



OFFICIAL BROADCASTER



CUP PREPARED

FEBRUARY 5TH

COMMERCIAL OFFERS

FIFA WORLD CUP 2026™

TV CLASSIC SPACE, DIGITAL, AUDIO & BRAND CONTENT

AGENDA

COMMERCIAL OFFERS

FIFA WORLD CUP 2026™

▪ COMPETITION OVERVIEW

- The next global can't miss event 3
- Extensive editorial coverage across M6 Group 15

▪ COMMERCIAL OFFERS

- TV classic space
 - Gross rates 26
- Digital offer 48
- Audio offer 58
- Brand content 60





**THE NEXT GLOBAL
CAN'T MISS EVENT!**



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



OFFICIAL BROADCASTER

JUNE 11 - JULY 19,
2026



76%

OF FRENCH VIEWERS
INTEND TO WATCH
FIFA WORLD CUP 26™



WE
ARE



FIFA



FIFA WORLD CUP™ IS A WORLDWIDE AUDIENCE MAGNET



5 BILLION

TV-viewers have watched FIFA World Cup Qatar 2022™
over the whole competition worldwide

1.5 BILLION

TV-viewers tuned in for FIFA World Cup Qatar 2022™
Final France vs Argentina

MORE GLOBAL & MORE INCLUSIVE, UNPRECEDENTED SCALE FOR FIFA WORLD CUP 26™

3 HOST NATIONS



& EXPANDED FORMAT

48

NATIONAL TEAMS

vs. 32 since 1998

VIBRATE LOCALLY SHINE GLOBALLY



16 HOST CITIES, 16 UNIQUE VISUAL & SOUND IDENTITIES!

This unique creative concept, a first in FIFA's history, transforms every host city into a **vibrant stage of cultural expression**, reinforcing unity in diversity while offering fans an **immersive multisensory experience**.

The 2026 FIFA World Cup™ will not only be seen... it will be felt.



The opening match, June 11 in Mexico City
The final, July 19 in New York

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



A. HAKIMI

F. WIRTZ

C. RONALDO

L. MESSI

K. MBAPPÉ

L. YAMAL

MARQUINHOS

H. KANE

C. GAKPO

EXCITING MATCHES RIGHT FROM THE GROUP STAGE

GROUP A

-  MEXICO
-  SOUTH AFRICA
-  KOREA REPUBLIC
-  WINNER PLAY-OFF D

GROUP E

-  GERMANY
-  CURAÇAO
-  CÔTE D'IVOIRE
-  ECUADOR

GROUP I

-  FRANCE
-  SENEGAL
-  WINNER PLAY-OFF 2
-  NORWAY

GROUP B

-  CANADA
-  WINNER PLAY-OFF A
-  QATAR
-  SWITZERLAND

GROUP F

-  NETHERLANDS
-  JAPAN
-  WINNER PLAY-OFF B
-  TUNISIA

GROUP J

-  ARGENTINA
-  ALGERIA
-  AUSTRIA
-  JORDAN

GROUP C

-  BRAZIL
-  MOROCCO
-  HAITI
-  SCOTLAND

GROUP G

-  BELGIUM
-  EGYPT
-  IR IRAN
-  NEW ZEALAND

GROUP K

-  PORTUGAL
-  WINNER PLAY-OFF 1
-  UZBEKISTAN
-  COLOMBIA

GROUP D

-  USA
-  PARAGUAY
-  AUSTRALIA
-  WINNER PLAY-OFF C

GROUP H

-  SPAIN
-  CABO VERDE
-  SAUDI ARABIA
-  URUGUAY

GROUP L

-  ENGLAND
-  CROATIA
-  GHANA
-  PANAMA

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



WINNER, FIFA WORLD CUP RUSSIA 2018™

FINALIST, FIFA WORLD CUP QATAR 2022™



FOOTBALL, A GENUINE MASSIVE REACH PROVIDER

55M

Of French people watched the 2022 FIFA World Cup™

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

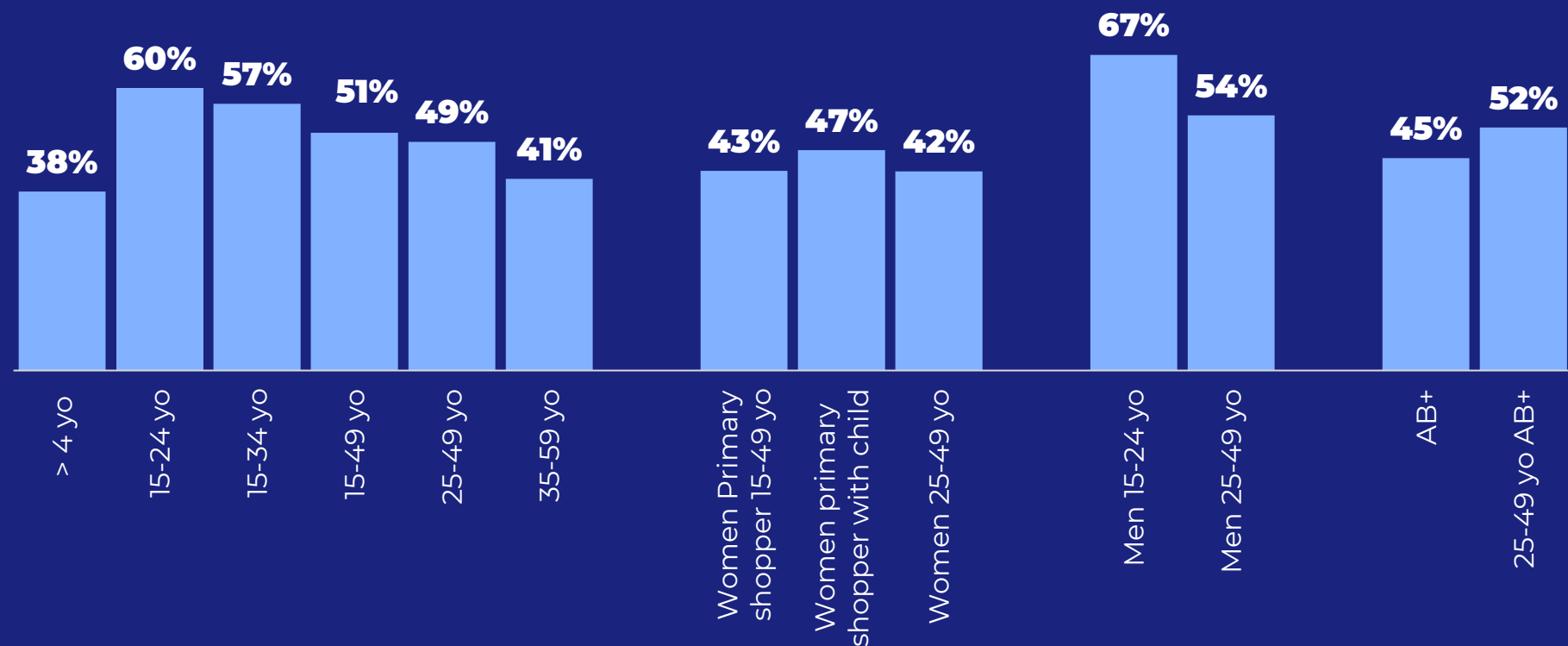
On average viewership
Total matches free-to-air TV, excluding **French National Team**

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



FIFA WORLD CUP
Qat. 2022

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



FOOTBALL: A POWERFUL AUDIENCE & ENGAGEMENT DRIVER ON M6+



1 IN 3
FRENCH PEOPLE

INTEND TO WATCH
THE FIFA WORLD CUP 2026™
VIA STREAMING



LIVE TRAFFIC ON M6+
INCREASES UP TO

X3

DURING UEFA EURO 2024



DURING THE UEFA CHAMPIONS
LEAGUE FINAL

+1M

LIVE USERS ON M6+



OFFICIAL BROADCASTER

**EXTENSIVE EDITORIAL
COVERAGE**
ACROSS M6 GROUP



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

1ST ROUND

THE 32 BEST MATCHES

32 groups stage matches



FINAL PHASE

THE 22 BEST MATCHES

- 9 Round of 32
- 6 Round of 16
- 3 quarter-finals
- The semi-finals
- Third place playoff
- The final



OFFICIAL BROADCASTER



LIVE THE MAJOR MATCHES IN PRIME TIME ON

**JUNE 11
9:00 P.M.**



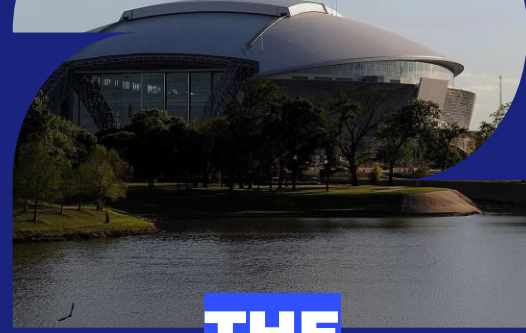
**THE OPENING
MATCH**



MEXICO CITY



**JULY 14 & 15
9:00 P.M.**



**THE
SEMI-FINALS**



ATLANTA & DALLAS

**JULY 19
9:00 P.M.**



THE FINAL





NEW YORK CITY

A TOUGH START TO THE TOURNAMENT FOR DESCHAMPS' TEAM

GROUP I

 **FRA- SEN**  **JUNE 16
9:00 P.M.**

 **FRA- BOL / SUR / IRQ**  **JUNE 22
11:00 P.M.**

 **NOR- FRA**  **JUNE 26
9:00 P.M.**





6 P.M.	7 P.M.	8 P.M.	9 P.M.	10 P.M.	11 P.M.	MIDNIGHT	1 A.M.
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5 matches 8 matches 1 match 17 matches 9 matches + 1 at 10:30 P.M. 6 matches 5 matches 1 match + 1 at 1:30 A.M.

32 GROUP-STAGE MATCHES

JUNE, THURSDAY 11				MEX - RSA			
JUNE, FRIDAY 12				CAN - BAR			
JUNE, SATURDAY 13				QAT - SWE			BRA - MOR
JUNE, SUNDAY 14		GER - CUR			NED - JAP		
JUNE, MONDAY 15	ESP - CPV			BEL - EGY			RSA - URU
JUNE, TUESDAY 16				FRA - SEN			BAR - NOR
JUNE, WEDNESDAY 17		POR - BAR			ENG - CRO		
JUNE, THURSDAY 18	BAR - RSA			SWE - BAR			
JUNE, FRIDAY 19				USA - AUS			SCO - MOR
JUNE, SATURDAY 20		NED - BAR			GER - CIV		
JUNE, SUNDAY 21	ESP - RSA			BEL - IRA			
JUNE, MONDAY 22		ARG - AUT			FRA - BAR		
JUNE, TUESDAY 23		POR - UZB			ENG - GHA		
JUNE, WEDNESDAY 24				SWE - CAN			SCO - BRA
JUNE, THURSDAY 25					ECU - GER		TUN - NED
JUNE, FRIDAY 26				NOR - FRA			
JUNE, SATURDAY 27					PAN - ANG		COL - POR

22 KNOCKOUTS STAGE MATCHES

JUNE, SUNDAY 28				ROUND OF 32			
JUNE, MONDAY 29		ROUND OF 32			ROUND OF 32		
JUNE, TUESDAY 30		ROUND OF 32			ROUND OF 32		
JULY, WEDNESDAY 01	ROUND OF 32				ROUND OF 32		
JULY, THURSDAY 02				ROUND OF 32			
JULY, FRIDAY 03			ROUND OF 32				
JULY, SATURDAY 04		ROUND OF 16			ROUND OF 16		
JULY, SUNDAY 05					ROUND OF 16		
JULY, MONDAY 06				ROUND OF 16			
JULY, THURSDAY 07	ROUND OF 16				ROUND OF 16		
JULY, THURSDAY 09					QUARTER-FINAL		
JULY, FRIDAY 10				QUARTER-FINAL			
JULY, SATURDAY 11					QUARTER-FINAL		
JULY, TUESDAY 14				SEMI-FINAL			
JULY, WEDNESDAY 15				SEMI-FINAL			
JULY, SATURDAY 18					THIRD-PLACE MATCH		
JULY, SUNDAY 19				FINAL			19

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+



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.



A DEDICATED CORNER

FIFA WORLD CUP 2026™ ON M6+

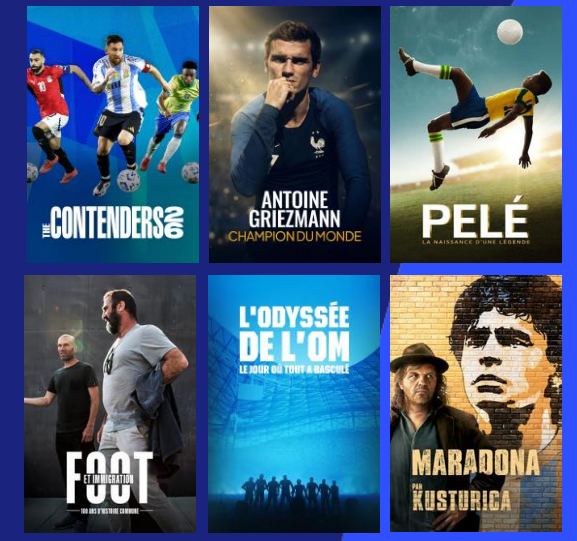
+300 HOURS OF EXCLUSIVE CONTENT!

- Les Live matches
- Exclusive documentaires & series
- Matches' shortforms & highlights

LIVE OUR FAN XP

- All match statistics in real-time for an even more immersive experience:
- Team line-ups and et tactics
 - Players' statistics and live matches
 - Real-time highlights

New! THE FAN XP: NOW OPEN FOR EXCLUSIVE SPONSORSHIP ON M6+ *



More to discover on M6+

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 FIFA World Cup 2026™.

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.



RTL AT THE HEART OF THE FIFA WORLD CUP 2026™

UNPRECEDENT DAILY COVERAGE

DEDICATED SEGMENTS DURING THE MORNING SHOW

- ❑ **Every day** from **6:50 A.M.**, during **RTL's prime time**, catch a segment dedicated to the competition : analysis, breakdowns, and the latest news update !
- ❑ **+ On the days of the French national team's matches and the day after**, starting from **8:00 A.M.** : a special chronicle about the French team, for a detailed follow-up of Deschamps' selection.

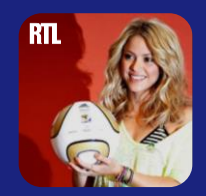
RTL FOOT EVERY EVENING

The reference Football show on RTL, every evening, from 8:00 P.M. to Midnight !*
Catch all the evening matches, with live commentary and match analysis..
 Experience the competition like never before with our football experts.

5 NEW NATIVE PODCASTS



THE GREEN EPIC OF '76



THE GREATEST WORLD CUP SONGS



CHAMPIONS' MEMORIES



INCREDIBLE WORLD CUP STORIES



10 LEGENDARY DESTINIES OF "LES BLEUS"



Eric Silvestro

Dave Appadoo



*RTL FOOTBALL SCHEDULES MODIFIED ON DAYS WITHOUT MATCHES (JULY 8, 12, 13, 16, AND 17, 2026) : 8:00-10:00 PM. UNOFFICIAL PODCAST VISUALS. SETUP SUBJECT TO EDITORIAL CHANGES.



COMMERCIAL OFFERS
TV CLASSIC SPACE, DIGITAL,
AUDIO & BRAND CONTENT



OFFICIAL BROADCASTER

TV CLASSIC SPACE

GROSS RATES



THE OPENING MATCH

MEXICO CITY



MEXICO – SOUTH AFRICA

JUNE 11 AT 9:00 P.M.

MEXICO LAUNCHES ITS HOME WORLD CUP: AZTECA STADIUM LIGHTS UP FOR A 2010-FLAVOURED OPENER

GROUP-STAGE MATCHES

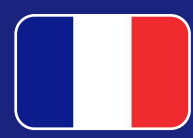
SCREENS	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS)
2012	Le 1945 / Opening ceremony	€40,000
2022	Le 1945 / Opening ceremony	€45,000
2052	Opening ceremony / Pre-match	€60,000
2062*	Pre-match anthems	€100,000
2112	Hydration Break 1	€155,000
2122	Half-time 1	€130,000
2132	Half-time 2	€120,000
2142	Half-time 3	€130,000
2152	Hydration Break 2	€155,000
2192	Full-match	€60,000



Screen labels and rates are subject to change until broadcast / * Screen available only through the purchase of the GOLDEN pack (27 or 54 matches)



GROUP I



FRANCE - SENEGAL

JUNE 16 AT 9:00 P.M.

NEW YORK - NEW JERSEY

FRANCE FACES SENEGAL AGAIN AFTER 24 YEARS : MBAPPE AND HIS TEAMMATES AIM TO AVOID AN UPSET AGAINST THE AFRICAN CHAMPIONS



FRANCE'S GROUP-STAGE MATCHES

SCREENS	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS)
2052	Pre-broadcast	€90,000
2062*	Pre-match anthems	€250,000
2112	Hydration Break 1	€315,000
2122	Half-time 1	€270,000
2132	Half-time 2	€260,000
2142	Half-time 3	€270,000
2152	Hydration Break 2	€315,000
2192	Full-time	€115,000

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GROUP I



FRANCE - PLAY-OFF QUALIFIER

BOLIVIA OR SURINAME OR IRAK

JUNE 22 AT 11:00 P.M.

PHILADELPHIA

FRANCE ON A MISSION TO QUALIFY:
FULL FOCUS FOR LES BLEUS



FRANCE'S GROUP-STAGE MATCHES

SCREENS	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS)
2132	Pre-broadcast	€90,000
2142*	Pre-match anthems	€190,000
2152	Hydration Break 1	€200,000
2162	Half-time 1	€170,000
2172	Half-time 2	€160,000
2182	Half-time 3	€170,000
2192	Hydration Break 2	€200,000
2372	Full-time	€40,000

Screen labels and rates are subject to change until broadcast / * Screen available only through the purchase of the GOLDEN pack (27 or 54 matches)



GROUP I



NORWAY - FRANCE

JUNE 26 AT 9:00 P.M.

BOSTON

LES BLEUS AIM TO FINISH ON TOP: NORWAY HAS NOTHING TO LOSE IN THIS FINAL MATCH



SCREENS	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS)
2052	Pre-broadcast	€90,000
2062*	Pre-match anthems	€260,000
2112	Hydration Break 1	€325,000
2122	Half-time 1	€280,000
2132	Half-time 2	€270,000
2142	Half-time 3	€280,000
2152	Hydration Break 2	€325,000
2192	Full-time	€120,000

Screen labels and rates are subject to change until broadcast / * Screen available only through the purchase of the GOLDEN pack (27 or 54 matches)

JUNE 12 AT 9:00 P.M.



CANADA – PLAY-OFF QUALIFIER

FIRST HOME MATCH FOR CANADA :
A HISTORIC MOMENT AWAITS IN TORONTO

SCREENS	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS)
2052	Pre-broadcast	€35,000
2062*	Pre-match anthems	€90,000
2112	Hydration Break 1	€135,000
2122	Half-time 1	€115,000
2132	Half-time 2	€105,000
2142	Half-time 3	€115,000
2152	Hydration Break 2	€135,000
2192	Full-time	€50,000

JUNE 13 AT 9:00 P.M.



QATAR - SWITZERLAND

QATAR LOOKS TO SHOW THEIR PROGRESS : SWITZERLAND?
THE IDEAL TEST

SCREENS	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS)
2052	Pre-broadcast	€28,000
2062*	Pre-match anthems	€55,000
2112	Hydration Break 1	€75,000
2122	Half-time 1	€65,000
2132	Half-time 2	€60,000
2142	Half-time 3	€65,000
2152	Hydration Break 2	€75,000
2192	Full-time	€30,000

JUNE 13 AT 12:00 A.M.



BRAZIL - MOROCCO

BRAZIL FACES MOROCCO :
VINICIUS UP AGAINST THE HEROES OF 2022 IN A MOUTH-WATERING CLASH

SCREENS	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS)
2352	Pre-broadcast	€20,000
2362*	Pre-match anthems	€35,000
2412	Hydration Break 1	€42,000
2422	Half-time 1	€35,000
2432	Half-time 2	€30,000
2442	Half-time 3	€35,000
2452	Hydration Break 2	€38,000
2492	Full-time	€10,000

JUNE 14 AT 7:00 P.M.



GERMANY – CURAÇAO

GERMANY KICK OFF AGAINSTS CURACAO:
AN EASY OPENING-MATCH FOR MANNSCHAFT ?

SCREENS	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS)
1852	Pre-broadcast	€22,000
1862*	Pre-match anthems	€55,000
2002	Hydration Break 1	€70,000
2012	Half-time 1	€60,000
2022	Half-time 2	€55,000
2032	Half-time 3	€60,000
2042	Hydration Break 2	€70,000
2052	Full-time	€50,000

Screen labels and rates are subject to change until broadcast / * Screen available only through the purchase of the GOLDEN pack (27 or 54 matches)

JUNE 14 AT 10:00 P.M.




NETHERLANDS - JAPAN




A MODERN WORLD CUP CLASSIC – TWO TEAMS MEET WITH SLICK FOOTBALL

SCREENS	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS)
2132	Pre-broadcast	€45,000
2142*	Pre-match anthems	€60,000
2152	Hydration Break 1	€75,000
2162	Half-time 1	€65,000
2172	Half-time 2	€60,000
2182	Half-time 3	€65,000
2192	Hydration Break 2	€70,000
2292	Full-time	€15,000

JUNE 15 AT 6:00 P.M.




SPAIN – CAPE-VERDE




THE EUROPEAN CHAMPIONS KICK-OFF : SPAIN STAYS CAUTIOUS AGAINST CAPE-VERDE

SCREENS	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS)
1802	Pre-broadcast	€11,000
1812*	Pre-match anthems	€35,000
1822	Hydration Break 1	€52,000
1832	Half-time 1	€45,000
1842	Half-time 2	€40,000
1852	Half-time 3	€45,000
1902	Hydration Break 2	€52,000
2002	Full-time	€40,000

JUNE 15 AT 9:00 P.M.



BELGIUM – EGYPT



DE BRUYNE VS. SALAH : A CLASH OF STARS

SCREENS	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS)
2052	Pre-broadcast	€45,000
2062*	Pre-match anthems	€100,000
2112	Hydration Break 1	€165,000
2122	Half-time 1	€135,000
2132	Half-time 2	€125,000
2142	Half-time 3	€135,000
2152	Hydration Break 2	€165,000
2192	Full-time	€60,000

JUNE 15 AT 12:00 A.M.



SAUDI ARABIA - URUGUAY




SAUDI ARABIA LOOKS TO RELIEVE THE EMOTION OF 2022 : URUGUAY, A FORMIDABLE OPPONENT

SCREENS	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS)
2352	Pre-broadcast	€11,000
2362*	Pre-match anthems	€15,000
2412	Hydration Break 1	€15,000
2422	Half-time 1	€13,000
2432	Half-time 2	€10,000
2442	Half-time 3	€13,000
2452	Hydration Break 2	€14,000
2492	Full-time	€5,000

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FIFA JUNE 16 AT 12:00 A.M. **PLAY-OFF QUALIFIER - NORWAY** 
 HAALAND'S FIRST WORLD CUP – READY TO MAKE HISTORY


SCREENS	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS)
2352	Pre-broadcast	€15,000
2362*	Pre-match anthems	€20,000
2412	Hydration Break 1	€24,000
2422	Half-time 1	€20,000
2432	Half-time 2	€18,000
2442	Half-time 3	€20,000
2452	Hydration Break 2	€22,000
2492	Full-time	€8,000

 JUNE 17 AT 7:00 P.M. **PORTUGAL – PLAY-OFF QUALIFIER** **FIFA**
 RONALDO'S LAST WORLD CUP?
 A FITTING FAREWELL FOR THE LEGEND

SCREENS	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS)
1852	Pre-broadcast	€20,000
1862*	Pre-match anthems	€52,000
2002	Hydration Break 1	€78,000
2012	Half-time 1	€65,000
2022	Half-time 2	€60,000
2032	Half-time 3	€65,000
2042	Hydration Break 2	€78,000
2052	Full-time	€50,000

 JUNE 17 AT 10:00 P.M. **ENGLAND - CROATIA** 
 ENGLAND AND CROATIA MEET AGAIN :
 A REVENGE MISSION FOR KANE AND HIS TEAMMATES

SCREENS	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS)
2132	Pre-broadcast	€50,000
2142*	Pre-match anthems	€75,000
2152	Hydration Break 1	€90,000
2162	Half-time 1	€75,000
2172	Half-time 2	€70,000
2182	Half-time 3	€75,000
2192	Hydration Break 2	€90,000
2292	Full-time	€18,000

FIFA JUNE 18 AT 6:00 P.M. **PLAY-OFF QUALIFIER – SOUTH AFRICA** 
 A CRUCIAL CLASH BETWEEN TWO OUTSIDERS :
 IN THE RACE FOR QUALIFICATION, EVERY POINT COUNTS

SCREENS	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS)
1802	Pre-broadcast	€11,000
1812*	Pre-match anthems	€35,000
1822	Hydration Break 1	€52,000
1832	Half-time 1	€45,000
1842	Half-time 2	€40,000
1852	Half-time 3	€45,000
1902	Hydration Break 2	€52,000
2002	Full-time	€36,000

Screen labels and rates are subject to change until broadcast / * Screen available only through the purchase of the GOLDEN pack (27 or 54 matches)

JUNE 18 AT 9:00 P.M.



SWITZERLAND - PLAY-OFF QUALIFIER

TRUE TO FORM, SWITZERLAND MUST BE SOLID AND EFFICIENT

SCREENS	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS)
2052	Pre-broadcast	€38,000
2062*	Pre-match anthems	€85,000
2112	Hydration Break 1	€145,000
2122	Half-time 1	€120,000
2132	Half-time 2	€110,000
2142	Half-time 3	€120,000
2152	Hydration Break 2	€145,000
2192	Full-time	€50,000

JUNE 19 AT 9:00 P.M.



USA – AUSTRALIA

THE UNITED STATES OF AMERICA CONTINUE THEIR HOME ADVENTURE- AUSTRALIA REMAINS A TOUGH TEST

SCREENS	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS)
2052	Pre-broadcast	€30,000
2062*	Pre-match anthems	€55,000
2112	Hydration Break 1	€85,000
2122	Half-time 1	€70,000
2132	Half-time 2	€65,000
2142	Half-time 3	€70,000
2152	Hydration Break 2	€85,000
2192	Full-time	€30,000

JUNE 19 AT 12:00 A.M.



SCOTLAND - MOROCCO

SCOTLAND AND MOROCCO FACE A HIGH-STAKES CLASH : A MATCH THAT COULD PROVE DECISIVE FOR QUALIFICATION

SCREENS	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS)
2352	Pre-broadcast	€18,000
2362*	Pre-match anthems	€30,000
2412	Hydration Break 1	€36,000
2422	Half-time 1	€30,000
2432	Half-time 2	€25,000
2442	Half-time 3	€30,000
2452	Hydration Break 2	€34,000
2492	Full-time	€8,000

JUNE 20 AT 7:00 P.M.



NETHERLANDS – PLAY-OFF QUALIFIER

A CONFIDENCE TEST FOR THE NETHERLANDS

SCREENS	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS)
1852	Pre-broadcast	€20,000
1862*	Pre-match anthems	€55,000
2002	Hydration Break 1	€78,000
2012	Half-time 1	€65,000
2022	Half-time 2	€60,000
2032	Half-time 3	€65,000
2042	Hydration Break 2	€78,000
2052	Full-time	€50,000

Screen labels and rates are subject to change until broadcast / * Screen available only through the purchase of the GOLDEN pack (27 or 54 matches)

JUNE 20 AT 10:00 P.M.



GERMANY – IVORY COAST



GERMANY FACES THE FORMER AFRICAN CHAMPIONS :
A MATCH THAT MAY BE TOUGHER THAN IT LOOKS

SCREENS	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS)
2132	Pre-broadcast	€50,000
2142*	Pre-match anthems	€75,000
2152	Hydration Break 1	€90,000
2162	Half-time 1	€75,000
2172	Half-time 2	€70,000
2182	Half-time 3	€75,000
2192	Hydration Break 2	€90,000
2292	Full-time	€18,000

JUNE 21 AT 6:00 P.M.



SPAIN – SAUDI ARABIA



SPAIN STAYS CAUTIOUS :
SAUDI ARABIA HAVE PROVEN THEY CAN BEAT ANYONE

SCREENS	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS)
1802	Pre-broadcast	€11,000
1812*	Pre-match anthems	€40,000
1822	Hydration Break 1	€52,000
1832	Half-time 1	€45,000
1842	Half-time 2	€40,000
1852	Half-time 3	€45,000
1902	Hydration Break 2	€52,000
2002	Full-time	€36,000

JUNE 21 AT 9:00 P.M.



BELGIUM – IRAN



BELGIUM PLAYS FOR ITS FUTURE :
IRAN AIMS TO KEEP PROGRESSING ON THE WORLD STAGE

SCREENS	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS)
2052	Pre-broadcast	€32,000
2062*	Pre-match anthems	€55,000
2112	Hydration Break 1	€75,000
2122	Half-time 1	€65,000
2132	Half-time 2	€60,000
2142	Half-time 3	€65,000
2152	Hydration Break 2	€75,000
2192	Full-time	€30,000

JUNE 22 AT 7:00 P.M.



ARGENTINA – AUSTRIA



ARGENTINA CONTINUES ITS JOURNEY :
AUSTRIA HOPES TO SPRING A SURPRISE AGAINST THE CHAMPIONS

SCREENS	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS)
1852	Pre-broadcast	€20,000
1862*	Pre-match anthems	€55,000
2002	Hydration Break 1	€85,000
2012	Half-time 1	€70,000
2022	Half-time 2	€65,000
2032	Half-time 3	€70,000
2042	Hydration Break 2	€85,000
2052	Full-time	€52,000

Screen labels and rates are subject to change until broadcast / * Screen available only through the purchase of the GOLDEN pack (27 or 54 matches)



JUNE 23 AT 7:00 P.M.

PORTUGAL – UZBEKISTAN



PORTUGAL MUST FINISH THE JOB,
UZBEKISTAN HAS NOTHING TO LOSE

SCREENS	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS)
1852	Pre-broadcast	€18,000
1862*	Pre-match anthems	€50,000
2002	Hydration Break 1	€78,000
2012	Half-time 1	€65,000
2022	Half-time 2	€60,000
2032	Half-time 3	€65,000
2042	Hydration Break 2	€78,000
2052	Full-time	€48,000



JUNE 23 AT 10:00 P.M.

ENGLAND – GHANA



ENGLAND SEEKS TO CONFIRM :
GHANA HAS NEVER BEEN AN EASY OPPONENT FOR THE EUROPEAN SIDES

SCREENS	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS)
2132	Pre-broadcast	€45,000
2142*	Pre-match anthems	€70,000
2152	Hydration Break 1	€85,000
2162	Half-time 1	€70,000
2172	Half-time 2	€65,000
2182	Half-time 3	€70,000
2192	Hydration Break 2	€85,000
2292	Full-time	€16,000

JUNE 24 AT 9:00 P.M.



SWITZERLAND – CANADA



CANADA PLAYS FOR QUALIFICATION AT HOME:
A HISTORIC OPPORTUNITY FOR QUALIFICATION AGAINST SWITZERLAND

SCREENS	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS)
2052	Pre-broadcast	€35,000
2062*	Pre-match anthems	€70,000
2112	Hydration Break 1	€95,000
2122	Half-time 1	€80,000
2132	Half-time 2	€75,000
2142	Half-time 3	€80,000
2152	Hydration Break 2	€95,000
2192	Full-time	€35,000

JUNE 24 AT 12:00 A.M.



SCOTLAND – BRAZIL



A LONG-AWAITED REMATCH: SCOTLAND
SEEKS REVENGE AGAINST BRAZIL

SCREENS	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS)
2352	Pre-broadcast	€18,000
2362	Pre-match anthems	€30,000
2412	Hydration Break 1	€32,000
2422	Half-time 1	€25,000
2432	Half-time 2	€22,000
2442	Half-time 3	€25,000
2452	Hydration Break 2	€30,000
2492	Full-time	€7,000



JUNE 25 AT 10:00 P.M.



ECUADOR - GERMANY



GERMANY FACES THE SURPRISE ECUADOR SIDE IN A DECISIVE GROUP-STAGE MATCH

SCREENS	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS)
2132	Pre-broadcast	€45,000
2142*	Pre-match anthems	€65,000
2152	Hydration Break 1	€78,000
2162	Half-time 1	€65,000
2172	Half-time 2	€60,000
2182	Half-time 3	€65,000
2192	Hydration Break 2	€78,000
2292	Full-time	€14,000

JUNE 26 AT 01:00 A.M.



TUNISIA - NETHERLANDS



THE NETHERLANDS MEET A FORMIDABLE OPPONENT IN THEIR FINAL GROUP-STAGE MATCH

SCREENS	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS)
2452	Pre-broadcast	€7,000
2462*	Pre-match anthems	€12,000
2512	Hydration Break 1	€15,000
2522	First-half / Half-time	€12,000
2532	Half-time	€10,000
2542	Half-time / Second-half	€12,000
2552	Hydration Break 2	€14,000
2592	Full-time	€2,000

JUNE 27 AT 11:00 P.M.



PANAMA - ENGLAND



A REMATCH WITH HISTORY : PANAMA SEEKS REVENGE FOR 2018

SCREENS	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS)
2132	Pre-broadcast	€28,000
2142	Pre-match anthems	€40,000
2152	Hydration Break 1	€50,000
2162	Half-time 1	€40,000
2172	Half-time 2	€35,000
2182	Half-time 3	€40,000
2192	Hydration Break 2	€45,000
2372	Full-time	€12,000

JUNE 28 AT 1:30 A.M.



COLOMBIA - PORTUGAL



COLOMBIA VS PORTUGAL: AN EXPLOSIVE MATCH BETWEEN SOUTH AMERICA AND EUROPE

SCREENS	PROGRAMME CONTEXT	GROSS RATES EXCL. VA
2522	Pre-broadcast	€10,000
2532*	Pre-match anthems	€15,000
2542	Hydration Break 1	€18,000
2602	Half-time 1	€15,000
2612	Half-time 2	€12,000
2622	Half-time 3	€15,000
2642	Hydration Break 2	€16,000
2692	Full-time	€3,000

Screen labels and rates are subject to change until broadcast / * Screen available only through the purchase of the GOLDEN pack (27 or 54 matches)

TERMS OF SALE

BROADCASTING CONDITIONS FOR FINAL-STAGE MATCHES

○ **Round of 32:**

The Round of 32 matches will take place from 28 June to 3 July 2026

M6 will broadcast 9 Round of 32 matches, including the match featuring the French national team. No later than the morning of 28 June, once the 16 Round of 16 fixtures are known, M6 will announce its final broadcast selection.

The Round of 32 advertising slots open for commercialisation on M6 are those of the matches :

- Sunday 28 June – 9:00 PM
- Monday 29 June – 7:00 PM and 10:30 PM
- Tuesday 30 June – 7:00 PM and 11:00 PM (hypothesis: match featuring France and corresponding rates)
- Wednesday 1 July – 6:00 PM and 10:00 PM
- Thursday 2 July – 9:00 PM
- Friday 3 July – 8:00 PM

In the event of a programming change, advertisers booked in the advertising slots of Round of 32 matches that are not broadcast will be moved (with rate adjustments) to equivalent slots of the matches that are broadcast. If the French national team does not qualify, advertisers booked in the Round of 32 match scheduled on 30 June at 11:00 PM will have their rates adjusted under the “non-France” scenario, as indicated on page 46.

➤ **Round of 16:**

The Round of 16 matches will take place from 4 to 7 July 2026

M6 will broadcast 6 Round of 16 matches, including the match featuring the French national team. No later than the morning of 4 July, once the 8 Round of 16 fixtures are known, M6 will announce its final broadcast selection.

The Round of 16 advertising slots open for commercialisation on M6 are those of the matches.

- Saturday 4 July – 7:00 PM and 11:00 PM (hypothesis: match featuring France and corresponding rates)
- Sunday 5 July – 10:00 PM
- Monday 6 July – 9:00 PM
- Tuesday 7 July – 6:00 PM and 10:00 PM

In the event of a programming change, advertisers booked in the advertising slots of Round of 16 matches that are not broadcast will be moved (with rate adjustments) to equivalent slots of the matches that are broadcast. If the French national team does not qualify, advertisers booked in the Round of 16 match scheduled on 4 July at 11:00 PM will have their rates adjusted under the “non-France” scenario, as indicated on page 49.

○ **Quarter-finals:**

The quarter-final matches will take place from 9 to 11 July 2026

M6 will broadcast 3 quarter-final matches, including the quarter-final featuring the French national team. No later than the morning of 8 July, once the Round of 16 fixtures are known, M6 will announce its final broadcast selection.

The quarter-final advertising slots open for commercialisation on M6 are those of the matches.

- Thursday 9 July – 10:00 PM (hypothesis: match featuring France and corresponding rates)
- Friday 10 July – 9:00 PM
- Saturday 11 July – 11:00 PM

In the event of a programming change, advertisers booked in the advertising slots of quarter-final matches that are not broadcast will be moved (with rate adjustments) to equivalent slots of the matches that are broadcast. If the French national team does not qualify, advertisers booked in the quarter-final match scheduled on 9 July at 10:00 PM will have their rates adjusted under the “non-France” scenario, as indicated on page 51.

➤ **Semi-finals:**

The semi-final matches will take place on 14 and 15 July 2026 at 9:00 PM

M6 will broadcast both semi-finals

If the French national team qualifies for one of the semi-finals, rates will be adjusted based on the “with France” scenario, as indicated on page 52.

➤ **Third-Place Match & Final:**

The third-place match will take place on 18 July at 11:00 PM, and the final on 19 July at 9:00 PM

M6 will broadcast both matches

If the French national team participates in either match, rates will be adjusted based on the “with France” scenario, as indicated on pages 52 or 53.

JUNE 28 AT 9:00 P.M. - ROUND OF 32
2nd Group A – 2nd Group B

AD SLOT	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS)
2052	Pre-broadcast	€38,000
2062*	Opening Anthems	€85,000
2112	Hydration Break 1	€115,000
2122	Half-time 1	€95,000
2132	Half-time 2	€90,000
2142	Half-time 3	€95,000
2152	Hydration Break 2	€115,000
2162	Overtime (o)	€95,000
2172	Penalty Shootout (o)	€95,000
2192	Full-time	€38,000

JUNE 29 AT 7:00 P.M. - ROUND OF 32
1st Group C – 2nd Group F

AD SLOT	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS)
1852	Pre-broadcast	€25,000
1862*	Opening Anthems	€60,000
2002	Hydration Break 1	€90,000
2012	Half-time 1	€75,000
2022	Half-time 2	€70,000
2032	Half-time 3	€75,000
2042	Hydration Break 2	€90,000
2062	Overtime (o)	€75,000
2072	Penalty Shootout (o)	€75,000
2092	Full-time	€55,000

JUNE 29 AT 10:30 P.M. - ROUND OF 32
1st Group E – 3rd Group ABCDF

AD SLOT	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS)
2132	Pre-broadcast	€50,000
2142*	Opening Anthems	€75,000
2152	Hydration Break 1	€90,000
2162	Half-time 1	€75,000
2172	Half-time 2	€70,000
2182	Half-time 3	€75,000
2192	Hydration Break 2	€85,000
2352	Overtime (o)	€75,000
2362	Penalty Shootout (o)	€75,000
2372	Full-time	€16,000

JUNE 30 AT 7:00 P.M. - ROUND OF 32
2nd Group E - 2nd Group I

AD SLOT	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS) 🇫🇷	
		Without France	With France
1852	Pre-broadcast	€25,000	€70,000
1862*	Opening Anthems	€60,000	€195,000
2002	Hydration Break 1	€90,000	€305,000
2012	Half-time 1	€75,000	€265,000
2022	Half-time 2	€70,000	€255,000
2032	Half-time 3	€75,000	€265,000
2042	Hydration Break 2	€90,000	€305,000
2062	Overtime (o)	€75,000	€275,000
2072	Penalty Shootout (o)	€75,000	€275,000
2092	Full-time	€55,000	€200,000

(o) = Optional ad slot

The match marketed by M6 Unlimited is the one not featuring the French national team. If France plays this match, advertisers booked in the advertising slots of this Round of 32 match will be moved to equivalent slots of another Round of 32 match, with rate adjustments.

JUNE 30 AT 11:00 P.M. ROUND OF 32

1st Group I - 3rd Group CDFGH

AD SLOT	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS) 	
		Without France	With France
2132	Pre-broadcast	€48,000	€95,000
2142*	Opening Anthems	€75,000	€240,000
2152	Hydration Break 1	€85,000	€270,000
2162	Half-time 1	€70,000	€230,000
2172	Half-time 2	€65,000	€220,000
2182	Half-time 3	€70,000	€230,000
2192	Hydration Break 2	€80,000	€270,000
2352	Overtime (o)	€70,000	€240,000
2362	Penalty Shootout (o)	€70,000	€240,000
2372	Full-time	€14,000	€60,000

The match marketed by M6 Unlimited is the one featuring the French national team. If France plays a match on a different day and/or at a different time, advertisers booked in the advertising slots of this Round of 32 match will be moved to the slots of France's Round of 32 match, with rate adjustments.

JULY 1 AT 6:00 P.M. – ROUND OF 32

1st Group L – 3rd Group EHIJK

AD SLOT	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS) 	
		Without France	With France
1802	Pre-broadcast	€17,000	€60,000
1812*	Opening Anthems	€55,000	€180,000
1822	Hydration Break 1	€78,000	€295,000
1832	Half-time 1	€65,000	€255,000
1842	Half-time 2	€60,000	€245,000
1852	Half-time 3	€65,000	€255,000
1902	Hydration Break 2	€78,000	€295,000
2002	Overtime (o)	€65,000	€265,000
2012	Penalty Shootout (o)	€65,000	€265,000
2022	Full-time	€50,000	€180,000

The match marketed by M6 Unlimited is the one not featuring the French national team. If France plays this match, advertisers booked in the advertising slots for this Round of 32 match will be moved to equivalent slots of another Round of 32 match, with rate adjustments.

JULY 1 AT 3:00 A.M. – ROUND OF 32

1st Group A – 3rd Group CEFHI

AD SLOT	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS) - With France 
		0302
0312*	Opening Anthems	€30,000
0322	Hydration Break 1	€35,000
0332	Half-time 1	€30,000
0342	Half-time 2	€25,000
0352	Half-time 3	€30,000
0362	Hydration Break 2	€35,000
0372	Overtime (o)	€35,000
0382	Penalty Shootout (o)	€35,000
0392	Full-time	€10,000

This match is not currently open for commercialization by M6 Unlimited. It will only become available if France plays in it.

JULY 1 AT 10:00 P.M. – ROUND OF 32

1st Group G – 3rd Group AEHIJ

AD SLOT	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS) 	
		Without France	With France
2132	Pre-broadcast	€50,000	€140,000
2142*	Opening Anthems	€80,000	€280,000
2152	Hydration Break 1	€90,000	€330,000
2162	Half-time 1	€75,000	€285,000
2172	Half-time 2	€70,000	€275,000
2182	Half-time 3	€75,000	€285,000
2192	Hydration Break 2	€90,000	€330,000
2262	Overtime (o)	€75,000	€295,000
2272	Penalty Shootout (o)	€75,000	€295,000
2292	Full-time	€18,000	€80,000

The match marketed by M6 Unlimited is the one not featuring the French national team. If France plays this match, advertisers booked in the advertising slots for this Round of 32 match will be moved to equivalent slots of another Round of 32 match, with rate adjustments.

ROUND OF 32

Ad slot labels and rates are subject to change until broadcast / * Slot available only through the purchase of the GOLDEN package (27 or 54 matches).

(o) = Optional ad slot

JULY 2 AT 2:00 A.M. – ROUND OF 32
1st Group D – 3rd Group BEFIJ

AD SLOT	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS) -  <u>With France</u>
2552	Pre-broadcast	€18,000
2562*	Opening Anthems	€30,000
2612	Hydration Break 1	€35,000
2622	Half-time 1	€30,000
2632	Half-time 2	€25,000
2642	Half-time 3	€30,000
2652	Hydration Break 2	€35,000
2662	Overtime (o)	€35,000
2672	Penalty Shootout (o)	€35,000
2692	Full-time	€10,000

This match **is not currently open for commercialization** by M6 Unlimited. It will only become available if France plays in it.

JULY 2 AT 9:00 P.M. – ROUND OF 32
1st Group H – 2nd Group J

AD SLOT	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS)
2052	Pre-broadcast	€50,000
2062*	Opening Anthems	€110,000
2112	Hydration Break 1	€165,000
2122	Half-time 1	€135,000
2132	Half-time 2	€125,000
2142	Half-time 3	€135,000
2152	Hydration Break 2	€165,000
2162	Overtime (o)	€135,000
2172	Penalty Shootout (o)	€135,000
2192	Full-time	€65,000

JULY 3 AT 5:00 A.M. – ROUND OF 32
1st Group B – 3rd Group EFGIJ

AD SLOT	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS) -  <u>With France</u>
0452	Pre-broadcast	€18,000
0462*	Opening Anthems	€40,000
0512	Hydration Break 1	€52,000
0522	Half-time 1	€45,000
0532	Half-time 2	€40,000
0542	Half-time 3	€45,000
0552	Hydration Break 2	€52,000
0562	Overtime (o)	€55,000
0572	Penalty Shootout (o)	€55,000
0592	Full-time	€24,000

This match **is not currently open for commercialization** by M6 Unlimited. It will only become available if France plays in it.


JULY 3 AT 8:00 P.M. – ROUND OF 32
2nd Group D – 2nd Group G

AD SLOT	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS)
2002	Pre-broadcast	€30,000
2012*	Opening Anthems	€75,000
2022	Hydration Break 1	€100,000
2032	Half-time 1	€85,000
2042	Half-time 2	€80,000
2052	Half-time 3	€85,000
2062	Hydration Break 2	€100,000
2072	Overtime (o)	€85,000
2082	Penalty Shootout (o)	€85,000
2092	Full-time	€50,000

(o) = Optional ad slot



July 4 AT 3:30 A.M. – Round of 32
1st Group K – 3rd Group DEIJL

AD SLOT	PROGRAMME CONTEXT	GROSS RATES EXCL.  (20" BASIS) - <u>With France</u>
0322	Pre-broadcast	€18,000
0332*	Opening Anthems	€30,000
0342	Hydration Break 1	€35,000
0402	Half-time 1	€30,000
0412	Half-time 2	€25,000
0422	Half-time 3	€30,000
0442	Hydration Break 2	€35,000
0462	Overtime (o)	€35,000
0472	Penalty Shootout (o)	€35,000
0492	Full-time	€10,000

This match **is not currently open for commercialization** by M6 Unlimited. It will only become available if France plays in it.

(o) = Optional ad slot

JULY 4 AT 7:00 P.M. - ROUND OF 16


AD SLOT	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS)	
		Without France	With France
1852	Pre-broadcast	€28,000	
1862*	Opening Anthems	€65,000	
2002	Hydration Break 1	€95,000	
2012	Half-time 1	€80,000	
2022	Half-time 2	€75,000	
2032	Half-time 3	€80,000	
2042	Hydration Break 2	€95,000	
2062	Overtime (o)	€80,000	
2072	Penalty Shootout (o)	€80,000	
2092	Full-time	€55,000	

JULY 4 AT 11:00 P.M. - ROUND OF 16

AD SLOT	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS) 	
		Without France	With France
2132	Pre-broadcast	€55,000	€140,000
2142*	Opening Anthems	€85,000	€280,000
2152	Hydration Break 1	€100,000	€315,000
2162	Half-time 1	€85,000	€275,000
2172	Half-time 2	€80,000	€265,000
2182	Half-time 3	€85,000	€275,000
2192	Hydration Break 2	€95,000	€315,000
2352	Overtime (o)	€85,000	€285,000
2362	Penalty Shootout (o)	€85,000	€285,000
2372	Full-time	€20,000	€70,000

The match marketed by M6 Unlimited is the one involving the French national team. If France plays a match on a different date and/or at a different time, clients initially booked in the advertising slots of this Round of 16 will be moved to the advertising slots of the Round of 16 match involving the French national team, with a price adjustment.

JULY 5 AT 10:00 P.M. - ROUND OF 16

AD SLOT	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS) 	
		Without France	With France
2132	Pre-broadcast	€58,000	€150,000
2142*	Opening Anthems	€90,000	€300,000
2152	Hydration Break 1	€105,000	€340,000
2162	Half-time 1	€85,000	€295,000
2172	Half-time 2	€80,000	€285,000
2182	Half-time 3	€85,000	€295,000
2192	Hydration Break 2	€105,000	€340,000
2262	Overtime (o)	€85,000	€305,000
2272	Penalty Shootout (o)	€85,000	€305,000
2292	Full-time	€22,000	€85,000

JULY 6 AT 2:00 A.M. - ROUND OF 16

AD SLOT	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS)  - With France	
		Without France	With France
2552	Pre-broadcast		€18,000
2562*	Opening Anthems		€30,000
2612	Hydration Break 1		€35,000
2622	Half-time 1		€30,000
2632	Half-time 2		€25,000
2642	Half-time 3		€30,000
2652	Hydration Break 2		€35,000
2662	Overtime (o)		€35,000
2672	Penalty Shootout (o)		€35,000
2692	Full-time		€10,000

This match is not currently open for commercialization by M6 Unlimited. It will only become available if France plays in it.

ROUND OF 16

Screen labels and pricing are subject to change until broadcast / * Screen available only with the purchase of the GOLDEN package (27 or 54 matches)

The match marketed by M6 Unlimited is the one not involving the French national team. If France plays this match, clients booked in the advertising slots of this Round of 16 will be moved to equivalent advertising slots of another Round of 16 match, with a price adjustment.

(o) = Optional ad slot

JULY 6 AT 9:00 P.M. - ROUND OF 16

AD SLOT	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS)
2052	Pre-broadcast	€50,000
2062*	Opening Anthems	€115,000
2112	Hydration Break 1	€170,000
2122	Half-time 1	€140,000
2132	Half-time 2	€130,000
2142	Half-time 3	€140,000
2152	Hydration Break 2	€170,000
2162	Overtime (o)	€140,000
2172	Penalty Shootout (o)	€140,000
2192	Full-time	€65,000

JULY 7 AT 2:00 A.M. - ROUND OF 16

AD SLOT	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS) - With France 
2552	Pre-broadcast	€18,000
2562*	Opening Anthems	€30,000
2612	Hydration Break 1	€35,000
2622	Half-time 1	€30,000
2632	Half-time 2	€25,000
2642	Half-time 3	€30,000
2652	Hydration Break 2	€35,000
2662	Overtime (o)	€35,000
2672	Penalty Shootout (o)	€35,000
2692	Full-time	€10,000

This match is not currently open for commercialization by M6 Unlimited. It will only become available if France plays in it.

JULY 7- AT 6:00 P.M. - ROUND OF 16

AD SLOT	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS)
1802	Pre-broadcast	€20,000
1812*	Opening Anthems	€60,000
1822	Hydration Break 1	€95,000
1832	Half-time 1	€80,000
1842	Half-time 2	€75,000
1852	Half-time 3	€80,000
1902	Hydration Break 2	€95,000
2002	Overtime (o)	€80,000
2012	Penalty Shootout (o)	€80,000
2022	Full-time	€50,000

JULY 7 AT 10:00 P.M. - ROUND OF 16

AD SLOT	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS) 	
		Without France	With France
2132	Pre-broadcast	€58,000	€150,000
2142*	Opening Anthems	€90,000	€290,000
2152	Hydration Break 1	€105,000	€330,000
2162	Half-time 1	€85,000	€285,000
2172	Half-time 2	€80,000	€275,000
2182	Half-time 3	€85,000	€285,000
2192	Hydration Break 2	€105,000	€330,000
2262	Overtime (o)	€85,000	€295,000
2272	Penalty Shootout (o)	€85,000	€295,000
2292	Full-time	€22,000	€80,000

(o) = Optional ad slot

Screen labels and rates remain subject to change until broadcast.
*Screen available only through the purchase of the GOLDEN package (27 or 54 matches).

The match marketed by M6 Unlimited is the one not involving the French national team. If France plays this match, clients booked in the advertising slots of this Round of 16 will be moved to equivalent advertising slots of another Round of 16 match, with a price adjustment.




ROUND OF 16

JULY 9 AT 10:00 P.M. – QUARTER-FINAL

AD SLOT	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS) 	
		Without France	With France
2132	Pre-broadcast	€62,000	€150,000
2142*	Opening Anthems	€95,000	€300,000
2152	Hydration Break 1	€115,000	€345,000
2162	Half-time 1	€95,000	€300,000
2172	Half-time 2	€90,000	€290,000
2182	Half-time 3	€95,000	€300,000
2192	Hydration Break 2	€115,000	€345,000
2262	Overtime (o)	€95,000	€310,000
2272	Penalty Shootout (o)	€95,000	€310,000
2292	Full-time	€25,000	€90,000

The match marketed by M6 Unlimited is the one involving the French national team.

JULY 10 AT 9:00 P.M. – QUARTER-FINAL

AD SLOT	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS) 	
		Without France	With France
2052	Pre-broadcast	€55,000	€110,000
2062*	Opening Anthems	€130,000	€310,000
2112	Hydration Break 1	€190,000	€370,000
2122	Half-time 1	€160,000	€320,000
2132	Half-time 2	€150,000	€310,000
2142	Half-time 3	€160,000	€320,000
2152	Hydration Break 2	€190,000	€370,000
2162	Overtime (o)	€160,000	€330,000
2172	Penalty Shootout (o)	€160,000	€330,000
2192	Full-time	€70,000	€130,000

The match marketed by M6 Unlimited is the one not involving the French national team. If France plays this match, clients booked in the advertising slots of this quarter-final will be moved to equivalent advertising slots of another quarter-final, with a price adjustment.

JULY 11 AT 11:00 P.M. – QUARTER-FINAL

AD SLOT	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS) 	
		Without France	With France
2132	Pre-broadcast	€55,000	€145,000
2142*	Opening Anthems	€90,000	€280,000
2152	Hydration Break 1	€110,000	€315,000
2162	Half-time 1	€90,000	€275,000
2172	Half-time 2	€85,000	€265,000
2182	Half-time 3	€90,000	€275,000
2192	Hydration Break 2	€105,000	€315,000
2352	Overtime (o)	€90,000	€285,000
2362	Penalty Shootout (o)	€90,000	€285,000
2372	Full-time	€22,000	€75,000

The match marketed by M6 Unlimited is the one not involving the French national team. If France plays this match, clients booked in the advertising slots of this quarter-final will be moved to equivalent advertising slots of another quarter-final, with a price adjustment.

JULY 12 AT 3:00 A.M. – QUARTER-FINAL

AD SLOT	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS) - With France 	
		Without France	With France
0302	Pre-broadcast	€20,000	
0312*	Opening Anthems	€35,000	
0322	Hydration Break 1	€40,000	
0332	Half-time 1	€35,000	
0342	Half-time 2	€30,000	
0352	Half-time 3	€35,000	
0362	Hydration Break 2	€40,000	
0372	Overtime (o)	€40,000	
0382	Penalty Shootout (o)	€40,000	
0392	Full-time	€12,000	

This match is not currently open for commercialization by M6 Unlimited. It will only become available if France plays in it.

Screen labels and pricing are subject to change until broadcast / * Screen available only with the purchase of the GOLDEN package (27 or 54 matches)

(o) = Optional ad slot

JULY 14 & 15 AT 9:00 P.M. – **SEMI-FINALS**

DALLAS & ATLANTA

AD SLOT	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS) 	
		Without France	With France
2052	Pre-broadcast	€60,000	€120,000
2062*	Opening Anthems	€150,000	€330,000
2112	Hydration Break 1	€210,000	€390,000
2122	Half-time 1	€175,000	€340,000
2132	Half-time 2	€165,000	€330,000
2142	Half-time 3	€175,000	€340,000
2152	Hydration Break 2	€210,000	€390,000
2162	Overtime (o)	€175,000	€350,000
2172	Penalty Shootout (o)	€175,000	€350,000
2192	Full-time	€75,000	€145,000

The matches marketed by M6 Unlimited are those not involving the French national team.

JULY 18 AT 11:00 P.M. – **THIRD-PLACE MATCH**

MIAMI

AD SLOT	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS) 	
		Without France	With France
2132	Pre-broadcast	€36,000	€75,000
2142*	Opening Anthems	€60,000	€140,000
2152	Hydration Break 1	€65,000	€155,000
2162	Half-time 1	€55,000	€135,000
2172	Half-time 2	€50,000	€125,000
2182	Half-time 3	€55,000	€135,000
2192	Hydration Break 2	€60,000	€155,000
2352	Overtime (o)	€55,000	€135,000
2362	Penalty Shootout (o)	€55,000	€135,000
2372	Full-time	€15,000	€35,000

The match marketed by M6 Unlimited is the one not involving the French national team.

(o) = Optional ad slot

FINAL


NEW YORK CITY

JULY 19 AT 9:00 P.M.

WILL FRANCE MANAGE TO MAKE IT THREE CONSECUTIVE FINALS ? WILL ARGENTINA SECURE BACK-TO-BACK TITLES FOR LIONEL MESSI'S LAST WORLD CUP ?
FIND OUT ON 19 JULY FROM NEW YORK, **LIVE ON M6!**



THE FINAL

AD SLOT	PROGRAMME CONTEXT	GROSS RATES EXCL. VAT (20" BASIS) 	
		Without France	With France
2052	Pre-broadcast	€70,000	€135,000
2062*	Opening Anthems	€190,000	€360,000
2112	Hydration Break 1	€250,000	€425,000
2122	Half-time 1	€210,000	€370,000
2132	Half-time show	€210,000	€370,000
2142	Half-time 3	€210,000	€370,000
2152	Hydration Break 2	€250,000	€425,000
2162	Overtime (o)	€220,000	€450,000
2172	Penalty Shootout (o)	€220,000	€500,000
2182	Trophy presentation without France in the final	€195,000	-
2182	Trophy presentation with France in the final and France winning	-	€280,000
2182	Trophy presentation with France in the final and France losing	-	€230,000
2192	Full-time	€80,000	€120,000

The match marketed by M6 Unlimited is the one not involving the French national team. If the French national team plays this match, rates will be adjusted as indicated above, assuming a French victory for the "trophy presentation" screen labeled 2182.



OFFICIAL BROADCASTER



COMMERCIAL OFFERS DIGITAL

DIGITAL OFFER

100% LIVE - 100% FOOTBALL

Available to multiple advertisers

An offer to extend your presence around matches and magazine shows across multiple screens, live and on replay :

- Pre-roll presence at the start of live streams and replays (matches and magazine shows)



OFFER 1

Broadcast during **group-stage matches phases** from 11 june to 27 june

32 matches
Including 3 knockouts
France matches

2M
impressions

**RATES:
PLEASE
CONTACT US**

OFFER 2

Broadcast during **the final phase** from 28 june to 19 july

22 matches
including France's knockout-
stage matches and the final

2M
impressions

**RATES:
PLEASE
CONTACT US**

DIGITAL OFFER

HIGHLIGHTS

Limited number of spots available

A multi-screen offer designed to strengthen your presence around competition highlights: the best match moments, goals and key incidents, as well as exclusive documentaries & programming :

- A pre-roll presence at the start of replays : highlights and documentaries
- Multiple exclusive programs around important football events available on M6+



HIGHLIGHTS OFFER

Across the entire competition
from june 11 to july 19

2M
impressions

**RATES:
PLEASE
CONTACT US**

Guaranteed sector exclusivity

DIGITAL OFFER - PRE-HOME

1 advertiser per pack

Benefit from exceptional visibility from the moment users arrive on the M6+ platform

GROUP-STAGE PHASE

From 11 to 16 June 2026

PACK 1 6 days	2,4M Estimated impressions
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From 17 to 22 June 2026

PACK 2 6 days	2,4M Estimated impressions
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From 23 to 28 June 2026

PACK 3 6 days	2,4M Estimated impressions
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FINAL-STAGE PHASE

From 29 June to 3 July 2026

ROUND OF 32 PACK 5 days	2M Estimated impressions
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From 4 to 7 July 2026

ROUND OF 32 PACK 4 days	1,6M Estimated impressions
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From 9 to 11 July 2026

QUARTER-FINAL PACK 3 days	1,2M Estimated impressions
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14, 15, 18, 19 July 2026

ROAD TO THE FINAL 4 days	1,6M Estimated impressions
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Fictional mock-up

RATES: PLEASE CONTACT US

FRAME

YOUR BRAND AT THE HEART OF DIGITAL CONTENT

Limited number of spots available



FRAME FORMAT

First position when launching the live



BUMPER FRAME IN



SPOT FRAME 20''



BUMPER FRAME OUT



LIVE : FRANCE - SENEGAL

Across the entire competition
from 11 june to 19 july

RATES: PLEASE CONTACT US

Guaranteed sector exclusivity



DATA OFFER

MAXIMIZE YOUR TACTICS ON M6+



PUT YOUR BRAND INTO PLAY

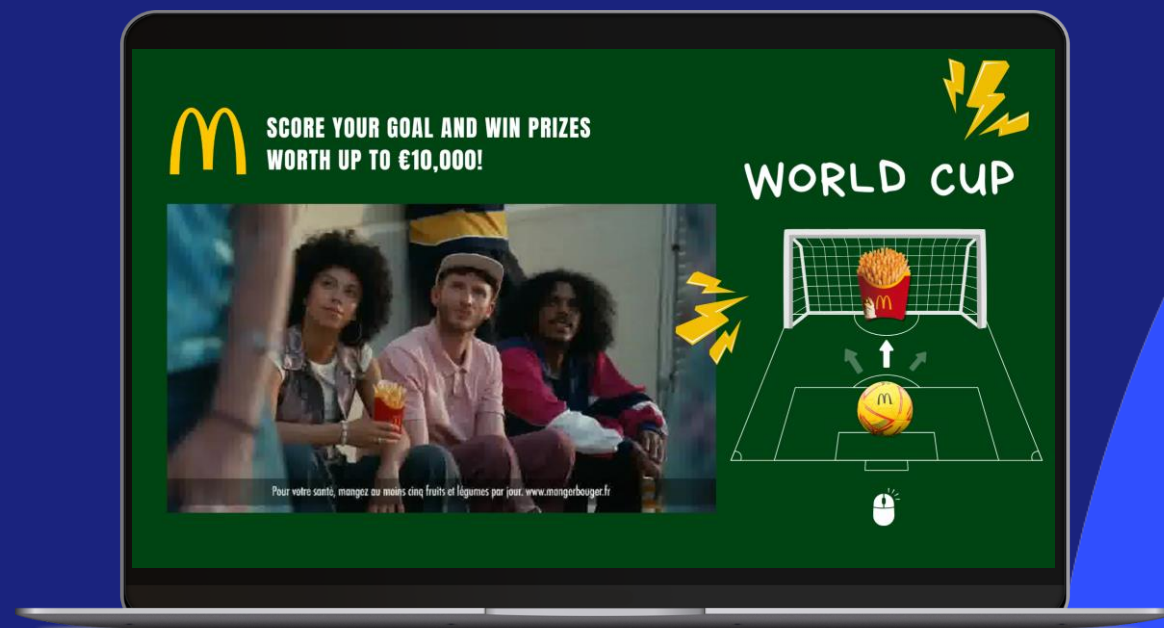
TURN EVERY SHOT INTO A GOAL

PENALTY KICK OVERLAY



This interactive display invites the users to play with a ball in a « penalty shout-out » spirit drawing on the codes of football.

Designed to maximize viewers engagement, it showcases products in an innovative way while unlocking new creative opportunities for advertisers looking to own the world of football.



Fictional mock-up

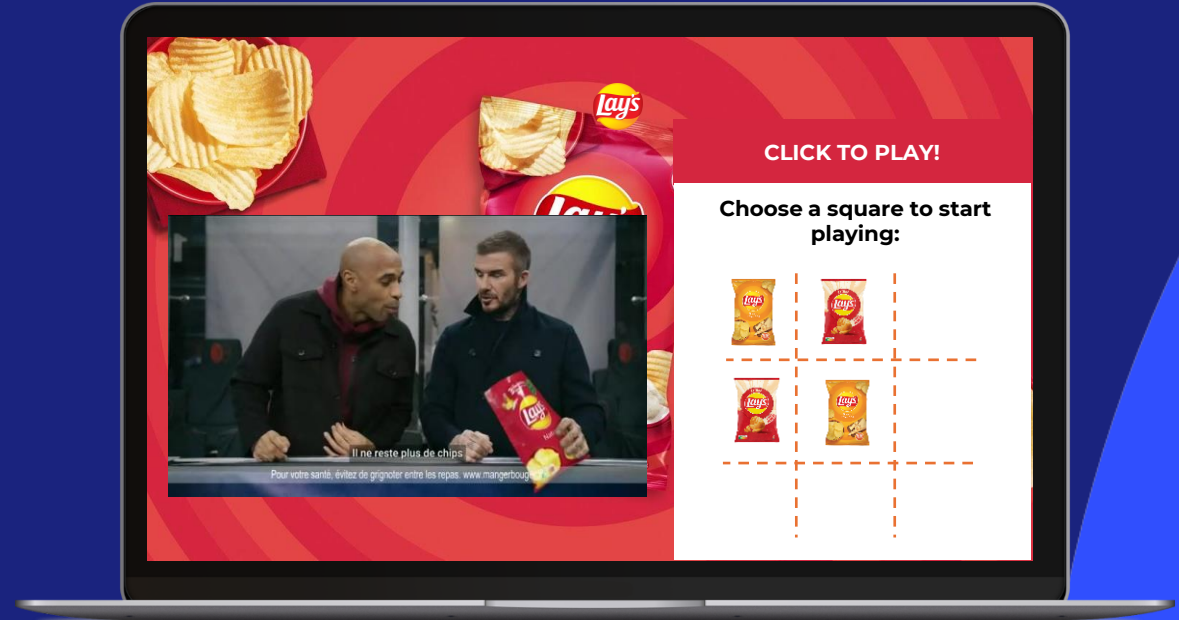
ENGAGE YOUR AUDIENCES WITH IMMERSIVE GAMING EXPERIENCES

GAMING AD



Offer an **interactive experience** in your brand's colours and **boost engagement** with your spot.

Catch people's attention with a **tic-tac-toe game** integrated into your advert.



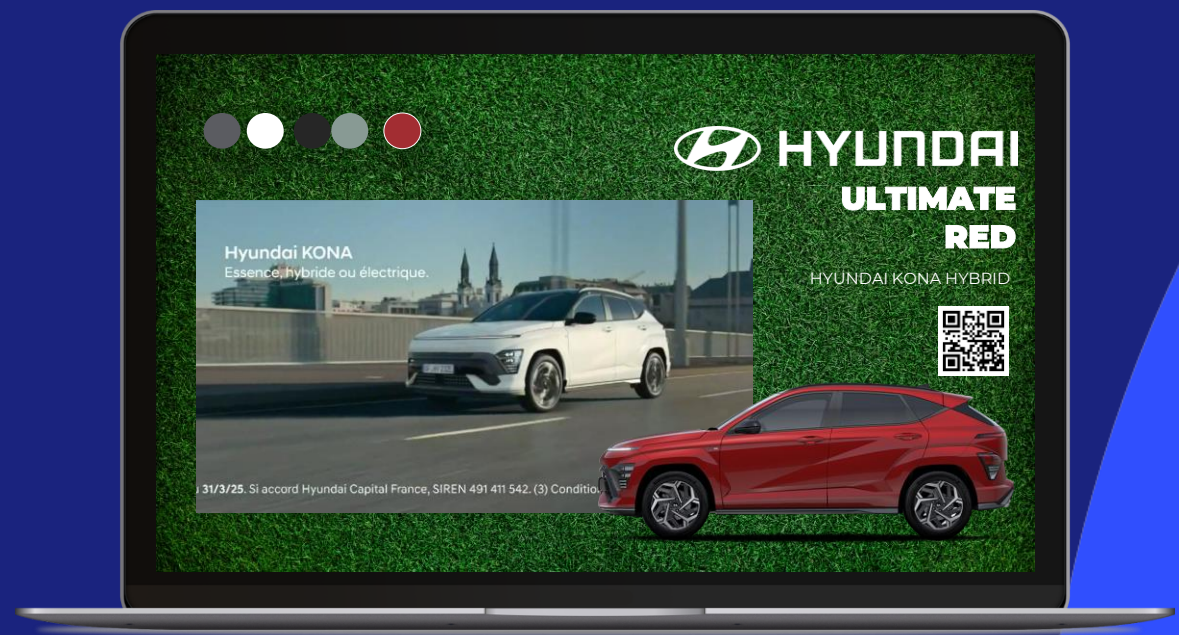
Fictional mock-up

LET USERS PLAY WITH YOUR PRODUCT COLORS

COLOR SELECTOR



A bespoke overlay:
Let users play with your product
colors.



Fictional mock-up

CAPTURE ATTENTION BY PERSONALIZING THE SPOT'S PROGRESS BAR

LOADING AD



Take control of the player with an animated progress bar customised in your brand's colours.

Provide information about the duration of the ad **to surprise and engage** users.



Fictional mock-up



OFFICIAL BROADCASTER

COMMERCIAL OFFERS AUDIO



OPTIONAL AUDIO DISPOSAL **RTL**

Optional disposal of the packs: "France Senegal", "France Playoff", "France Norway", "France in Round of 16", "France in Round of 8", "France in Quarter-final" and "France on the road to the final"

44 RADIO MESSAGES + 350K DIGITAL AUDIO IMPRESSIONS

**5 DAYS OF PRESENCE
AHEAD OF THE MATCH
OF THE FRENCH TEAM**

With broadcasting of your message around the daily World Cup program and major appointments



**15 MESSAGES ON THE DAY
OF THE FRENCH TEAM'S
MATCH**
**+1 MESSAGE THE DAY AFTER
DURING THE POST-MATCH
DEBRIEF**

1 presences around the special French team segment
1 presence around the daily World Cup program
+5 presences on high-audience shows
8 presences from 8 P.M. to midnight



**FIFA WORLD CUP 2026™
DIGITAL AUDIO PACK**

Live & Podcast

RATES: PLEASE CONTACT US



Subject to editorial approval.
Estimated performance (not guaranteed): 2 860 000 contacts aged 25-49 years .EAR ND25



OFFICIAL BROADCASTER

COMMERCIAL OFFERS

BRAND CONTENT





OFFICIAL BROADCASTER

BRAND CONTENT

FOR BRANDS THAT WANT MORE !!!

WE'VE GOT WHAT IT TAKES

“ TO PUT A SMILE ON YOUR FACE JUST LIKE ”

To generate buzz around the biggest sporting event of the year through **an original brand activation** across one of M6 Group many platforms with an angle designed to capture full attention.




1.
TURN TV INTO AN EVENT
(Hydration Break, 'LIVE' ADVERTISING, ...)



2.
CREATE VIRAL/ENGAGING CONTENT
STARRING TALENTS FROM M6 GROUP OR SOCIAL MEDIA



3.
EXTEND THE EVENT NARRATIVE
WITH PREMIUM LONG-FORM CONTENT



4,5,6,7...
DO WHAT HAS NEVER BEEN DONE
IF YOU ARE IN, WE ARE IN

BRIEF US IN




Just in case you want to meet up and hear more about the ideas we have in store...

CALL ME!

OFFICIAL SPONSORS

FIFA WORLD CUP 2026™

From February 5 to February 20, 2026 at 12:00, the official sponsors of the 2026 FIFA World Cup™ benefit from a priority purchase for all devices published on February 5, 2026

OFFICIAL PARTNERS OF FIFA



OFFICIAL PARTNERS OF FIFA WORLD CUP 2026™



OFFICIAL SUPPORTERS OF FIFA WORLD CUP 2026™



M6 UNLIMITED

CONTACTS

Cécile DINET

Executive vice-president in charge of video
cecile.dinet@m6.fr

Jérémy VALET

M6 Unlimited & Beyond Director
jeremy.valet@m6.fr

Frédérique REFALO

Executive vice-president in charge of Development and Brands
frederique.refalo@m6.fr

Geneviève VAUZEILLES

Sales director in charge of audio
genevieve.vauzeilles@m6.fr

Danielle Lau Gougeon

International Deputy Sales Director
danielle.lau@m6.fr

Etienne DEVESA

Deputy sales director, tv and digital
etienne.devesa@m6.fr

Stéphanie MALANDRA

TV/RADIO planning director
stephanie.malandra@m6.fr





OFFICIAL BROADCASTER

CUP PRESENTS



FEBRUARY 5TH

COMMERCIAL OFFERS

FIFA WORLD CUP 2026™

TV CLASSIC SPACE, DIGITAL, AUDIO & BRAND CONTENT

