

## The new station with meaningful programs around family, home, heritage and gastronomy

C8 is a French television channel launched in 2005 under the name Direct 8, later D8. Today, the channel aims to be universally positioned with 4 hours of live programming and 7 hours of new programming per day. C8 positions itself as a solidary and helpful station with meaningful programs around family, home, heritage and gastronomy. It is also an entertaining station, focused on "feel good" and dealing with current affairs, where you can find talk shows like "Touche pas à mon poste" or "William à Midi", but also sports and cinema for the general public.

The core target group are men aged between 30-49 years.

### TV

Monthly reach <sup>1</sup>	131,810
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### Audience Profile

Men	41%
Women	59%
6-15 years	1%
16-24 years	2%
25-34 years	5%
35-44 years	8%
45-54 years	20%
55-64 years	22%
65+ years	42%



<sup>1</sup>Mediapulse TV Data (Instar Analytics), 2023. C8 CH is published in Switzerland.