

TV & DIGITAL COMMERCIAL OFFER

FIFA WORLD CUP 2026™ DRAW

WE ARE 2026™

WE ARE M6

FIFA WORLD CUP 26™

DISCOVER THE FULL WORLD CUP DRAW



DIFFUSEUR OFFICIEL



Offer published: Wednesday, 12 November – 11 a.m.

M6 GROUP, THE OFFICIAL BROADCASTER OF THE BIGGEST FOOTBALL COMPETITIONS

2026 / 2030



2025 / 2027



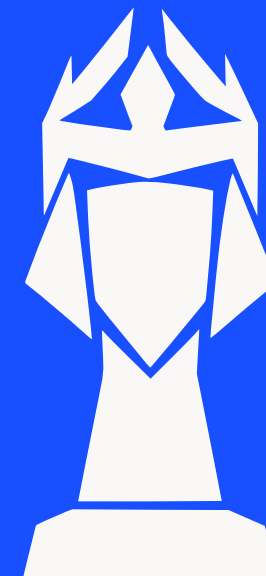
2024 / 2027



2025



2025



76%

**OF FRENCH VIEWERS
INTEND TO WATCH
FIFA WORLD CUP 26™**



OFFICIAL BROADCASTER

**WE
ARE**



FIFA

SOURCE : M6 PUBLICITÉ X TOLUNA : 812 RESPONDANTS 18-59 NATIONAL REPRESENTATIVE SAMPLE – 1ST WAVE MAY 2025



FEEL THE THRILL OF THE WORLD CUP DRAW, LIVE DECEMBER 5 ON M6!



LIVE FROM THE KENNEDY CENTER, WASHINGTON D.C

AN EXCEPTIONAL CEREMONY FOR A HISTORIC 48-TEAM WORLD CUP !

If they secure qualification, Didier Deschamps' French team will join the 16 European nations competing in this unprecedented World Cup.

WHO WILL FACE WHO ? WHO WILL LAND IN THE "GROUP OF DEATH"?

Viewers will discover live the full draw of the 12 groups, including France's, with instant reactions, expert analysis, and exclusive footage.





28 COUNTRIES ALREADY QUALIFIED

FIFA WORLD CUP 2026™



DRAW

**12 GROUPS
OF 4 TEAMS**



**THE 2 BEST TEAMS FROM
EACH GROUP WILL QUALIFY**



**THE 8 BEST 3RD PLACED
TEAMS WILL ALSO QUALIFY
FOR THE FINAL BRACKET**

OUR TEAM OF PASSIONATE EXPERTS AT THE HEART OF THE FIFA26™ DRAW CEREMONY

DECEMBER 5th, STARTING AT 6 PM!



The complete Fifa world cup 2026™ draw ceremony, Live on M6 & M6+

With **Xavier Domergue**, **Ophélie Meunier** and **Smail Bouabdellah**
for a special TV show **LIVE FROM WASHINGTON D.C.**



A HIGH-TENSION WORLD CUP DRAW DAY

ON M6 & M6+

9H45 12H45 13H35 13H40 17H00 18H00 19H00 20H00



8 AD BREAKS* THROUGHOUT THE DAY WITH A SPECIAL WORLD CUP DRAW JINGLE !

OPENING
AD BREAK

PRE-DRAW
AD BREAK

CLOSING AD
BREAK

3 AD BREAKS* AROUND THE DRAW

M6+ EXCLUSIVE

M6+ PRIVATISED FOR 2H
(ONLY FOR CTV)

1 PLACE AVAILABLE

M6+
UNLIMITED

*AD CODES (SUBJECT TO CHANGE) :
8 ad breaks throughout the day: 1040 / 1205 / 1240 / 1305 / 1350 / 1440 / 1530 / 1640
3 ad breaks around the draw: 1814 / 1932 / 1944

A PREMIUM ADVERTISING INTEGRATION ALL DAY LONG FOR THIS SPECIAL EVENT ON

SPECIAL WORLD CUP DRAW JINGLE ON 



A SPECIAL BRANDING ANNOUNCING THE DRAW, RIGHT BEFORE YOUR SPOT.



EXCLUSIVELY FOR YOUR BRAND DURING THE FIFA WORLD CUP 2026™ DRAW CEREMONY



GIVE VIEWERS **A SHORTER AD BREAK !**

**GET ALL CTV PRE-ROLLS EXCLUSIVELY FOR
YOUR BRAND**

**DURING THE TWO HOURS
FIFA WORLD CUP DRAW CEREMONY,
FROM 6PM TO 8PM**

1 PLACE AVAILABLE



STAND WITH THE FRENCH TEAM FROM THE VERY START OF FIFA WORLD CUP 26™



8 DAYTIME SPOTS

(FIRST-IN-BREAK POSITION WITH A WORLD CUP
DRAW SPECIAL JINGLE)



3 SPOTS DURING THE CEREMONY

(STARTING, PRE-DRAW AD BREAK & ENDING IN AP1 OR AP99)



M6+ EXCLUSIVE :
BE THE ONLY ADVERTISER ON M6+
FOR 2 HOURS DURING THE DRAW
(CTV)



± 1.6M Contacts 25-49 y.o
±800k Contacts 25-49 y.o Men

300k Impressions



SHARE THE EXCITEMENT OF THE FIFA WORLD CUP 26™ DRAW



8 DAYTIME SPOTS

**(FIRST-IN-BREAK POSITION WITH A WORLD CUP
DRAW SPECIAL JINGLE)**

+

3 SPOTS DURING THE CEREMONY
(STARTING, PRE-DRAW AD BREAK & ENDING)

± 1.6M Contacts 25-49 y.o
± 800k Contacts 25-49 y.o Men

30K€_{Net}

*Base rate 20" spot, Technical fees
included, Non-agreement offer*



GROSS RATES FOR DRAW BROADCAST SPOTS CLASSIC SPACE



FIFA WORLD CUP 2026™ DRAW

FRIDAY, DECEMBER 5TH, 2025 – LIVE FROM WASHINGTON

STARTING AT 6:00 PM

Slots	Program context	Gross Rates (excl. Tax) Base 20"
1814	Previous program / Draw	8 000€
1922	Draw commercial break	23 000€
1932	Draw commercial break	23 000€
1944	Draw / Following program	23 000€



ALL ADVERTISING SLOTS OFFERED AS PART OF THIS OFFER ARE SOLD UNDER A SPOT BY SPOT BUYING MODE, SUBJECT TO SCHEDULE CHANGES
THE SLOT TITLES DO NOT INDICATE BROADCAST TIMES.
STATED IN THIS DOCUMENT, THE PURCHASE OF THESE ADVERTISING PACKAGES IS SUBJECT TO THE M6 UNLIMITED GENERAL TERMS AND CONDITIONS OF SALE 2025



FIFA WORLD CUP 2026™

OFFICIAL SPONSORS

OFFICIAL FIFA PARTNERS AND OFFICIAL SPONSORS OF THE FIFA WORLD CUP 2026™
HAVE PRIORITY BOOKING RIGHTS UNTIL SATURDAY, NOVEMBER 15, 2025, AT 11:00 A.M

FIFA OFFICIAL PARTNERS



FIFA WORLD CUP 2026™ OFFICIAL PARTNERS



FIFA WORLD CUP 2026™ OFFICIAL SUPPORTERS

