

A new age of digital advertising

World News Media Congress - June 2018



Figaro Group A leader in digital

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A new challenge for publishers

Figaro is the first digital media group in France

+34M million of monthly unique users*

+66% Reach of French webuser

News

26.5m of UU

LE FIGARO · fr | lintern@ute.com

Economy

13.7m of UU



Lifestyle

12.2m of UU

LE FIGARO · fr | LE FIGARO · fr | LE FIGARO · fr
lifestyle | culture | SCOPE

Women

14m of UU

madame FIGARO | FEMMES

Infotainment

16.3m of UU



Health

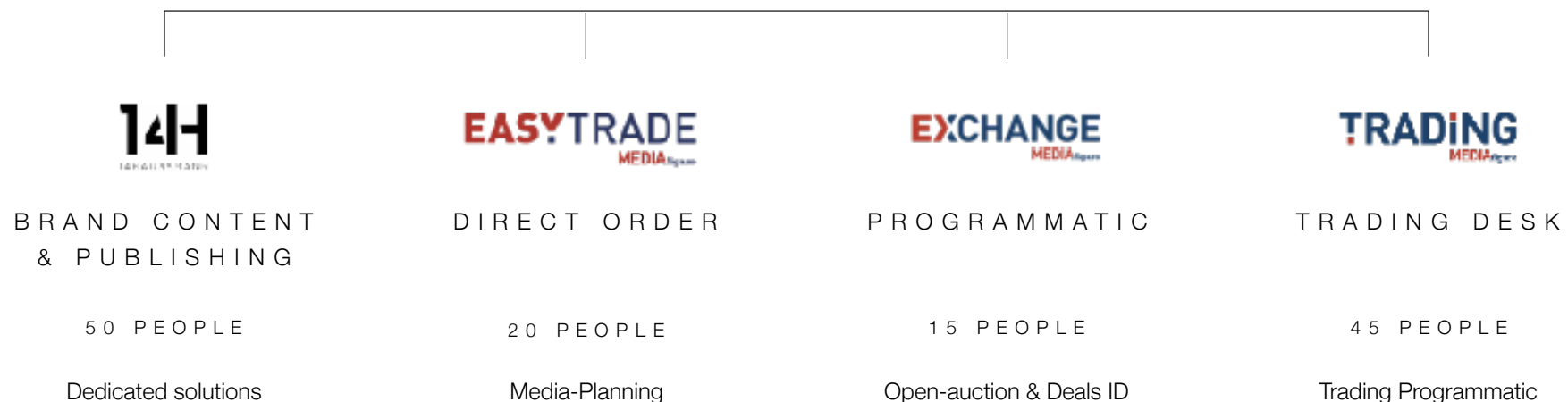
8.9m of UU

LE FIGARO | FEMMES
santé

A new challenge for publishers

Figaro group has invested in digital resources

MEDIA.figaro



DATA.figaro

+35 PEOPLE



165 Digital People



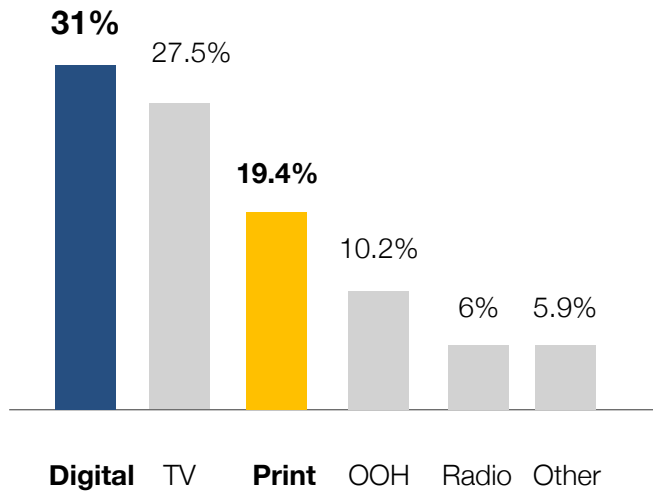
French Market Trends

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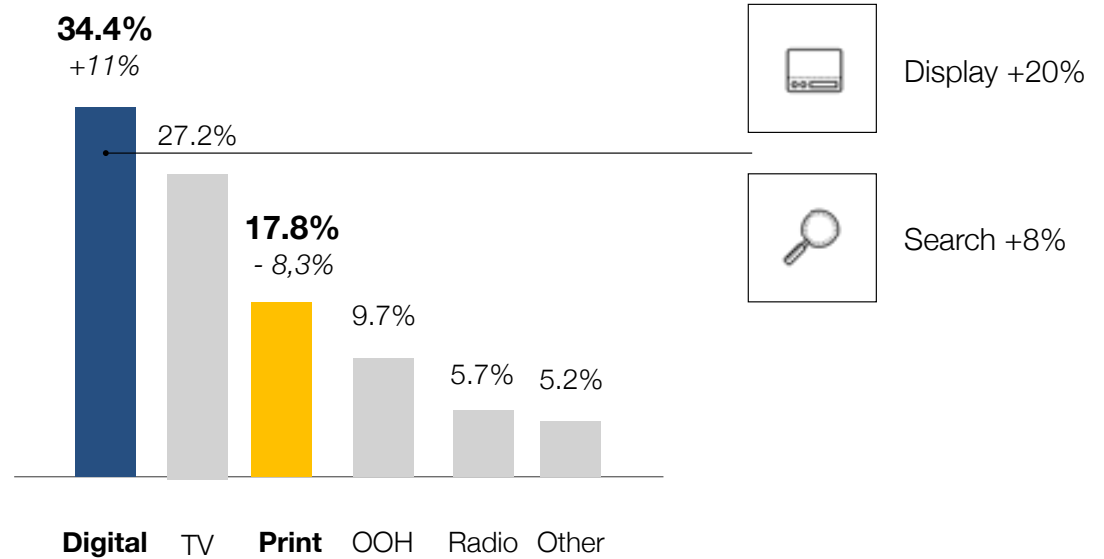
Market Trends in France

Digital is the first media with the steadiest growth

2016



2017

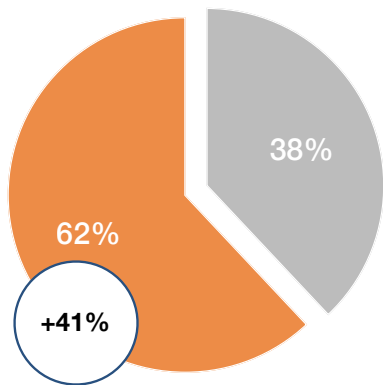


Market Trends in France

Social take advantage of mobile and video growth



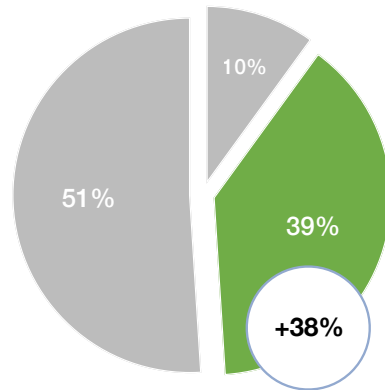
Buying Model



● Direct ● Programmatic



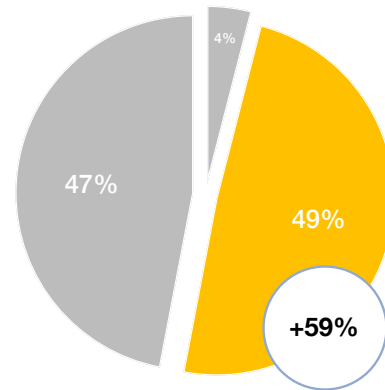
Ad Formats



● Sp. Ops. ● Video ● Classic



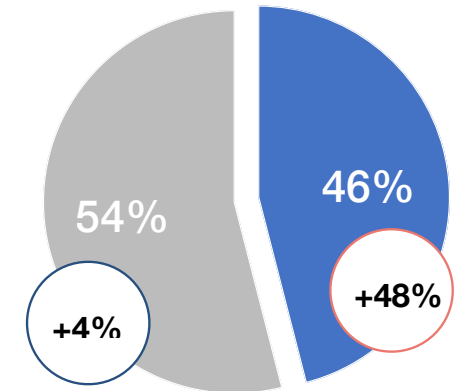
Device



● IPTV ● Mobile ● Desktop



Social



● Social ● Publishers

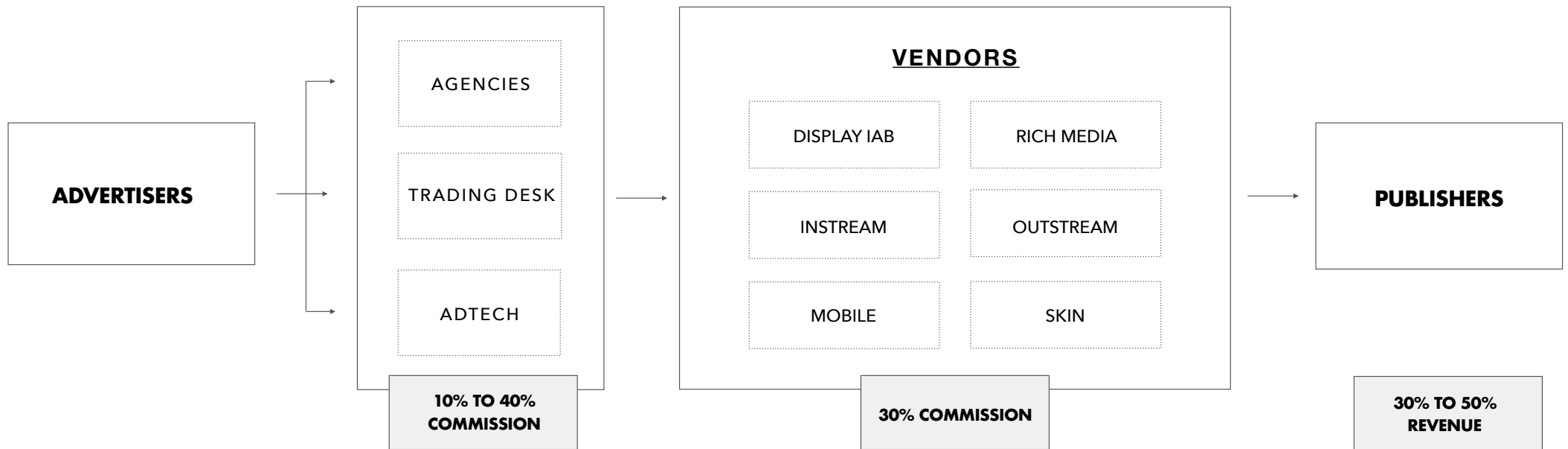


A new challenge for publishers

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A new challenge for publishers

Adtech vendors take the money (and run)



A new challenge for publishers

Advertisers loose their trust in digital

P&G



« There is more opportunity to eliminate waste by reducing excess frequency within and across channels, eliminating non-viewable ads, and stopping ads served to bots or adjacent to inappropriate content »



« Adidas aren't happy with what's happening to their money »



« We are deeply concerned that our ads may have appeared alongside video content promoting terrorism and hate »



Time to team up

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Time to team up

Alliance is one of the key answer



**Massive
Reach**

+



**Quality &
Context**

+



**Direct &
Transparent**

=

skyline
Direct marketplace

MEDIA.figaro + 

A new age of digital advertising
Reach and Quality

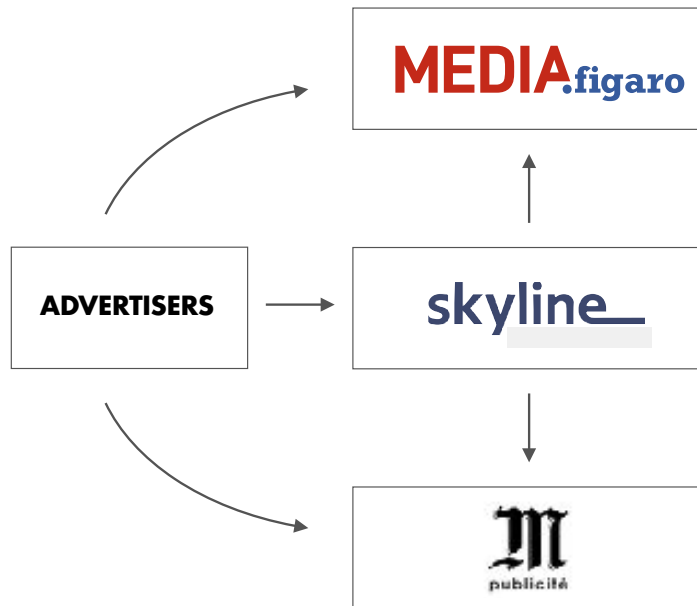
37M uu

80% reach



A new age of digital advertising

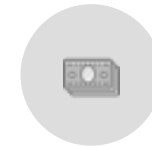
One and only way to access our brands



EASY TO USE



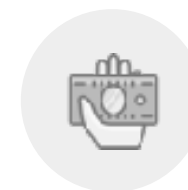
ADTECH VENDORS UNPLUGGED



MORE REVENUES FOR PUBLISHERS

Time to team up

A simple, efficient and transparent way to activate



5 AD FORMAT

SKIN
COVER
INREAD
INSTREAM
NATIVE

BUYING MODEL

DIRECT SALES
PROGRAMMATIC

DATA

SOCIO-DEMO
INTENDER
INTEREST

ACTIVATION

CPM
VCPM (VIEWABILITY)
CPCV (COMPLETION)

Time to team up

Keep on innovating



One new feature each month

LAUNCH
OF SKYLINE



Sept. 2017

INREAD



Dec. 2017

NATIVE
ADVERTISING



Mar. 2018

NEW DATA
SEGMENT



Sept. 2018

CPH



Oct. 2018

MOBILE APP
INVENTORIES



Nov. 2018

A new age of digital advertising

A real success

+ **3M€**

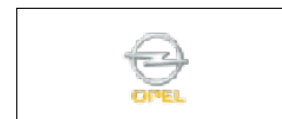
since September

+ **125**

Campaigns

+ **2,5M€**

Forecast for Q3





Alexis MARCOMBE
Managing Director

MEDIA.figaro

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