

EP1 Tremplin

This format provides a smooth and contextualized transition designed to give an extra boost to the first advertising spot in the ad break. This strategic integration highlights the advertiser in the opening position, immediately capturing viewers' attention.

Thanks to a personalized jingle, the EP1 Tremplin format maximizes the visibility and ad recall of the commercial. This customization strengthens the impact of the message by creating an instant connection with the audience from the very beginning of the advertising sequence.

Availability:

Direct campaign	4 screens - Web, In App, CTV
Programmatic deal	4 screens - Web, In App, CTV

Format produced by M6 Unlimited

Deliverables:

- **Video:** 16:9 MP4 format, following [the video technical specifications](#).
- **Creative brief:** For the requested jingle (otherwise, proposals can be provided)

Tremplin Horaire (time slot)

Associate your campaign with a key moment of the day thanks to a 5-second jingle broadcast before your commercial. We recommend a time slot of at least 2 hours to ensure a sufficient number of impressions..

All time slots are recommended except nighttime hours (from 12:00 AM to 7:00 AM), due to lower audience levels during this period.

This format offers a smooth and contextualized transition, maximizing the impact and memorability of your advertisement. Give your commercial a new boost on M6+ by making it unmissable at the right moment.

Availability:

Direct campaign	4 screens - Web, In App, CTV
Programmatic deal	4 screebs - Web, In App, CTV

Format produced by M6 Unlimited

Deliverables:

- **Video:** 16:9 MP4 format, following [the video technical specifications](#).
 - **Creativ brief:** For the requested jingle + commercial (otherwise, proposals can be provided)
 - **Creative assets:** Logo in vector or high-definition format
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