





STANDARD  
TERMS AND  
CONDITIONS  
OF SALE 2022

**ONLINE**

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M6 Publicité complies with the quality charter of the members of the SRI (Syndicat des Régies Internet), which includes 11 undertakings and 4 technical guidelines (see [sri-france.org](https://sri-france.org)).

It provides clear and strict guidelines for the partners of member agencies in terms of quality of service, ethics and user-friendly services for Internet users.

## M6 PUBLICITÉ IS COMMITTED TO

- joining the ARPP and respecting its ethical principles
- broadcasting advertisements only on websites clearly identified by name by the advertiser via its domain name
- not accepting advertisers from sectors where advertising is prohibited
- not broadcasting advertisements on illegal websites
- informing advertisers when advertisements are broadcast on pages whose content is created by Internet users without prior moderation (e.g. blogs, forums, chats, personal pages, etc.)
- informing the agency or advertiser of the launch of the campaign
- ensuring that the pages are delivered correctly during the campaign
- providing the agency or advertiser with a statistical report on campaign results
- only using the campaign results with the explicit agreement of the advertiser concerned
- refraining from operating spyware systems allowing the dissemination of advertising outside

the environments in which it is authorised to market products or services

M6 Publicité is committed to responsible online advertising, as evidenced by the granting of the **Digital Ad Trust label** to [6play](https://6play.fr), [RTL.fr](https://rtl.fr), [déco.fr](https://deco.fr) and [passeportsante.net](https://passeportsante.net).

M6 Publicité has implemented the IAB's **Transparency & Consent Framework** and thus helps to ensure compliance with the GDPR alongside all other members of the digital advertising industry.

## IN ADDITION, M6 PUBLICITÉ UNDERTAKES TO OBSERVE THE FOLLOWING WATCHPOINTS

- keeping youth content free of advertising with inappropriate content for minors, in particular for the entertainment sector (e.g. cinema, video games), services such as dating sites, sports betting, etc. and health and beauty (e.g. products related to sexuality)
- ensuring, on a voluntary basis, that the charter for promoting healthy diets and behaviours in audiovisual programmes and advertisements (2020-2024) is applied, which provides that the advertising sales houses of volunteer digital operators shall:
  - offer appropriate pricing conditions for collective campaigns promoting products whose consumption should be encouraged (products outside the scope of Article 29 of Law No. 2004-806 of 9 August 2004), in order to allow access to available advertising offers;
  - undertake to use their best efforts to grant Santé Publique France health messages delivered via general interest campaigns aimed at promoting healthy eating and physical activity a specific flat-rate

negotiation adapted throughout the year according to the available offers.

- ensuring the delivery of advertising impressions spread optimally over the entire campaign period booked
- playing an active role in the suppression of hacking and illegal websites (in particular as a signatory of the 2015 “Charter of good practices in advertising for the respect of copyright and related rights”), thereby guaranteeing advertisers an optimal level of security.



## **SMART 6TEM SÉCURE: THE CHARTER THAT GUARANTEES THE TRANSPARENCY, CONTROL, INTEGRITY AND SECURITY OF YOUR DATA**

As part of the trust relationship it maintains with Internet users, M6 Publicité is particularly committed to protecting their data, in particular through the following measures:

- by informing Internet users, clearly and continuously, about the use of their data and by obtaining their consent, if necessary, within the framework of the applicable regulations.
- by giving them the possibility, at any time, to permanently delete their data, by rendering their data secure at all stages of its use and by collecting only useful and relevant data.

## **CODE OF ETHICS AND PROFESSIONAL CONDUCT**

M6 Publicité declares that it adheres to the principles of the **Code of Ethics and Professional Conduct** through which the M6 Group declares that it complies with, and ensures compliance with, all French statutory and regulatory provisions applicable to it, in particular with regard to fraud, decency, anti-corruption and influence peddling (in particular French Law No. 2016-1691 of 9 December 2016 on transparency, anti-corruption and the modernisation of the economy, known as the “Sapin II” law), in the performance of these STCS. The Code of Ethics and Professional Conduct contains a description of the whistleblowing system in place within the M6 Group, as well as the name and contact details of the ethics and professional conduct officer to whom complaints can be addressed. Similarly, the advertiser and/or its agent undertake to adhere to the same principles and to comply with the regulations applicable in this regard, it being specified that the advertiser and/or its agent may be required to provide any additional information upon request by M6 Publicité (certificates, questionnaires, etc.)



# 01 BRANDS AND CONTENT





## M6 PUBLICITÉ INVESTS IN THE MARKET'S BENCHMARK KPIS



### BRAND SAFETY

By controlling its broadcasting environment and the content broadcast on its editorial media, M6 Publicité guarantees advertisers a premium, brand-safe environment.

In the interests of trust and transparency, when an advertiser books a campaign via M6 Publicité, it knows in what context, at what time and over what period it will be broadcast.



### VISIBILITY

M6 Publicité is currently optimising its offer to meet the expectations of advertisers and agencies in terms of visibility. As such, 6play is deploying new players on all screens for a more immersive user experience, better viewing comfort and optimised ad delivery quality.

Advertising deserves to be seen on large players. That's why 6play natively favours full-screen playback.

With premium contexts and ergonomics that are highly favourable to instream and display formats, 6play achieves very high levels of visibility.



### AUDIBILITY

Since programmes on 6play are systematically offered with sound, audio is activated by default on the player. This action makes the ads 100% audible.

Because it has an impact on the perception and understanding of the message, sound contributes to improving awareness, attention and advertising appreciation.



### COMPLETION

Because an advertisement must be seen to be effective, M6 Publicité has implemented the Full View feature, which ensures high completion rates and the best possible exposure for each advertisement.

When an advertisement is broadcast on 6play, it is never skipped, completion is maximum and viewing is optimised.

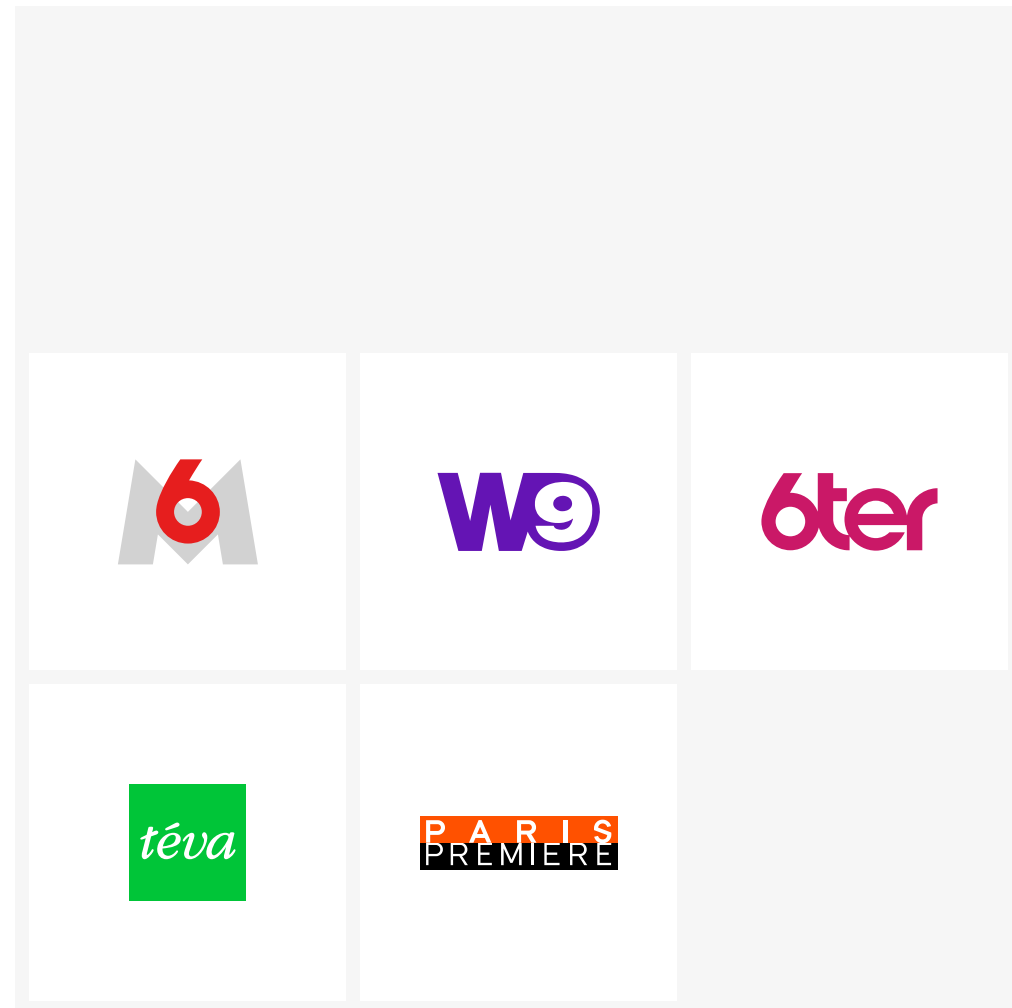


# 01 . BRANDS AND CONTENT

STCS ONLINE OFFER 2022 7

A RANGE OF COMPLEMENTARY AND LEADING BRANDS

## VIDEO



## AUDIO

## PURE PLAYERS



6PLAY AND GULLI.FR

6PLAY + GULLI:

**110 MILLION**

VIDEOS VIEWED EACH MONTH

**31.2 MILLION**

6PLAY

**57% OF 25-49 YEAR**

HAVE A 6PLAY ACCOUNT

**ALL USES**

LIVE, CATCH-UP, EXCLUSIVE  
CONTENT

# 01 • BRANDS AND CONTENT AUDIO

M6 GROUP: A COMPELLING ONLINE AUDIO OFFER

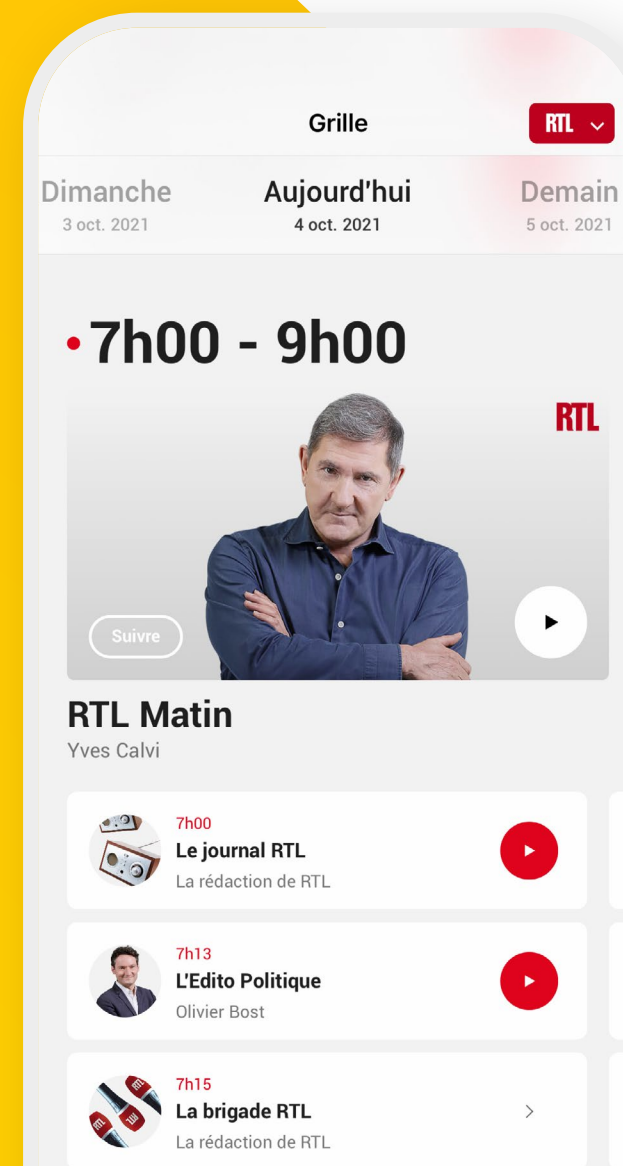


STCS ONLINE OFFER 2022 9

**60M**  
**CONTACTS**  
**PER MONTH**  
IN ONLINE  
AUDIO

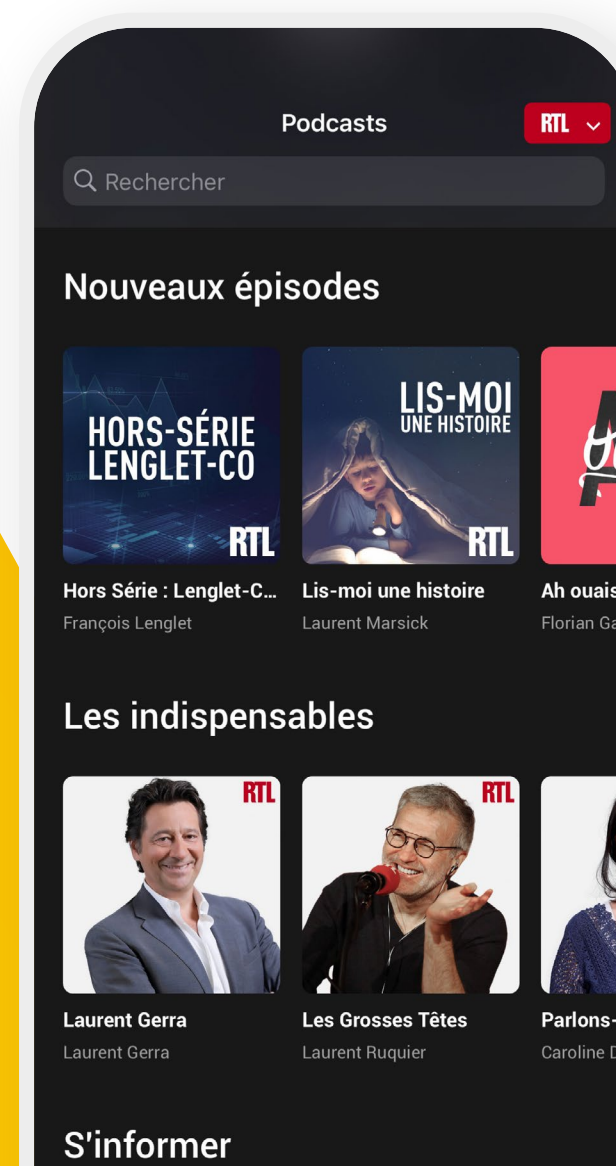
## LIVE

39 MILLION  
STREAMS



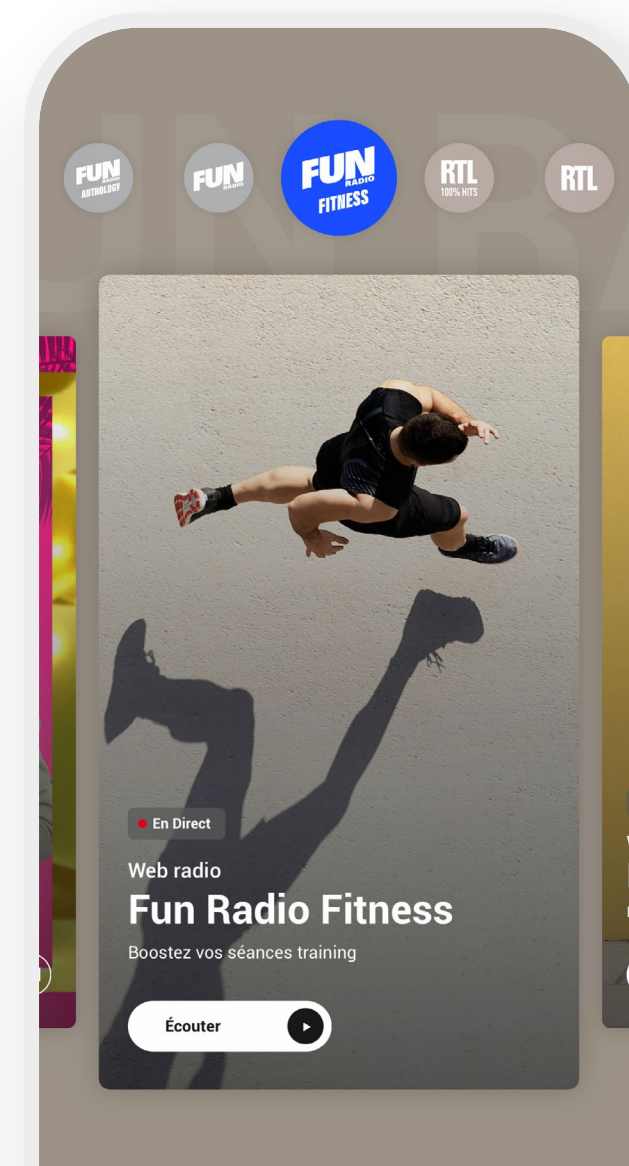
## ON DEMAND

23 MILLION  
SESSIONS



## WEB RADIOS

1.3 MILLION  
STREAMS PER MONTH





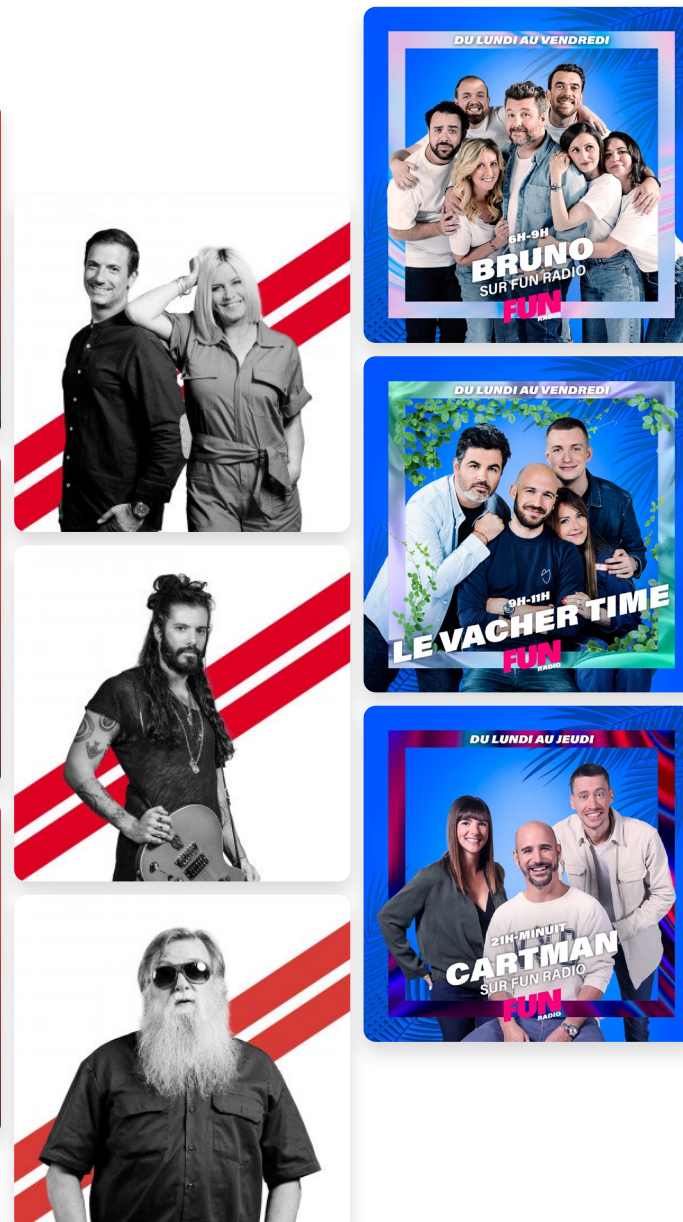
# 01 • BRANDS AND CONTENT AUDIO

## FLAGSHIP PROGRAMMES AND EXCLUSIVE CONTENT



STCS ONLINE OFFER 2022 10

### REPLAY



### ORIGINAL PODCASTS



# 01 • BRANDS AND CONTENT PURE PLAYERS

STCS ONLINE OFFER 2022 11

## LEADING BRANDS IN THEIR FIELD

### RTL.FR

516 million videos viewed  
Core target audience: Men aged 35-59  
Affinity: 122

### CUISINEAZ

436 million videos viewed  
Core target audience: Women aged 25-49  
Affinity: 174

### PASSEPORT SANTÉ

150 million videos viewed  
Core target audience: Women aged 25-49  
Affinity: 182

### M6 MÉTÉO

132 million videos viewed  
Core target audience: Women aged 25-59  
Affinity: 138

### FOURCHETTE & BIKINI

81 million videos viewed  
Core target audience: Women aged 25-49  
Affinity: 229

### DÉCO.FR

34 million videos viewed  
Core target audience: Women aged 35-49  
Affinity: 172

### TURBO.FR

112 million videos viewed  
Core target audience: Men aged 35-49  
Affinity: 207



# 02 ADVERTISING OFFER



6play now offers a selection of 25 international and French-language feature films free of charge.

## 02 · ADVERTISING OFFER

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A SOLUTION FOR EVERY NEED



**SPEAK OUT**  
REPUTATION



**INCREASE**  
ENGAGEMENT



**CONVERT**  
TRANSFORMATION



**TARGET**  
SEGMENTATION



**MEASURE**  
EFFICACY





## 02 . ADVERTISING OFFER

SMART 6TEM, ONE DATA AHEAD

© TARGET

STCS ONLINE OFFER 2022 14



**SMART**  
**6TEM**

NEW

**ALL MEDIA**

**COOKIE-LESS**

**BRAND SAFE**

**ALL SCREENS**



02

## ADVERTISING OFFER

SEGMENTED TV  
AND 6PLAY





IPTV

## M6 ADRESSABLE ON OPERATOR BOXES

OUR SEGMENTED ADVERTISING OFFER DESIGNED TO TARGET TV AUDIENCES DIFFERENTLY

### TARGET A SPECIFIC GEOGRAPHICAL AREA



#### CONTEXT

Introduction of new toll rates on specific motorway sections

#### SOLUTION

Geographical targeting by postcode

### DESIGN TAILORED TO EACH REGION



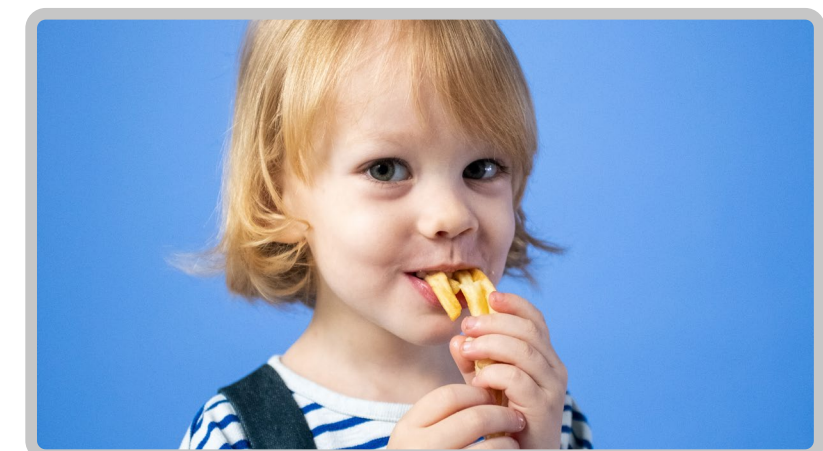
#### CONTEXT

Presentation of the entire car range tailored to potential customers

#### SOLUTION

DCO targeting with France divided into 5 territories

### REACH THE RIGHT HOUSEHOLDS



#### CONTEXT

Offering specific communication for child products

#### SOLUTION

Socio-demographic targeting of households with children

IPTV

# M6 ADRESSABLE ON OPERATOR BOXES

OUR SEGMENTED ADVERTISING OFFER DESIGNED TO TARGET TV AUDIENCES DIFFERENTLY



### GEOLOCATION

TARGET YOUR COMMERCIAL AREA OR BOOST A SPECIFIC REGION

- Region
- Province
- Postcode
- IRIS zone
- Catchment area



### REACH THE RIGHT HOUSEHOLDS

- Working class, middle class, upper class, high income
- Household structure: single person, large family, family with children, age range of children, etc.
- Type of housing: homeowner, house, etc.
- Socio-demographic targeting
- Geotype



### TV CONSUMPTION

COMMUNICATE WITH RELEVANT AUDIENCES

- Low/medium/high TV consumers
- Affinity and interests:
  - DIY/decoration
  - Sport
  - Environment
  - Cars
  - Health
  - Cookery
  - Cinema
  - Series



### MOMENT MARKETING

FOCUS YOUR COMMUNICATION USING SPECIFIC CRITERIA

- Weather
- Pollution peak
- Epidemic threshold



HBBTV

## M6 ADRESSABLE HBBTV

OUR SEGMENTED ADVERTISING OFFER ON CONNECTED TV SETS

### IN PARALLEL WITH THE



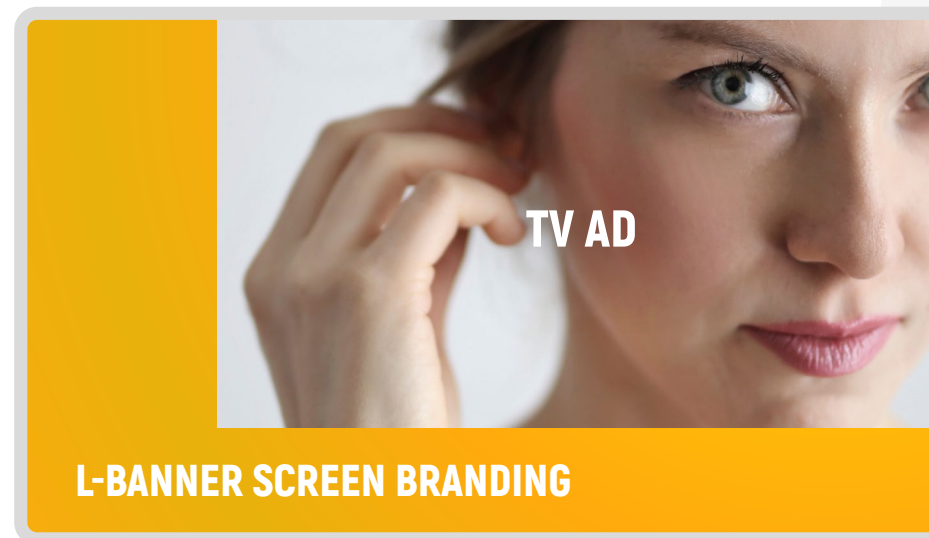
**DISPLAY TIME**  
10 seconds

**POTENTIAL BROADCAST PERIODS**  
Afternoon, access and prime time

#### BENEFITS

- Exposure in a contextualised environment

### ADVERTISEMENT ENHANCING



**DISPLAY TIME**  
10 sec

**ADVERTISEMENT**

#### BENEFITS

- Tailored message at household level

HBBTV

# M6 ADRESSABLE HBBTV

OUR SEGMENTED ADVERTISING OFFER ON CONNECTED TV SETS



### GEOLOCATION

TARGET YOUR COMMERCIAL  
AREA OR BOOST A SPECIFIC  
REGION

- Region
- Province
- Postcode



### PROFILES

REACH THE RIGHT  
HOUSEHOLDS

- Household with child(ren)
- Household with children  
aged 0-4
- Household with children  
aged 5-10
- Upper class



### TV CONSUMPTION

COMMUNICATE WITH  
RELEVANT AUDIENCES

- Low/medium/high TV  
consumers
- M6 Group theme  
programmes:

Cars / Bargains / DIY&garden /  
Eco-friendly / Cookery / Decoration /  
Football / Fashion&beauty / Food / Health

## 02 . ADVERTISING OFFER

☆ SPEAK OUT

6play

STCS ONLINE OFFER 2022 20

IPTV

### 6PLAY SOLO

6PLAY PRIVATISED FOR 2 HOURS!

#### CONCEPT

Privatisation of 6play during a given time slot (9pm-11pm).  
Pre-ad contextualising the presence of a single advertiser followed by the advertiser pre-roll.

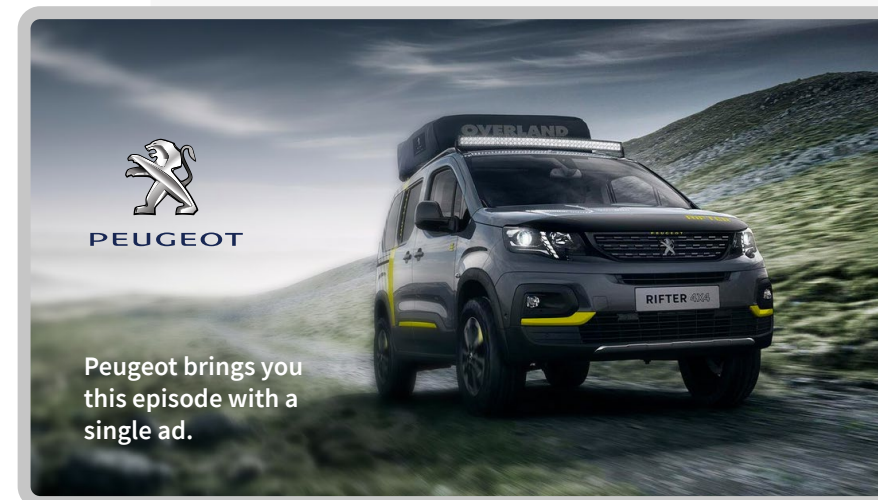
#### BENEFITS

- Exclusivity of commercial breaks
- Privileged contact with the viewer
- Visibility
- Powerful impact

#### PRICES

- Package

Pre-roll pre-ad



Pre-ad and ad montage



2 hours of exclusive presence on 6play



## 02 . ADVERTISING OFFER

☆ SPEAK OUT

6play

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4 SCREENS

IPTV

SMARTPHONE

TABLET

PC

# 6BREAK

6PLAY'S WAIT MARKETING OFFER

### CONCEPT

Use the paused screen as a new advertising space to deliver a contextualised advertising message during pause time.

### BENEFITS

- Clickable
- Seamlessly integrated into the user experience
- Available across all 6play segments

### PERFORMANCE

- Click-through rates x5
- Retention x5

### PRICES

- CPM



WATCH DEMO

## 02 . ADVERTISING OFFER

TV

IPTV

# S6LIDAIRE

AN INTERACTIVE RESPONSIBLE TV/ONLINE OFFER

### CONCEPT

Showcase your social commitment among the general public by donating 1% of your media budget to a non-profit organisation of your choice.

### MECHANICAL

- Enhance your ad with a QR Code on linear TV and IPTV catch-up
- Link to an “M6” branded platform where the Internet user can perform a “solidarity” action
- Donation effective as soon as your corporate video is viewed or your website consulted

### BENEFITS

- Strengthening brand image and trust
- Tax-free donation

♥ INCREASE

6play

STCS ONLINE OFFER 2022 22



♥  
Commitment to solidarity



PC

# SHOPPING ROLL

GUIDE THE USER TO THE PURCHASE VIA YOUR AD

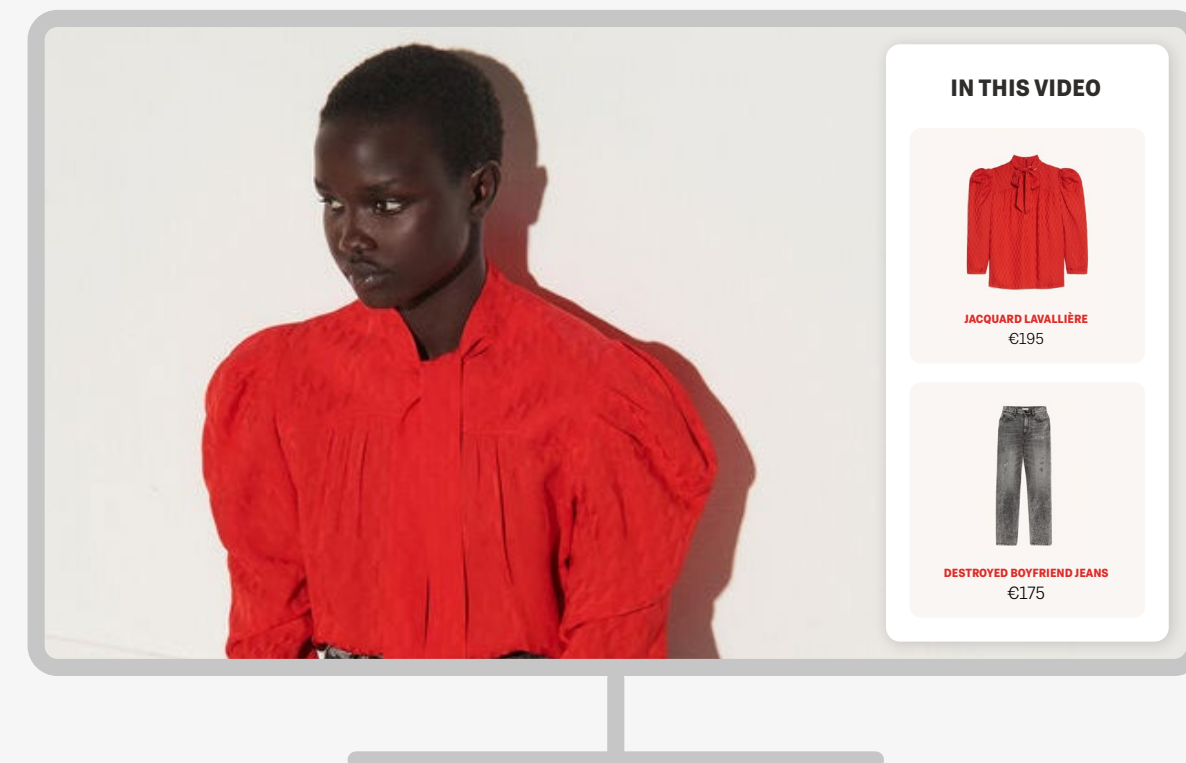
### CONCEPT

During the broadcast of your ad, show users your products and allow them to make a purchase.

### BENEFITS

- Seamlessly integrated into the user experience
- Incentive to buy
- Interactive

Non-contractual model



Drive to web

## DATA TARGETING : A SOLUTION THAT MEETS ALL YOUR CRITERIA





## 02 . ADVERTISING OFFER

4 SCREENS

IPTV

SMARTPHONE

TABLET

PC

# CRM ONBOARDING

FIND YOUR CUSTOMERS AND PROSPECTS ON 6PLAY

### CONCEPT

Find your customers/prospects on 6play via an industrial solution\* in strategic partnership with LiveRamp.

### BENEFITS

- Security
- Efficacy
- Simplicity

### PRICES

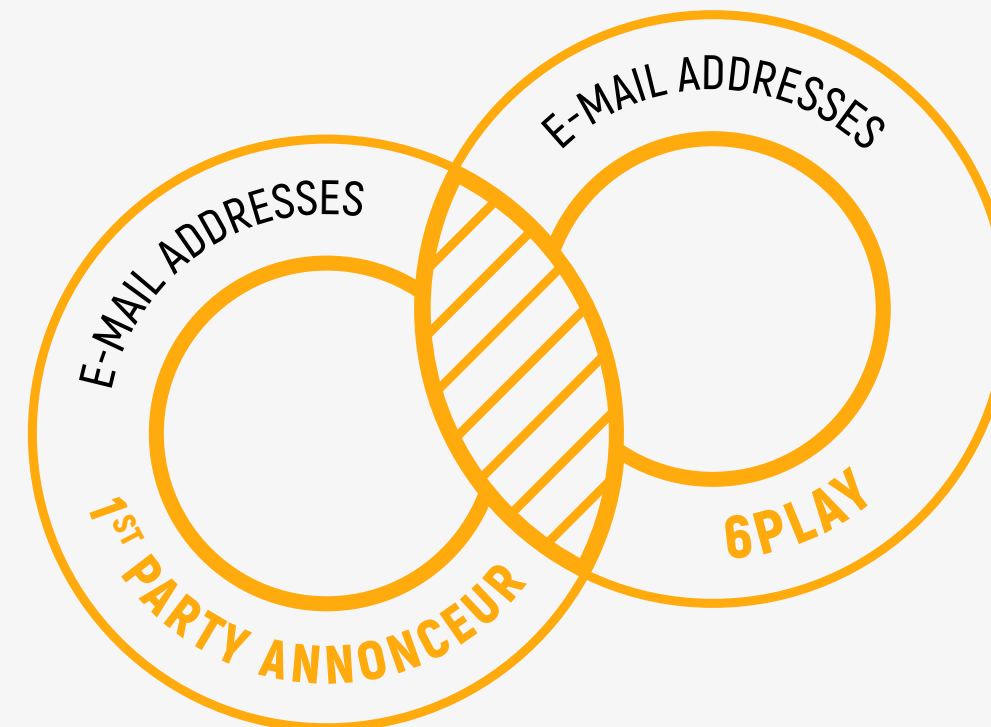
On request

### PARTNER

TARGET

6play

STCS ONLINE OFFER 2022 25



IDENTIFICATION OF SHARED CUSTOMERS AND CREATION OF A DETERMINING TARGET THAT CAN BE ACTIVATED ON 6PLAY

- ✓ Target according to the CRM life cycle of your customers
- ✓ Exclude prospects and customers already reached

IPTV

PC

# SMART CUSTOM

CREATE YOUR CUSTOM SEGMENT

### CONCEPT

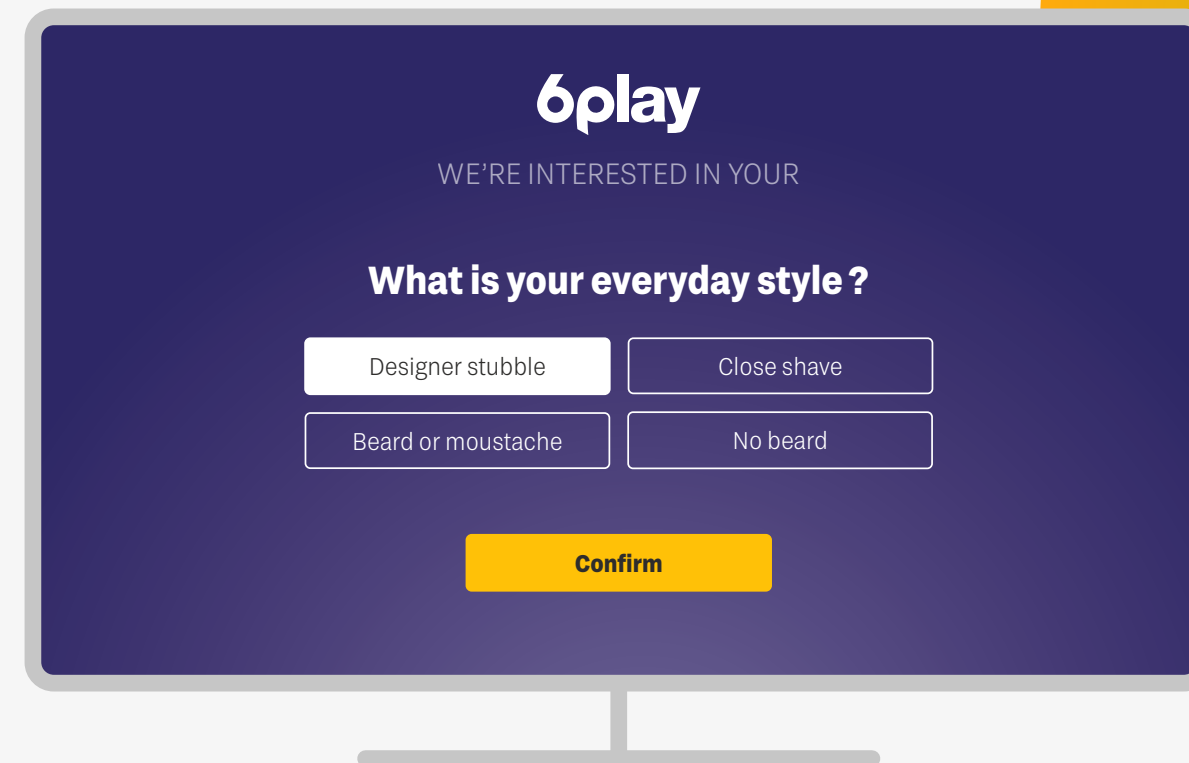
- Send a survey to 6play users on the theme of your choice.
- Create a custom segment for your campaign.

### BENEFITS

- Customisation: free choice of question and answers
- Activation on PC and IPTV
- Easy to implement
- Accuracy

### PRICES

- On request



Data collection and analysis



PC

## AD SURVEY

MEASURING EFFICACY ON 6PLAY,  
INTEGRATED POST-TEST SOLUTION

### CONCEPT

6play allows you to send an online post-test ad survey to test the efficacy of the campaign being broadcast.

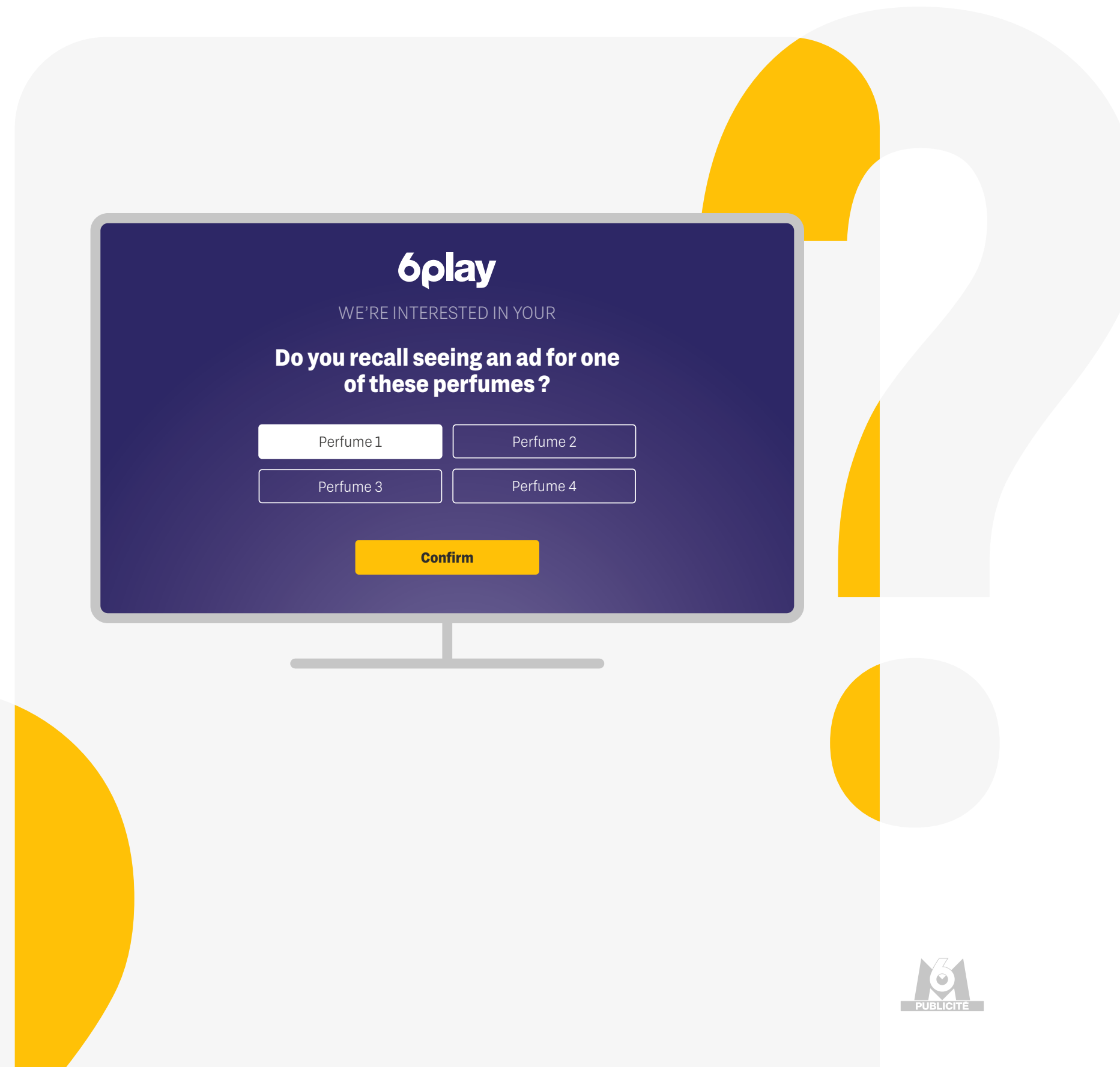
### BENEFITS

- Interactive format
- Seamlessly integrated into the user experience
- Assessment of campaign efficacy with analysis of results obtained
- Results for exposed/unexposed target audiences
- Controlled capping

### PRICES

- 2-question pack: €3,000\*

\* subject to a minimum campaign amount





02

# ADVERTISING OFFER

AUDIO





SMARTPHONE

TABLET

PC

## SMART AUDIO

DATA AT THE HEART OF THE M6 ONLINE AUDIO OFFER

### CONCEPT

Take advantage of a new targeting offer that meets all your audio campaign objectives: maximise your impact on targets, reach an audience with strong affinities, geolocate your message.

### BENEFITS

- Targeting variables
  - Socio-demographic
  - Household structure
  - Income level
  - Geolocation
  - Geotypes
  - Interests
  - DCO (weather)
- Data quality: 1<sup>st</sup> party targeting via the M6 Group 360° DMP (supplemented by 3<sup>rd</sup> party on external media)
- Strong offers: all formats and media





02

# ADVERTISING OFFER

PURE PLAYERS



BRANDING

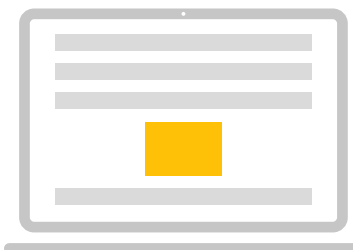
## OUR FORMATS

Formats recommended by **iab**.france

### VIDEO

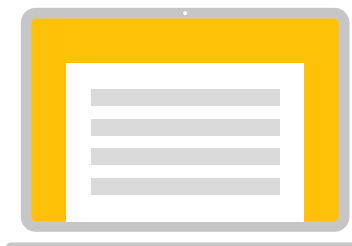


**INSTREAM**



**OUTSTREAM**  
(Teads)

### DISPLAY



**SCREEN BRANDING**



**SITE ENTRY**  
Also available  
on smartphone and tablet



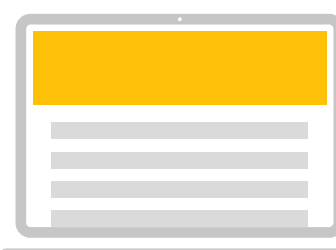
**INTERSTITIAL**



**WIDE ANGLE**  
300x600



**BANNER**  
728x90



**MASTHEAD**  
1000x250



**LONG BOARD**  
1000x90





PC

SMARTPHONE

TABLET

# PURE PLAYERS

A NEW DISPLAY TARGETING OFFER ON PURE PLAYER MEDIA, DESIGNED TO MEET THE COOKIE-LESS CHALLENGE

## AUDIENCE TARGETING

for data targeting via 1<sup>st</sup> party segments

Proprietary segmentation via tracking of Internet users on all M6 Group media. Leverage our data and know-how to identify and reach your target.



## COOKIE-LESS TARGETING

for hyper-contextualised campaign distribution

Intelligent semantic analysis using machine learning that accurately values intent and affinity signals for each URL.

03

## PRICES

SEGMENTED TV  
AND 6PLAY



SEGMENTED TV  
SPOT BY SPOT PRICING

TARGETING	SEGMENTS	NET CPM 20" BASE
GEOLOCATION	Region	€22
	Province	€27
	Postcode	€32
	Iris Zone	SD
SOCIO-DEMOGRAPHIC	Household structure	€27
	Socio-professional class	€27
	Housing	€27
	Geotype	€27
	Socio-demographic	€22
TV CONSUMPTION	Minor/medium/major TV	€32
	Affinity/interests	€22
MOMENT MARKETING		SD
COMBINATION OF MULTIPLE CRITERIA		+€5

SEGMENTED TV  
PROGRAMMATIC PRICING

TARGETING	SEGMENTS	NET CPM 20" BASE
GEOLOCATION	Region	€22
	Province	€27
	Postcode	€32
PROFILES	Household with children	€27
TV CONSUMPTION	Small TV consumer	€32



BRANDING INSTREAM VIDEO

6PLAY  
SPOT BY SPOT PRICING

			CPM NET (excl. tax) (20" base)
GENERAL ROTATION	Multi-screen per channel or all channels (PC+IPTV+smartphone+tablet)	6play TV (long content)	€12.2
CONTEXT	Targeted and theme packs <u>excluding kids, excluding youth</u> - Multi-screen (PC+IPTV+smartphone+tablet)	6play TV (allocation of programmes and websites according to affinity with target. List on request)	€14.4
	Youth Pack - Multiscreen (PC+IPTV+smartphone+tablet)		€10.8
	RG Kids aged 4-14 - Multi-screen (PC+IPTV+smartphone+tablet) 10% surcharge if targeted to age/gender	JANUARY-SEPTEMBER 6play TV (allocation of programmes and websites according to affinity with target. List on request)	€14.4
		OCTOBER-DECEMBER 6play TV (allocation of programmes and websites according to affinity with target. List on request)	€19.8
SPONSORSHIP	Purchase per website or programme	List of programmes and websites on request	-

PROGRAMMATIC PRICING

FLOOR PRICE (NET)			
AD DURATION	< 20 SECONDS	21-30 SECONDS	31-40 SECONDS*
Contextual targeting Packs: Women, Men, Millennials, Upper Class, Kids, Entertainment, Gaming, Lifestyle	€15	€17	€19
6PLAY RON	€13	€15	€17

BRANDING

INSTREAM VIDEO

# PRICE ADJUSTMENTS: FINE-TUNE YOUR COMMUNICATION

The reference format is the 20-second format (index 100).

The indexes for the other formats will be published in the near future in an addendum.

## FORMAT ADJUSTMENTS

ADJUSTMENT OPTIONS	ADJUSTMENT
Capping	+15%
Multi-product message	+15%
Day targeting	+15%
Hourly targeting	+15%
Screen position targeting*	+15%
Ad exclusivity on screen	ON REQUEST
Smartphone or tablet exclusion targeting	+10%
IPTV exclusion	+20%
100% IPTV	-10%
Sector exclusion	+15%

SMART 6TEM: **6PLAY** 4 SCREENS, DATA TARGETING SPOT BY SPOT + PROGRAMMATIC

TYPE	DATA TARGETING	SURCHARGE VS. RON (NET)		
		SURCHARGE	+1 SOCIO-DEMOGRAPHIC CRITERION	+2 SOCIO-DEMOGRAPHIC CRITERIA
SOCIO-DEMOGRAPHIC	AGE OR GENDER	€2.5	€4.0	€6.0
	HOUSEHOLD	€2.5	€4.0	€6.0
	SOCIO-PROFESSIONAL CLASS	€2.5	€4.0	€6.0
INCOME LEVEL	HIGH INCOME · MODEST INCOME	€2.5	€4.0	€6.0
GEOTYPE	ULTRA-URBAN · CITY CARS · DYNAMICS · SMALL AND MEDIUM-SIZED AREAS	€2.5	€4.0	€6.0
AFFINITY &	INTERESTS	€2.5	€4.0	€6.0
	INTENDING BUYERS/SPECIAL MOMENTS	€3.5	€5.0	€6.0
	PROGRAMME FANS	€2.5	€4.0	€6.0
CONSUMPTION	BUYERS	€3.5	€5.0	€6.0
GEOLOCATION	REGION	€2.5	ON REQUEST	ON REQUEST
	PROVINCE	€5.0	ON REQUEST	ON REQUEST
	POSTCODE	€8.0	ON REQUEST	ON REQUEST
	IRIS ZONE	€10	ON REQUEST	ON REQUEST
	CATCHMENT AREA	ON REQUEST	ON REQUEST	ON REQUEST
TAILORED	CRM ONBOARDING	ON REQUEST	ON REQUEST	ON REQUEST
	SMART 360°	ON REQUEST	ON REQUEST	ON REQUEST
	SMART CUSTOM	ON REQUEST	ON REQUEST	ON REQUEST



03

**PRICES**

PURE PLAYERS



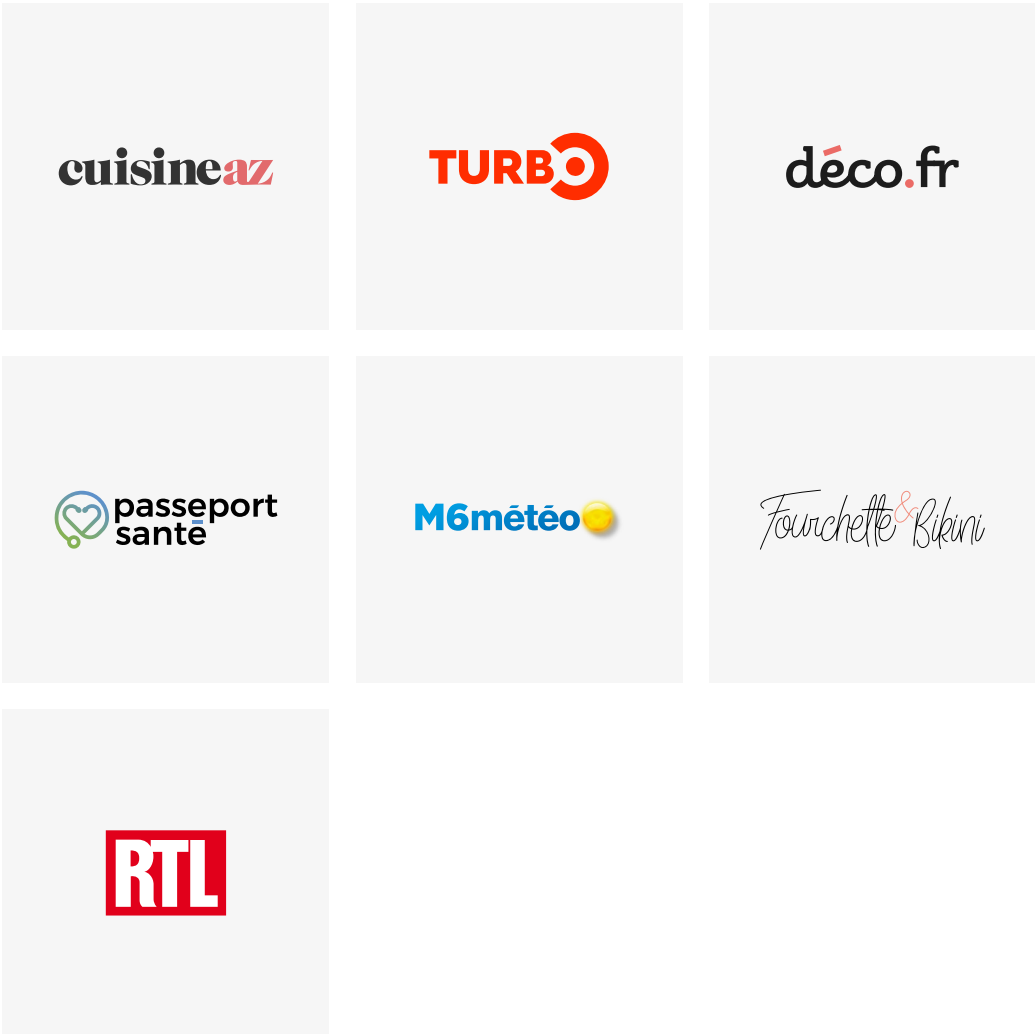


DISPLAY

PURE PLAYERS : SPOT BY SPOT PRICING

FORMAT*	NET SPOT BY SPOT PRICE Multi-currency website rotation
Screen branding + right-hand format	€13.5
Screen branding	€11.0
Masthead	€7.50
Native Ad	€5.50
300x600	€7.00
728x90	€4.50
300X250	€5.50
Longboard 1000X90	€5.50
Interstitial/positional	€9.50
Pre-roll	€11.0
Inread	€8.00
Newsletter sponsorship (screen branding + native ad)	€5.50
Data targeting option	1 segment (+€1 over CPM or fixed price)

\*excluding contextual or keyword+data targeting



DISPLAY

PURE PLAYERS : SCREEN BRANDING PRICES

PRICES	HOMEPAGE BRANDING	RG BRANDING
Net price excluding VAT and technical costs	Standard	Standard
	1-day package	CPM price
Deco.fr	€1,000	€14
Turbo.fr	€500	€14
CuisineAZ.com	€1,000	€14
M6 Météo	€500	€14
Passport-sante.net	€1,000	€16
Fourchette-et-bikini.fr	€500	€14
RTL.fr	€1,000	€14

OPTIONS

FORMAT ADJUSTMENT	SURCHARGE
Multi-product message	15%
Capping	15%
Geolocation	15%
Related formats	15%
Exclusion of formats or products	15%
Day targeting	15%
Hourly targeting	15%
Home/section targeting	20%
Format exclusivity	30%
1 <sup>st</sup> look	ON REQUEST
Smart 6tem targeting	€1



DISPLAY

PURE PLAYERS : PROGRAMMATIC PRICING

PROGRAMMATIC BUYING	CPM NET EXCL. TAX & TECHNICAL COSTS	OPEN AUCTION	DEAL ID
PURE PLAYERS	Skin	-	€6.0
	Native	€1.5	€3.0
	1000X300	€2.3	€3.0
	970X250	€3.0	€3.0
	300X600	€1.4	€3.0
	120X600	€0.7	€1.5
	300X250	€0.7	€1.5
	728X90	€0.7	€1.5
	970X90	€0.7	€1.5
	1000X90	€0.7	€1.5

03

**PRICES**

ONLINE AUDIO

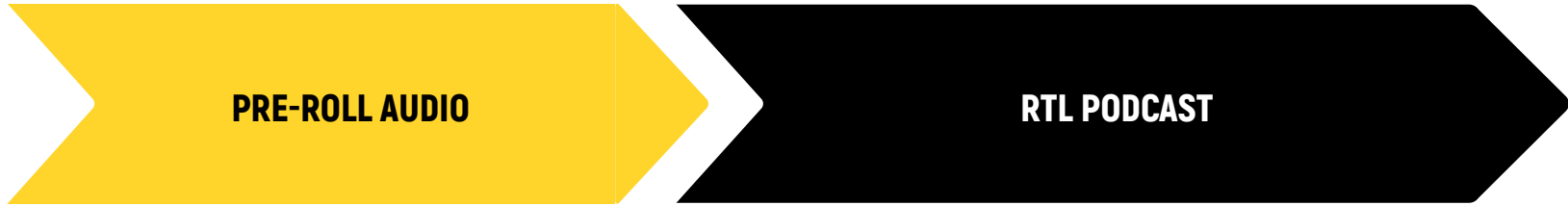




LIVE AND ONLINE RADIO :  
SPOT BY SPOT PRICING

SPOT BY SPOT BUYING	OFFER	FORMAT	CONTENT	NET PRICE
PACKS (pre-roll)	Puissance	0-30"	RTL + RTL2 + Fun Radio	€12.5
	Station		RTL + RTL2 + Fun Radio	
	Thématique (theme)		<ul style="list-style-type: none"><li>• News &amp; business</li><li>• Entertainment</li><li>• Music</li></ul>	€13.5

SURFING THE STREAM





PODCAST : SPOT BY SPOT PRICING

SPOT BY SPOT BUYING	OFFER	FORMAT	NET PRICE
PACKS (pre-roll)	Puissance	0-30"	€13
	Culture, entertainment		€14
	Advice, well-being		
	News & business		
CUSTOM	À la carte		€15
DATA TARGETING	1 segment	+€1 over CPM	



PODCAST : PROGRAMMATIC PRICING

PROGRAMMATIC BUYING	FORMAT	FLOOR CPM PODCAST	FLOOR CPM STREAMING
Puissance/Station targeting	0-30"	€10	
Theme pack targeting		€11	

# 04 TECHNICAL SPECIFICATIONS



### DISPATCH OF DESIGNS

Designs must be sent 3 to 5 business days in advance to the Traffic team at [traffic@m6.fr](mailto:traffic@m6.fr)

For specific formats (external service provider, special operations, etc.), technical information must be sent no later than **10 business days** before the start of the campaign.

In the event of delay in the delivery of items, M6 Publicité cannot guarantee that the campaign will start on the initially set dates and the advertiser shall solely bear the consequences of any resulting postponement of the campaign start date.

The ARPP notice for segmented TV campaigns must be sent at least **5 days** before the start of the campaign.

Download the full technical specifications on the [M6 Publicité website](#).



05

**STANDARD  
TERMS AND  
CONDITIONS  
OF SALE**



## 1. ACCEPTANCE OF THE STANDARD TERMS AND CONDITIONS OF SALE (STCS)

By placing an advertisement order, advertisers or agents acting on their behalf:

- acknowledge that they have read the STCS set out below,
- accept the terms and application of the STCS, and
- undertake to comply with the laws, regulations and practices governing advertising and audiovisual sales communications.

An advertising order may be referred to without distinction as an advertising space order, AO, insertion order, IO or purchase order. This term shall have the same meaning in all STCSs.

## 2. EXCLUSIVITY RIGHTS OF THE ADVERTISING SALES HOUSE

M6 Publicité, via its M6 Publicité Digital department, is the advertising sales house for each publisher. As such, it is the only person authorised under its remit to prospect customers directly or indirectly and to market the advertising space on publishers' websites. In the rest of this document, references to M6 Publicité shall be understood to include M6 Publicité Digital.

## 3. CONTRACT CERTIFICATE

If the advertising order is placed with M6 Publicité by an agent, prior to the start of the advertising campaign the advertiser shall be required to send M6 Publicité a contract certificate (the template for which is available on [m6pub.fr](http://m6pub.fr)) certifying the intermediary and specifying whether it is acting for the current year or for a specific period and for which specific products and assignments. Contract certificates valid for 2021 must be sent to:

- By fax: +33 1 41 92 23 68
- By e-mail: in PDF format to the sales contact responsible for the advertiser or agent and, in all cases, to [adv@m6.fr](mailto:adv@m6.fr)

M6 Publicité will not accept advertising space orders placed by a sub-agent unless the advertiser has given express written authorisation for its agent to be replaced. In all cases, the advertiser shall be required to perform the undertakings contracted by its agent or sub-agent in line with the powers assigned to said agent or sub-agent.

Advertisement orders placed by an advertiser shall be specific to this party. They may not be transferred, even in part, without M6 Publicité's prior written consent. In particular, when an advertiser appoints a new agent, the advertising space included in an option or firm purchase offer by the previous agent may not be transferred to another advertiser.

If the advertiser replaces an agent or terminates its appointment during the year, the advertiser shall be required to inform M6 Publicité thereof immediately by registered letter with acknowledgement of receipt and shall remain liable for the undertakings made by its agent prior to this notification.

## 4. TERMS AND CONDITIONS FOR THE PURCHASE OF ADVERTISING SPACE

All orders must be the subject of a purchase order (insertion order) placed or a M6 Publicité signed by the advertiser or its agent. Said purchase order or M6 Publicité must be returned to M6 Publicité no later than 10 days prior to the date on which the advertising campaign is to be placed online on the websites concerned.

M6 Publicité offers no exclusivity to advertisers or their agents, except for one-off special offers covering a limited number of insertions signed and assigning priority on such a limited offer.

Purchase orders (insertion orders) may be signed electronically. In this regard, advertisers and their agents acknowledge and accept the legal force and admissibility of the electronic signature process and agree to sign the purchase orders (insertion orders) electronically via "DocuSign"\*, the approved service provider.

\*DocuSign is supervised by the French national agency for information system security (ANSSI) and is classified as a trusted service provider (PSCE). DocuSign is certified under regulation eIDAS 2014/910 and is listed as such in the trusted service provider list, which may be viewed on the ANSSI website. In partnership with DocuSign, CDC Arkhinéo ensures that signed documents are stored with probative value for each signing party. The contracts are automatically archived in this electronic safe, thereby guaranteeing the storage and integrity of the documents for a renewable period of 10 years.

## 5. ORDER POSTPONEMENT AND CANCELLATION

All requests to postpone advertising orders (advertisements - section sponsorship) must be sent to M6 Publicité at least 5 business days before the start of the campaign. Force majeure means any event that is unforeseeable, unavoidable and beyond the advertiser's control and, in general, any event that meets the criteria defined by the French Civil Code.

If the aforementioned notice period is not respected, except in the event of force majeure, a penalty amounting to 20% of the net postponed amount shall automatically apply for notification made less than 5 business days before the date of first broadcast.

No compensation may be claimed from M6 Publicité by the customer if the delay in the start of the campaign is due to a delay in the delivery of a design by the customer.

All requests to cancel advertising orders (advertisements - section sponsorship) must be sent to M6 Publicité at least 5 business days before the start of the campaign.

Failure to comply with this notice period, except in the event of force majeure, shall result in the following penalty fees being automatically applied:

- 30% of the cancelled amount when notice is given less than 5 business days prior to the first broadcast
- 100% of the cancelled amount not yet broadcast for notice given after the date of first broadcast.

M6 Publicité shall then regain title to the cancelled advertising space.

Any change to an insertion order regarding the advertiser's advertising features to be broadcast during the advertising campaign that affects the original broadcasting plan may result in changes to the commercial terms and conditions (CPM, delivery time, broadcasting linearity, distribution by device, etc.) via a new insertion order taking into account the nature and complexity of such changes.

These changes may require a technical update period resulting in the postponement of all or part of the campaign, to which the advertiser and/or its agent shall not be entitled to object. No compensation may be claimed from M6 Publicité by the customer in this respect.

## 6. CONFORMITY OF ADVERTISEMENTS

**6.1.** M6 Publicité shall reserve the right to reject or cancel any advertising order:

- if it appears to be in breach of laws, regulations and practices governing advertising and digital communication (particularly relating to prohibited sectors and on-demand

audiovisual media services) or the interests of the publisher or its group

- if a competent authority subsequently resolves that an advertisement breaches applicable requirements and prohibits any further broadcasting of it and/or requests its removal.

In such case and in all cases of non-conformity of an advertisement, the advertiser shall be required to pay for the entire campaign as well as, where applicable, technical costs and any compensation related to the online posting and broadcasting of said advertisement, vis-à-vis M6 Publicité and third parties. M6 Publicité shall not be liable to pay any form of compensation to the advertiser, its agents or third parties.

**6.2.** M6 Publicité shall be entitled to request any documentation from the advertiser and/or agent required to assess whether the advertisement complies with the legislation, regulations and practices governing advertising and audiovisual sales communications. The advertiser and/or its agent shall undertake to promptly submit these documents.

**6.3.** Role of the ARPP (French advertising regulatory board): under an inter-trade agreement, the ARPP has been entrusted with a preliminary advisory role to ensure that advertisements comply with the general rules of digital advertising communication on on-demand audiovisual media services. Advertisers or their service providers and/or agents (advertising agencies, media agencies and advertisement producers) must submit the advertising information and related documents to the ARPP before the first broadcast on an on-demand audiovisual media service.

The advertisements and related documentation received by the ARPP are allocated an advertising ID serial number ("Pub ID") which must be sent to M6 Publicité prior to broadcast.

Based on the information received, the ARPP will then deliver a final opinion on the broadcast of the advertisement.

This opinion must be communicated to M6 Publicité at least 2 business days before the advertisement concerned is posted online.

For further information, visit [arpp.org](https://arpp.org).

## 7. ADVERTISER'S LIABILITY

**7.1.** All advertisements are posted online under the sole liability of the advertiser.

The advertiser, its service providers and/or agents (advertising agency, media agency, advertisement producer) declare that the advertising production is lawful and does not breach laws, regulations and practices governing audiovisual and digital advertising and communication. They shall jointly and severally hold M6 Publicité and the publisher harmless from all complaints and legal action on the part of any person, including authors, producers, directors, composers, performers and any individuals or legal entities considering themselves to be harmed by the broadcast of the advertisement. In particular, the advertiser shall hold M6 Publicité and the publisher harmless from any legal action that the third party company overseeing production may take in relation to the advertisement produced. The advertiser and/or agent undertakes to comply with any changes made during the year to laws and/or regulations and/or interpretations made by administrative or judicial authorities that impact audiovisual and/or digital advertising and/or communication.



## 7.2. COMPLIANCE WITH APPLICABLE REGULATIONS ON DATA PROTECTION AND COOKIES

The advertiser undertakes (i) in its own name and on its behalf and (ii) in the name and on behalf of any service provider, agent, partner and/or data processor (together referred to as the “advertiser” for the purposes of this article) to comply with all applicable statutory, regulatory, inter-trade and/or ethical provisions relating to the protection of user data, the processing of electronic communications data and the use of tracking technologies such as cookies, and direct prospecting, including in particular Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free circulation of such data, which came into force on 25 May 2018 (the “GDPR”), French Data Protection Act No. 78-17 of January 6, 1978, as amended by French Act no. 2018-493 of 20 June 2018 on the protection of personal data, as well as the deliberations and recommendations of the French Data Protection Authority (CNIL), in particular Deliberation 2020-091 of 17 September 2020 adopting the guidelines on the application of Article 82 of the French Data Protection Act of 6 January 1978, as amended, to reading and writing operations on user terminals (in particular to “cookies and other trackers”)(together referred to herein as “applicable data regulations”).

Furthermore, in the event of a change in applicable data regulations during the year, the advertiser undertakes to comply with them.

The advertiser also undertakes (i) in its name and on its behalf and (ii) in the name and on behalf of any service provider, agent, partner and/or data processor to comply strictly with the provisions of this Article 7.2.

The advertiser is fully aware:

i) that no collection or recovery of personal data by any means whatsoever may be carried out on M6 Group websites, applications or digital services (“M6 websites”), that ii) no reading and/or writing of cookies on user terminals or use of any technique allowing information to be stored on user terminals is permitted, and that iii) no processing of personal data derived from these cookies and intended, in particular, to feed its databases or those of any service provider, agent, partner and/or data processor may be carried out without prior authorisation by M6 Publicité.

In particular, the advertiser is hereby informed that any insertion or storage of cookies, tags, pixels, codes or any other tracker (jointly referred to as “cookies”) on user terminals within the framework of any advertising campaign entrusted to M6 Publicité (in particular during the execution of advertising orders) for any reason and purpose whatsoever is strictly forbidden.

In this respect, the advertiser is deemed to be jointly and severally liable, even in the event that the operation concerned (storage, collection, processing of any kind) is carried out by one of the advertiser’s data processors or any third party authorised to act in such capacity.

M6 shall be entitled to check compliance with these obligations at any time and to ensure, by any means or technical or technological solution, that no cookies have been stored in breach of applicable data regulations.

In the event that any of the aforementioned operations are accepted by M6 Publicité, the parties shall be required to formalise the arrangement via a specific agreement (“specific data agreement”). To this end, the only data that may be collected via cookies by the advertiser (or “storer” as referred

to below in this context) is user browsing information that is not directly identifying or identifiable regarding the content viewed on the websites or services on which the relevant campaign is broadcast, for measurement purposes (statistics, analyses, reports, census, etc.) and/or to enable the advertiser to adapt its advertisements (depending on location or socio-demographic criteria in particular), or for any other purpose provided for in the specific data agreement, in compliance with applicable data regulations.

Thus, before any cookies are stored, to enable the establishment of a specific data agreement, where applicable, the storer must provide M6 Publicité with all useful information regarding:

- the technical characteristics of stored cookies,
- the type of information collected via cookies,
- the purpose of collecting information via cookies,
- the recipient(s) of the information collected via cookies,
- the lifetime of cookies on the user terminal (it being specified that cookies cannot be stored on user terminals for longer than the legal duration of cookies in accordance with applicable data regulations),
- data hosting and storage locations.

The advertiser is already informed that it will not be able to collect and/or process data relating to users of “sensitive” M6 Group websites within the meaning of applicable data regulations or data concerning children under the age of 15.

It is recalled that, in accordance with the applicable data regulations, the user must be able at any time, simply and free of charge, to refuse cookies on his/her terminal, which

the advertiser, its service provider and/or its agent expressly acknowledge and accept.

In any event, if a specific data agreement is signed, the advertiser undertakes to respect the signals of consent or non-consent sent by M6 Publicité and to comply strictly with the obligations imposed under this specific data agreement.

In particular, the advertiser must ensure, in accordance with applicable data regulations on data protection, the security of the information collected following the storage and/or processing of cookies, adherence to the purpose of the information collected, non-use of the information collected by third parties other than the recipient(s) mentioned, the deletion of cookies following expiry of their lifetime, etc.

In the event of a breach by the advertiser of any of the aforementioned obligations and/or any statutory, regulatory and inter-trade provisions, M6 Publicité shall ask the advertiser to bring into compliance, disable or remove the cookies stored in connection with the execution of a campaign entrusted to M6 Publicité, or refuse to execute the advertising order for the relevant campaign, or suspend the campaign, if any cookies used in connection with said campaign have not been stored or used in accordance with the above rules.

In this case, the advertiser shall be required to pay for the entire campaign as well as, where applicable, technical costs and any compensation related to the storage or processing of the relevant cookies, without prejudice to any claims for reimbursement of damages and legal costs that may be filed by M6 Publicité on grounds of any breach of the advertiser's obligations.

In any event, M6 Publicité shall not be liable to pay for any compensation or indemnity to the advertiser or third parties in general in the event of any malfunction related to cookies

placed by the storer and/or in the event of the postponement or cancellation of the campaign due to the advertiser's breach of any of the aforementioned obligations or any applicable data regulations.

### 7.3. PROTECTION OF INDIVIDUALS' PERSONAL DATA

All information provided by individuals acting on behalf of the advertiser and/or its agent via their correspondence with M6 Publicité is processed by M6 Publicité. Such processing is required for the purposes of its sales operations, including sales prospecting and the sale of online advertising space.

For details on the data collected and its use, as well as for information about your rights, we invite you to read the [personal data protection policy](#) relating to the collection and processing of personal data concerning the M6 Group's commercial partners and visitors.

## 8. MATERIALS

**8.1.** The advertiser must comply with M6 Publicité's technical requirements regarding the supply of materials (e.g. advertising banner format). Additional technical services may be required and invoiced to the advertiser based on a quote accepted beforehand by the advertiser. If, for technical reasons, the advertising materials are unfit for broadcasting and/or the advertiser cannot provide another advertising format within the prescribed timeframes before the scheduled posting, the price of the campaign shall remain fully due by the advertiser as if broadcast had taken place.

During the campaign, M6 Publicité cannot be held liable for changes in the content of the advertising materials made by the advertiser or for any losses or damage suffered by the materials. Nevertheless, to guarantee optimum broadcasting quality, M6 Publicité may request further technical materials, where necessary, during the campaign. Delivery of the designs in the form of video ads and/or requiring the intervention of a service provider from outside M6 Publicité, where applicable, must take place no later than 5 business days before the first day of the campaign. "Classic" designs (that are not in the form of video ads and/or requiring the involvement of an external service provider) must be delivered preferably 5 business days before the start of the campaign and in any event no later than 3 business days before the start of the campaign.

**8.2.** If the deadline for submission of the materials is not respected, any errors or omissions in the online publication of the campaign shall incur the sole responsibility of the advertiser and/or its representative. This delay shall fully release M6 Publicité from the volume commitment over the contractual period and from compliance with the initial contractual schedule, but M6 Publicité shall invoice the entire

volume reserved under the insertion order.

**8.3.** In addition to the foregoing and depending on the customer's delay in delivering the designs, M6 Publicité reserves the right to apply variable daily penalties to the customer, as follows:

- in the event of delivery of "classic" designs between 3 business days and 24 business hours before the start of the campaign, M6 Publicité shall not apply daily penalties to the customer;
- in the event of delivery of video ad designs and/or designs requiring the intervention of a service provider outside M6 Publicité, where applicable, between 5 business days and 24 business hours before the start of the campaign, M6 Publicité shall not apply daily penalties to the customer;
- in the event of delivery of any designs less than 24 business hours before the start of the campaign, M6 Publicité shall apply daily penalties amounting to €200. Any complaint relating to the posting of an advertisement must be made in writing, failing which it shall lapse within 4 days following publication of said advertisement.

In any event, delays will be dealt with in accordance with the provisions of paragraph 8.2 above.

## 9. ADVERTISING SPACE

M6 Publicité could be required to relocate or eliminate an advertisement for any reason beyond its control, particularly in the event of technical difficulty and generally in the event of force majeure. M6 Publicité shall inform the relevant advertiser and/or its agent. It is expressly agreed that M6

Publicité's liability shall in any event always be limited to the value of the advertising space invoiced.

## 10. SECTION SPONSORSHIP

### COMPETITION

The sponsorship agreement is independent of the purchase of advertising space and does not rule out the presence of competing advertisers in advertising placements situated around the sponsored section and/or on the website on which the sponsored section is accessible, as well as the presence of competing advertisers in the editorial content of the relevant website and/or section.

### MODIFICATION / CANCELLATION OF THE section

In the event of a change that has an impact on the sponsorship operation and/or in the event of the cancellation of the section concerned by the sponsorship operation for any event attributable to the publisher of the website in question, M6 Publicité may offer the advertiser and/or its agent a compensation principle and, where applicable, shall invoice the advertiser in proportion to the elements described in the sponsorship agreement effectively published online, without the advertiser being entitled to claim compensation as a result.



## 11. INVOICING

**11.1.** As regards invoicing, M6 Publicité shall comply with the instructions provided by the advertiser or set out on the contract certificate in connection with services provided by an authorised third party company. In all circumstances, the invoice shall be sent to the advertiser pursuant to French Act No. 93-122 of 29 January 1993.

**11.2.** Prices are stated excluding tax: the advertiser shall bear the taxes and levies applicable to the advertisement order at the time of broadcasting.

**11.3.** Advertisements will be invoiced on a monthly basis.

**11.4.** Payment for the advertising campaigns broadcast shall be made 30 days after the invoice date of issue on the 10th of the month or the following month. Failure to meet this requirement shall result in the automatic application of penalty fees and sanctions as set forth in Article 12 below. M6 Publicité reserves the right to request up-front payment, a bank guarantee or any other form of guarantee prior to any execution of the advertising order, in particular in the case of:

- any advertiser that fails to provide M6 Publicité with sufficient proof of its solvency,
- any advertiser previously responsible for late payment and/or non-payment of amounts owed to M6 Publicité for purchases of advertising space from M6 Publicité.

Advertisers required by M6 Publicité to provide such a guarantee and/or up-front payment must do so no later than 10 business days prior to the first execution of the advertising order.

M6 Publicité shall not award any cash discounts.

## 12. PAYMENT

The invoices issued by M6 Publicité shall be paid solely in cash (except in the case of exchanges). In all cases the advertiser shall be liable for the payment of orders and any late payment charges. The payment made to the agent shall not release M6 Publicité from any liability to the advertiser if M6 Publicité is required to issue a credit note to be offset against:

- the invoice to which the credit note is related, or
- if the invoice has already been settled, the earliest outstanding invoice issued to the advertiser.

The credit note may be sent to the agent if the advertiser has authorised the agent via a contract certificate to receive such credit note.

In such event, the payment made to the agent shall release M6 Publicité from any liability to the advertiser.

For the purposes of receiving payments, M6 Publicité shall provide the advertiser and/or its agent with its IBAN bank account details.

In the event that the advertiser and/or its agent receives a request to modify M6 Publicité's bank details, the advertiser must ensure that this is a genuine request from M6 Publicité by sending an e-mail to [validation.coordonnees.bancaires@m6pub.fr](mailto:validation.coordonnees.bancaires@m6pub.fr) for confirmation of said request. Only these two persons are authorised to confirm new bank details or any change in the bank details of M6 Publicité.

## 13. PRICES

**13.1.** Provided there is no express, written stipulation of an amendment by M6 Publicité, the applicable prices shall be those indicated on the purchase order signed by the advertiser or its agent.

**13.2.** M6 Publicité reserves the right to change the prices of

advertising formats, particularly in the case of scheduling linked to an exceptional event or changes to the media and/or formats offered by the advertising sales house. In such cases, M6 Publicité shall inform the advertiser or its agent of the change to the advertising medium and/or format and/or the applicable price. The advertiser that booked these spaces before the price revision shall keep the space at the previous prices. M6 Publicité shall not send the advertiser or its agent a new advertisement order.

## 14. SALES REFERENCES

The advertiser hereby expressly authorises M6 Publicité to mention its name as a commercial reference.

## 15. CONFIDENTIALITY

The advertiser and its agent as well as the publisher and M6 Publicité undertake to keep strictly confidential all written and verbal information as well as the provisions set forth in the contractual documents exchanged between the parties.

## 16. JURISDICTION

The courts of Paris shall have jurisdiction to hear any disputes or litigation proceedings arising from the construction or application of the advertisement order or the STCS set forth above, including related cases, third-party proceedings and multiple defendants.

The STCS shall take effect from 1 January 2021.

M6 Publicité and the publisher reserve the right to amend all or part of these STCS over the course of the year, in line with statutory requirements. Said amendments shall be published on [m6pub.fr](https://www.m6pub.fr):

### 17. MISCELLANEOUS PROVISIONS

Campaign delivery statistics provided by M6 Publicité to the advertiser and/or to the agent shall be binding, regardless of the advertisement delivery medium (PC, IPTV, smartphone, tablet, etc.) and may not be challenged by the advertiser and/or the agent under any circumstances or in any manner.

The agent and/or the advertiser undertakes not to use tracking tools in order to make specific measurements of the performance of their campaign(s), with the exception of traditional tracking tools for counting impressions (tracking pixel) without the express prior approval of M6 Publicité.

Should M6 Publicité grant its authorisation for the exceptional use of such tools, the agent and/or the advertiser and/or any authorised third-party provider responsible for the implementation and use of said tools, undertakes to forward M6 Publicité all results and performance analyses obtained in connection with the campaigns delivered by M6 Publicité.

Where applicable, the name and type of tool concerned, the methods of using said tools and the intended purposes of the said tools and the intended use of the reports and data provided by these tools shall be determined in writing by agreement between the parties, it being specified that, in any event, the advertiser and/or the agent or any authorised provider in charge of these tools must comply with the regulations applicable in the area concerned (advertising data management).

## 18. M6 ADRESSABLE ON OPERATOR BOXES

Since the end of 2020, segmented advertising campaigns have been broadcast within the framework of Minimum Viable Products (MVPs) developed between TV channels and operators.

The end date of the MVPs depends on the date on which commercial agreements with operators are signed. These periods, which serve as a test and allow us to ramp up marketing, will end in a phased manner from the end of 2021.

The main developments regarding the MVPs are as follows\*:

- All time slots will be available.
- Several advertisements can be substituted within a single commercial break.

These features will not be available at the same time for all operators and there may still be differences in 2022.

Depending on the operator, not all positions in the commercial break can be substituted. This is particularly the case for advertisements positioned first in a commercial break.

In order to ensure a large enough inventory for making substitutions, only 15-, 20- and 30-second ad formats are eligible.

## SEGMENTS

The segmented offering proposed by M6 Publicité is as follows:

- **Geolocation**: TARGET YOUR COMMERCIAL AREA OR BOOST A SPECIFIC REGION
  - Region
  - Province
  - Major conurbation
  - Postcode
  - Catchment area
- **Profiles**: reach the right households.
  - Household structure (single person, large family, family with children, age range of children)
  - Socio-professional class (working class, middle class, upper class, high income, very high income)
  - Type of housing (homeowner, house, flat)
  - Socio-demographic profile\* (age and gender)
  - Géolife
- **TV consumption**: communicate to a relevant audience.
  - Minor/medium/major TV viewer
  - Areas of interest - All channels\*\* (20 segments available: cooking, DIY, football, fashion, pets, travel, etc.)
  - SVOD consumers

- **Moment marketing**: activate your communication according to specific criteria.

- Weather
- Pollution peak
- Epidemic threshold

This offering may change over the course of 2022. Standardisation is planned so that all segments are accessible with all operators. Certain proprietary segments may nonetheless remain specific to each operator (e.g. Géolife).

\*Based on the data provided by operators on their box subscribers or via programme affinity packs. \*\*Targeting solutions available soon, subject to legal approval.





## **PURCHASING** conditions

Segmented TV campaigns are booked through the reservation of a number of impressions in a specific segment chosen from among those proposed in this document.

Prices are stated as CPM on the basis of a 20-second ad.

The minimum investment budget is €5,000 net.

Format indices are identical to those included in these STCS (see pricing terms and conditions).

## **AUDIENCE RATINGS**

In the context of segmented advertising, the performance of campaigns that include some substituted advertisements is recalculated.

In order to do this, the advertising agencies send Médiamétrie the details of the impressions broadcast in segmented advertising.

On this basis, and depending on the profile of the commercial breaks in which the substitutions took place, adjusted GRPs are estimated for the advertisers concerned.

These GRPs are then made available to the market, notably via server centres such as Popcorn.

At the end of 2021, the adjusted GRPs are delivered for a full week on the following Thursday.

The delivery conditions for the adjusted GRPs may change during 2022.

## **19. M6 ADRESSABLE ON HBBTV**

### **SEGMENTS**

The segmented offering proposed by M6 Publicité is as follows:

- Geolocation: region, province, postcode,
- Profiles: Household with children
- TV consumption: minor/medium/major viewers, M6 Group theme programme (e.g. series, entertainment, news, magazines).

### **PURCHASING** conditions

Impressions will be purchased at CPM.





Dark Shadows (M6) © Warner Bros Entertainment Inc.

## REMINDER OF THE REGULATORY FRAMEWORK FOR SEGMENTED ADVERTISING

Segmented advertising was authorised in France by Decree no. 2020-983 of 5 August 2020.

It allows advertisers to communicate on linear TV to population segments made up of households that have given their consent ("opt-in").

The marketing of segmented advertising is regulated by the aforementioned decree:

**1.** The following advertisements are not available in segmented advertising:

- "advertisements scheduled during children's programmes as well as those immediately preceding or following such programmes";
- with the exceptions referred to in the said decree, "advertisements that include the mention by the advertiser of an address or specific local identifier".

**2.** "Where they are not broadcast simultaneously throughout the service area, advertisements shall be identified as such in an appropriate manner".

**3.** The time allocated to the broadcast of segmented advertising shall not exceed an average of 2 minutes per hour per day for DTT channels, an average of 4 minutes per hour per day for cable and satellite channels over the entire scheduling period during which such broadcasting is permitted, or 6 minutes in any given clock hour.

All the aforementioned conditions for segmented advertising may change during 2022.



## 20. CAMPAIGN TO PROMOTE ECO-RESPONSIBLE PRODUCTS

### 20.1. FRAMEWORK

M6 Publicité wishes to promote the efforts of the most committed advertisers by enhancing the visibility of their products with a lower environmental impact, in collaboration with ADEME (the French agency for ecological transition).

M6 Publicité is guided exclusively by the specifications on responsible consumption in advertising drawn up by ADEME ("Publicité, offre consommation responsable").

As part of the development of new advertising offers aimed at highlighting products (goods and services) with a lower environmental impact, ADEME has developed a classification grid to help advertisers identify products that could benefit from these special offers.

These specifications enable M6 Publicité to determine whether the advertisement is eligible for Green offers.

### 20.2. ELIGIBILITY CRITERIA

Advertisers must incorporate within the advertisement the environmental information selected by ADEME (labels, tags, indices, etc.) about the product or service being promoted in a distinct and visible manner.

All products promoted in the advertisement must meet the specifications and carry one or more environmental information elements selected by ADEME.





## CONTACT

M6 Publicité  
107 Avenue Charles de Gaulle  
92200 Neuilly-sur-Seine

**pubdigital@m6.fr**

+33 (0)1 41 92 38 88

**m6pub.fr**