A new age of digital advertising

World News Media Congress - June 2018
Figaro Group
A leader in digital

World News Media Congress - June 2018
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

Economy
13.7m of UU

LifeStyle
12.2m of UU

Women
14m of UU
madame FEMMES

Infotainment
16.3m of UU
CCM meteo nexto

Health
8.9m of UU

*Figures form Médiamétrie Internet Global 01.2018
A new challenge for publishers

Figaro group has invested in digital resources

**MEDIA.figaro**

- **14H**
  - Brand Content & Publishing
  - 50 People
  - Dedicated solutions

- **EASYTRADE**
  - Direct Order
  - 20 People
  - Media-Planning

- **EXCHANGE**
  - Programmatic
  - 15 People
  - Open-auction & Deals ID

- **TRADING**
  - Trading Desk
  - 45 People
  - Trading Programmatic

**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**

<table>
<thead>
<tr>
<th>Media</th>
<th>Share</th>
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<tbody>
<tr>
<td>Digital</td>
<td>31%</td>
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<tr>
<td>TV</td>
<td>27.5%</td>
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<tr>
<td>Print</td>
<td>19.4%</td>
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<tr>
<td>OOH</td>
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<tr>
<td>Radio</td>
<td>6%</td>
</tr>
<tr>
<td>Other</td>
<td>5.9%</td>
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</table>

**2017**

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<thead>
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*Figures from Observatoire ePub SRI S2 2017*
Market Trends in France

Social take advantage of mobile and video growth

**Buying Model**
- Direct: 62% (+41%)
- Programmatic: 38%

**Ad Formats**
- Sp. Ops.: 51%
- Video: 39% (+38%)
- Classic: 10%

**Device**
- IPTV: 47%
- Mobile: 49% (+59%)
- Desktop: 4%

**Social**
- Social: 54%
- Publishers: 46% (+48%)

*Figures from Observatoire ePub SRI S2 2017*
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 lose their trust in digital

« 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
A new age of digital advertising
Reach and Quality

37M uu  80% reach

*Figures form Médiamétrie Internet Global 01.2018*
A new age of digital advertising

One and only way to access our brands

ADVERTISERS → MEDIA

skyline

More revenues for publishers

Easy to use

Adtech Vendors Unplugged
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
A new age of digital advertising

A real success

+ 3M€ since September

+ 125 Campaigns

+ 2,5M€ Forecast for Q3

Logos of various brands including Audi, EDF, Volkswagen, Lexus, Philips, Lufthansa, Eni, Peugeot, Sony, Mercedes-Benz, Gambrinus, Qualcomm, Singapore Airlines, Tissot, and Opel.
Alexis MARCOMBE
Managing Director

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