

EURO 24

14/06-14/07/2024





TOTAL TV VIEWERS 4+ - ALL MATCHES

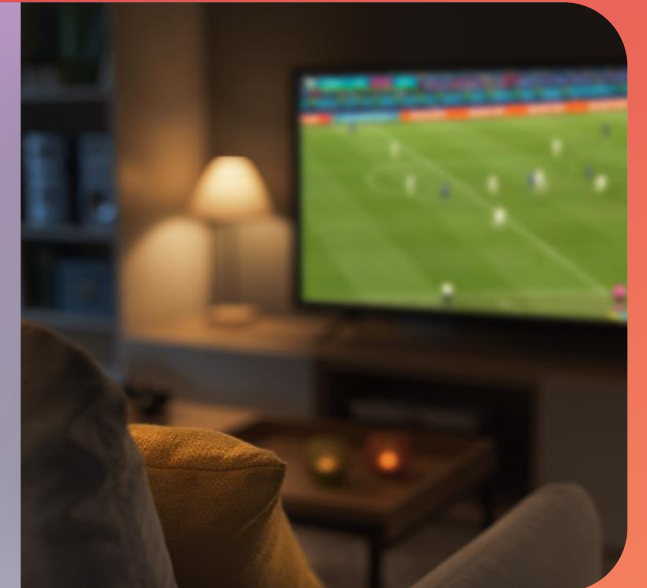
3.289.000

73%

BEST MATCH - VIEWERS 4+

1.466.630

FRANCE - BELGIUM





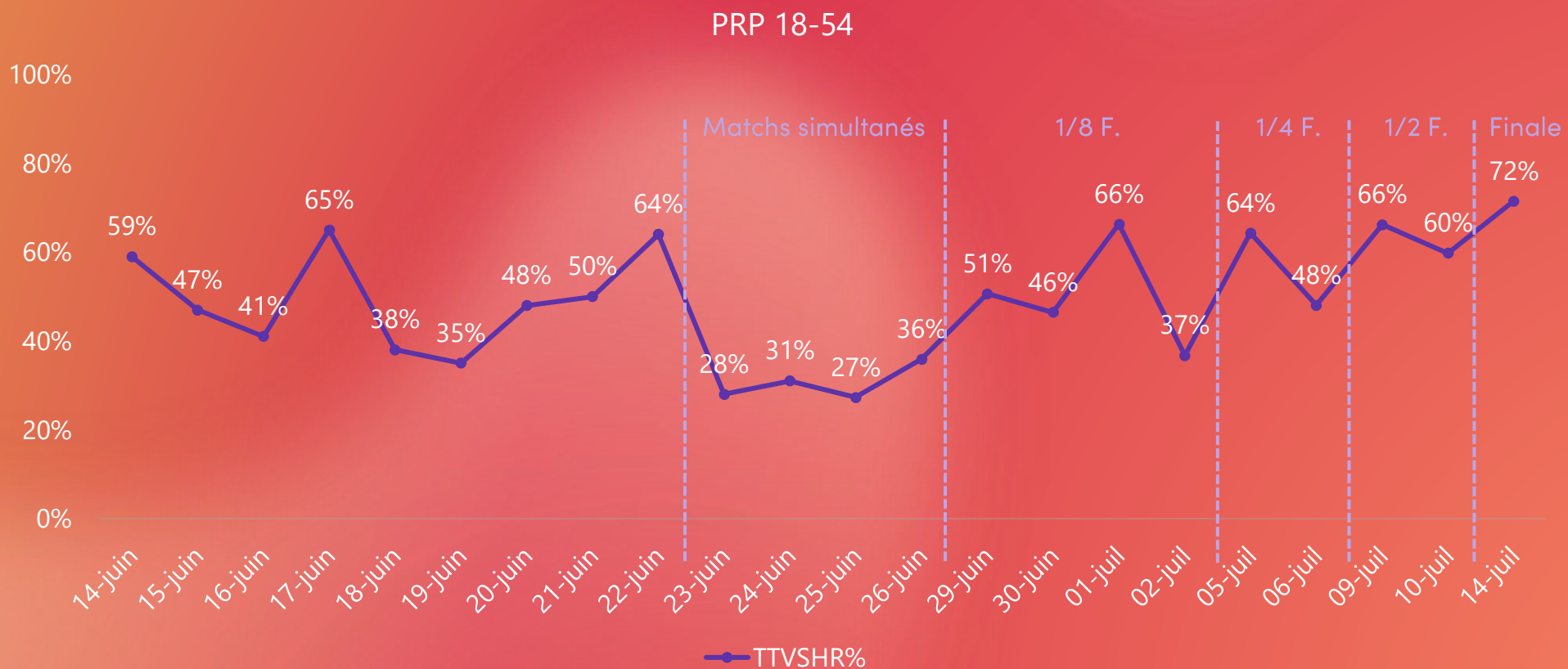
Average performance

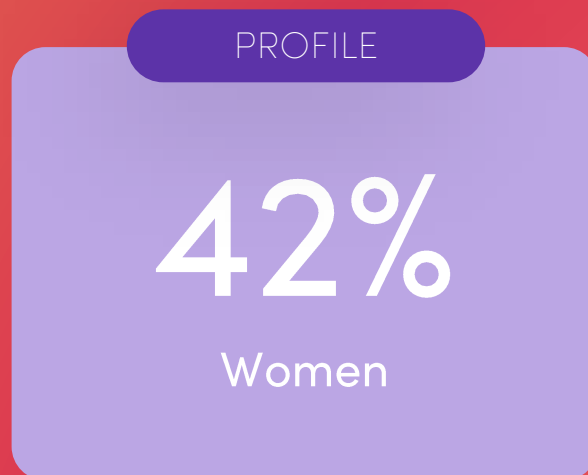
	4+	PRP 18-54	MEN 18-54
RAT	420k	141k	98k
RAT%	9,4%	8,8%	8,9%
TTVSHR%	41,8%	46,9%	53,4%





Daily market share





Who's watching ?





TTVSHR%

78%

4+

TTVSHR%

85%

PRP 18-54

TTVSHR%

82%

Men 18-54

Red Devils only

Cov CUM

2,8M

4+

Cov CUM

1M

PRP 18-54

Cov CUM

580K

Men 18-54





Increasing market share

la une

	4+	15-54	PRP 18-54
2024	35,9%	36,3%	34,7%
2023	26,8%	23,9%	23,8%
2022	25,4%	19,6%	18,4%

TIP!K





Euro commercial breaks

51 matches - 254 commercial breaks

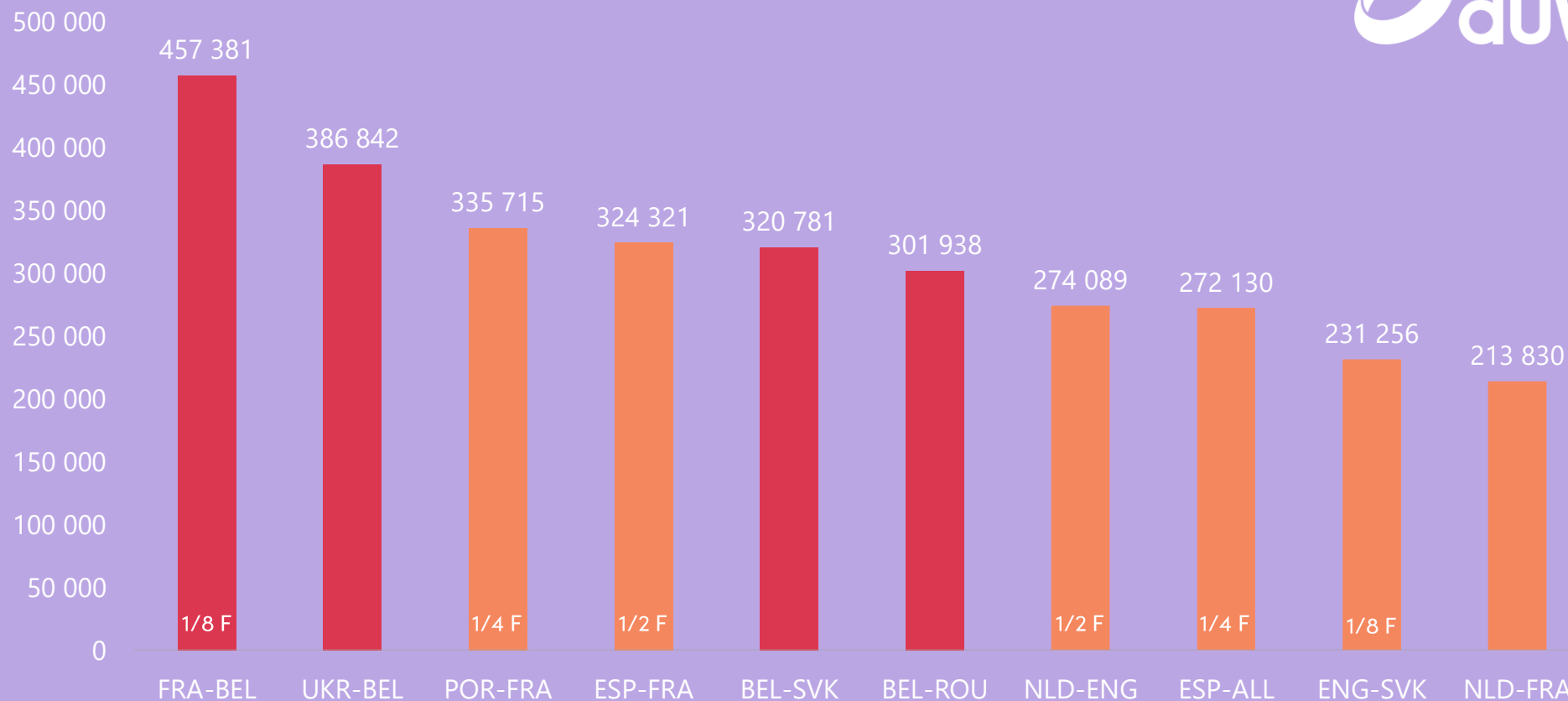
1.654 GRP on PRP18-54

1.515 GRP on 15-54

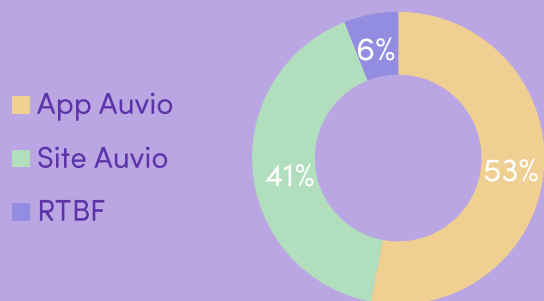
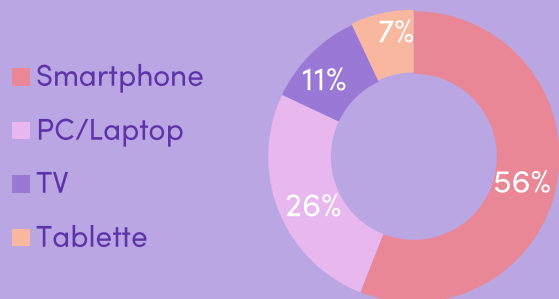




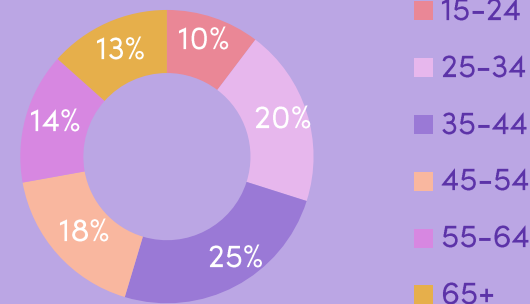
Top Digital Streams



Digital Profile



7.886.574
Views



Belgium 94% - 6% International

Homme 83% - 17% Femme