

la chaine

L'ÉQUIPE

AMAURY
GROUPE

L'ÉQUIPE

Print and Digital

TV La chaîne L'Équipe

The Newspaper L'Équipe

The magazines

Le magazine L'Équipe
France Football
Vélo Magazine

The website lequipe.fr

Social Media

Vidéo 1 de 3'00 = « video la chaine.mp4 » (cf we transfer)



Programm Guidelines of the 2017-2018 season

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6h		téléachat			6h L'EQUIPE DU SOIR (rediff)	6h live/rediff
9h		L'EQUIPE D'ESTELLE (rediff)				
11h		pétanque			11h pétanque	
14h		live/rediff			13h	13h
17h45		L'EQUIPE D'ESTELLE			les grands lives	les grands lives
19h45		L'EQUIPE DU SOIR				20h L'EQUIPE DU SOIR
20h50 L'EQUIPE ENQUETE	20h45 la grande soirée	20h45 la grande soirée	20h50 kickboxing	20h45 CHAMPIONNAT DE FRANCE DE BOXE Fédérale 1	20h30 live	21h la grande soirée
22h30		L'EQUIPE DU SOIR				22h50 L'EQUIPE DU SOIR



**L'ÉQUIPE
D'ESTELLE**

tous les jours, 17h45-19h45
présentation Estelle Denis



**L'ÉQUIPE
DU SOIR**

tous les jours, 19h45 et 22h30
présentation Olivier Ménard



la grande soirée
L'ÉQUIPE

la grande soirée
pendant les grands matches
présentation Messaoud Benterki

#DME Copenhagen – avril 2018

#larentreeLEQUIPE

la chaîne **L'ÉQUIPE**





L'EQUIPE

VINTAGE

présentation Thomas Hugues

une fois par mois

#larentreeLEQUIPE

la chaîne **L'EQUIPE**

#DME Copenhagen – avril 2018



L'ÉQUIPE

ENQUÊTE

présentation Sébastien Tarrago et Guillaume Dufy

une fois par mois

#larentreeLEQUIPE

#DME Copenhagen – avril 2018

la chaîne **L'ÉQUIPE**

Ceremony of the Golden Ball 2017



✓ 7th of December 2017 : 8 hours on live and a ceremony at the Eiffel Tower in Paris

✓ Viewership record with **700 000 viewers at 8 pm** : **+23%** versus 2016



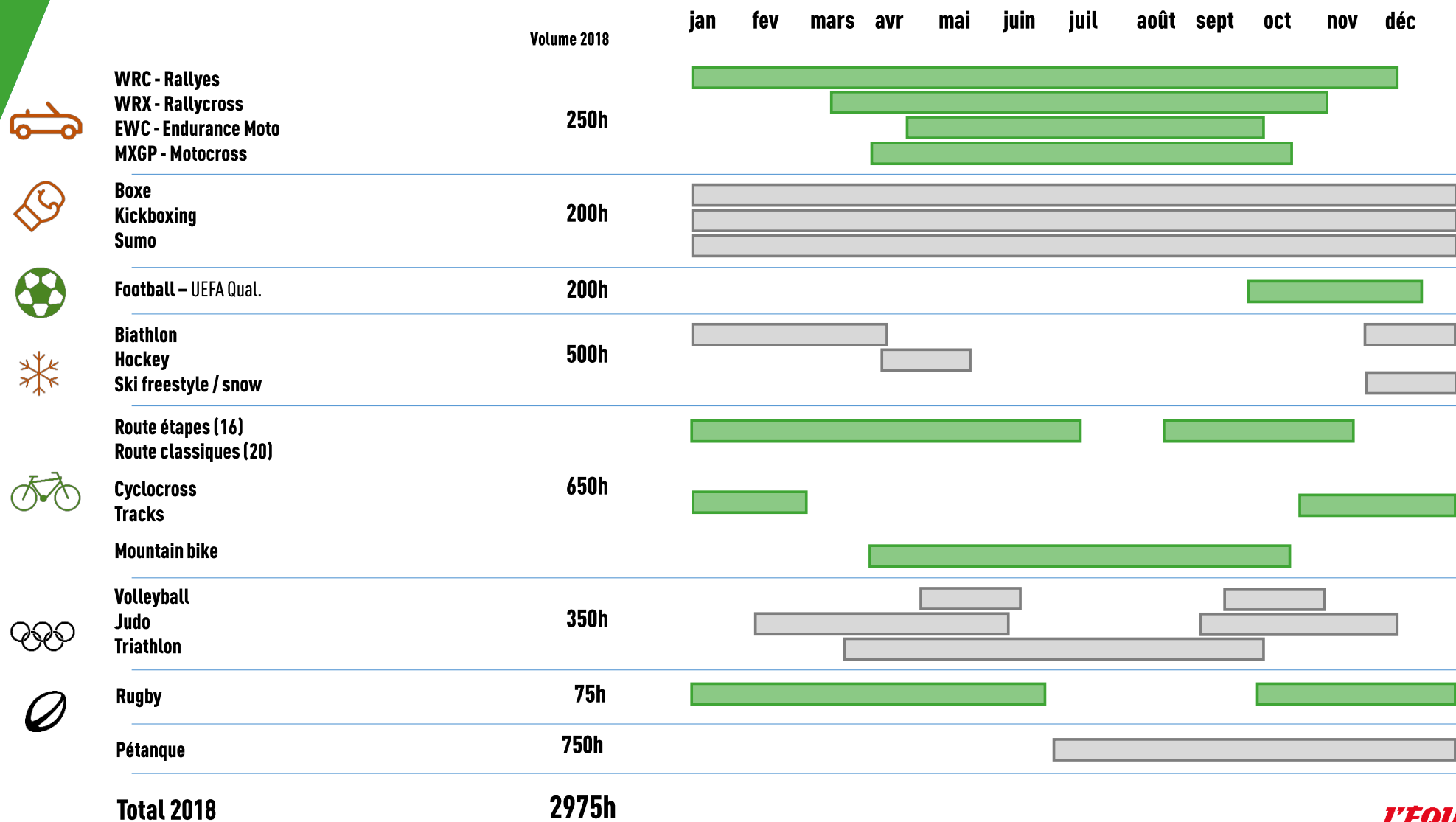
In 2018 : a new competition with the UEFA Qualifiers – *video : « 2_BA EURO FOOT 2020.mp4 »*



Football's channel TV one week per month - 78 hours of football per week

	mercredi	jeudi	vendredi	samedi	dimanche	lundi	mardi
13h		Pre-recorded match	Pre-recorded match	Pre-recorded match	Pre-recorded match	Pre-recorded match	Pre-recorded match
15h		Pre-recorded match	Pre-recorded match	Match LIVE	Match LIVE	Pre-recorded match	Pre-recorded match
18h	EQ D'ESTELLE Special Qualif	EQ D'ESTELLE Special Qualif	EQ D'ESTELLE Special Qualif	Match LIVE	Match LIVE	EQ D'ESTELLE Special Qualif	EQ D'ESTELLE Special Qualif
21h	Match LIVE	Match LIVE	Match LIVE	Match LIVE	Match LIVE	Match LIVE	Match LIVE
23h	EQ. DU SOIR Special Qualif	EQ. DU SOIR Special Qualif	EQ. DU SOIR Special Qualif	EQ. DU SOIR Special Qualif	EQ. DU SOIR Special Qualif	EQ. DU SOIR Special Qualif	EQ. DU SOIR Special Qualif
0h				Rerun EQ DE FRANCE			Rerun EQ DE FRANCE

Sport's events on l'Equipe Channel in 2018



événement en direct

#lequipeVELO

d'habitude, quand on voit des gens se faire aussi mal aux fesses, la chaine est cryptée

36 épreuves. 150 jours de course. Le cyclisme est sur la chaine L'Équipe.

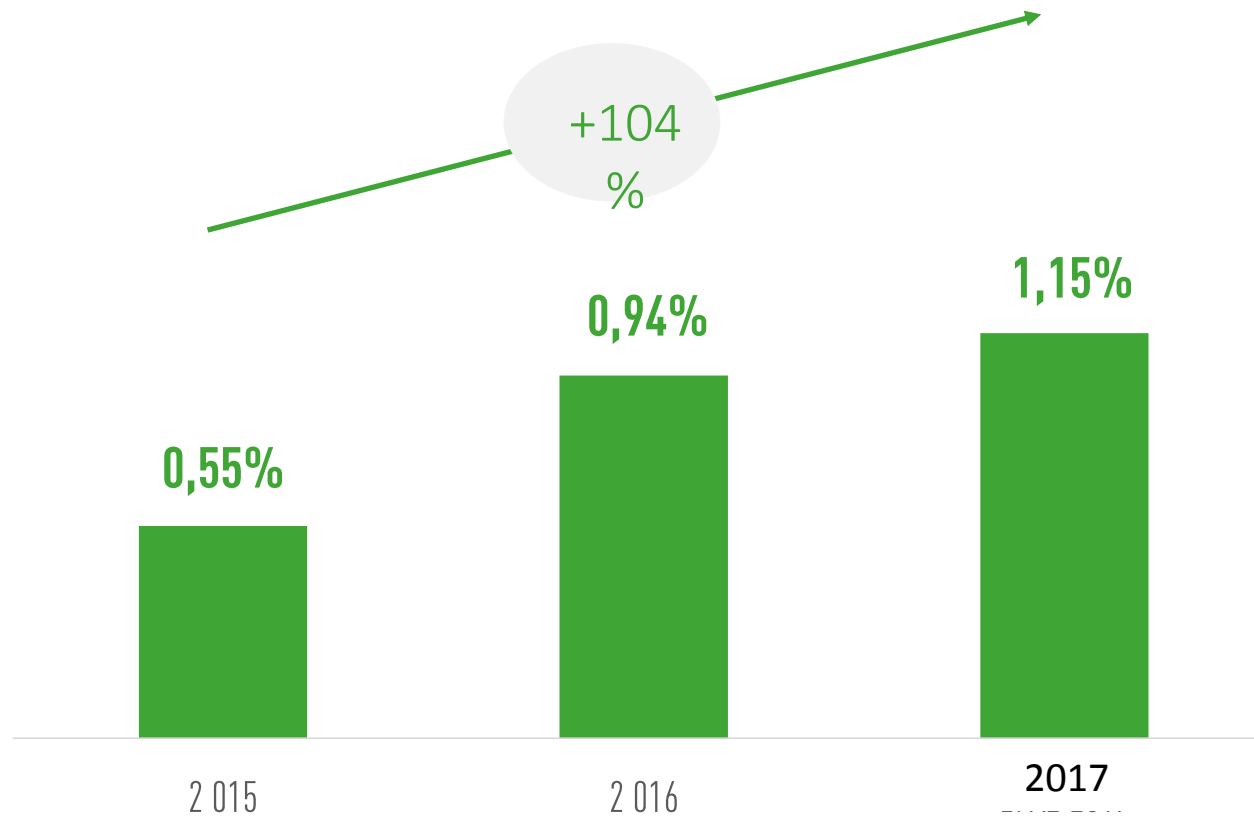
7-13 mars	Tirreno-Adriatico	17 mars	Milan-San Remo	25 mars	Gand-Wevelgem
24-29 avril	Tour de Romandie	4-27 mai	Tour d'Italie	9-17 juin	Tour de Suisse



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**Increase of
viewership**

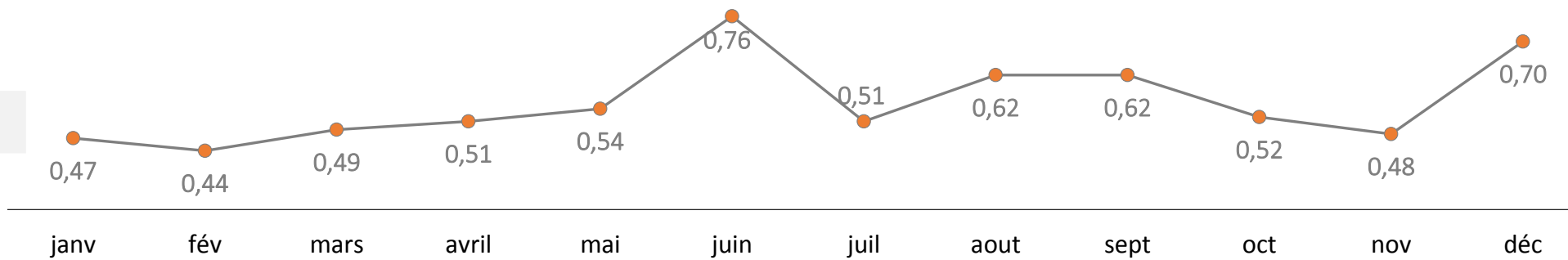
Viewership doubled between 2015 and 2017



Viewership growing each year more and more

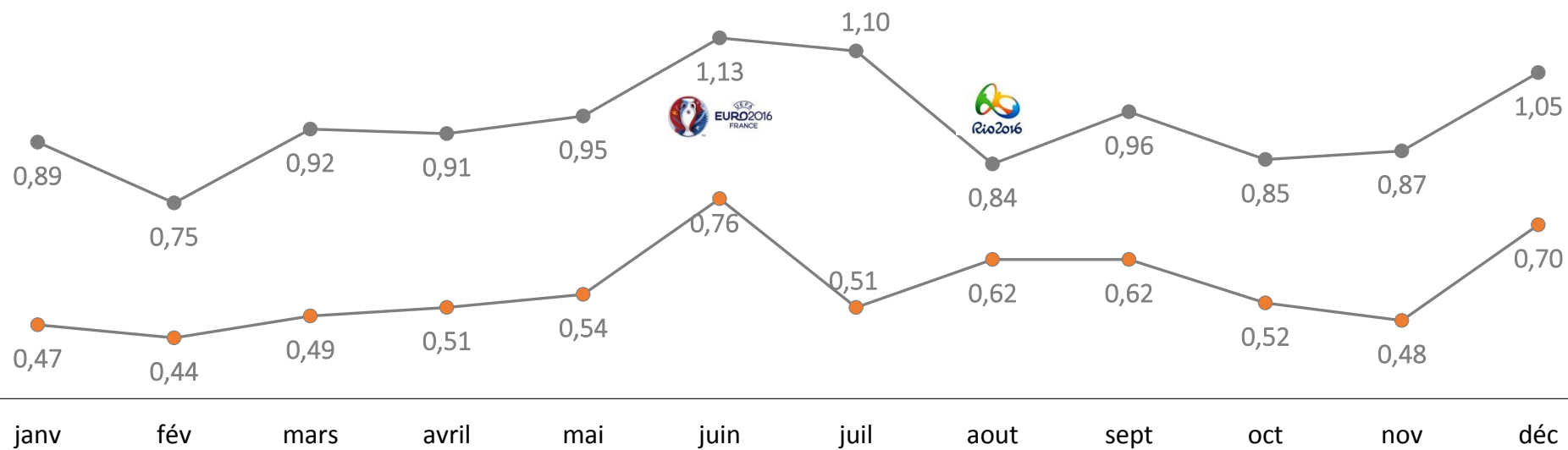
Viewership rate 4+ monthly (in %)

2015



Viewership growing each year more and more

Viewership rate 4+ monthly (in %)



Viewership growing each year more and more

Viewership rate 4+ monthly (in %)

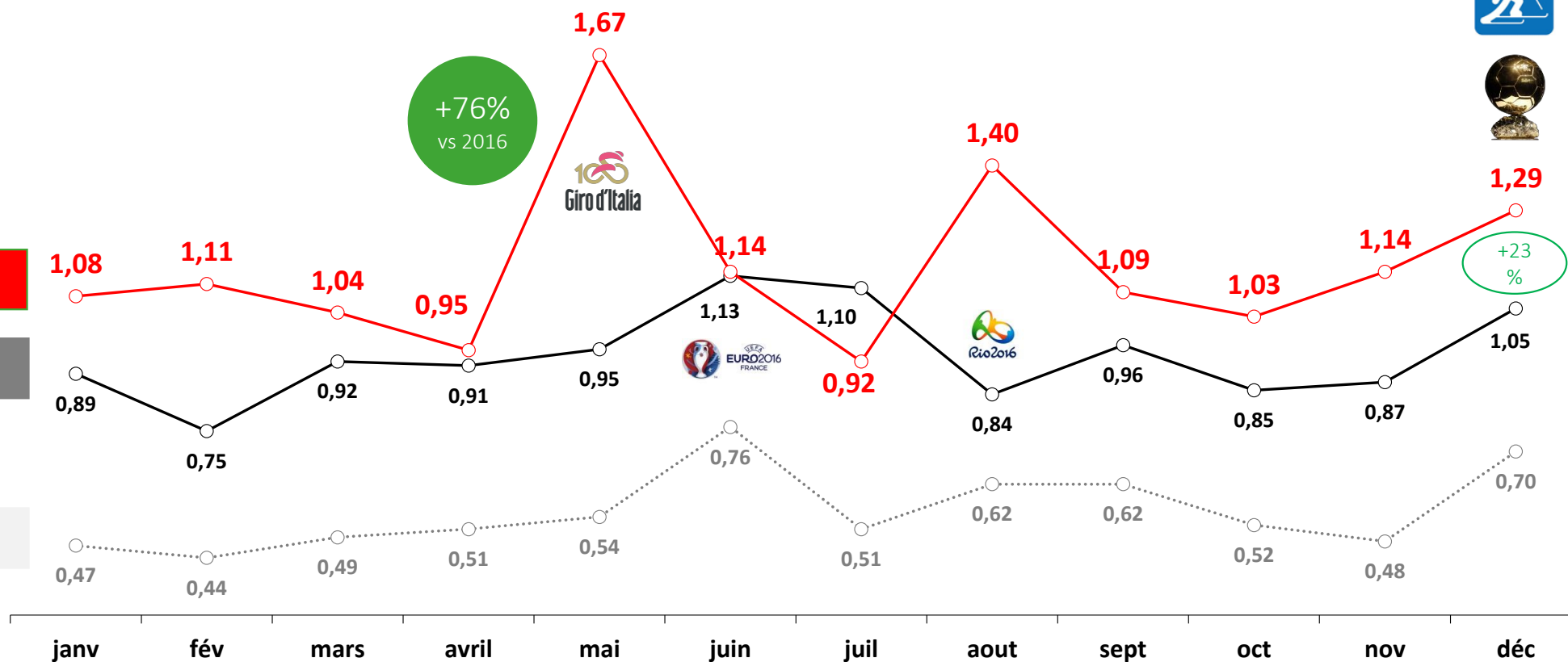
Difference 2017 vs 2016



2017

2016

2015



Top viewerships in 2017 : 3 major sport biathlon+cycling+judo

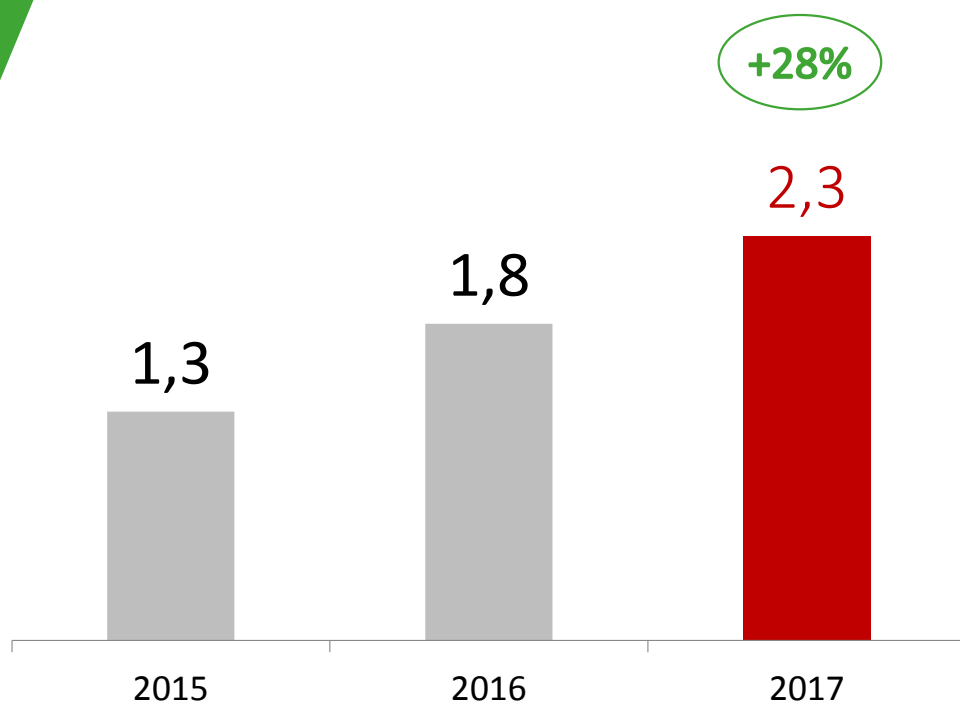


Top 10 2017	Day		Schedule	Viewership
1	12/02/2017	LIVE	Biathlon. CHPTS DU MONDE - HOCHFILZEN 2017 - POURSUITE 12,5 KM H	1 218 000
2	17/12/2017	LIVE	Biathlon. COUPE DU MONDE - GRAND BORNAND - MASS START 15 KM H	1 207 000
3	19/02/2017	LIVE	Biathlon. CHPTS DU MONDE - HOCHFILZEN 2017 - MASS START 15 KM H	1 162 000
4	18/02/2017	LIVE	Biathlon. CHPTS DU MONDE - HOCHFILZEN 2017 - RELAIS 4x7,5 KM H	1 109 000
5	27/05/2017	LIVE	Cyclisme. TOUR D'ITALIE 2017. 20 ^è étape	1 095 000
6	17/12/2017	LIVE	Biathlon. COUPE DU MONDE - GRAND BORNAND - MASS START 15 KM H. APRES COURSE	1 011 000
7	11/02/2017	LIVE	Biathlon. CHPTS DU MONDE - HOCHFILZEN 2017 - SPRINT 10 KM H	949 000
8	25/05/2017	LIVE	Cyclisme. TOUR D'ITALIE 2017. 18 ^è étape	947 000
9	11/11/2017	LIVE	Judo. Chpts du monde TOUTES CATEGORIES 2017. J1 (Sacre T. Riner)	932 000
10	28/05/2017	LIVE	Cyclisme. TOUR D'ITALIE 2017. 21 ^è étape / CLM	927 000

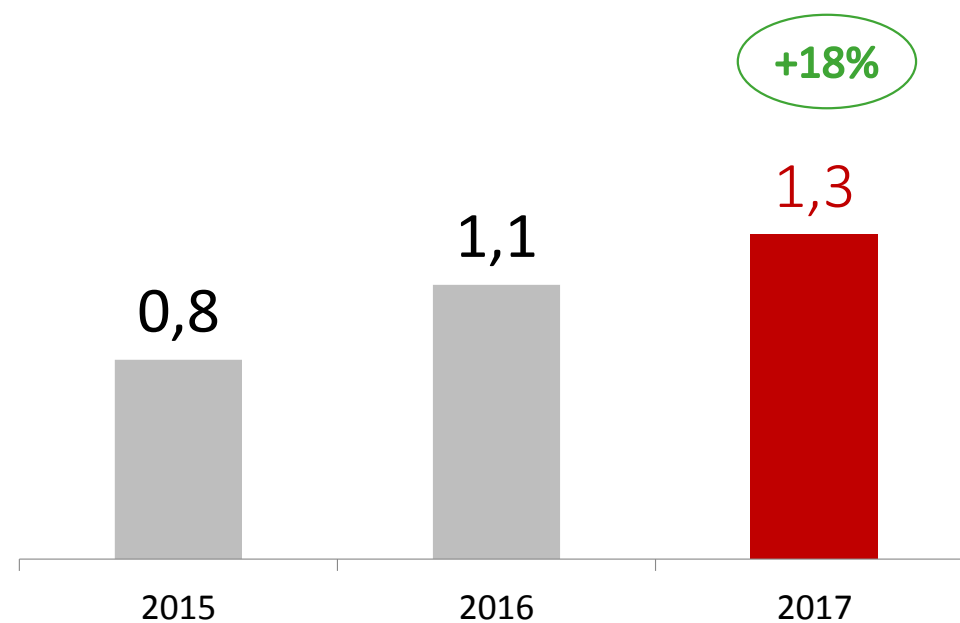
Record of the year 1 901 000 viewers on the 28th of May for the end of the Giro

2017 : The best year for our commercial targets

Men 25-49 years old



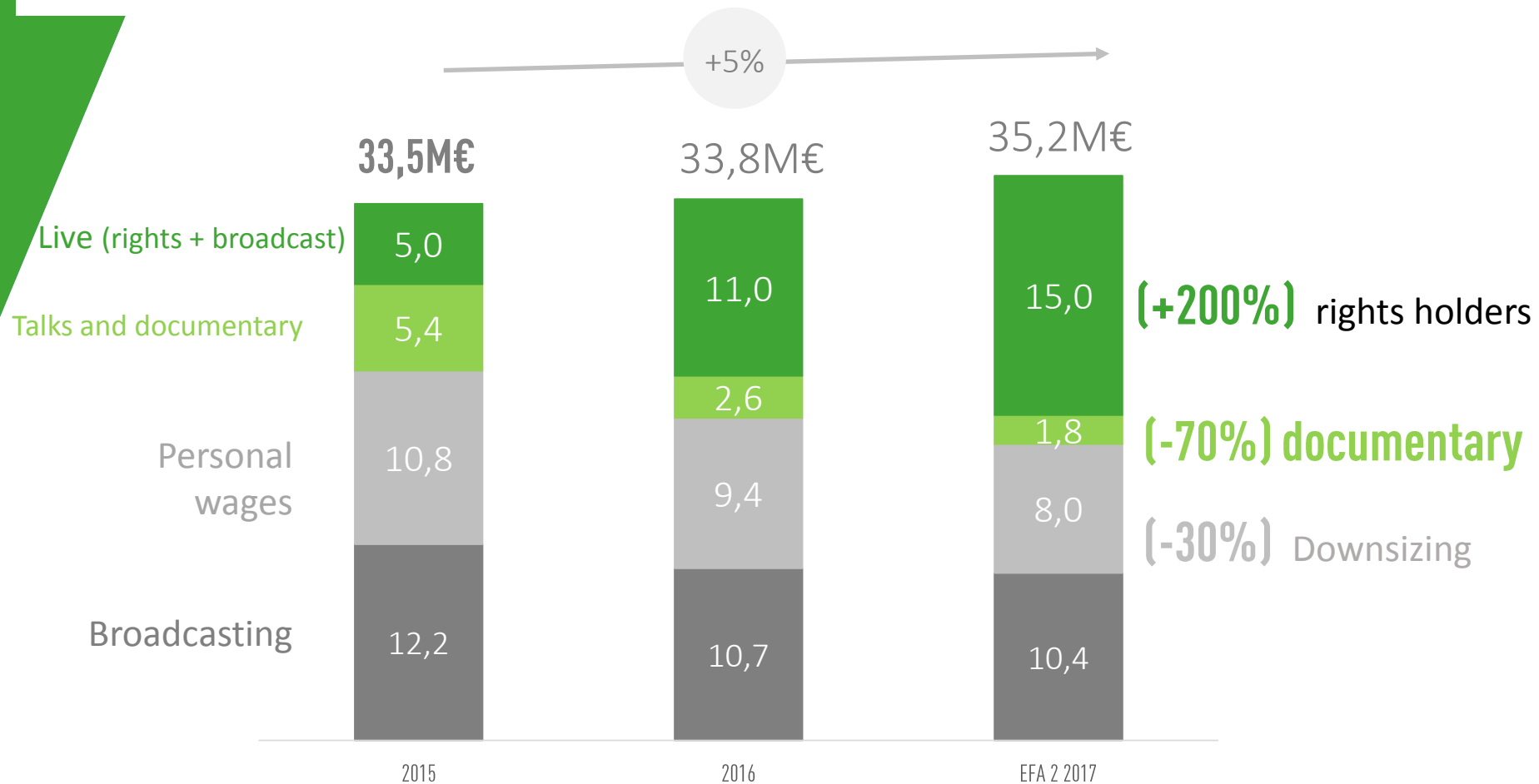
25-49 years old



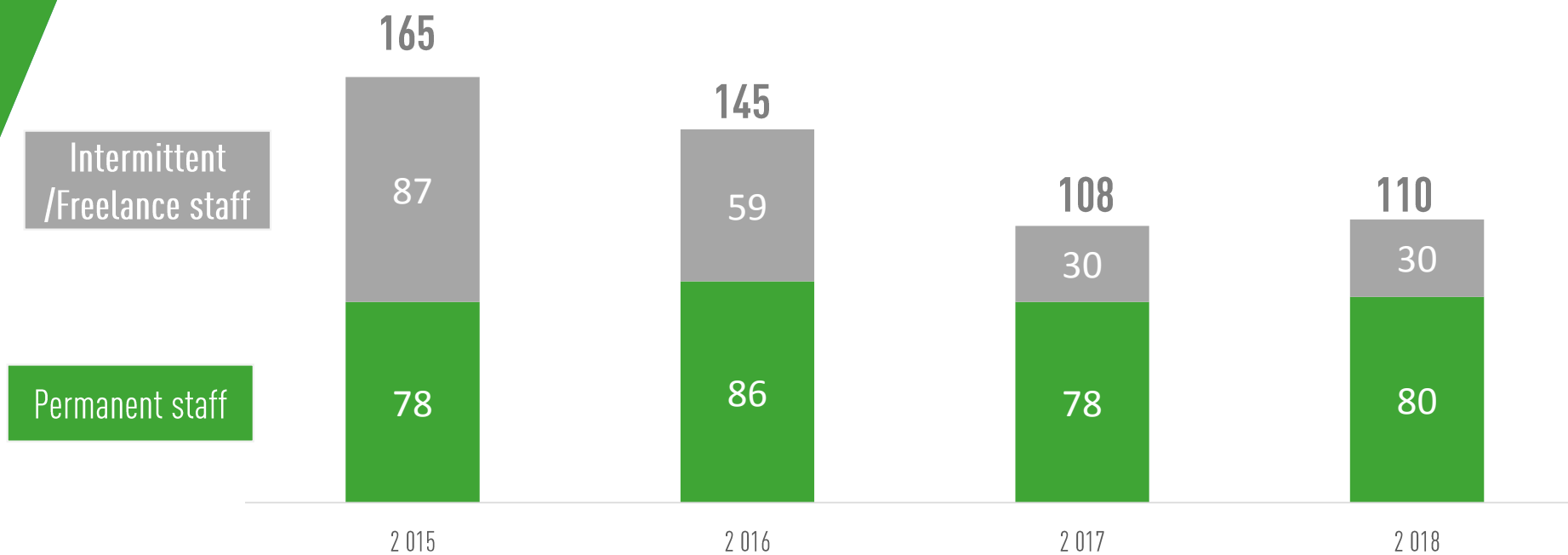
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Costs control

Costs control and evolution of spending allocation

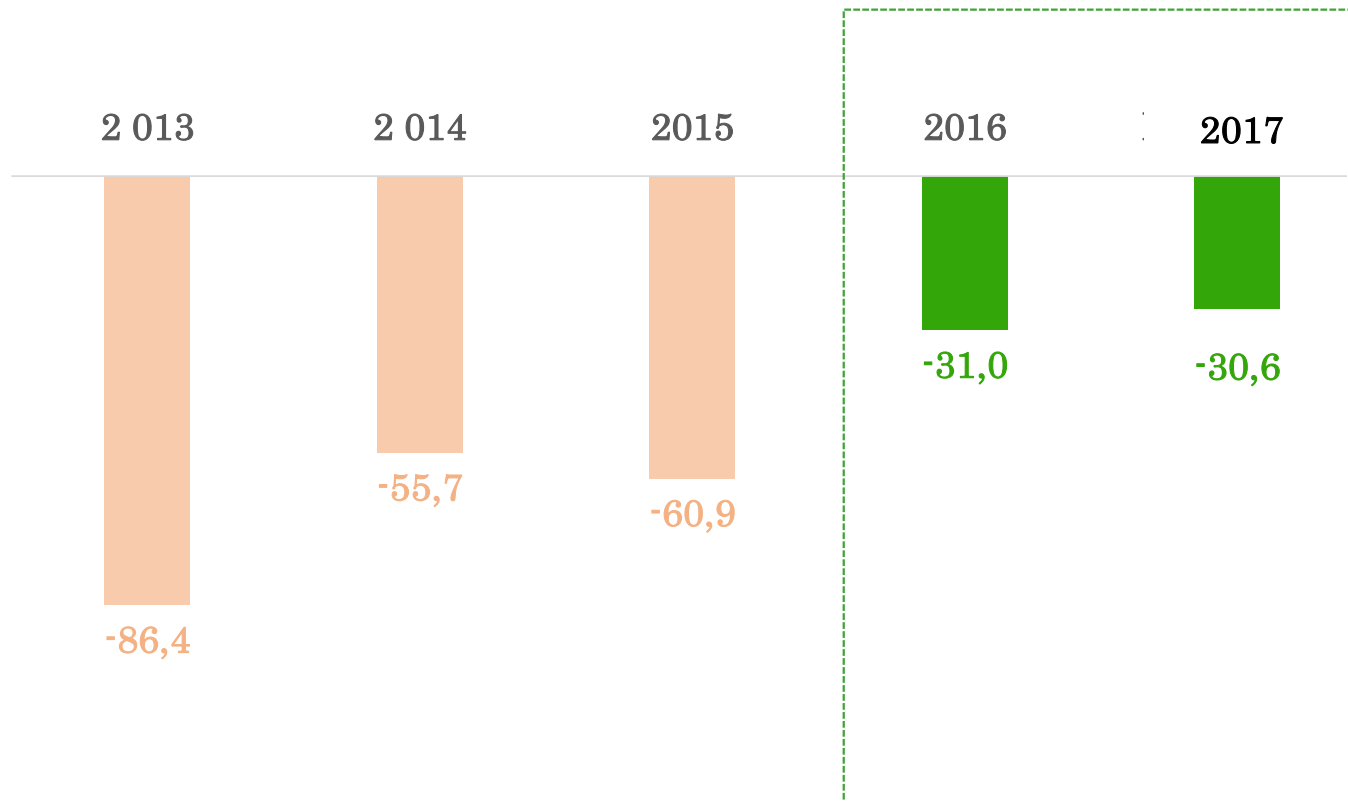


Focus on Staff of the TV channel : decrease of 55 in full-time equivalent between 2015 and 2018



For 2016 costs are best controled and generate more viewership

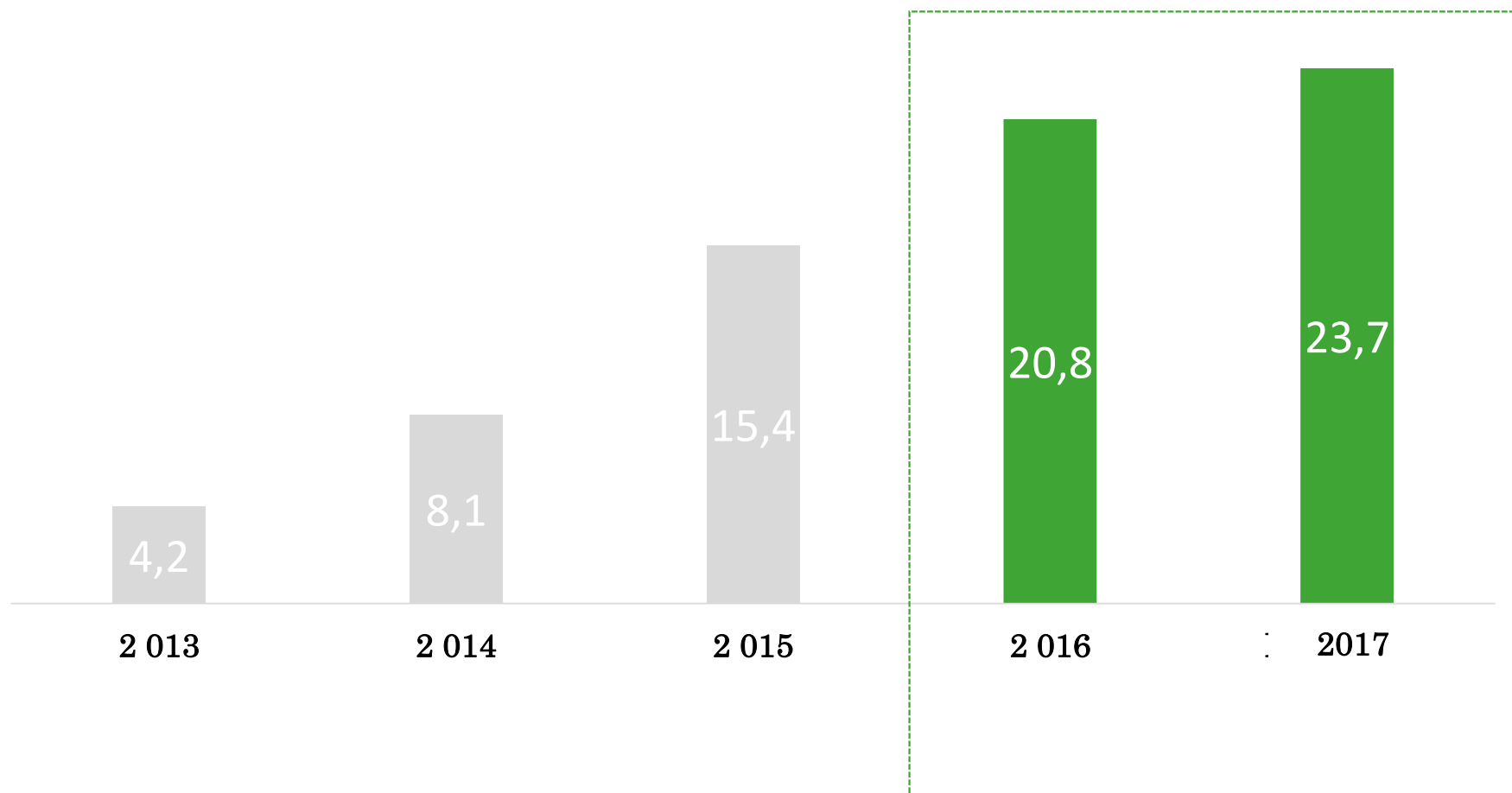
Cost per Marketshare unit



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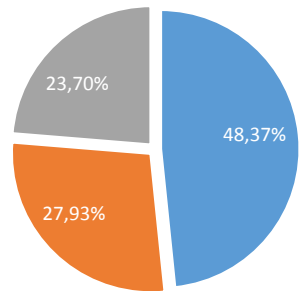
**Advertising sales
growth**

Advertising sales growth



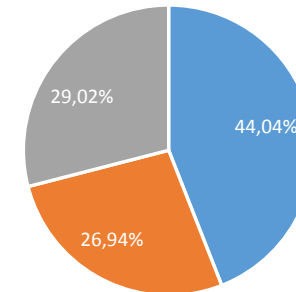
TV advertising sales becoming ever more important for L'Equipe Group

Advertising sales 2015



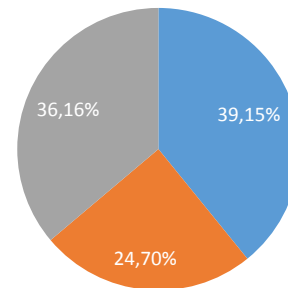
■ Print ■ Digital ■ TV

Advertising sales 2016



■ Print ■ Digital ■ TV

Advertising sales 2017



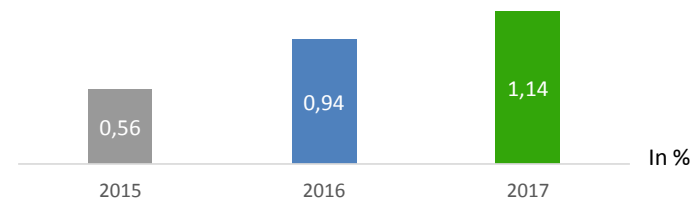
■ Print ■ Digital ■ TV

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Keys figures of our new strategy

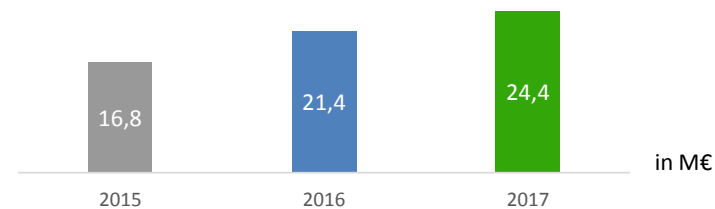
Viewership growth...

+22% vs 2016



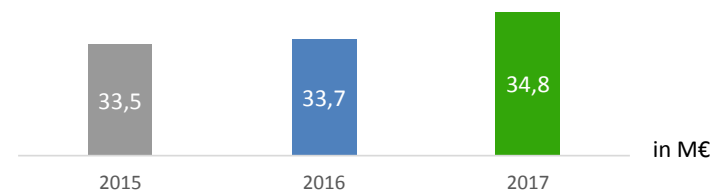
Revenues growth...

+14% vs 2016



Costs control...

+3% vs 2016



Margin recovery.

+16% vs 2016

