

The image features a cityscape background with a central white box containing the text "THE JUNGLE OUT THERE". The cityscape is rendered in a light, monochromatic orange-brown tone. The central white box is divided into four quadrants by a black border. The text is centered within the middle two quadrants.

THE JUNGLE OUT THERE

TOTAL VIDÉO

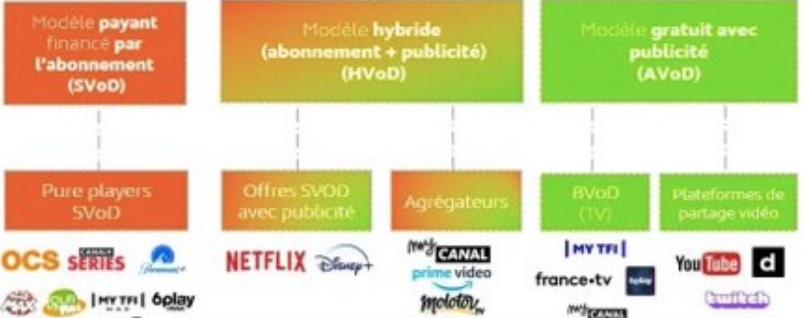
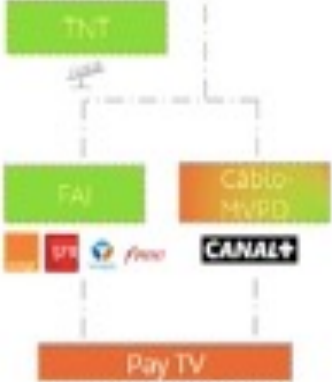
* Liste d'acteurs non-exhaustive

LINÉAIRE

À LA DEMANDE

BROADCAST

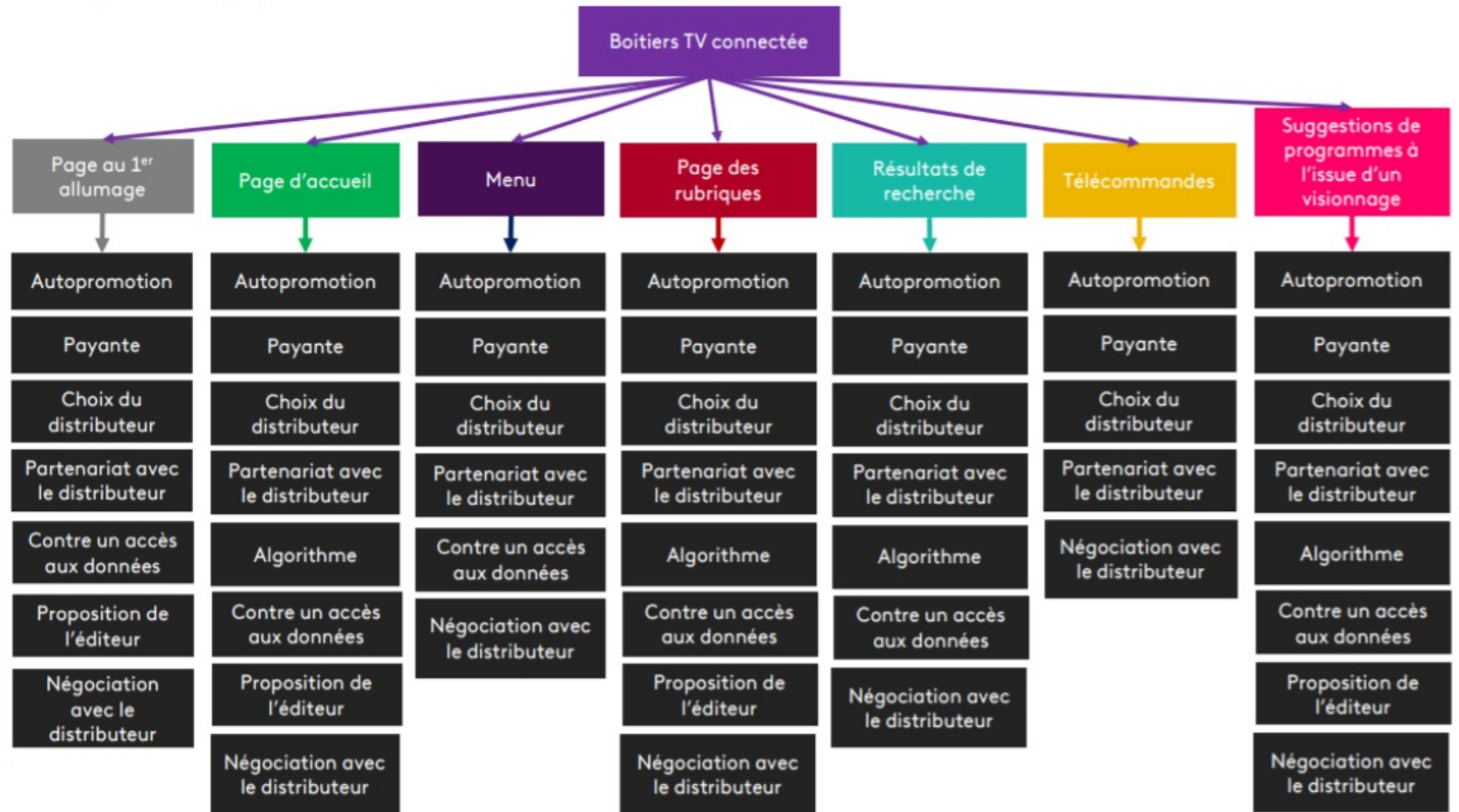
STREAMING



- Modèle gratuit financé par la publicité
- Modèle hybride (payant + gratuit)
- Modèle payant

50 SHADES OF ACCESS TO CONTENT ON TV

80% ON BIG SCREEN





HOW TO SURFACE

3 TYPES OF USERS

INTENTIONAL

SEMI INTENTIONAL

NON INTENTIONAL

HELP OTHERS TO HELP YOU

6

- Start during production
- Think Social Networks
- Must Tools :
 - Photos of actors – generic & in situation
 - Making-off
 - Fun facts
 - Engage your talents
 - Story line for main characters
 - Spots, teasers: 10”, 20”, 30”
 - #KeyWords: FB, X, IG, LinkedIn

BOTTOM LINE

**THINK USER,
BE USER**

ANTICIPATE