



Mediawan becomes a major audiovisual player on digital with 11 bn views in 2020

Paris, February 2nd, 2021 – Mediawan, one of the main independent European studios of audiovisual content, has reached over 11 billion views of its contents on social platforms in 2020 across the whole Group, up 42% over a year.

Over the last few months, the Group has implemented an ambitious digital strategy on the various social platforms (YouTube, Facebook, Instagram but also Snapchat, TikTok), with the objective to promote the brands of its top contents and reach out to new audiences, by creating new formats dedicated to social media, but also by creating original contents for digital.

Launch of Mangas Zone, a new weekly Snapshow

After the successful launches of three weekly Snapshows, "[Best of Royale](#)", "[Best of Twitch](#)", and "[Mon Science et Vie Junior](#)," the Group launched a new weekly Snapshow dedicated to Mangas on Jan 8th. "[Mangas Zone](#)" is the first Snapshow on this topic in France, and will include every week a review of the new Mangas and Animes, reading/watching recommendations, and the best of the community's content.

Large growth of the digital audience of the Group's contents

Mediawan has implemented digital approaches to support its contents broadcast. The daily show "Ca Commence Aujourd'hui", currently broadcast on France 2, just reached 1M subscribers on [YouTube](#), and already has over 1.3M on [Facebook](#) (+58% and +107% over a year respectively).

The Group also has an ambitious strategy of catalogue exploitation. The classic show "Ca Va Se Savoir" has for example reached a record audience on [Facebook](#), with over 530 million minutes views in 2020, and already over 70,000 subscribers on TikTok in only 2 months.

Mediawan is working closely with platforms on the new video consumption models on digital, and has in particular been the first in France to broadcast a movie live on TikTok, "Sharknado", during a special Halloween event.

Thanks to the success of "Miraculous" and its 16.5M subscribers on YouTube, the independent producer ZAG and ON kids & family (the Group's animation branch) have recently installed this top franchise on TikTok, with already over 200,000 subscribers everywhere globally in just 3 months.

About Mediawan - [mediawan.com](https://www.mediawan.com)

Created in late 2015 by Pierre-Antoine Capton, Xavier Niel and Matthieu Pigasse, Mediawan is one of the main independent European studios of audiovisual content. Mediawan brings together best-in-class talents in audiovisual creation by operating on the entire value chain: production of drama, cinema, documentary, animation and unscripted shows (Mediawan Studios) thanks to over 50 production labels in France, Italy, Spain, the Netherlands, Finland and Senegal, but also distribution of audiovisual content (Mediawan Rights, LS Distribution and Telmondis Distribution), and publishing of channels and digital services (Mediawan Thematics).

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