



OFFICIAL BROADCASTER



COMMERCIAL OFFERS UPDATE - 20/01/2026 - 3:00 PM

# OUR SPONSORSHIP OFFERS

FOR OFFICIAL PARTNERS



# MATCH SPONSORSHIP

## ACCESS PACKAGE

Sponsorship of all matches broadcast before 9:00 p.m. on M6, including the associated pre-match magazines, excluding any potential match involving the French national team.

## OFFER FOR OFFICIAL PARTNERS OF THE FIFA WORLD CUP 2026™ ACTIVATION PER PARTNER

- 14 matches\* during the competition, from **June 14 to July 7, 2026**
- ±112 minimum on-air presences during the matches, i.e. for each match:
  - 1 billboard, 8" format, before and after the pre-match magazine opening/closing credits
  - 1 billboard, 6" format, before and after the broadcast opening/closing credits
  - 1 billboard, 6" format, at the end of the 1st half and at the start of the 2nd half
  - Minimum of 2 logo overlays of 5" during the broadcast

## ESTIMATED PERFORMANCE



- ±515 GRPs Men 25–49, including approx. **190 GRPs offered\*\*** (via logo overlays)

**PRICE: FROM €550,000 NET (EXCL. VAT) - TV 1 SINGLE SLOT AVAILABLE**

**OPTION: OPPORTUNITY TO RUN IN PARALLEL ACROSS A VOLUME OF DIGITAL IMPRESSIONS WITHIN FOOTBALL-RELATED CONTEXTS ON M6+, GRANTING PRIORITY ACCESS TO THE PACKAGE.\*\*\***

SOURCE: MÉDIAMÉTRIE | FORMAT INDEX: 0.534 | PERFORMANCE DATA PROVIDED FOR INDICATIVE AND INFORMATIONAL PURPOSES ONLY, WITH NO CONTRACTUAL VALUE. SUBJECT TO CHANGES IN PROGRAMMING – EXCLUDING PRESS AND/OR RADIO PARTNERS. NET RATE AFTER RATE CARD AND EXCLUDING TECHNICAL PRODUCTION COSTS FOR TV OPENING/CLOSING CREDITS. MINIMUM 2 LOGO INSERTIONS (MAXIMUM 6) PER MATCH AND PER SPONSOR – 2 SIMULTANEOUS LOGO PRESENCES UNLESS OTHERWISE SPECIFIED IN THIS DOCUMENT. THE PURCHASE OF THESE PACKAGES IS SUBJECT TO M6 UNLIMITED'S 2026 GENERAL TERMS AND CONDITIONS OF SALE. FIFA OFFICIAL PARTNERS AND OFFICIAL SPONSORS OF THE FIFA WORLD CUP 2026™ BENEFIT FROM PRIORITY PURCHASING RIGHTS UNTIL TUESDAY, FEBRUARY 3, 2026, AT 3:00 P.M. \*MINIMUM OF 13 MATCHES, DEPENDING ON THE FRENCH NATIONAL TEAM'S PROGRESSION. \*\*GRPS GENERATED BY LOGO INSERTIONS WILL BE BROADCAST AT NO ADDITIONAL COST TO OFFICIAL PARTNERS OF THE FIFA WORLD CUP 2026™. \*\*\*SEE COMMERCIAL TERMS ON PAGE 16 OF THIS DOCUMENT. ADVERTISERS FROM THE FOLLOWING SECTOR CODES ARE NOT ELIGIBLE FOR THIS OFFER: 03 01 01 01 INSTITUTIONAL FAST FOOD (NO PRODUCT PROMOTION) – 32 02 06 04 ONLINE BETTING AND GAMBLING (NO EXCLUSIVITY GUARANTEE) – 01 01 02 01 SODAS AND ENERGY DRINKS – 03 01 01 02 HOME-DELIVERED FOOD SERVICES



# MATCH SPONSORSHIP

## ACCESS PACKAGE

DATE	PHASE	TIME	MATCH
14/06/2026	GROUP STAGE	19:00	GERMANY – CURAÇAO
15/06/2026	GROUP STAGE	19:00	SPAIN – CAPE VERDE
17/06/2026	GROUP STAGE	19:00	PORTUGAL – INT 1
18/06/2026	GROUP STAGE	18:00	EUR4 – SOUTH AFRICA
20/06/2026	GROUP STAGE	19:00	NETHERLANDS – EUR 2
21/06/2026	GROUP STAGE	18:00	SPAIN – SAUDI ARABIA
22/06/2026	GROUP STAGE	18:00	ARGENTINA – AUSTRIA
23/06/2026	GROUP STAGE	19:00	PORTUGAL – UZBEKISTAN
29/06/2026	KNOCKOUT STAGE	19:00	ROUND OF 32
30/06/2026	KNOCKOUT STAGE	19:00	ROUND OF 32
01/07/2026	KNOCKOUT STAGE	18:00	ROUND OF 32
03/07/2026	KNOCKOUT STAGE	20:00	ROUND OF 32
04/07/2026	KNOCKOUT STAGE	19:00	ROUND OF 16
07/07/2026	KNOCKOUT STAGE	18:00	ROUND OF 16



# MATCH SPONSORSHIP

## FRANCE PACKAGE – GROUP STAGE

Sponsorship of **10 matches** during the group stage, including all French national team matches broadcast on M6, with the associated pre-match magazines.

### OFFER FOR OFFICIAL PARTNERS OF THE FIFA WORLD CUP 2026™ ACTIVATION PER PARTNER

- ❑ **10 matches** during the competition, from **June 11 to June 28, 2026**
- ❑ **±80** minimum on-air presences during the matches, i.e. for each match:
  - ❑ 1 billboard, 8" format, before and after the pre-match magazine opening/closing credits
  - ❑ 1 billboard, 6" format, before and after the broadcast opening/closing credits
  - ❑ 1 billboard, 6" format, at the end of the 1st half and at the start of the 2nd half
  - ❑ Minimum of 2 logo overlays of 5" during the broadcast

### ESTIMATED PERFORMANCE



- ❑ **±575 GRPs** Men 25–49, including **±215 GRPs offered\*** (via logo overlays)

**PRICE: FROM €600,000 NET (EXCL. VAT) - TV 1 SINGLE SLOT AVAILABLE**

**OPTION: POSSIBILITY TO POSITION ON ALL OR PART OF THE 14 ADDITIONAL GROUP-STAGE MATCHES BROADCAST ON M6, IN ORDER TO BENEFIT FROM PRIORITY ACCESS TO THE ACTIVATION PACKAGE.\*\***

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# MATCH SPONSORSHIP

## FRANCE PACKAGE – GROUP STAGE

DATE	PHASE	TIME	MATCH
11/06/2026	GROUP STAGE	21:00	MEXICO – SOUTH AFRICA
14/06/2026	GROUP STAGE	22:00	NETHERLANDS – JAPAN
15/06/2026	GROUP STAGE	21:00	BELGIUM – EGYPT
16/06/2026	GROUP STAGE	21:00	FRANCE – SENEGAL
17/06/2026	GROUP STAGE	22:00	ENGLAND – CROATIA
20/06/2026	GROUP STAGE	22:00	GERMANY – IVORY COAST
22/06/2026	GROUP STAGE	23:00	FRANCE – INT2
25/06/2026	GROUP STAGE	00:00	SCOTLAND – BRAZIL
26/06/2026	GROUP STAGE	21:00	NORWAY – FRANCE
28/06/2026	GROUP STAGE	01:30	COLOMBIA – PORTUGAL



# MATCH SPONSORSHIP

## FRANCE PACKAGE – KNOCKOUT STAGE

Sponsorship of the **7 main matches during the knockout stage**, including all French national team matches broadcast on M6, with the associated pre-match magazines.

### OFFER FOR **OFFICIAL PARTNERS** OF THE FIFA WORLD CUP 2026™ ACTIVATION PER PARTNER

- ❑ **7 matches** during the competition, from **June 28 to July 19, 2026**
- ❑ **±56 minimum** on-air presences during the matches, i.e. for each match:
  - ❑ 1 billboard, 8" format, before and after the pre-match magazine opening/closing credits
  - ❑ 1 billboard, 6" format, before and after the broadcast opening/closing credits
  - ❑ 1 billboard, 6" format, at the end of the 1st half and at the start of the 2nd half
  - ❑ Minimum of 2 logo overlays of 5" during the broadcast

### ESTIMATED PERFORMANCE



- ❑ **±705 GRPs** Men 25–49, including **±240 GRPs offered\*** (via logo overlays)

**PRICE: FROM €795,000 NET (EXCL. VAT) - TV** **1 SINGLE SLOT AVAILABLE**

**OPTION: POSSIBILITY TO POSITION ON ALL OR PART OF THE 9 ADDITIONAL FINAL-STAGE MATCHES BROADCAST ON M6, IN ORDER TO BENEFIT FROM PRIORITY ACCESS TO THE ACTIVATION PACKAGE.\*\***

SOURCE: MÉDIAMÉTRIE | FORMAT INDEX: 0.535 | PERFORMANCE DATA PROVIDED FOR INDICATIVE AND INFORMATIONAL PURPOSES ONLY AND SHALL HAVE NO CONTRACTUAL VALUE. SUBJECT TO CHANGES IN PROGRAMMING – EXCLUDING PRESS AND/OR RADIO PARTNERS. NET RATE AFTER RATE CARD AND EXCLUDING TECHNICAL PRODUCTION COSTS FOR TV OPENING/CLOSING CREDITS. MINIMUM OF 2 LOGO INSERTIONS (MAXIMUM 6) PER MATCH AND PER SPONSOR – 2 SIMULTANEOUS LOGO PRESENCES UNLESS OTHERWISE SPECIFIED IN THIS DOCUMENT. THE PURCHASE OF THESE PACKAGES IS SUBJECT TO M6 UNLIMITED'S 2025 GENERAL TERMS AND CONDITIONS OF SALE. FIFA OFFICIAL PARTNERS AND OFFICIAL SPONSORS OF THE FIFA WORLD CUP 2026™ BENEFIT FROM PRIORITY PURCHASING RIGHTS UNTIL TUESDAY, FEBRUARY 3, 2026, AT 3:00 P.M. GRPS GENERATED BY LOGO INSERTIONS WILL BE BROADCAST AT NO ADDITIONAL COST TO OFFICIAL PARTNERS OF THE FIFA WORLD CUP 2026™. SEE COMMERCIAL TERMS ON PAGE 18 OF THIS DOCUMENT. ADVERTISERS FROM THE FOLLOWING SECTOR CODES ARE NOT ELIGIBLE FOR THIS OFFER: 03 01 01 INSTITUTIONAL FAST FOOD (NO PRODUCT PROMOTION) - 32 02 06 04 ONLINE BETTING AND GAMBLING (NO EXCLUSIVITY GUARANTEE) - 01 01 02 01 SODAS AND ENERGY DRINKS - 03 01 01 02 HOME-DELIVERED FOOD SERVICES



# MATCH SPONSORSHIP

## FRANCE PACKAGE – KNOCKOUT STAGE

PHASE	DATE
ROUND OF 32 – FRANCE TEAM OR OPTION 1	FROM 28/06 TO 03/07/2026
ROUND OF 16 – FRANCE TEAM OR OPTION 1	FROM 04/07 TO 07/07/2026
QUARTERFINALS – FRANCE TEAM OR OPTION 1	FROM 09/07 TO 11/07/2026
SEMIFINAL 1 – 21H00	14/07/2026
SEMIFINAL 2 – 21H00	15/07/2026
THIRD PLACE PLAYOFF – 23H00	18/07/2026
FINAL – 21H00	19/07/2026

THE AMOUNT OF THE OFFER **WILL REMAIN UNCHANGED**, REGARDLESS OF THE FRENCH TEAM'S PROGRESS. IN THE EVENT OF ITS ELIMINATION, THE MATCHES INITIALLY PLANNED WILL BE **REPLACED BY THE MATCHES CORRESPONDING TO CHOICE NO. 1** FOR EACH ROUND OF THE KNOCKOUT PHASE.





OFFICIAL BROADCASTER



COMMERCIAL OFFERS UPDATE - 20/01/2026 - 3:00 PM

# OUR SPONSORSHIP OFFERS

FOR NON-OFFICIAL PARTNERS

# MATCH SPONSORSHIP

## ACCESS PACKAGE

Sponsorship of all matches broadcast before 9:00 p.m. on M6, including the associated pre-match magazines, excluding any potential match involving the French national team.

### OFFER INTENDED FOR ADVERTISERS THAT ARE NOT OFFICIAL PARTNERS OF THE FIFA WORLD CUP 2026™ – PARTNER-BY-PARTNER ACTIVATION PACKAGE

- 14 matches\* during the competition, from **June 14 to July 7, 2026**
- ±84 minimum on-air presences during the matches, i.e. for each match:
  - 1 billboard, 8" format, before and after the pre-match magazine opening/closing credits
  - 1 billboard, 6" format, before and after the broadcast opening/closing credits
  - 1 billboard, 6" format, at the end of the 1st half and at the start of the 2nd half

## ESTIMATED PERFORMANCE



- ±325 GRPs Men 25–49

**PRICE: FROM €550,000 NET (EXCL. VAT) - TV** **1 SINGLE SLOT AVAILABLE**

**OPTION: OPPORTUNITY TO RUN IN PARALLEL ACROSS A VOLUME OF DIGITAL IMPRESSIONS WITHIN FOOTBALL-RELATED CONTEXTS ON M6+, GRANTING PRIORITY ACCESS TO THE PACKAGE.\*\***

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# MATCH SPONSORSHIP

## ACCESS PACKAGE

DATE	PHASE	TIME	MATCH
14/06/2026	GROUP STAGE	19:00	GERMANY – CURAÇAO
15/06/2026	GROUP STAGE	19:00	SPAIN – CAPE VERDE
17/06/2026	GROUP STAGE	19:00	PORTUGAL – INT 1
18/06/2026	GROUP STAGE	18:00	EUR4 – SOUTH AFRICA
20/06/2026	GROUP STAGE	19:00	NETHERLANDS – EUR 2
21/06/2026	GROUP STAGE	18:00	SPAIN – SAUDI ARABIA
22/06/2026	GROUP STAGE	18:00	ARGENTINA – AUSTRIA
23/06/2026	GROUP STAGE	19:00	PORTUGAL – UZBEKISTAN
29/06/2026	KNOCKOUT STAGE	19:00	ROUND OF 32
30/06/2026	KNOCKOUT STAGE	19:00	ROUND OF 32
01/07/2026	KNOCKOUT STAGE	18:00	ROUND OF 32
03/07/2026	KNOCKOUT STAGE	20:00	ROUND OF 32
04/07/2026	KNOCKOUT STAGE	19:00	ROUND OF 16
07/07/2026	KNOCKOUT STAGE	18:00	ROUND OF 16



# MATCH SPONSORSHIP

## FRANCE PACKAGE – GROUP STAGE

Sponsorship of **10 matches** during the group stage, including all French national team matches broadcast on M6, with the associated pre-match magazines.

### OFFER INTENDED FOR ADVERTISERS THAT ARE NOT OFFICIAL PARTNERS OF THE FIFA WORLD CUP 2026™ – PARTNER-BY-PARTNER ACTIVATION PACKAGE

- **10 matches** during the competition, from **June 11 to June 28, 2026**
- **±60** minimum on-air presences during the matches, i.e. for each match:
  - 1 billboard, 8" format, before and after the pre-match magazine opening/closing credits
  - 1 billboard, 6" format, before and after the broadcast opening/closing credits
  - 1 billboard, 6" format, at the end of the 1st half and at the start of the 2nd half

## ESTIMATED PERFORMANCE



□ **±360 GRPs** Men 25–49

**PRICE: FROM €600,000 NET (EXCL. VAT) - TV** **1 SINGLE SLOT AVAILABLE**

**OPTION: POSSIBILITY TO POSITION ON ALL OR PART OF THE 14 ADDITIONAL GROUP-STAGE MATCHES BROADCAST ON M6, IN ORDER TO BENEFIT FROM PRIORITY ACCESS TO THE ACTIVATION PACKAGE.\***

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# MATCH SPONSORSHIP

## FRANCE PACKAGE – GROUP STAGE

DATE	PHASE	TIME	MATCH
11/06/2026	GROUP STAGE	21:00	MEXICO – SOUTH AFRICA
14/06/2026	GROUP STAGE	22:00	NETHERLANDS – JAPAN
15/06/2026	GROUP STAGE	21:00	BELGIUM – EGYPT
16/06/2026	GROUP STAGE	21:00	FRANCE – SENEGAL
17/06/2026	GROUP STAGE	22:00	ENGLAND – CROATIA
20/06/2026	GROUP STAGE	22:00	GERMANY – IVORY COAST
22/06/2026	GROUP STAGE	23:00	FRANCE – INT2
25/06/2026	GROUP STAGE	00:00	SCOTLAND – BRAZIL
26/06/2026	GROUP STAGE	21:00	NORWAY – FRANCE
28/06/2026	GROUP STAGE	01:30	COLOMBIA – PORTUGAL



# MATCH SPONSORSHIP

## FRANCE PACKAGE – KNOCKOUT STAGE

Sponsorship of the **7 main matches during the knockout stage**, including all French national team matches broadcast on M6, with the associated pre-match magazines.

### OFFER INTENDED FOR ADVERTISERS THAT ARE NOT OFFICIAL PARTNERS OF THE FIFA WORLD CUP 2026™ – PARTNER-BY-PARTNER ACTIVATION PACKAGE

- ❑ **7 matches** during the competition, from **June 28 to July 19, 2026**
- ❑ **±42 minimum** on-air presences during the matches, i.e. for each match:
  - ❑ 1 billboard, 8" format, before and after the pre-match magazine opening/closing credits
  - ❑ 1 billboard, 6" format, before and after the broadcast opening/closing credits
  - ❑ 1 billboard, 6" format, at the end of the 1st half and at the start of the 2nd half

### ESTIMATED PERFORMANCE



- ❑ **±465 GRPs** Men 25–49

**PRICE: FROM €795,000 NET (EXCL. VAT) - TV** | **1 SINGLE SLOT AVAILABLE**

**OPTION: POSSIBILITY TO POSITION ON ALL OR PART OF THE 9 ADDITIONAL FINAL-STAGE MATCHES BROADCAST ON M6, IN ORDER TO BENEFIT FROM PRIORITY ACCESS TO THE ACTIVATION PACKAGE.\*\***

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# MATCH SPONSORSHIP

## FRANCE PACKAGE – KNOCKOUT STAGE

PHASE	DATE
ROUND OF 32 – FRANCE TEAM OR OPTION 1	FROM 28/06 TO 03/07/2026
ROUND OF 16 – FRANCE TEAM OR OPTION 1	FROM 04/07 TO 07/07/2026
QUARTERFINALS – FRANCE TEAM OR OPTION 1	FROM 09/07 TO 11/07/2026
SEMIFINAL 1 – 21H00	14/07/2026
SEMIFINAL 2 – 21H00	15/07/2026
THIRD PLACE PLAYOFF – 23H00	18/07/2026
FINAL – 21H00	19/07/2026

THE AMOUNT OF THE OFFER **WILL REMAIN UNCHANGED**, REGARDLESS OF THE FRENCH TEAM'S PROGRESS. IN THE EVENT OF ITS ELIMINATION, THE MATCHES INITIALLY PLANNED WILL BE **REPLACED BY THE MATCHES CORRESPONDING TO CHOICE NO. 1** FOR EACH ROUND OF THE KNOCKOUT PHASE.





OFFICIAL BROADCASTER



COMMERCIAL OFFERS UPDATE - 20/01/2026 - 3:00 PM

# OUR SPONSORSHIP OFFERS

TERMS OF SALE

# GENERAL TERMS OF SPONSORSHIP OFFERS

## GENERAL TERMS OF SALE - ACCESS PACK\*

PRICE: FROM €550K NET (EXCL. TAX)

The sale of the sponsorship packages will begin on Tuesday, January 20 at 3:00 p.m. and will run until Tuesday, February 3 at 3:00 p.m. During this period, official partners will benefit from a priority purchasing right for all the sponsorship packages offered.

Official partners of the FIFA World Cup 2026™ wishing to position themselves on one of the sponsorship packages must do so exclusively by email sent to the following address: **Sponsocoupedumonde2026@m6.fr**

⚠ Only firm purchase orders will be considered (no options will be accepted). Firm purchase requests sent to the address above must include the following information:

- Advertiser name
- Sponsorship package(s) concerned
- Industry code

Category exclusivity is guaranteed for each sponsorship package marketed under this offer.

If demand from official partners exceeds the available supply for a given package, priority will be granted to the advertiser that has committed to the highest level of digital investment on M6+ (based on a CPM set at €25), within football-related environments offered as part of the “**Access Pack**”, including match replays, highlights, and all additional FIFA World Cup 2026™ content on M6+, with an 8-second billboard format.

Example : an advertiser may position itself with a global offer of €600,000 net (excl. tax), specifying in its booking email that it wishes to secure the base offer at €550,000 net (excl. tax), to which is added a digital campaign on M6+ worth €50,000 net (excl. tax). This advertiser will therefore have priority over another advertiser that has positioned itself solely on the base offer of €550,000 net (excl. tax).

In the event of offers of equal value, priority will be given to the offer received first, with the date and time of receipt (to the minute) serving as proof.

If no official partner positions itself during the priority period, the same marketing mechanism will apply to non-partner advertisers, who may submit their requests to the address indicated above starting January 20 and until February 3 at 3:00 p.m.

Advertisers from the following industry codes are not eligible for this offer: 03 01 01 01 institutional fast food (without product promotion), 32 02 06 04 online betting and gambling (without exclusivity guarantee), 01 01 02 01 sodas, tonics, 03 01 01 02 home-delivered food services.



# GENERAL TERMS OF SPONSORSHIP OFFERS

## GTC – FRANCE PACKAGE – GROUP STAGE

PRICE: FROM €600K NET (EXCL. TAX)

The sale of the sponsorship packages will begin on Tuesday, January 20 at 3:00 p.m. and, until Tuesday, February 3 at 3:00 p.m., official partners will benefit from a priority purchasing right for all the sponsorship packages offered.

Official partners of the FIFA World Cup 2026™ wishing to position themselves on one of the sponsorship packages must do so exclusively by email sent to the following address: [sponsocoupedumonde2026@m6.fr](mailto:sponsocoupedumonde2026@m6.fr)

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

- Advertiser name
- Sponsorship package(s) concerned
- Industry code

Category exclusivity is guaranteed for each sponsorship package marketed under this offer.

If demand from official partners exceeds the available supply for a given package, priority will be given to the advertiser that has committed to the highest total amount among **the 14 additional matches\*** offered under the "France Package – Group Stage".

\*Details of the additional matches offered in the "France Package – Group Stage".

MATCH	DATE	PACKAGE	TIME	GRP H25-49	RATE
CANADA – EUR 1	FRIDAY, JUNE 12, 2026	PRE-MATCH + MATCH	21h00	±30 GRP	50 000 €
QATAR – SWITZERLAND	SATURDAY, JUNE 13, 2026	PRE-MATCH + MATCH	21h00	±19 GRP	32 000 €
BRAZIL – MOROCCO	SUNDAY, JUNE 14, 2026	PRE-MATCH + MATCH	0h00	±17 GRP	28 000 €
SAUDI ARABIA – URUGUAY	TUESDAY, JUNE 16, 2026	PRE-MATCH + MATCH	0h00	±7 GRP	13 000 €
INT 2 – NORWAY	WEDNESDAY, JUNE 17, 2026	PRE-MATCH + MATCH	0h00	±11 GRP	19 000 €
SWITZERLAND – EUR 1	THURSDAY, JUNE 18, 2026	PRE-MATCH + MATCH	21h00	±31 GRP	53 000 €
USA – AUSTRALIA	FRIDAY, JUNE 19, 2026	PRE-MATCH + MATCH	21h00	±20 GRP	34 000 €
SCOTLAND – MOROCCO	SATURDAY, JUNE 20, 2026	PRE-MATCH + MATCH	0h00	±14 GRP	24 000 €
BELGIUM – IRAN	SUNDAY, JUNE 21, 2026	PRE-MATCH + MATCH	21h00	±20 GRP	34 000 €
ENGLAND – GHANA	THURSDAY, JUNE 23, 2026	PRE-MATCH + MATCH	22h00	±24 GRP	41 000 €
SWITZERLAND – CANADA	WEDNESDAY, JUNE 24, 2026	PRE-MATCH + MATCH	21h00	±23 GRP	39 000 €
ECUADOR – GERMANY	THURSDAY, JUNE 25, 2026	PRE-MATCH + MATCH	22h00	±23 GRP	39 000 €
TUNISIA – NETHERLANDS	FRIDAY, JUNE 26, 2026	PRE-MATCH + MATCH	01h00	±9 GRP	14 000 €
PANAMA – ENGLAND	SATURDAY, JUNE 27, 2026	PRE-MATCH + MATCH	23h00	±15 GRP	26 000 €

Example: An advertiser may position itself with an offer of €663,000 net (excl. tax), specifying in its booking email that it wishes to secure the base offer of €600,000 net (excl. tax), to which two additional matches are added for a total amount of €63,000 net (excl. tax), namely Ecuador vs. Germany (€39,000) and Scotland vs. Morocco (€24,000).

In the event of offers of equal value, priority will be given to the offer received first, with the date and time of receipt (to the minute) serving as proof.

If no official partner positions itself during the priority period, the same marketing mechanism will apply to non-partner advertisers, who may submit their requests to the address indicated above starting January 20 and until February 3 at 3:00 p.m.



# GENERAL TERMS OF SPONSORSHIP OFFERS

## GTC - FRANCE PACKAGE - KNOCKOUT STAGE PRICE: FROM €795K NET (EXCL. TAX)

The sale of the sponsorship packages will begin on Tuesday, January 20 at 3:00 p.m. and, until Tuesday, February 3 at 3:00 p.m., official partners will benefit from a priority purchasing right for all the sponsorship packages offered.

Official partners of the FIFA World Cup 2026™ wishing to position themselves on one of the sponsorship packages must do so exclusively by email sent to the following address: [sponsocoupedumonde2026@m6.fr](mailto:sponsocoupedumonde2026@m6.fr)

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

- Advertiser name
- Sponsorship package(s) concerned
- Industry code

Category exclusivity is guaranteed for each sponsorship package marketed under this offer.

If the demand from official partners exceeds the available supply for a given opportunity, priority will be given to the advertiser who has reserved the highest amount among the **9 additional matches offered\*** under the "France Package - Knockout Stage".

\*Details of the additional matches offered in the 'France Package - Knockout Stage'

MATCH	DATE	PACKAGE	GRP H25-49	RATE
ROUND OF 32 - MATCH 1	JUNE 28 TO JULY 3, 2026	PRE-MATCH + MATCH	±34 GRP	55 000€
ROUND OF 32 - MATCH 2	JUNE 28 TO JULY 3, 2026	PRE-MATCH + MATCH	±34 GRP	55 000€
ROUND OF 32 - MATCH 3	JUNE 28 TO JULY 3, 2026	PRE-MATCH + MATCH	±34 GRP	55 000€
ROUND OF 32 - MATCH 4	JUNE 28 TO JULY 3, 2026	PRE-MATCH + MATCH	±34 GRP	55 000€
ROUND OF 16 - MATCH 1	JULY 4 TO JULY 7, 2026	PRE-MATCH + MATCH	±40 GRP	65 000€
ROUND OF 16 - MATCH 2	JULY 4 TO JULY 7, 2026	PRE-MATCH + MATCH	±40 GRP	65 000€
ROUND OF 16 - MATCH 3	JULY 4 TO JULY 7, 2026	PRE-MATCH + MATCH	±40 GRP	65 000€
QUARTERFINALS - MATCH 1	JULY 9 TO JULY 11, 2026	PRE-MATCH + MATCH	±43 GRP	70 000€
QUARTERFINALS - MATCH 2	JULY 9 TO JULY 11, 2026	PRE-MATCH + MATCH	±43 GRP	70 000€

Example: An advertiser may place a bid of €920,000 net excl. VAT, specifying in their reservation email that they wish to secure the base package at €795,000 net excl. VAT, with 2 additional matches for €125,000 net excl. VAT, namely a Round of 32 match and a Quarter-Final match.

In the case of bids of equal value, priority will be given to the first received bid, with the date and time of receipt (to the minute) serving as proof.

If no official partner places a bid during the priority period, the same sales process will apply to non-partner advertisers, who may submit their requests to the address above from January 20 until February 3 at 3:00 PM.



# OFFICIAL SPONSORS

## FIFA WORLD CUP 2026™

### FIFA OFFICIAL PARTNERS

aramco



Coca-Cola



QATAR AIRWAYS

VISA

Lenovo

### FIFA WORLD CUP 2026™ OFFICIAL PARTNERS

verizon

BANK OF AMERICA



Hisense



### FIFA WORLD CUP 2026™ OFFICIAL SUPPORTERS



American Airlines



DIAGEO



NB: LIST SUBJECT TO CHANGE