



L'UNION INTERNATIONALE SUISSE
INTERNATIONAL NEWS NET
شبكة الأخبار الدولية 24 ساعة

PRESS RELEASE

Thursday January 19, 2012

235 MILLION TELEVISION HOUSEHOLDS NOW RECEIVE FRANCE 24

In 2011, FRANCE 24 expanded its distribution by 33 million television households, which represents a **22% increase in one year**.

FRANCE 24 is now available in **235 million television households across the globe** either on a 24-hour basis or via part-time distribution in one, two or three of its language versions (English, French and Arabic).

In five years, FRANCE 24 has increased its distribution three-fold.

Of the 235 million households that receive the channel, **183 million have 24/7 access while 52 million** can watch FRANCE 24 for several hours a day as part of other channels schedules.

In Europe, FRANCE 24 increased its distribution by about **10%** last year and currently has a penetration rate of **75%** across the continent.

In Asia-Pacific, as well as in North and South America, the channel expanded its distribution by a further **10 million television households in each zone**.

In the North Africa-Middle East zone, FRANCE 24 expanded its distribution by **8%** in 2011 and currently has a penetration rate of **98.5%** throughout the region. In Sub-Saharan Africa, FRANCE 24 has a coverage rate of close to **95%**.

Frank Melloul, Head of Strategy and Development for Audiovisuel Extérieur de la France, comments: *"FRANCE 24 has now achieved optimum distribution in Europe, the Middle East and in Africa. This is a resounding success for a channel that was launched just five years ago! Now we have to expand massively into new zones, in new ways and adapt to the demands of local operators, particularly in Asia and North America. Because of the original perspective it provides within the international news sector, FRANCE 24 has real assets to offer on these markets."*

FRANCE 24's distribution by type of reception:

- **70 million television households** receive FRANCE 24 by **satellite free-to-air** (without a subscription).
- **50 million** receive FRANCE 24 as part of a **satellite offer**.

- **27 million** receive **FRANCE 24** as part of a cable offer.
- **19 million** receive **FRANCE 24** as part of an IPTV / ADSL offer.
- **17 million** receive **FRANCE 24** directly via free DTT (in French Overseas Territories, Italy, Denmark, and some US states, for example).
- **52 million** households around the world receive FRANCE 24 as part of other channels schedules (on TG4 in Ireland or TVZ in Burkina Faso, for example).
- **3.5 million users have downloaded FRANCE 24's mobile applications**, all terminals and operating systems cumulated (Android, iOS, Windows Phone, etc.). For more information go to: <http://www.france24.com/en/mobile>

Find out more about FRANCE 24's distribution around the world in real-time on:
<http://f24.my/ijOOim>

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About FRANCE 24 (www.france24.com):

FRANCE 24 is the first international news channel that offers a French perspective and sensibility on world events. It broadcasts worldwide on a 24/7 basis on three channels, in French, English and Arabic. FRANCE 24 can be accessed by cable, satellite, ADSL and mobile phone. The website www.france24.com is available in 3 languages (English, French and Arabic).

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