

## **Reworld Media, leading media group on social media in France**

- **80 million subscriber threshold exceeded**
- **78% increase in the number of videos viewed per month**

Reworld Media, publisher of more than 80 themed media brands, has announced that it welcomed almost 4 million new subscribers to its social networks in 2023<sup>1</sup>. Reworld Media has now crossed the threshold of 80 million subscribers, making it the leading media group on social media in France.

This significant growth is accompanied by a 78% increase in the volume of video views per month, with 6 billion video views recorded in 2023, representing an average of 550 million video views per month.

### **A sharp increase in visibility on TikTok and Instagram**

The number of subscribers on the Group's social media rose on all 8 platforms (Facebook, Instagram, Twitter, Pinterest, TikTok, Youtube, Snapchat, Twitch), with particularly strong growth on **TikTok (+12%**, with 505,000 > 4.6 million subscribers) and **Instagram (+10%**, with 643,000 > 7.2 million subscribers).

These changes were driven by the **development of dedicated editorial formats** alongside **leading content creators** to ensure high content quality. The Group's social media team – **80 dedicated** social media managers, influence managers, videographers, motion designers, production managers, etc. – works on no less than 60 hours of filming per week.

Each media has its own pool of dedicated content creators, selected for their audiences, their ability to build communities and their compliance with the media's editorial line. Reworld Media boasts a catalogue of **600 original shows** designed for the group's media and for native integration of advertiser brands, and is notably a **partner of TikTok's "Pulse Premiere" advertising offer**.

### **Social media ebullience across all themes**

In line with the Group's strategy, the media brands are gaining momentum on social media in a virtuous circle driven by the production of quality content and audience development.

- **Melty**, leading media for 18-34 year olds, whose editorial line was redefined last summer to cover all GenZ's interests, has gained nearly 200,000 subscribers on TikTok and recorded 45 million video views per month on the platform (+15%).

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<sup>1</sup> Data from platforms, January 2024 vs. January 2023

- **Grazia**, a newcomer to TikTok, has attracted 111,000 subscribers in 6 months with new programmes including latest trends, celebrities, events and interviews.
- **Marmiton** has passed the 6 million subscriber mark (+6%), with a brand new artistic direction and programme schedule, and recently joined Snapchat. It features more entertainment and works with food celebrities such as "Qistoh" and "La cuisine de Garance". With its new immersive "La découverte" (Discovery) format, Marmiton highlights the expertise of local artisans and producers.
- **Doctissimo** has gained 500,000 subscribers in the space of a year, and is now offering regular collaborations with doctor influencers: "Doctor Eye" (ophthalmologist), "Pamz" (physiotherapist), "Docteur Sacha Gabriel" (dental surgeon), "Marie Jourdan dermatologue" (dermatologist). These experts work alongside Gérald Kierzek, Doctissimo's historic Medical Director.
- **Fraîches**, the media committed to inclusivity, recorded a record engagement rate of over 5% on Instagram, confirming GenZ's interest in the values promoted by the brand.
- **Hero**, the leading pop culture media, saw its subscriber base increase by 6.5% to almost 2.6 million.
- **Science & Vie** has successfully embraced social media, with almost 600,000 subscribers, and is preparing to unveil a new programme schedule focused on popular science, innovation and social and environmental responsibility.

### Ongoing development of brands on social media

In 2024, Reworld Media's social media teams are to produce even more ambitious programmes, particularly longer formats such as documentaries with journalistic content.

In "H24", **Doctissimo** teams follow patients in their daily lives, showing the impact of illness. At the start of this year, **aufeminin** is launching "Le Square", a humorous programme featuring influencers that will appeal to all parents. The **Parole de Maman** and **Beauté Test** brands are stepping up production; **Fraîches** is introducing a series of formats dedicated to the Olympic and Paralympic Games; **Psychologies** will be focusing on the mental health of athletes; **Melty** and its influencers will be challenging champions; and more!

Not forgetting the launch of the **ICON** brand in France: the magazine will of course be backed up by TikTok and Instagram profiles.

**Claire Sassonia, Social Media Director at Reworld Media:** *"We've grown from 8 to 80 employees in the space of a year, to create a centre of expertise that fully understands all the codes and uses of social media platforms. Our passionate, data-driven teams write, embody and collaborate with the greatest talents of our times to deliver the best possible content to our communities."*

*Our strategy has enabled us to build a business model based on 4 pillars: revenue sharing with platforms or ad breaks, creating brand content, content commerce with our social shopping formats and the amplification of advertisers' campaigns with the backing of our media brands."*

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**About Reworld Media:**

Reworld Media is a developing Group operating on two markets, BtoC and BtoB.

– The BtoC market through the deployment of content, services and products attuned to consumers' interests, available on a subscription or pay-per-view basis, to a captive audience of over 37 million French people, whom it supports in the digitalisation of their consumption patterns.

– The BtoB market through the monetisation of its own audiences and the coverage of all the communication drivers of the companies it supports in the creation and execution of their communication and commercial strategy.

The Group has to its name 81 multimedia multi-format media brands (print, digital, video, audio, TV, events) that generate audiences in 11 thematic areas (Maison & Travaux, Marie France, Grazia, Auto Plus, Science & Vie, Gourmand, Top Santé, Télé Magazine, etc.) and integrates its own technological performance platform (180,000 affiliated sites worldwide). Founded in 2012, Reworld Media posted annual revenues of €549m in 2023, operates in 16 countries and has 1,391 employees.

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