



GrandGeneveTV

1 live TV station, 2 countries, 500K jobs, 1M habitants.... and you !



Grand Genève TV: a necessary media



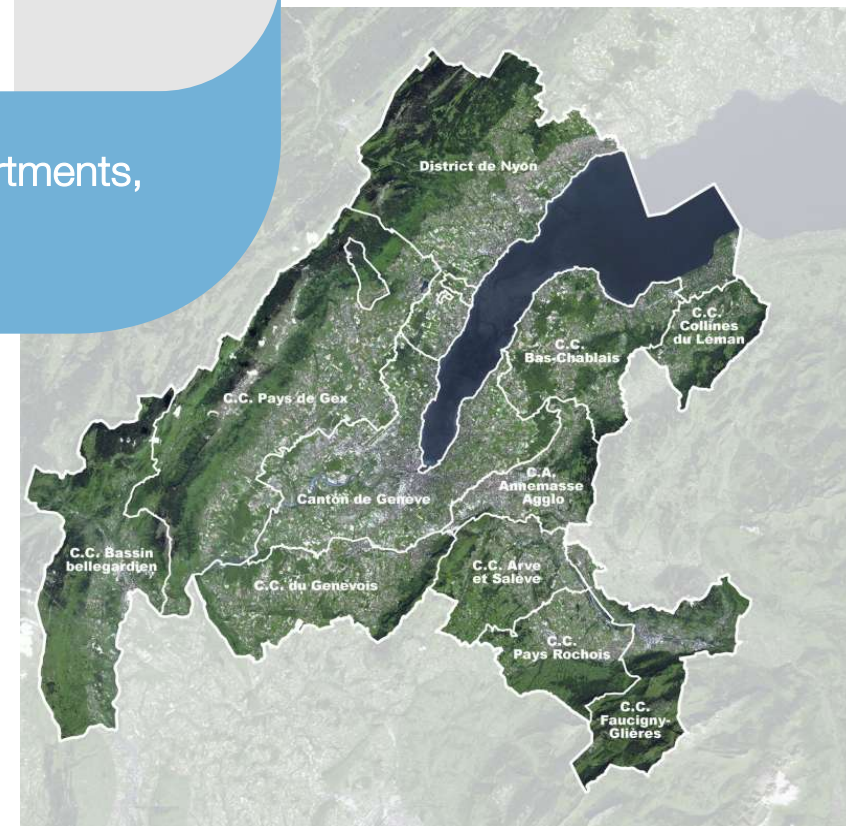
With a million inhabitants, the Greater Geneva Area is spread on the state of Geneva, the state of Vaud and surrounding France. In size, the region is comparable to Zurich (CH) or Lyon (FR).

Since May 2018, the Greater Geneva Area has finally its own regional television channel, with a rich content offer, proposed on a whole series of diffusion platforms.

1 common language, 1 region,
1'000'000 inhabitants

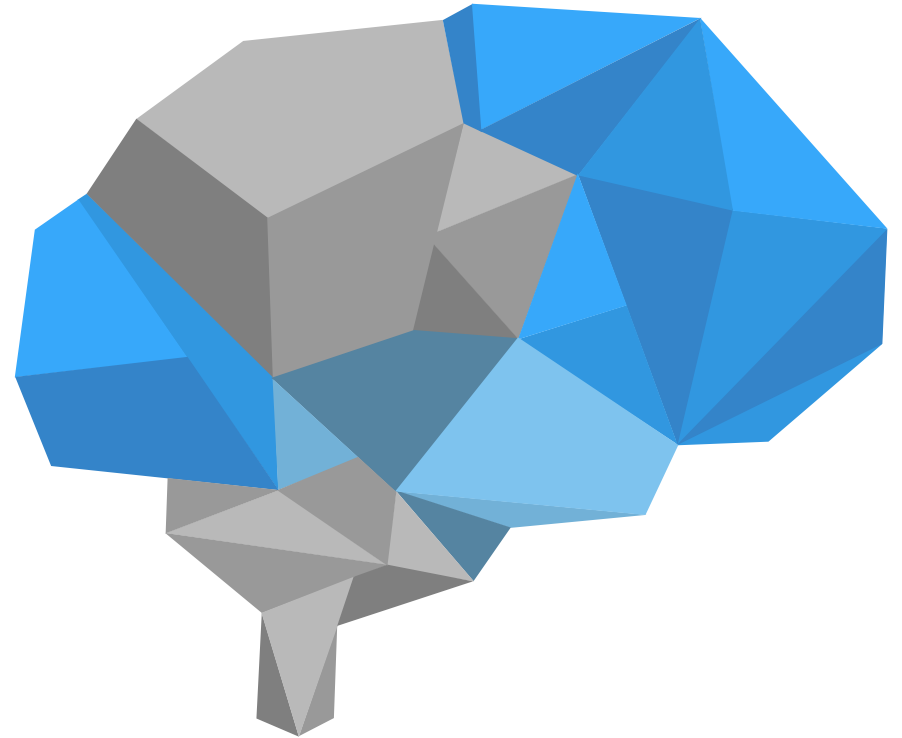
2 countries, 4 cantons / departments,
212 public authorities

1 connected territory of 2000 km²
500'000 jobs



General information

- 1** Potential audience
1 M inhabitants in Greater Geneva | 1.2 million Swisscom TV customers in Romandie
- 2** Daily programming
Exclusive new content every day | 5 thematic loops per day
- 3** Demographics measured
61% men and 39% women | Top audience: male, 25 to 34 years old, 34-44 years old*
- 4** Multi-platform
Live TV 24/7 | Replay TV | VOD Website | Social Media Video | Facebook Live
- 5** Publisher
Verticalizer - Vertical Media Group SARL (Geneva) | Clément Charles – Owner & Publisher
- 6** Advertising Agency
2B Visible SARL (Genève)



* Demographics: facebook sources

A rich content offer



Live TV & Replay TV broadcast
24/7 on operators' boxes

Exclusive new content every
day from 7pm onwards



VOD on the web and special
format for social networks

A minimum of 5 thematic
loops per a day

News - Sport - Culture - Kids - Politics - Technology - Health - Environment - Mobility - Training - Family -
Employment - Parties - Travel - Gastronomy - Agenda & much more

A growing distribution



GrandGeneveTV



Chaîne 98



Canal 985 (regio 3)



Canal 985 (regio 3)



@GrandGeneveTV



www.grand-geneve.tv

LIVE IN ALL SWITZERLAND

Swisscom TV | UPC | Naxoo

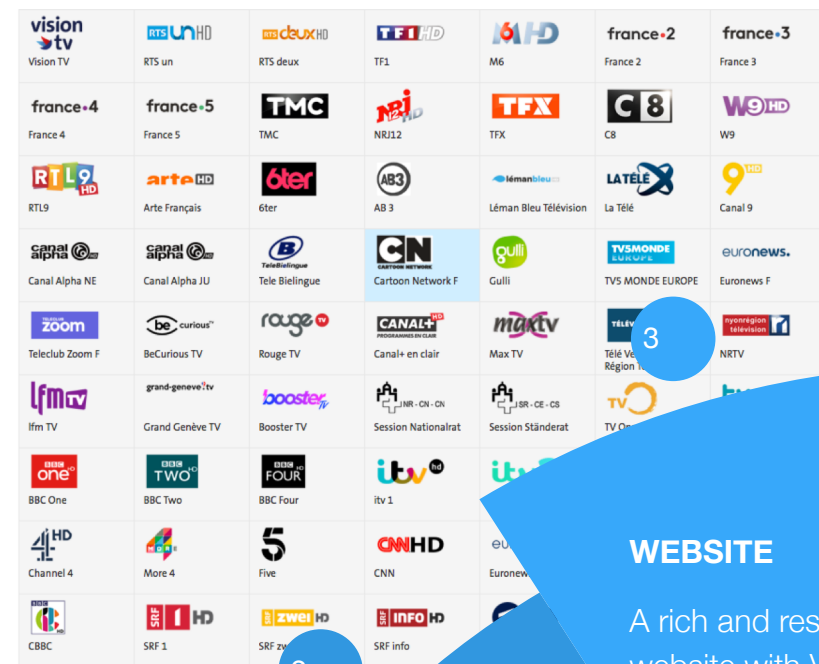


SOON IN FRANCE

Orange | Free | SFR | Bouygues



A wide pannel of possible relationships with our audience



2

REPLAY TV

A daily multi-loop program designed for replay with great EPG

1

LIVE TV

Almost 2 million connected potential viewers

WEBSITE

A rich and responsive website with VOD of all contents



GrandGeneveTV



SOCIAL NETWORKS

Special content 100% dedicated to social networks with visible results

4

ADVERTISING

An ultra-competitive ads inventory with interactive options

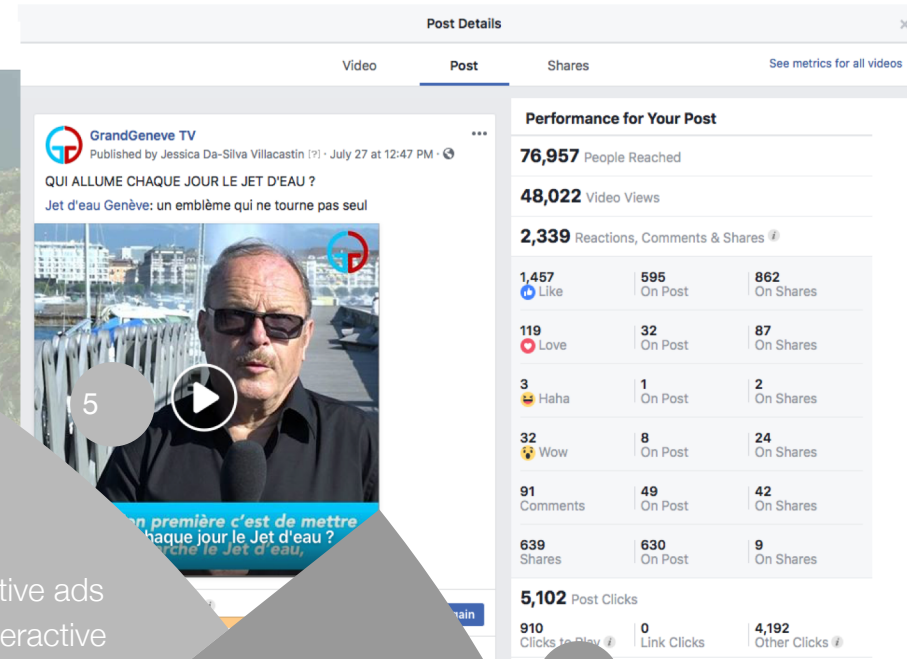
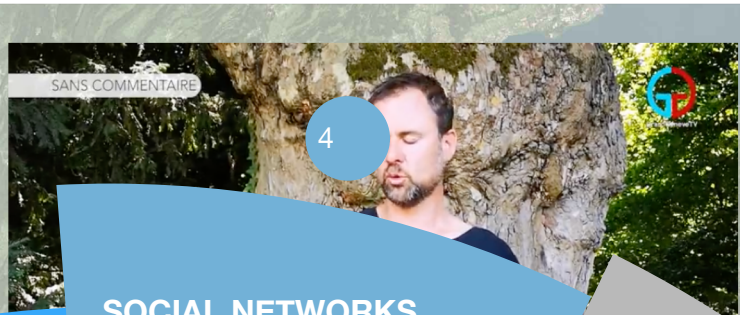
CO-PRODUCTION

A professional team for your video communication and audiovisual presence

BRANDED CONTENT

Unique opportunities to broadcast your own branded content to pour viewers

7



6

Performance for Your Post		
76,957 People Reached		
48,022 Video Views		
2,339 Reactions, Comments & Shares		
1,457 Like	595 On Post	862 On Shares
119 Love	32 On Post	87 On Shares
3 Haha	1 On Post	2 On Shares
32 Wow	8 On Post	24 On Shares
91 Comments	49 On Post	42 On Shares
639 Shares	630 On Post	9 On Shares
5,102 Post Clicks		
910 Clicks to Play	0 Link Clicks	4,192 Other Clicks

We help you spread your message



Production of your own branded content

Advertising Inventory (spots of 10'', 30'' or 60'')












Broadcasting of your « native advertising » content

Sponsorship of a content loop

Creation of a bespoke production project

Contact

	Clément Charles Associate		clement.charles@verticalizer.com
			+41 79 3245766
	Jessica Da Silva Editor in Chief		prod@grand-geneve.tv
			+41 78 620 64 92
	François Chemel VP Corporate Content		francois.chemel@allthecontent.com
			+33 6 60 10 70 87