



WE ARE 2026™

WE ARE M

FIFA WORLD CUP 26™

SPONSORSHIP OFFERS

TV, RADIO, DIGITAL

LE 15 SEPTEMBRE 2025 - 15H

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FIFA WORLD CUP 2026™, THE NEXT GLOBAL CAN'T MISS EVENT!

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M6, OFFICIAL BROADCASTER OF THE WORLD'S BIGGEST FOOTBALL COMPETITION

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OUR SPONSORSHIP OFFERS TV, RADIO & DIGITAL

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DIFFUSEUR OFFICIEL

FIFA WORLD CUP 26™

THE NEXT GLOBAL
CAN'T MISS EVENT!



2026 IN SIGHT: FIFA WORLD CUP 2026™ IS GOING BIGGER THAN EVER



JUNE 11 - JULY 19,
2026



MORE GLOBAL & MORE INCLUSIVE, UNPRECEDENTED SCALE FOR FIFA WORLD CUP 2026™

3 HOST NATIONS



& EXPANDED FORMAT

48

NATIONAL TEAMS

vs. 32 since 1998



THE WORLD'S FOOTBALL ELITE UNITES FOR THIS 23RD EDITION



A. HAKIMI

F. WIRTZ

C. RONALDO

L. MESSI

K. MBAPPÉ

L.YAMAL

MARQUINHOS

G. DONNARUMMA

C. GAKPO

TWO DOWN, ONE TO GO: LES BLEUS CHASE THEIR THIRD CONSECUTIVE FINAL





THE LAST DANCE

DESCHAMPS' ULTIMATE CHALLENGE

STABILITY, EFFICIENCY & ACHIEVEMENTS

After 14 years of electrifying France, Didier Deschamps takes his final bow. One star earned in 2018, generations inspired, a story carved in stone. 2026 marks the last stand of a mythical leader.

80%

**OF FRENCH PEOPLE BELIEVE DIDER DESCHAMPS HAS
HAD A POSITIVE IMPACT ON THE FRENCH TEAM**

LES BLEUS 2026 EDITION

BETWEEN EXPERIENCE AND YOUTHFUL SPIRIT

THE LEADERS

They'll be there. Mbappé, Dembélé, Pavard... Leaders of a golden, world champion generation return to conquer the globe. Wiser, tougher, hungrier than ever. 2026 is set to be electric blue.

THE NEW GENERATION

Make way for the future, renewal is underway with our gems Cherki, Doué, Olise... the new wave of Les Bleus hits the World Cup. Pure talent, boundless confidence and insatiable hunger : 2026 is their stage to shine.

75%

OF FRENCH PEOPLE BELIEVE THE EMERGENCE OF YOUNG TALENTS BRINGS NEW MOMENTUM TO THE NATIONAL TEAM

SOURCE: STUDY CONDUCTED BY M6 PUBLICITÉ ON THE TOLUNA PANEL: 812 RESPONDENTS AGED 18-59, REPRESENTATIVE OF THE FRENCH POPULATION. WAVE 1: MAY 2025



18 COUNTRIES ALREADY QUALIFIED

FIFA WORLD CUP 26™

							
							
		UEFA	UEFA	UEFA	UEFA	UEFA	UEFA
UEFA	UEFA	UEFA	UEFA	UEFA	UEFA	UEFA	UEFA
UEFA	UEFA	CAF	CAF	CAF	CAF	CAF	CAF
CAF	CONCACAF	CONCACAF	CONCACAF	AFC	AFC	PO	PO

FOOTBALL, A GENUINE MASSIVE REACH PROVIDER

15,7M

On average viewership
**Total matches including
French National Team**

8,5M

On average viewership
**28 matches broadcast
on free-to-air TV**

5,9M

On average viewership
Total matches free-to-air TV,
excluding **French National Team**

55M

Of French people watched
the FIFA World Cup 2022™

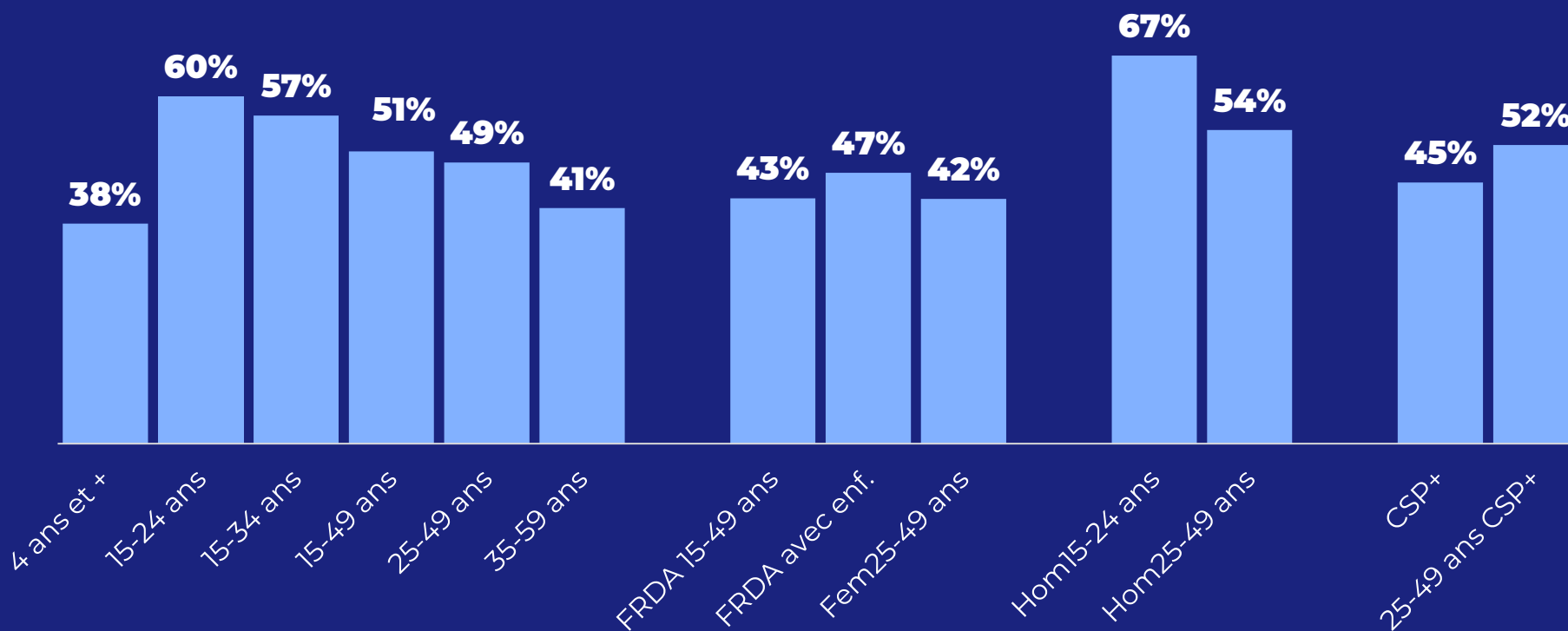


IN FRANCE, 9 OUT OF 10 INDIVIDUALS BELIEVE THAT SPORT BRINGS TOGETHER ALL CULTURES & GENERATIONS



FIFA WORLD CUP
Qatar 2022

Average audience share by target group for the FIFA World Cup Qatar 2022™



FOOTBALL: A POWERFUL AUDIENCE & ENGAGEMENT DRIVER ON M6+



LIVE TRAFFIC ON M6+
INCREASES UP TO

X3

DURING UEFA EURO 2024

DURING THE UEFA CHAMPIONS
LEAGUE FINAL

+1M

LIVE USERS ON M6+

1 IN 3
FRENCH PEOPLE

INTEND TO WATCH THE FIFA WORLD
CUP 2026™ VIA STREAMING



DIFFUSEUR OFFICIEL

M6, OFFICIAL BROADCASTER
OF THE WORLD'S BIGGEST
FOOTBALL COMPETITION



M6, OFFICIAL FREE-TO-AIR BROADCASTER OF THE 2026 FIFA WORLD CUP 2026™

1ST ROUND

THE 34 BEST MATCHES

34 group stage matches



OFFICIAL BROADCASTER

FINAL PHASE

THE 20 BEST MATCHES

8 Round of 32
5 Round of 16
3 quarter-finals
The semi-finals
Third place playoff
The final



MATCHES BROADCAST ON M6 WILL BE AT 6PM, 9PM, 10PM & MIDNIGHT*

* SCHEDULES SUBJECT TO CHANGE, PARTICULARLY DEPENDING ON THE DRAW ON DECEMBER 5, 2025 / ALL TIMES ARE GIVEN IN THE PARIS TIME ZONE (CET/CEST)



OUR SPECIAL SHOWS

TO CELEBRATE THIS ONE-OF-A-KIND EVENT

PRE-MATCH SHOWS

Live, **Ophélie Meunier** and **Smail Bouabdellah** will guide you through the build-up before kick-off. Together with our experts and special guests, they'll reveal **the keys to the match**: tactical breakdowns, coaching decisions, key players and what's at stake for the French team. Supporter reactions, exclusive insights and behind-the-scenes previews will round out this unmissable show to get you in the game from the very first minute.



POST-MATCH SHOWS

Ophélie Meunier and **Smail Bouabdellah** go live after the final whistle, joined by our experts and special guests to relive the **highlights of the match** — goals, key moments, and controversial decisions. Football fans, don't miss this intense third half! Exclusive player interviews, supporter reactions, and all the latest news from the French team will drive the pace of our post-match show.



AN EXCEPTIONAL LINE-UP ACROSS OUR CHANNELS FOR THIS COMPETITION



DEDICATED SHOWS & PROGRAMS

Live broadcast of the draw, our pre-match & post-match shows, La Minute de la Coupe du Monde, RTL Foot, Le Billet quotidien on RTL

NEWS COVERAGE ACROSS OUR NETWORKS

Le 1245, Le 1945, Le Journal des Bleus on RTL

EXCLUSIVE CONTENT

Exclusive documentaries

Educational content on Gulli

Over 300 hours of exclusive football content on M6+: Road to Mondial, The 100 most beautiful goals of the World Cup...



A TEAM OF PASSIONATE EXPERTS TO GUIDE YOU THROUGHOUT THE COMPETITION



Since 2020, M6 has entrusted the commentary of its top football matches to **Xavier Domergue**. After covering UEFA EURO 2024 on the channel, he will once again lend his voice to Les Bleus during the 2026 FIFA World Cup.

Ophélie Meunier and **Smail Bouabdellah**, joined by a team of expert analysts and consultants, will extend the experience with in-depth analysis and lively debates during our **pre- and post-match shows**.

Jean Resseguié, known as “the voice of football”, joined RTL in late 2025 to cover the biggest football events. He will thrill listeners throughout the FIFA World Cup 2026™ as one of RTL’s signature voices.



A DEDICATED CORNER FOR THE 2026 FIFA WORLD CUP™ ON M6+

300 HOURS OF EXCLUSIVE CONTENT!

Live matches
Match shortforms & highlights
Smart Replay : customize summary duration
Exclusive content & documentaries

THE FAN XP

All match statistics in real-time for an even more immersive experience:

- Team line-ups and tactics
- Players' statistics and live matches
- Real-time highlights





DIFFUSEUR OFFICIEL



OUR SPONSORSHIP PACKAGES

TV, RADIO, DIGITAL



MATCH SPONSORSHIP

BILLBOARDS & TRAILERS OFFER

Sponsorship of the **54 matches of the competition broadcast on M6**, as well as the associated promotional campaign.

OFFER FOR **OFFICIAL PARTNERS** OF THE FIFA WORLD CUP 2026™ - PACKAGE PER PARTNER

- ☐ Minimum of 500 trailers in 8" format
- ☐ **±324 guaranteed** appearances during the matches, i.e. for each match :
 - ☐ 1 x 6" billboard at the beginning and end of the broadcast
 - ☐ 1 x 6" billboard at half-time
 - ☐ 1 x 6" billboard at the start of the second half
 - ☐ Minimum of 2 logo insertions of 5" each during the broadcast

PROJECTED PERFORMANCE



- ☐ **±3,700 GRP** Men 25-49 including **±1,800 GRP offered** (via logo insertions)
- ☐ **±3,300 GRP** 25-49 including **±1,600 GRP offered** (via logo insertions)

4 SLOTS AVAILABLE

PRICE : €2,645,000 EXCL. TAX, NET TV, PER PARTNER

SOURCE: MÉDIAMÉTRIE | FORMAT INDEX: 0534 | INDICATIVE AND INFORMATIONAL PERFORMANCE DATA, WITH NO CONTRACTUAL VALUE. | SUBJECT TO POSSIBLE CHANGES IN PROGRAMMING - EXCLUDING PRESS AND/OR RADIO PARTNERS. NET RATE BASED ON THE PRICE SCHEDULE, EXCLUDING TECHNICAL COSTS FOR PRODUCING TV IDENTs. 2 LOGO INSERTIONS PER MATCH PER SPONSOR - 2 SIMULTANEOUS LOGO PRESENCES. EXCEPT FOR THE PROVISIONS DETAILED IN THIS DOCUMENT, THE PURCHASE OF THESE PACKAGES IS SUBJECT TO THE TERMS AND CONDITIONS SET OUT IN THE 2025 GENERAL TERMS AND CONDITIONS OF SALE OF M6 PUBLICITÉ. AND REFERENCE PERFORMANCE DATA, WITH NO CONTRACTUAL VALUE | THE OFFICIAL FIFA PARTNERS AND THE OFFICIAL SPONSORS OF THE FIFA WORLD CUP 2026™ BENEFIT FROM PURCHASE PRIORITY UNTIL TUESDAY, 30 SEPTEMBER 2025, 3:00 P.M. *THE GRPS RESULTING FROM LOGO INSERTIONS ARE GRANTED AT NO ADDITIONAL COST TO THE OFFICIAL PARTNERS OF THE FIFA WORLD CUP 2026™



MATCH SPONSORSHIP

BILLBOARDS & TRAILERS OFFER

Sponsorship of the **54 matches of the competition broadcast on M6**, as well as the associated promotional campaign.

OFFER FOR **NON-OFFICIAL PARTNER** ADVERTISERS OF THE FIFA WORLD CUP 2026™ - PACKAGE PER PARTNER

- ☐ Minimum of 500 trailers in 8" format
- ☐ **±216 guaranteed** appearances during the matches, i.e. for each match:
 - ☐ 1 x 6" billboard at the beginning of the broadcast
 - ☐ 1 x 6" billboard at half-time
 - ☐ 1 x 6" billboard at the start of the second half
 - ☐ 1 x 6" billboard at the end of the broadcast

PROJECTED PERFORMANCE



- ☐ **±1 900 GRPs** Men 25–49 | **±185M** target contacts
- ☐ **±1 700 GRPs** Adults 25–49 | **±337M** target contacts

4 SLOTS AVAILABLE*

PRICE : €2,785,000 EXCL. TAX, NET TV, PER PARTNER

SOURCE: MÉDIAMÉTRIE | FORMAT INDEX: 0534 | INDICATIVE AND INFORMATIONAL PERFORMANCE DATA, WITH NO CONTRACTUAL VALUE. | SUBJECT TO POSSIBLE CHANGES IN PROGRAMMING – EXCLUDING PRESS AND/OR RADIO PARTNERS. NET RATE BASED ON THE PRICE SCHEDULE, EXCLUDING TECHNICAL COSTS FOR PRODUCING TV IDENTITIES. EXCEPT FOR THE PROVISIONS DETAILED IN THIS DOCUMENT, THE PURCHASE OF THESE PACKAGES IS SUBJECT TO THE TERMS AND CONDITIONS SET OUT IN THE 2025 GENERAL TERMS AND CONDITIONS OF SALE OF M6 PUBLICITÉ. AND REFERENCE PERFORMANCE DATA, WITH NO CONTRACTUAL VALUE | THE OFFICIAL FIFA PARTNERS AND THE OFFICIAL SPONSORS OF THE FIFA WORLD CUP 2026™ BENEFIT FROM PURCHASE PRIORITY UNTIL TUESDAY, 30 SEPTEMBER 2025, 3:00 P.M. - * MAXIMUM NUMBER OF AVAILABLE SPOTS, DEPENDING ON THE NUMBER OF OFFICIAL PARTNERS WHO COMMIT TO THIS PACKAGE



MATCH SPONSORSHIP

100% BILLBOARD PACKAGE

Sponsorship of the **54 matches of the competition broadcast on M6.**

PACKAGE PER PARTNER

☐ **±216 guaranteed billboard** appearances during the matches, i.e. for each match:

- ☐ 1 x 6" billboard at the beginning of the broadcast
- ☐ 1 x 6" billboard at half-time
- ☐ 1 x 6" billboard at the start of the second half
- ☐ 1 x 6" billboard at the end of the broadcast

PROJECTED PERFORMANCE



- ☐ **±1 500 GRPs** Men 25–49 | **±146M** target contacts
- ☐ **±1 350 GRPs** Adults 25–49 | **±268M** target contacts

1 SLOT AVAILABLE | 6-SECOND FORMAT

PRICE : €2,320,000 EXCL. TAX, NET TV

SOURCE: MÉDIAMÉTRIE | FORMAT INDEX: 0.52 | INDICATIVE AND INFORMATIONAL PERFORMANCE DATA, WITH NO CONTRACTUAL VALUE. | SUBJECT TO POSSIBLE CHANGES IN PROGRAMMING – EXCLUDING PRESS AND/OR RADIO PARTNERS. NET RATE BASED ON THE PRICE SCHEDULE, EXCLUDING TECHNICAL COSTS FOR PRODUCING TV IDENTs. 4 LOGO INSERTIONS PER MATCH PER SPONSOR – 2 SIMULTANEOUS LOGO PRESENCES. EXCEPT FOR THE PROVISIONS DETAILED IN THIS DOCUMENT, THE PURCHASE OF THESE PACKAGES IS SUBJECT TO THE TERMS AND CONDITIONS SET OUT IN THE 2025 GENERAL TERMS AND CONDITIONS OF SALE OF M6 PUBLICITÉ. AND REFERENCE PERFORMANCE DATA, WITH NO CONTRACTUAL VALUE | THE OFFICIAL FIFA PARTNERS AND THE OFFICIAL SPONSORS OF THE FIFA WORLD CUP 2026™ BENEFIT FROM PURCHASE PRIORITY UNTIL TUESDAY, 30 SEPTEMBER 2025, 3:00 P.M.



MAGAZINES SPONSORSHIP

PRE-MATCH MAGAZINE PACKAGE

Sponsorship of the pre-match magazines on M6 – **54 magazines** hosted by Ophélie Meunier and Smail Bouabdellah, covering the entire competition.

PACKAGE PER PARTNER



Premium brand visibility through advertiser presence at the start and end of every pre-match magazine, reinforced by inclusion in the full promotional campaign.



A consistent advertiser presence woven into RTL's daily sports segments throughout the entire competition.

PROJECTED PERFORMANCE



- **±435 GRPs** Men 25–49
- **±380 GRPs** Adults 25–49

PROJECTED PERFORMANCE



- **±91 GRPs** Men 25–49
- **±62 GRPs** Adults 25–49

2 SLOTS AVAILABLE | 108 TV APPEARANCES + 107 RADIO APPEARANCES | 8-SECOND FORMAT

PRICE : €900,000 EXCL. TAX, NET TV-RADIO

SOURCE: MÉDIAMÉTRIE | TV FORMAT: 8 SECONDS / RADIO FORMAT: 8 SECONDS | INDICATIVE AND INFORMATIONAL PERFORMANCE DATA, WITH NO CONTRACTUAL VALUE, | SUBJECT TO POSSIBLE CHANGES IN PROGRAMMING – EXCLUDING PRESS AND/OR RADIO PARTNERS. NET RATE BASED ON THE PRICE SCHEDULE, EXCLUDING TECHNICAL COSTS FOR PRODUCING TV IDENTIS. 4 LOGO INSERTIONS PER MATCH PER SPONSOR – 2 SIMULTANEOUS LOGO PRESENCES, EXCEPT FOR THE PROVISIONS DETAILED IN THIS DOCUMENT, THE PURCHASE OF THESE PACKAGES IS SUBJECT TO THE TERMS AND CONDITIONS SET OUT IN THE 2025 GENERAL TERMS AND CONDITIONS OF SALE OF M6 PUBLICITÉ, AND REFERENCE PERFORMANCE DATA, WITH NO CONTRACTUAL VALUE | THE OFFICIAL FIFA PARTNERS AND THE OFFICIAL SPONSORS OF THE FIFA WORLD CUP 2026™ BENEFIT FROM PURCHASE PRIORITY UNTIL TUESDAY, 30 SEPTEMBER 2025, 3:00 P.M.



MAGAZINES SPONSORSHIP

POST-MATCH MAGAZINE PACKAGE

Sponsorship of the post-match magazines on M6 – a minimum of **35 magazines** covering the entire competition.

PACKAGE PER PARTNER



Premium brand visibility through advertiser presence at the start and end of every post-match magazine, reinforced by inclusion in the full promotional campaign.



A consistent advertiser presence woven into RTL's daily sports segments throughout the entire competition.

PROJECTED PERFORMANCE



- **±245 GRPs** Men 25–49
- **±215 GRPs** Adults 25–49

PROJECTED PERFORMANCE



- **±61 GRPs** Men 25–49
- **±42 GRPs** Adults 25–49

2 SLOTS AVAILABLE | 70 TV APPEARANCES + 84 RADIO APPEARANCES | 8-SECOND FORMAT

PRICE : €420,000 EXCL. TAX, NET TV-RADIO

SOURCE: MÉDIAMÉTRIE | INDICATIVE AND INFORMATIONAL PERFORMANCE DATA, WITH NO CONTRACTUAL VALUE. | SUBJECT TO POSSIBLE CHANGES IN PROGRAMMING – EXCLUDING PRESS AND/OR RADIO PARTNERS. NET RATE BASED ON THE PRICE SCHEDULE, EXCLUDING TECHNICAL COSTS FOR PRODUCING TV IDENTs. 4 LOGO INSERTIONS PER MATCH PER SPONSOR – 2 SIMULTANEOUS LOGO PRESENCES, EXCEPT FOR THE PROVISIONS DETAILED IN THIS DOCUMENT, THE PURCHASE OF THESE PACKAGES IS SUBJECT TO THE TERMS AND CONDITIONS SET OUT IN THE 2025 GENERAL TERMS AND CONDITIONS OF SALE OF M6 PUBLICITÉ, AND REFERENCE PERFORMANCE DATA, WITH NO CONTRACTUAL VALUE | THE OFFICIAL FIFA PARTNERS AND THE OFFICIAL SPONSORS OF THE FIFA WORLD CUP 2026™ BENEFIT FROM PURCHASE PRIORITY UNTIL TUESDAY, 30 SEPTEMBER 2025, 3:00 P.M.



SPONSORSHIP OF SHORT PROGRAMS

THE WORLD CUP MINUTE PACKAGE

Broadcast of a daily short feature highlighting the image or key moment of the day from the matches played.

PACKAGE PER PARTNER



A short program broadcast every evening between 7:30 p.m. and 8:45 p.m. on M6, offering viewers a daily rendezvous throughout the tournament.



A strong and consistent advertiser presence integrated into RTL's daily sports segments, strategically placed during prime-time radio slots throughout the tournament.

PROJECTED PERFORMANCE



- ☐ **±115 GRPs** Men 25–49
- ☐ **±130 GRPs** Adults 25–49

PROJECTED PERFORMANCE



- ☐ **±53 GRPs** Men 25–49
- ☐ **±42 GRPs** Adults 25–49

2 SLOTS AVAILABLE | 76 TV APPEARANCES + 66 RADIO APPEARANCES | 8-SECOND FORMAT

PRICE : €345,000 EXCL. TAX, NET TV-RADIO

SOURCE: INDICATIVE AND INFORMATIONAL PERFORMANCE DATA, WITH NO CONTRACTUAL VALUE. | SUBJECT TO POSSIBLE CHANGES IN PROGRAMMING – EXCLUDING PRESS AND/OR RADIO PARTNERS. NET RATE BASED ON THE PRICE SCHEDULE, EXCLUDING TECHNICAL COSTS FOR PRODUCING TV IDENT. EXCEPT FOR THE PROVISIONS DETAILED IN THIS DOCUMENT, THE PURCHASE OF THESE PACKAGES IS SUBJECT TO THE TERMS AND CONDITIONS SET OUT IN THE 2025 GENERAL TERMS AND CONDITIONS OF SALE OF M6 PUBLICITÉ. AND REFERENCE PERFORMANCE DATA, WITH NO CONTRACTUAL VALUE | THE OFFICIAL FIFA PARTNERS AND THE OFFICIAL SPONSORS OF THE FIFA WORLD CUP 2026™ BENEFIT FROM PURCHASE PRIORITY UNTIL TUESDAY, 30 SEPTEMBER 2025, 3:00 P.M..



SPONSORSHIP OF SHORT PROGRAMS

ROAD TO THE WORLD CUP PACKAGE

A flagship rendezvous ahead of the competition, providing strategic exposure and premium visibility to the audience.

PACKAGE PER PARTNER



A daily short program broadcast from Monday to Saturday, airing each evening between **8:15 p.m. and 9:00 p.m. on M6**. A regular feature within a prime audience slot, starting the day after the draw on December 5 and running until the eve of the kick-off in June.

GLOBAL PACKAGE - 27 WEEKS		4-WEEK PACKAGE	
EXCLUSIVE ADVERTISER PACKAGE	SHARED BRAND PACKAGE 2 SLOTS	EXCLUSIVE ADVERTISER PACKAGE	SHARED BRAND PACKAGE 2 SLOTS
±580 GRPs Men 25-49	±290 GRP Men 25-49	±86 GRP Men 25-49	±43 GRP Men 25-49
±640 GRPs Adults 25-49	±320 GRP Adults 25-49	±90 GRP Adults 25-49	±45 GRP Adults 25-49
8S FORMAT 2 OTS / DAY	8S FORMAT 1 OTS / DAY	8S FORMAT 2 OTS / DAY	8S FORMAT 1 OTS / DAY
PRODUCTION COSTS : FROM €280K	PRODUCTION COSTS INCLUDED	PRODUCTION COSTS : FROM €50K	PRODUCTION COSTS INCLUDED
€1,340,000 NET TV EXCL. TAX & PRODUCTION COST	€670,000 EXCL. TAX NET TV	€210,000 NET TV EXCL. TAX & PRODUCTION COST	€105,000 EXCL. TAX NET TV

SOURCE: INDICATIVE AND INFORMATIONAL PERFORMANCE DATA, WITH NO CONTRACTUAL VALUE. | SUBJECT TO POSSIBLE CHANGES IN PROGRAMMING - EXCLUDING PRESS AND/OR RADIO PARTNERS. NET RATE BASED ON THE PRICE SCHEDULE, EXCLUDING TECHNICAL COSTS FOR PRODUCING TV IDENTIS. EXCEPT FOR THE PROVISIONS DETAILED IN THIS DOCUMENT, THE PURCHASE OF THESE PACKAGES IS SUBJECT TO THE TERMS AND CONDITIONS SET OUT IN THE 2025 GENERAL TERMS AND CONDITIONS OF SALE OF M6 PUBLICITE. AND REFERENCE PERFORMANCE DATA, WITH NO CONTRACTUAL VALUE | THE OFFICIAL FIFA PARTNERS AND THE OFFICIAL SPONSORS OF THE FIFA WORLD CUP 2026™ BENEFIT FROM PURCHASE PRIORITY UNTIL TUESDAY, 30 SEPTEMBER 2025, 3:00 P.M. FOR THE "EXCLUSIVE ADVERTISER" PACKAGE, PRODUCTION MUST BE CARRIED OUT EXCLUSIVELY THROUGH M6 CREATION.



DIGITAL SPONSORSHIP

REPLAY / HIGHLIGHTS PACKAGE

Sponsorship of match replays, match highlights, and all additional World Cup content available on M6+.

PACKAGE PER PARTNER

- ☐ Sponsorship presence at the start of each program/content
- ☐ Advertiser presence also included in the associated promotional plan.

PROJECTED PERFORMANCE



- ☐ 16M impressions
- ☐ 8-second format

4 SLOTS AVAILABLE

PRICE : €400,000 EXCL. TAX, NET

SOURCE: INDICATIVE AND INFORMATIONAL PERFORMANCE DATA, WITH NO CONTRACTUAL VALUE. | SUBJECT TO POSSIBLE CHANGES IN PROGRAMMING – EXCLUDING PRESS AND/OR RADIO PARTNERS. NET RATE BASED ON THE PRICE SCHEDULE, EXCLUDING TECHNICAL COSTS FOR PRODUCING TV IDENTIS. EXCEPT FOR THE PROVISIONS DETAILED IN THIS DOCUMENT, THE PURCHASE OF THESE PACKAGES IS SUBJECT TO THE TERMS AND CONDITIONS SET OUT IN THE 2025 GENERAL TERMS AND CONDITIONS OF SALE OF M6 PUBLICITÉ. AND REFERENCE PERFORMANCE DATA, WITH NO CONTRACTUAL VALUE | THE OFFICIAL FIFA PARTNERS AND THE OFFICIAL SPONSORS OF THE FIFA WORLD CUP 2026™ BENEFIT FROM PURCHASE PRIORITY UNTIL TUESDAY, 30 SEPTEMBER 2025, 3:00 P.M.



COMMERCIALIZATION OF SPONSORSHIP PACKAGES

GENERAL TERMS AND CONDITIONS OF SALE – RESERVED FOR OFFICIAL PARTNERS OF THE FIFA WORLD CUP 2026™

The commercialization of sponsorship packages will begin on Monday, September 15th at 3:00 PM, and for 15 days, until Tuesday, September 30th at 3:00 PM, official partners will have priority purchase for all proposed packages. Official partners of the 2026 FIFA World Cup™ wishing to secure one of the sponsorship packages must do so only by sending an email to the following address: sponsocoupedumonde2026@m6.fr

⚠ Only firm purchase requests will be considered (no options will be accepted). Firm purchase requests received at the address indicated above must include the following information:

- ☐ Advertiser's name
- ☐ Sponsorship package(s) concerned
- ☐ Sector code

Sector exclusivity is guaranteed for each package marketed as part of this offer.

At the end of the priority period, several scenarios are possible (advertisers will be informed by October 1st at the latest):

- ☐ **Either** the official partner's offer is confirmed
- ☐ **Or** the demand from official partners exceeds the available offer for the same package. In this case, the following priority rules will apply :
 1. The advertiser who has submitted the highest overall amount across all marketed sponsorship packages will have priority.
 2. In case of identical offers from at least two advertisers, a second round will be organized to decide between the proposals according to the following terms.

Terms of the second round:

- A. Date: Thursday, October 2nd, from 10:00 AM to 4:00 PM
- B. Firm and non-cancellable purchase offer expressed in € net excluding taxes, to be sent to an email address to be communicated later by M6 Publicité, specifying the advertiser's name, the package(s) and sector code concerned
- C. Number of offers: only one offer per advertiser (firm and non-cancellable)
- D. Selection criteria: the highest financial proposal wins
- E. In case of another tie: priority given to the offer received first (to the minute)
- F. Validation: the second round offer will be registered with a justice commissioner, without M6 Publicité being aware of it before Thursday, October 2nd at 5:00 PM.



COMMERCIALIZATION OF SPONSORSHIP PACKAGES

GENERAL TERMS AND CONDITIONS OF SALE – RESERVED FOR NON - OFFICIAL PARTNERS OF THE FIFA WORLD CUP 2026™

The priority period for official partners extends from Monday, September 15th at 3:00 PM to Tuesday, September 30th at 3:00 PM. Non-official partner advertisers can express interest in the various sponsorship packages during this period by sending an email to the following address: sponsocoupedumonde2026@m6.fr. However, no confirmation will be given before the end of the partners' priority period.

⚠ Only firm purchase requests will be considered (no options will be accepted). Firm purchase requests received at the address indicated above must include the following information:

- ☐ Advertiser's name
- ☐ Sponsorship package(s) concerned
- ☐ Sector code

Sector exclusivity is guaranteed for each package marketed as part of this offer.

At the end of the priority period, several scenarios are possible (advertisers will be informed by October 1st at the latest) :

- ☐ **Either** the non-official partner advertiser's offer is confirmed.
- ☐ **Or** the non-official partner advertiser's offer is not confirmed.
- ☐ **Or** the demand from non-official partner advertisers for the remaining packages exceeds the available offer, or at least two non-official partner advertisers from the same sector code apply for the same package. In this case, the following priority rules will apply:
 1. The advertiser who has submitted the highest overall amount across all marketed sponsorship packages will have priority.
 2. In case of identical offers from at least two advertisers, a second round will be organized to decide between the proposals according to the following terms.

Terms of the second round :

- A. Date: Thursday, October 2nd, from 10:00 AM to 4:00 PM
- B. Firm and non-cancellable purchase offer expressed in € net excluding taxes, to be sent to an email address to be communicated later by M6 Publicité, specifying the advertiser's name, the package(s) and sector code concerned
- C. Number of offers: only one offer per advertiser (firm and non-cancellable)
- D. Selection criteria: The highest financial proposal wins
- E. In case of another tie: priority given to the offer received first (to the minute)
- F. Validation: the second round offer will be registered with a justice commissioner, without M6 Publicité being aware of it before Thursday, October 2nd at 5:00 PM.



COMMERCIALIZATION OF SPONSORSHIP PACKAGES

FINAL DRAW FOR THE FIFA WORLD CUP 26™

Sponsorship of the live ceremony and the associated promotional campaign



BEFORE **OCTOBER 15, 2025**

Any advertiser confirming its commitment by October 15, 2025 inclusive, for sponsorship packages covering all 54 matches, will be granted, free of charge, the sponsorship of the Official Draw of the FIFA World Cup 2026™, broadcast live on M6 on Friday, December 5, 2025 from 6:00 p.m. at the Kennedy Center.

5 SLOTS AVAILABLE

6-SECOND FORMAT

AFTER **OCTOBER 15, 2025**

M6 Publicité reserves the right to commercialize this package independently at the end of this exclusivity period, subject to remaining availability.

* THEORETICAL BROADCAST TIME | SUBJECT TO SCHEDULING



OFFICIAL SPONSORS

FIFA WORLD CUP 2026™

NOTE : NON-EXHAUSTIVE LIST

OFFICIAL FIFA PARTNERS

aramco



Coca-Cola



QATAR
AIRWAYS

VISA

Lenovo

OFFICIAL PARTNERS OF THE 2026 WORLD CUP

verizon

BANK OF AMERICA



Hisense



OFFICIAL SUPPORTERS OF THE 2026 WORLD CUP



American Airlines



DIAGEO



SALES SCHEDULE

UPCOMING KEY DATES*

Official Publication
of Sponsorship Offer



December 5
Official Draw of the FIFA World Cup 2026™
Mid-December
Details of the 54 matches



Opening of the
pre-booking platform
In classic TV
(Exclusive channel)



July 19
Final of the 23rd World
Cup in New York



SEP 15, 2025

OCT 25

DEC 25

JAN 26

FEB 26

**JUNE
JULY 26**



Official Publication
of Classic, Digital, Radio, OPS...
offers Including the pricing
for all matches



WE ARE 20TM

WE ARE 16

FIFA WORLD CUP 26TM

SPONSORSHIP OFFERS

TV, RADIO, DIGITAL

LE 15 SEPTEMBRE 2025 - 15H