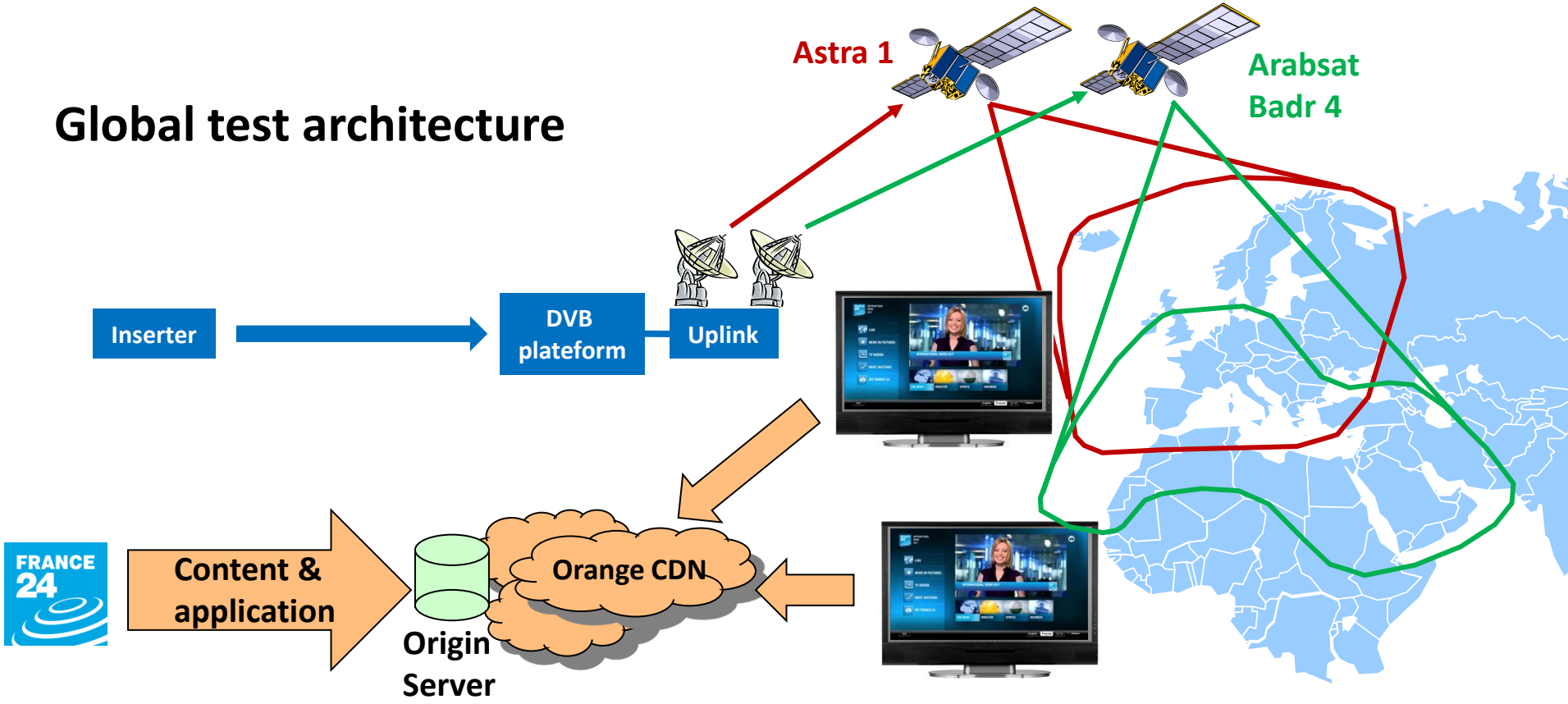
Add this show to MyFrance24 list

TV Shows

Previous « Culture » show episodes available

FRANCE 24 : a 1st HbbTV F.U.T.

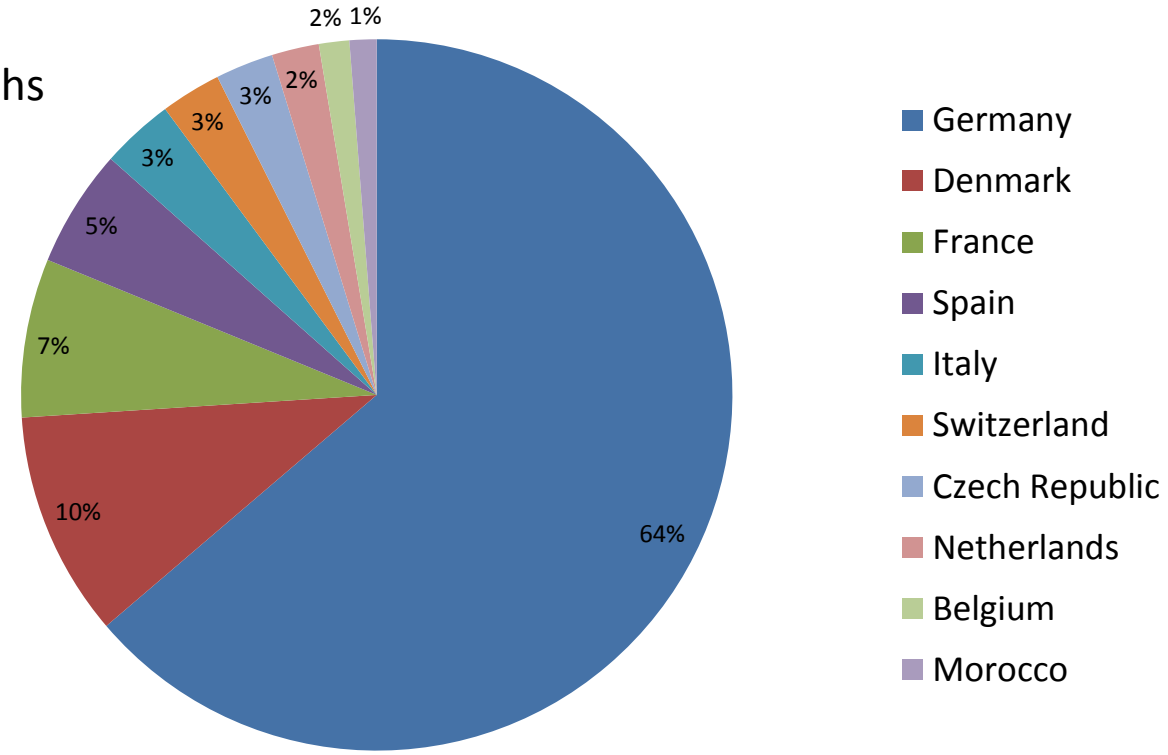
Global test architecture



FRANCE 24 : a 1st HbbTV F.U.T.

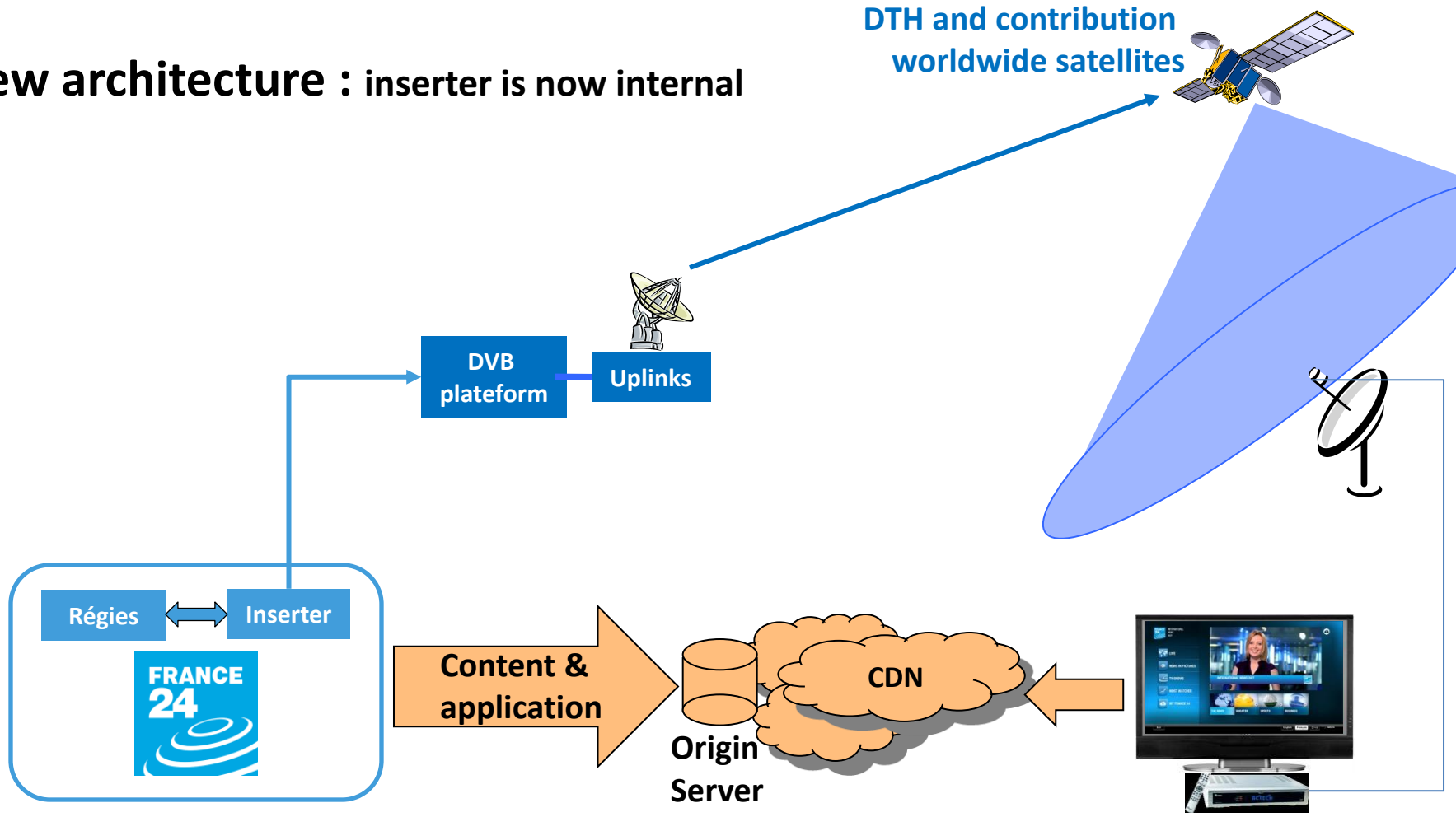
Results of the test :

78.600 connections in 5 months



FRANCE 24 : Next steps

New architecture : inserter is now internal



FRANCE 24 : Next steps

Link the application and the Live

- polling
- additional content (longer video, bibliography, etc..)
- statistics

Issues to sort out

- Editorial Team to use it
- Top Management to believe in it
- Make easy to use

FRANCE 24 : THANK YOU !

ANY QUESTIONS ?

David Couret
Director Technical Solutions – Distribution
Tel : +33 1 84 22 85 35
Mobile : +33 6 33 69 52 24
E-mail : dcouret@france24.com