

# LA GUERRE DES **ATTENTIONS**



L'ERE DE LA  
**CONNEXION PERMANENTE**

**1**

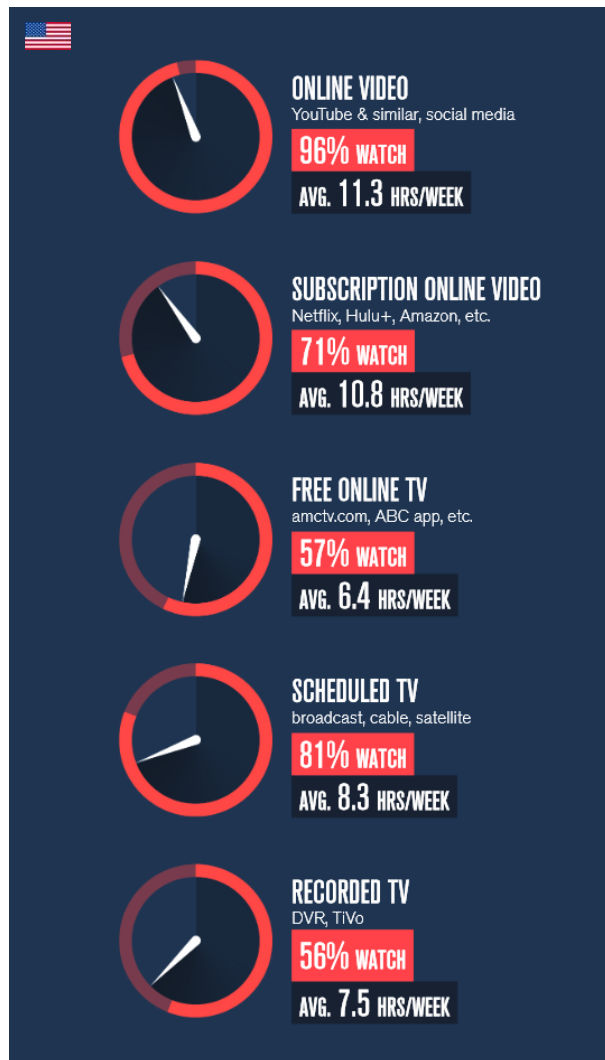


2

L'AGE D'OR DE LA  
VIDEO

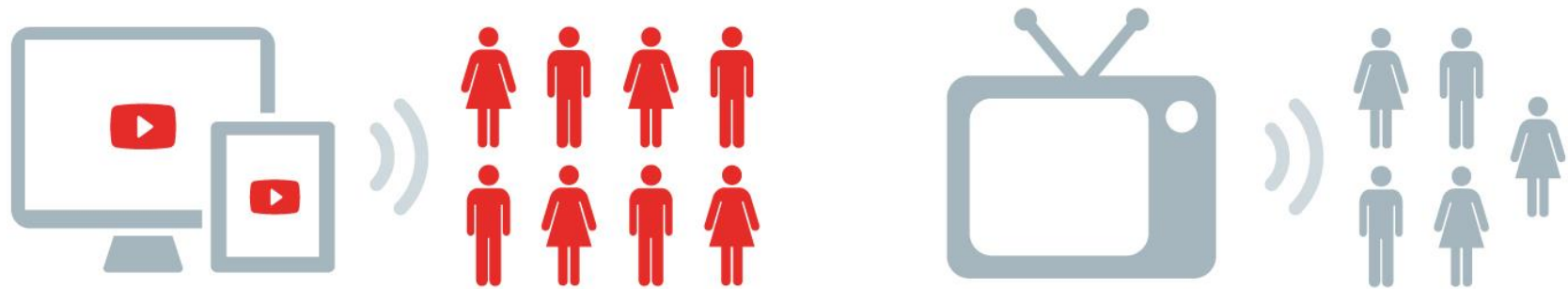


# TV vs VIDEO, EST-CE ENCORE IMPORTANT POUR LE PUBLIC ?



22H  
PAR SEMAINE

# YOUTUBE FEDERE PLUS LES JEUNES QUE LES CHAÎNES DU CABLE US

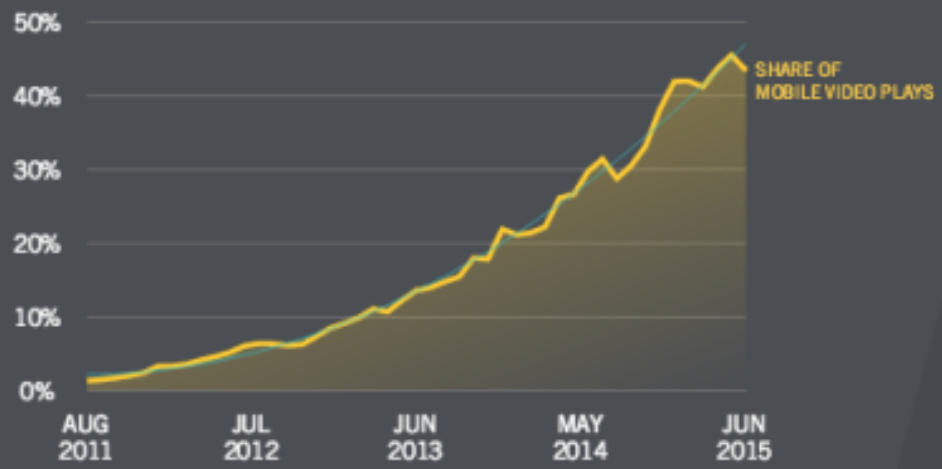


YouTube overall—and even YouTube on mobile alone—reaches more 18- to 49-year-olds than any cable network in the U.S.

# TABLET AND SMARTPHONE VIDEO TRENDS

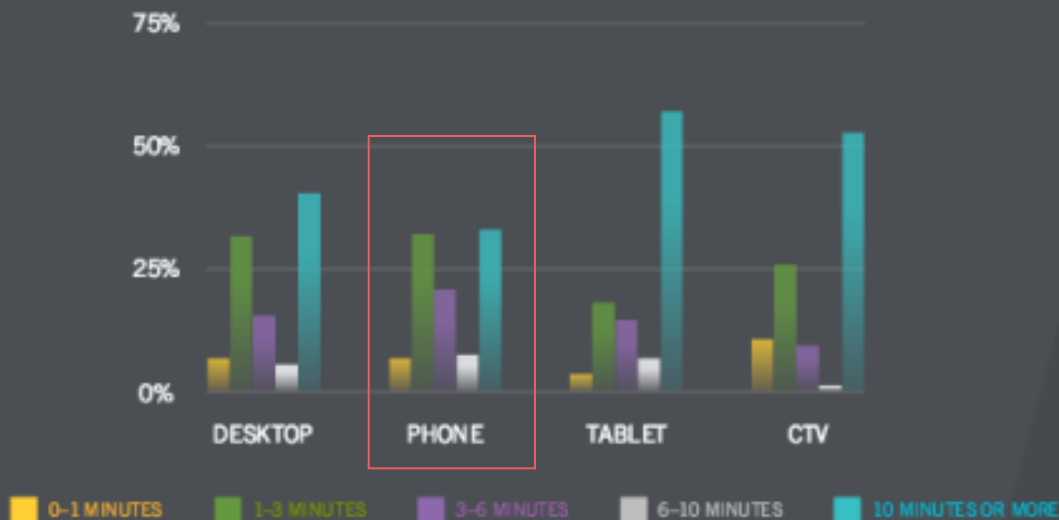
THE RISE OF MOBILE VIDEO  
Q2 2015

OOYALA



# ENGAGEMENT PATTERNS BY DEVICE AND LONG FORM VIDEO

SHARE OF TIME WATCHED BY DEVICE AND VIDEO LENGTH Q2 2015 





**3**

DES MILLIONS DE NOUVEAUX  
**CONCCURENTS**

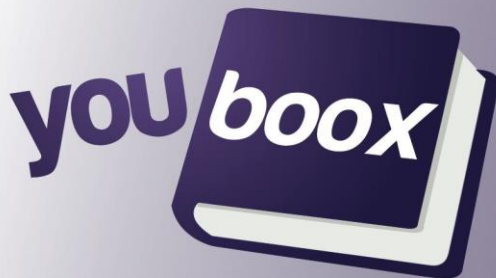




Spotify™



CANAL ▶ PLAY

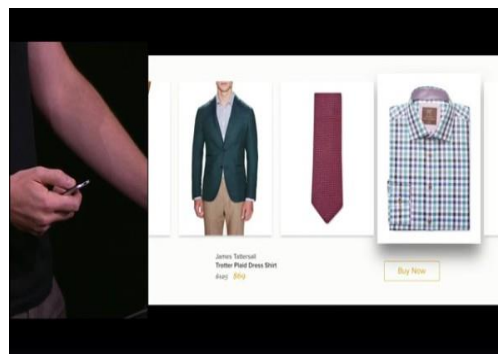


YouTube

huluPLUS  
Unlimited Instant Streaming

amazon  
instant video

# LE FUTUR DE LA TV : LES APP



# LE LIVE STREAMING, PLUS TENDANCE QUE JAMAIS

## FACEBOOK LIVE



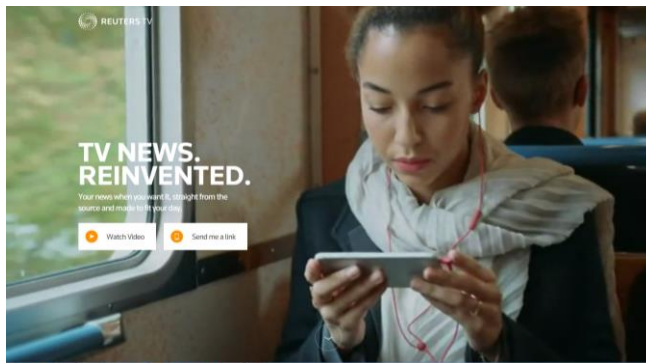
## PERISCOPE / APPLE TV



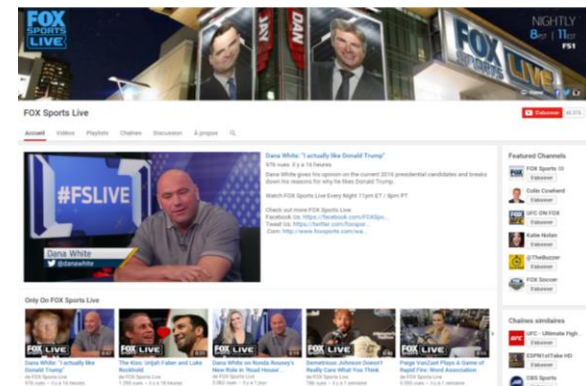
## SAMSUNG / YOUTUBE



## REUTERS TV



## FOX SPORTS / YOUTUBE





AND SO... THE  
*Adventure*  
BEGINS

# ACCOMPAGNER LE PROGRAMME AVANT, PENDANT, APRES



# DES OFFRES VERTICALES



**CULTUREBOX**  
francetvinfo

francetvsport  
francetvéducation

**ZOUZOUS**





Les nouvelles écritures du réel

FACT CHECKING

SÉRIES

ANIMATION


THÈME



## LES NOUVELLES ÉCRITURES DU RÉEL

- 
- 
- 
- 
- 

#DATA GUEULE



GERHARD SCHRÖDER  
CHANCELIER DE 1999 À 2005

# MODÈLE ALLEMAND

MADE IN GERMANY



Saison 1 épisode 1

# Le Barman

Les TEXTAPES d'Alice



SAISON 2

# ÉPISODE. 15

# LES NOUVEAUX FORMATS DE L'INFO



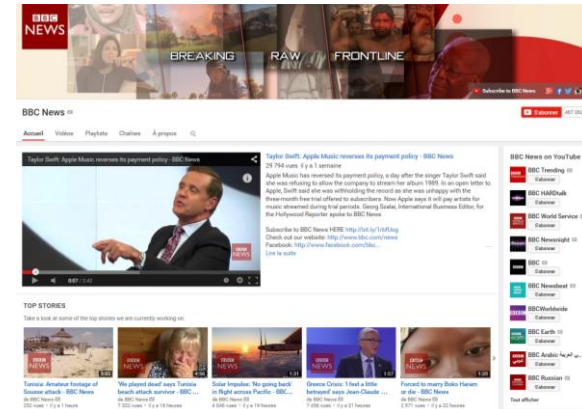
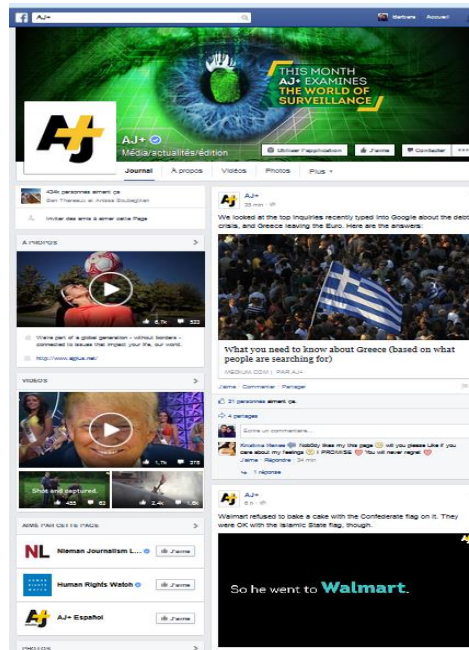
ANNONCER



MONTRER



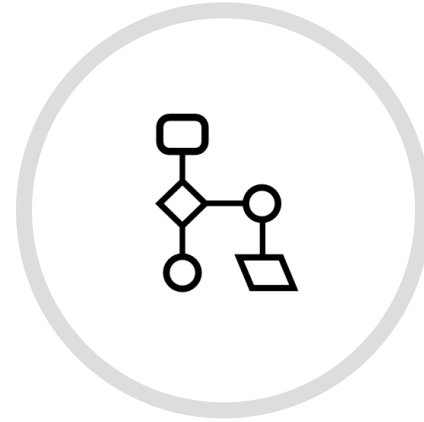
EXPLIQUER



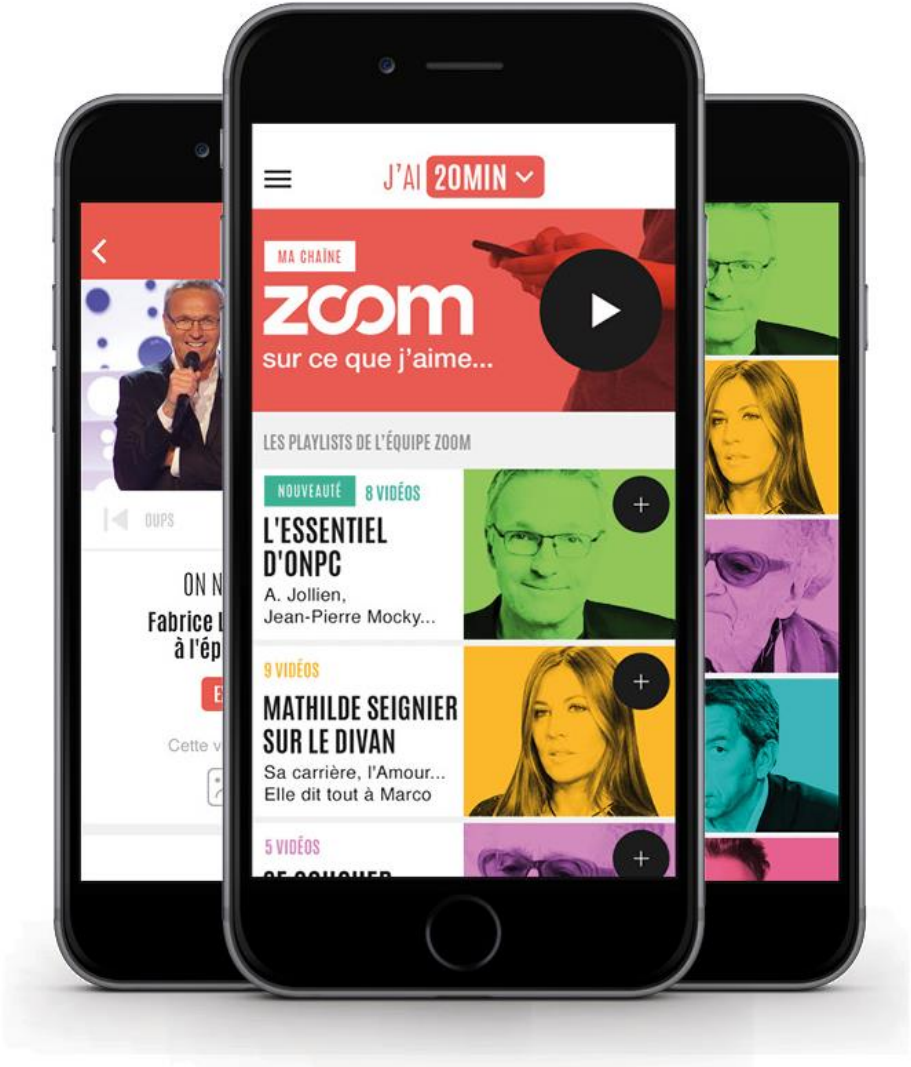




PROGRAMMATION  
EDITORIALE



RECOMMANDATION  
ALGORITHMIQUE





L' AUDIENCE



LES CONTENUS



LES REVENUS



## 3 ENGAGEMENTS

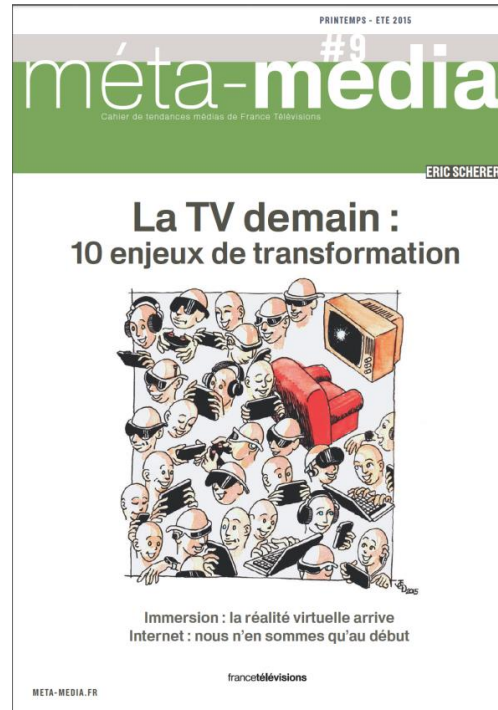
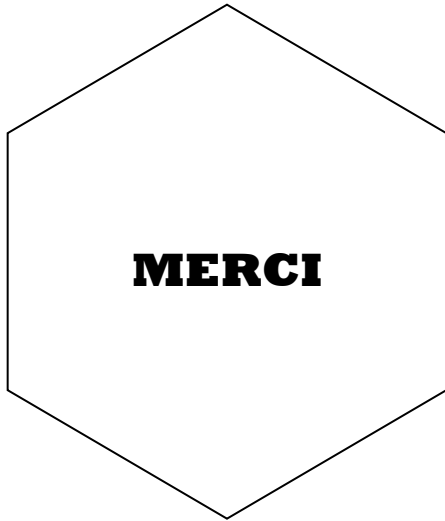
TRANSPARENCE

SECURITE

UTILITE

PROPOSER UNE EXPERIENCE





ERIC SCHERER | @EricScherer

FRANCE TV | DIR DE LA PROSPECTIVE

