

DEMAIN NOUS APPARTIENT

Offer 2022



DEMAIN NOUS
APPARTIENT

The logo for 'la une' consists of the words 'la une' in a white, lowercase, sans-serif font, positioned to the left of a solid red square.

Demain nous appartient – Offer 2022



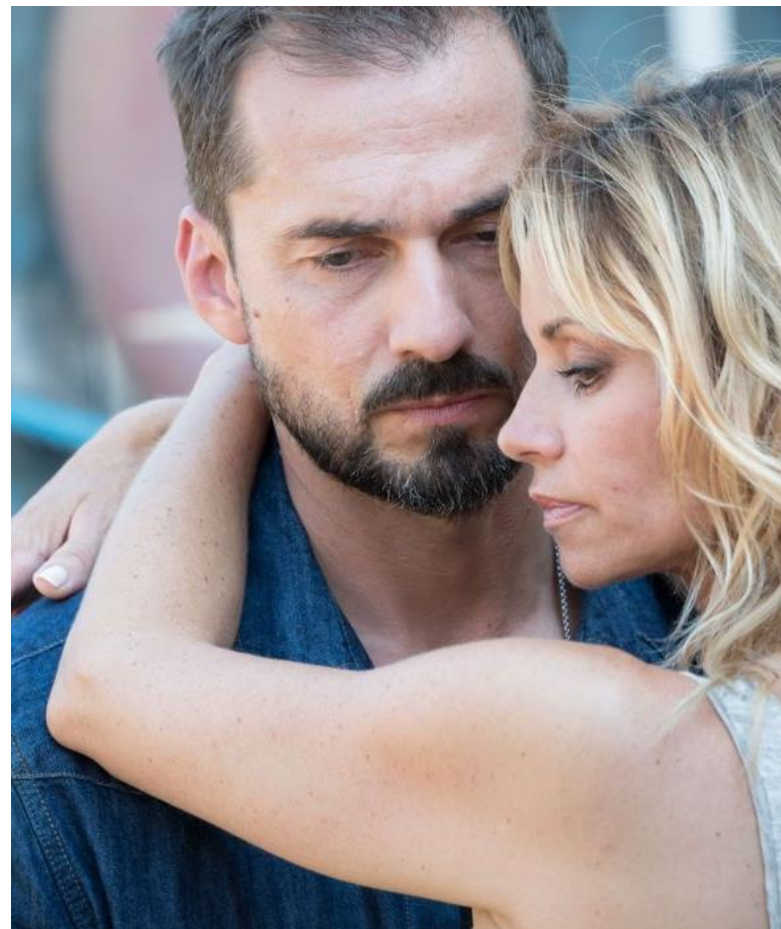
DESCRIPTION

The series follows the lives of several families and inhabitant of Sète, Hérault in France, at the edge of the sea and the Étang de Thau.

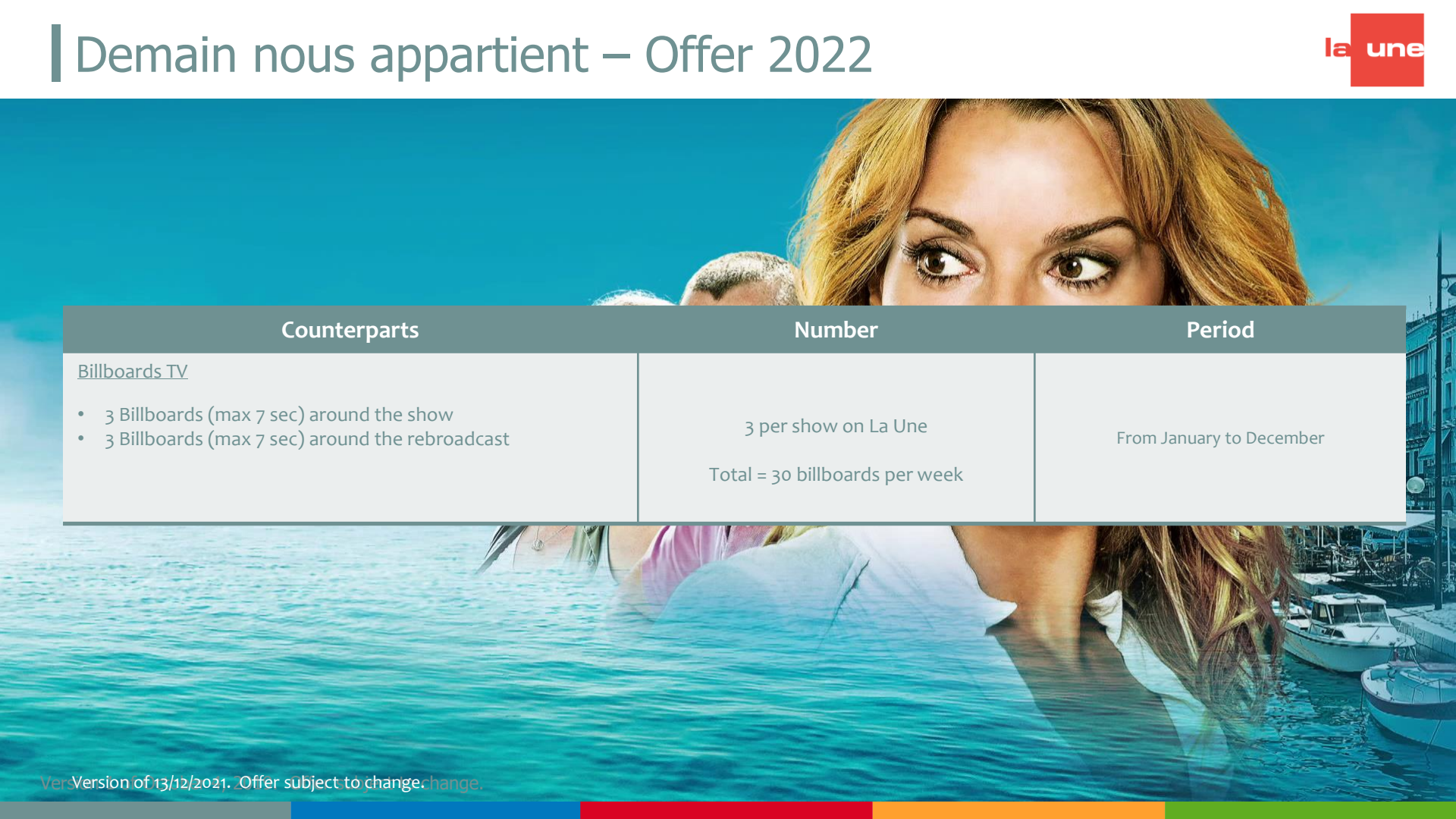
Their lives are punctuated by intrigues combining police investigations, lies and family secrets, rivalries, betrayals, but also scenes of daily life, romantic relationships, social issues, etc...

BROADCAST

- On La Une
- From monday to friday, 17:50 pm
- Rebroadcast, 11:20 am



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A large background image showing a woman with long, wavy brown hair looking over her shoulder towards the camera. She is partially submerged in clear, turquoise water. In the background, other people are visible, and a harbor scene with boats and buildings can be seen on the right side.

Counterparts	Number	Period
<u>Billboards TV</u> <ul style="list-style-type: none">• 3 Billboards (max 7 sec) around the show• 3 Billboards (max 7 sec) around the rebroadcast	3 per show on La Une Total = 30 billboards per week	From January to December

Demain nous appartient - Budget 2022



JANUARY					FEBRUARY					MARCH				
	W1	W2	W3	W4		W5	W6	W7	W8	W9	W10	W11	W12	W13
	9.400	9.400	9.400	9.400		10.000	10.100	10.100	10.100	12.500	13.100	13.100	13.100	12.900
APRIL					MAY					JUNE				
	W14	W15	W16	W17		W18	W19	W20	W21	W22	W23	W24	W25	W26
	12.100	12.100	12.100	12.100		11.800	11.800	11.800	11.800	10.100	8.900	8.900	8.900	8.100
JULY					AUGUST					SEPTEMBER				
	W27	W28	W29	W30		W31	W32	W33	W34	W35	W36	W37	W38	W39
	4.800	4.800	4.800	4.800		5.100	5.100	5.100	5.100	7.600	11.400	11.400	11.400	11.400
OCTOBER					NOVEMBER					DECEMBER				
	W40	W41	W42	W43		W44	W45	W46	W47	W48	W49	W50	W51	W52
	13.400	13.400	13.400	13.400		14.200	14.300	14.300	14.300	13.400	12.100	12.100	12.100	12.100

This offer covering a very long diffusion period is likely to have to be adjusted when an ad-hoc offer and purchase order are drawn up, or even during the purchased period. TV schedules are subject to numerous modifications for info/sport or counter-programming reasons. These data are not available at the time of preparing this basic offer.



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