



 TotalEnergies AFRICA CUP OF NATIONS

CAMEROON 2021

9 JANUARY - 6 FEBRUARY 2022

PERFORMANCE REPORT



"YOU CAN'T EXPLAIN WINNING THE AFCON. YOU LIVE IT!" AN EXCEPTIONAL EDITION WON BY SENEGAL





LES CHAINES

CANAL+

SPORT

AN EDITORIAL PROMISE KEPT THAT ALLOWED TO LIVE THE EVENT UNTIL THE END!

100% OF THE GAMES

Full competition broadcasting in live and in HD :
52 games, opening and closing ceremonies !

150H ON AIR

All CANAL+ teams will be in TotalEnergies AFCON mode during 1 month to make you live this continental event !

2 TV SHOWS

Hosted by the known and reknown experts of CANAL+ to fully understand the competition !

AN EDITION BROADCASTED FOR THE 1ST TIME ON **CANAL+ SPORT 1**



THE SPORTS CHANNEL ACCESSIBLE FROM THE **ACCESS PACKAGE** TO

100% OF THE SUBSCRIBERS

LES CHAINES

CANAL+**SPORT**

100% OF THE TOTAL ENERGIES AFCON EXCLUSIVELY AND IN **HD**

52 LIVE GAMES

FIRST ROUND – 36 GAMES

- 24 teams divided into 6 groups
- The first 2 teams of each group as well as the 4 best teams ranking the 3rd position, will reach the final step.

FINAL ROUND – 16 GAMES

- 16 teams lined up to compete for the trophy
- Epic games with the best of African teams who will give everything to honor their flags !



LES CHAINES

CANAL+**SPORT**

THRILLING AND PASSIONNATE EXPERTS TO UNDERSTAND AND NOT MISS A THING !

1 DAILY TV SHOW DURING THE COMPETITION

« **SOIR DE CAN** » - 21 programs - 60 minutes

- Broadcast after each competition day, in early evening
- Games Highlights
- Statistics analysis and debate between journalists
- Exclusive image behind the scenes
- Profiles, reports and interviews



« **JOUR DE CAN** »

- Live stream continuity
- Analysis, reactions, debates of the running and coming games !





THE PROGRAM

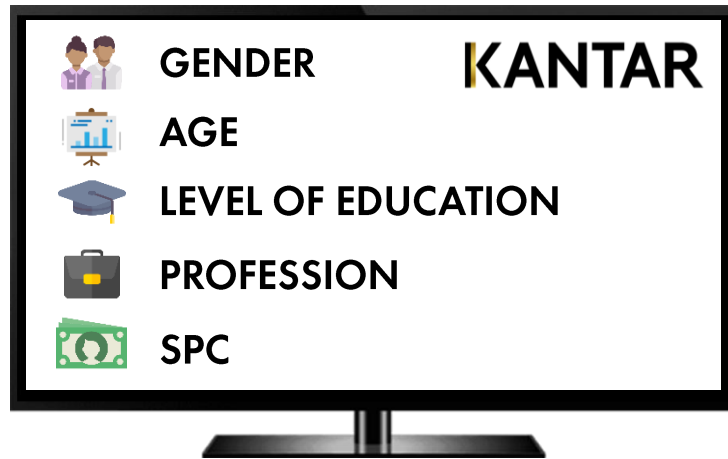
AUDIENCE & PERFORMANCE

ADVERTISING IMPACT

Africascope
Impact
KANTAR

A STUDY DEDICATED TO THE TOTALENERGIES AFCON 2021

REPRESENTATIVE PANEL OF THE POPULATION
A LARGE AND QUALIFIED SAMPLE



1,200 INTERVIEWS ACROSS 3 COUNTRIES



CAMEROON
Douala



COTE D'IVOIRE
Abidjan



SENEGAL
Dakar

AUDIENCE & IMPACT



Coverage of the
competition



Image and values
conveyed



Awareness of
partner brands



TOTALENERGIES AFCON 2021 IN CAMEROON THE EVENT THAT GATHERS ALL THE CONTINENT

A SUCCESS OF AUDIENCE !

98%

of the population has followed at least one game!



Mainly on television (98%)



At home (81%)



Accompanied between 2 and 9 people (78%)



EXCELLENT AUDIENCES FOR THIS 2021 EDITION IN CAMEROON!

CANAL+ SPORT THE REFERENCE TV CHANNELS

N°1

The African TV viewers have chosen **CANAL+ SPORT** TV channels to follow the games of the TotalEnergies AFCON !

PREFERED TV CHANNELS FOR...



Image and sound quality



Relevancy of sport commentaries



Journalists and TV presenters

SUCCESS OF THE DAILY MAGAZINE



The **most watched magazine** by viewers to understand everything and not miss anything of the competition

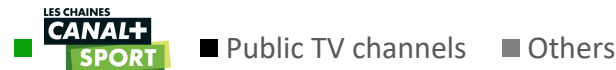
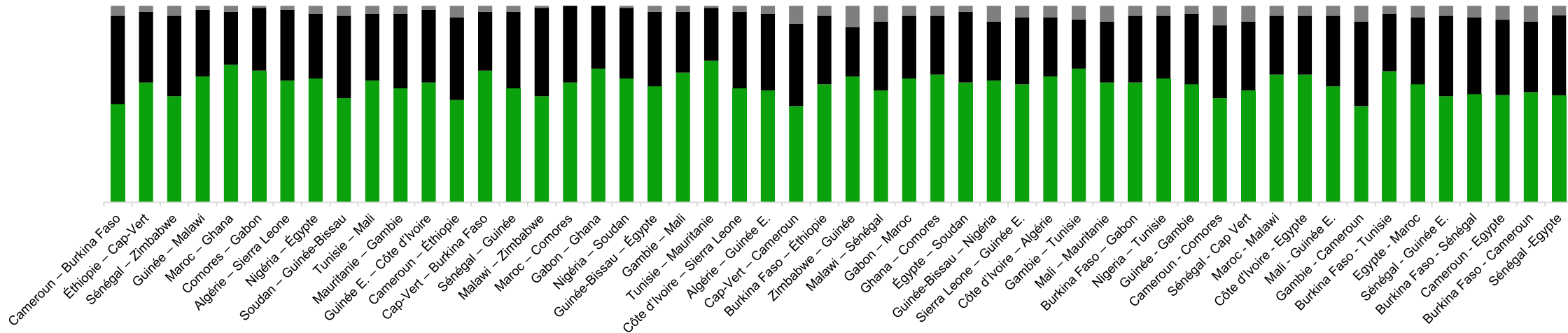


LEADER IN 100% OF THE GAMES OF THE TOTALENERGIES AFCON 2021!

COMPETITION MARKET SHARE



MARKET SHARE PER GAME

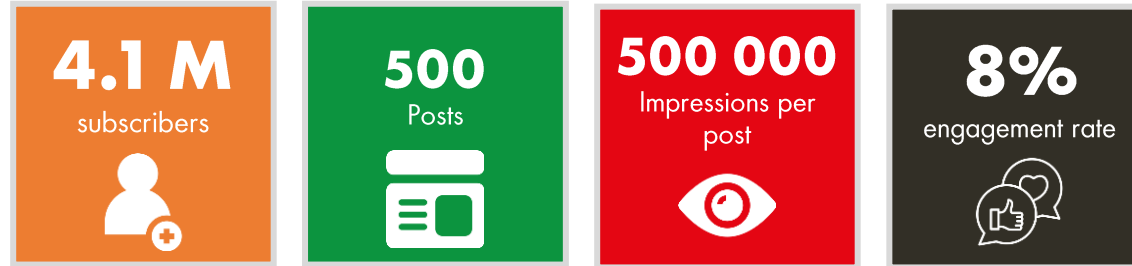


Source : Africascope Impact - TotalEnergies AFCON 2021



LES CHAINES
**CANAL+
SPORT**

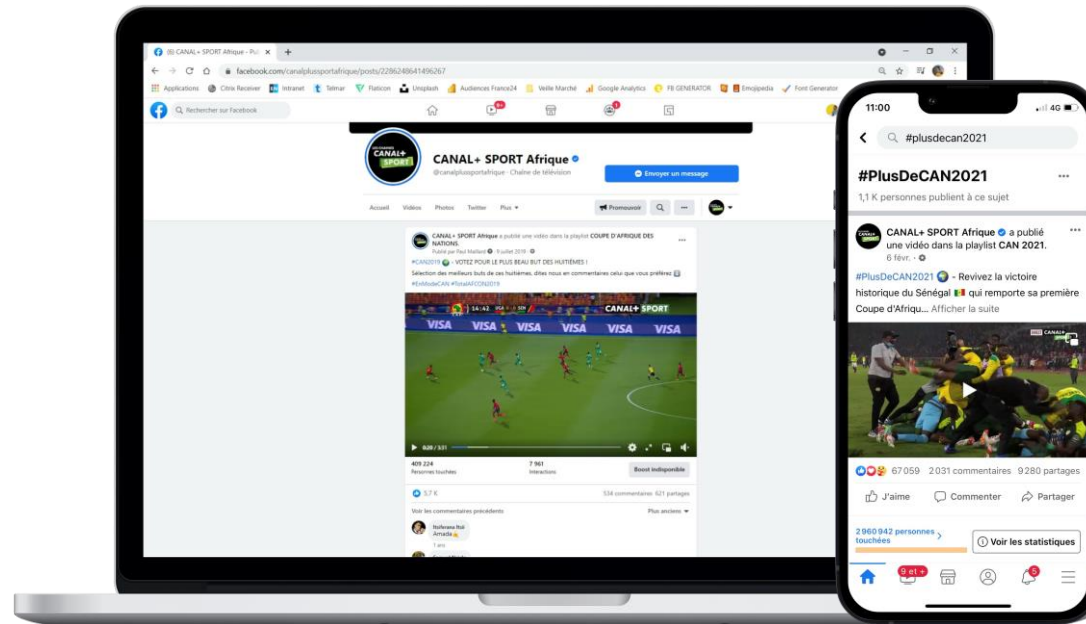
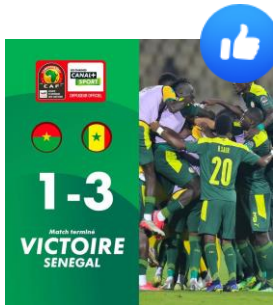
EXCELLENT PERFORMANCE OF THE **FACEBOOK PAGE** DURING THE COMPETITION!



moyenne mondiale = 1%



#PlusDeCAN2021 - Si près si loin : le Cameroun tombe aux tirs au but !



Source: Facebook - CANAL+ SPORT AFRICA page - Data from January 9 to February 6



EDITORIAL STAFF MOBILIZED TO COVER THE EVENT!

FRANCE24, THE LEADING NEWS CHANNEL

N°1

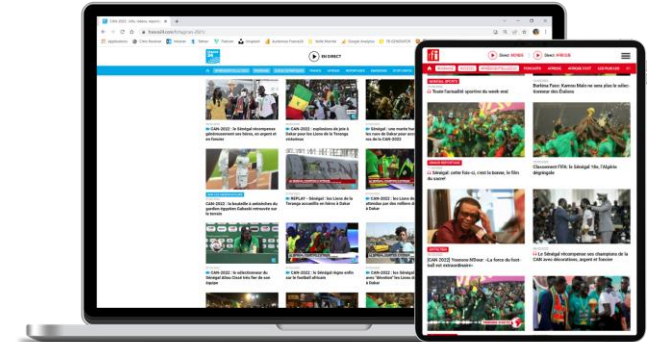
France 24 was the **1st information TV channel** to follow the news with the "JT CAN"!

RFI, THE LEADING RADIO STATION

N°1

RFI was the **1st radio** to follow the games of the competition!

POWERFUL DIGITAL ENVIRONMENTS



A news **widely relayed and followed** in digital throughout the competition.

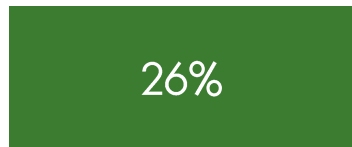


LES CHAINES
CANAL+
SPORT

SUCCESS AMONG THE FEMALE PUBLIC, A FEDERATING EVENT

**97% OF WOMEN
WATCHED THE TOTALENERGIES AFCON 2021**

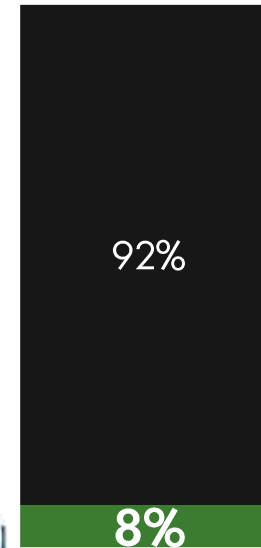
**39% OF TV VIEWERS
WERE WOMEN**



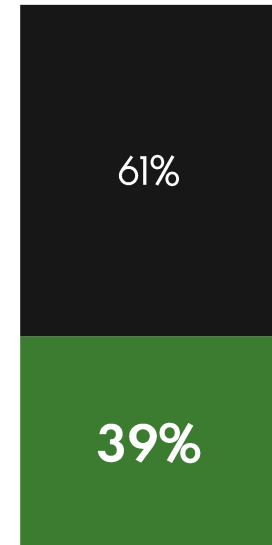
% Women who follow soccer



% Women who watched the AFCON 2021



CANAL+ SPORT
Channel profile



CANAL+ SPORT
Profile AFCON 2021 Games

■ Men
■ Women

Source : Africascope Impact - AFCON TotalEnergies 2021



A SIGNIFICANT ADVERTISING IMPACT FOR BRANDS

AN EXCELLENT PERCEPTION OF THE BRANDS THAT COMMUNICATED DURING THE COMPETITION!



of the population think it's a **good idea** to have a brand associated with the TotalEnergies AFCON 2021



of the population say they are more likely to purchase a brand associated with soccer

The brands associated with the TotalEnergies AFCON 2021 appear as ...



PERFORMING
88%



MODERN
86%



INNOVATIVE
85%



DYNAMIC
86%



SYMPATHIC
86%



CLOSE
86%



SHORTER ADVERTISING BREAKS FOR MAXIMUM PERFORMANCE

79% OF TV VIEWERS
**BETTER MEMORIZED THE COMMERCIALS
BROADCASTED ON CANAL+ SPORT
THANKS TO THE SHORTER COMMERCIAL
SCREENS**

We deliberately limit the length of commercials to a maximum of **6 minutes** to maximize the viewer experience and the emergence of brands.

This **small advertising footprint** allows for **greater brand visibility** for a more **effective and impactful** campaign.



LES CHAINES

CANAL+

SPORT

TALENTS D'AFRIQUE « EN ROUTE POUR LA CAN »

talents
d'afrique en route pour
la can

For the event, the magazine that highlights the talents of the continent **went into AFCON mode**.

5 editions ahead of the TotalEnergies AFCON 2021 with a third part **100% dedicated to the stakes of the most followed competition** of the continent.

An events-oriented program with which **VISA was associated, with excellent results** :



95%

**OF VIEWERS LIKED TDA
« EN ROUTE POUR LA CAN »**

83%

**OF VIEWERS HAD A GOOD
IMAGE OF *VISA***