

jean-baptiste chandelier - assessment 2013/2014
www.jeanbaptistechandelier.com/category/media/



introduction

year 2013 / 2014 (from 1st october 2013 to the 1st october 2014)



total impact : around 20 000 000 views

internet : 1 700 000 hits

tv : 14 720 000 viewers

magazine : 32,35 pages

radio : 4 000 000 listeners



coming soon :

a 15min documentary on tft1 about me
(3,4 millions viewers on the number french channel)

volvo commercial 90 seconds
internet worldwide

adidas commercial tv & internet

films productions :

1 highlight video 5min

3 webisodes

1 secret edit for tv



festivals :

3 film competitions : 5 prizes

4 acro shows festivals

publics : 50 000 people



internet videos

raw material of communication



total : 1 718 000 hits

highlight : touch (4:46) : 1 620 000 hits

webisodes :

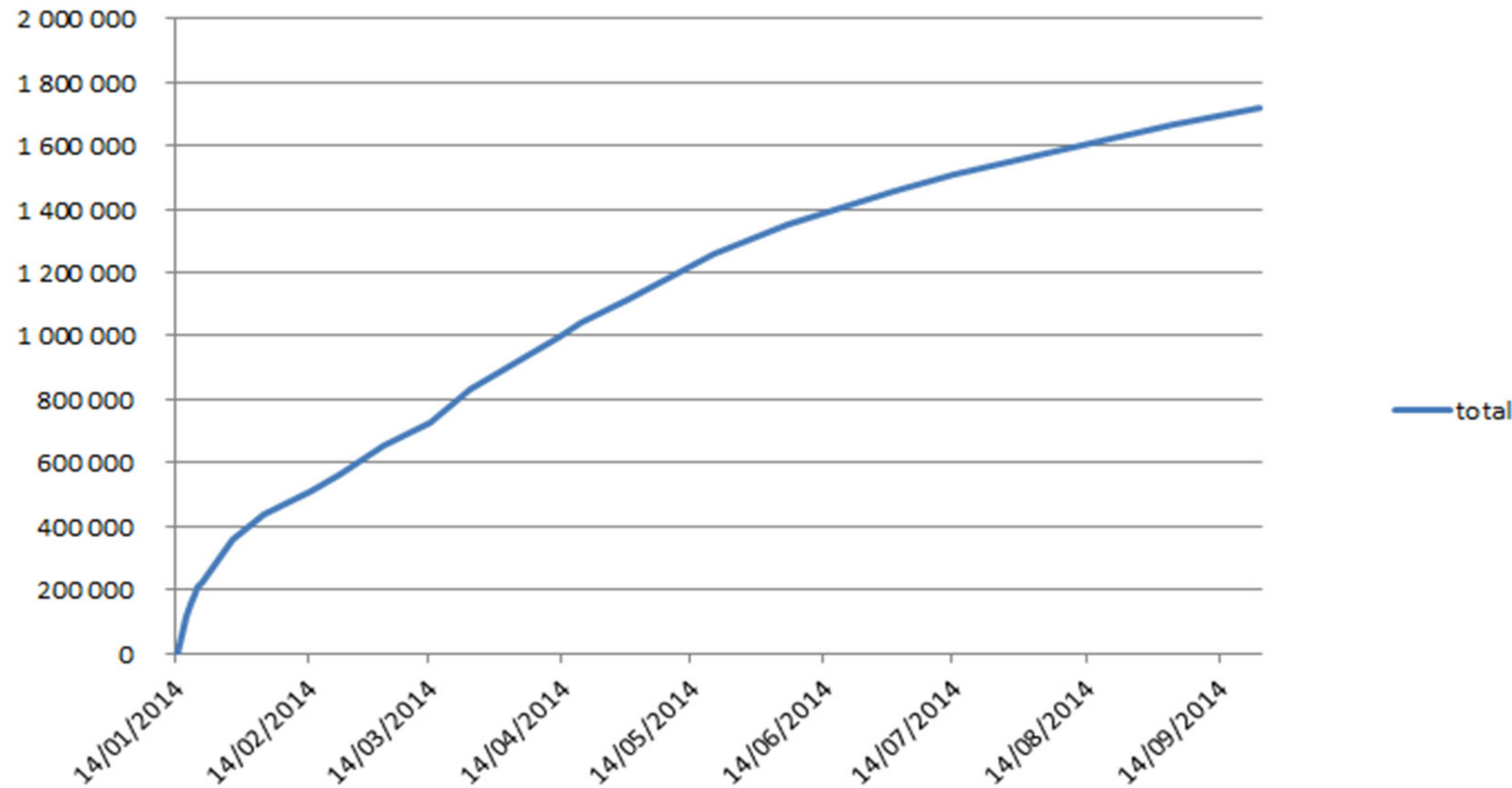
acro paragliding (2:58) : 63 268 hits

urban paragliding (2:15) : 35 610 hits

downhill paragliding (2:15) : 12 134 hits



total



tv appearances

the impact of the video "touch" in tv

total audience : 14 720 000 viewers

17 appearances

3 countries

appearances in the 2 most popular french tv news.

check all the tv appearances [here](#)



Country	Channel	programme	audience (around)	time	date	link
American	unknow	Right This Minute	unknow	00:01:34	16/01/2014	http://www.jeanbaptistechandelier.com/touch-view-by-american/
France	MCS	Les extrémistes	60 000	00:52:00	23/01/2014	http://www.jeanbaptistechandelier.com/part-of-the-tv-show-les-extremistes/
France	D'ici TV	Journal	unknow	00:25:00	26/01/2014	http://www.jeanbaptistechandelier.com/part-of-the-tv-show-dici-tv/
Canada	CTV	News	1 000 000	00:02:30	28/01/2014	http://www.jeanbaptistechandelier.com/ctv-news-canada-tv/
France	MCS	Zap	60 000	00:00:45	29/01/2014	http://www.jeanbaptistechandelier.com/part-of-the-extreme-zap/
France	France O	Riding Zone	unknow	00:03:20	03/02/2014	http://www.jeanbaptistechandelier.com/touch-in-france-o-tv-for-riding-zone/
France	L'équipe21	Menu Sport	500 000	00:08:19	04/04/2014	http://www.jeanbaptistechandelier.com/menusportlequipe21/
France	BeIn Sport	L'espresso	100 000	00:10:00	05/04/2014	http://www.jeanbaptistechandelier.com/lespresso-bein-sport-french-tv/
France	L'équipe21	Adrenaline	300 000	00:03:00	16/04/2014	
France	TF1	JT 20H	7 300 000	00:02:27	11/05/2014	http://www.jeanbaptistechandelier.com/repport-in-jt-20h-from-tf1-french-tv/
France	France 2	JT 20H	5 000 000	00:03:30	30/05/2014	http://www.jeanbaptistechandelier.com/tv-jt20h-france-2-french-tv/
France	unknow	Mister S	unknow	00:06:00	02/06/2014	http://www.jeanbaptistechandelier.com/report-by-mister-s-tvinternet/
France	Disney channel	XD sport	unknow	00:02:52	16/06/2014	http://www.jeanbaptistechandelier.com/interview-in-disney-channel-french/
France	D'ici TV	en direct d'ici	unknow	00:04:00	03/07/2014	
France	D8	Zap	unknow	00:04:00	05/07/2014	
France	BFM TV	news	400 000	00:01:16	27/07/2014	http://www.jeanbaptistechandelier.com/parution-on-bfm-tv-france/
France	unknow	Mister S	unknow	00:00:20	29/07/2014	http://www.jeanbaptistechandelier.com/parution-in-the-new-mister-s-episode-tv/

magazines

publications in magazines

total : 32,35 pages

4 covers
14 publications
4 countries

check all the publications [here](#)



Country	magazine	cover	nbr page	date	link
France	Dauphiné	0	0,5	03/10/2013	http://www.jeanbaptistechandelier.com/report-in-the-dauphine-news-paper/
France	Parapente Mag	1	0	05/12/2013	http://www.jeanbaptistechandelier.com/parapente-mag-cover/
England	Cross Country Magazine	0	6	07/01/2014	http://www.jeanbaptistechandelier.com/report-in-cross-country-magazin/
France	Voler.info	1	5	14/01/2014	http://www.jeanbaptistechandelier.com/report-in-voler-info/
France	Dauphiné	0	0,5	15/01/2014	http://www.jeanbaptistechandelier.com/report-in-the-new-paper-le-dauphine/
France	Parapente Mag	1	4,3	30/01/2014	http://www.jeanbaptistechandelier.com/coverreport-in-parapente-mag-n152/
Germany	Thermik Magazine	0	6	21/02/2014	http://www.jeanbaptistechandelier.com/report-in-thermik-magazin/
France	Parapente+	0	1	15/03/2014	http://www.jeanbaptistechandelier.com/photo-in-parapente-magazin/
France	Alpes Loisir	0	2,2	27/03/2014	http://www.jeanbaptistechandelier.com/parution-in-alpes-loisirs-magazin/
France	Parapente Mag	0	2,25	27/05/2014	http://www.jeanbaptistechandelier.com/report-in-parapente-mag/
France	Dauphiné libéré hautes alpes	0	0,5	23/07/2014	http://www.jeanbaptistechandelier.com/parution-in-the-dauphine/
France	VSD	0	0,25	27/08/214	http://www.jeanbaptistechandelier.com/article-in-vs-d-magazine/
Portugal	Açorianto Oriental	0	0,35	01/09/2014	http://www.jeanbaptistechandelier.com/repport-in-the-azores-news-paper/
France	Dauphiné libéré grésivodan	0,5	0	20/09/2014	http://www.jeanbaptistechandelier.com/cover-of-the-dauphine-coupe-icare/

radios & festivals

the impact of the video "touch" in radios and festivals

radios :

more than 4 000 000 listeners

4 radios interviews

19 minutes tapped

check all the radios interviews [here](#)

film festivals :

3 festivals

5 prices

check all the film festivals results [here](#)

acro show festivals :

4 shows

more than 50 000 peoples

Radio

Country	Radio	programme	time	audience	date	link
France	France info	Extreme	00:05:00	4 000 000	01/03/2014	http://www.jeanbaptistechandelier.com/interview-in-french-radio-france-info/
France	Le Mouv	la matinal	00:05:00	unknow	12/06/2014	http://www.jeanbaptistechandelier.com/interview-in-the-french-radio-le-mouv/
France	Imagine	...	00:05:00	unknow	17/07/2014	http://www.jeanbaptistechandelier.com/interview-at-the-radio-imagine/
France	Le Mouv	la matinal	00:04:35	unknow	03/09/2014	http://www.jeanbaptistechandelier.com/interview-in-the-french-radio-le-mouv-2/

Festival film competition

country	name	prices	date	details prices	link
spain	El Yelmo	1	10/06/2014	best short film	http://www.jeanbaptistechandelier.com/elyelmofilm2014/
France	Chamonix adventure festival	1	12/07/2014	cinematography price	http://www.jeanbaptistechandelier.com/chamonixadventurefestival2014/
France	Coupe Icare	3	22/09/2014	best images - public price - young public price	http://www.jeanbaptistechandelier.com/coupeicarefilmfestival2014/

Festival paragliding acro show

country	name	nbr days	date	public	link
France	outdoor mix festival	4	12/05/2014	3000	http://www.jeanbaptistechandelier.com/outdoormix-festival2014/
France	natural game	3	29/06/2014	70000	http://www.jeanbaptistechandelier.com/natural-game-show-2014/
Portugal	parapente dos Açores	4	25/08/2014	200	http://www.jeanbaptistechandelier.com/20festival-de-parapente-dos-aco-res/
France	Coupe Icare	3	22/09/2014	70000	

social network statistics

followers on internet

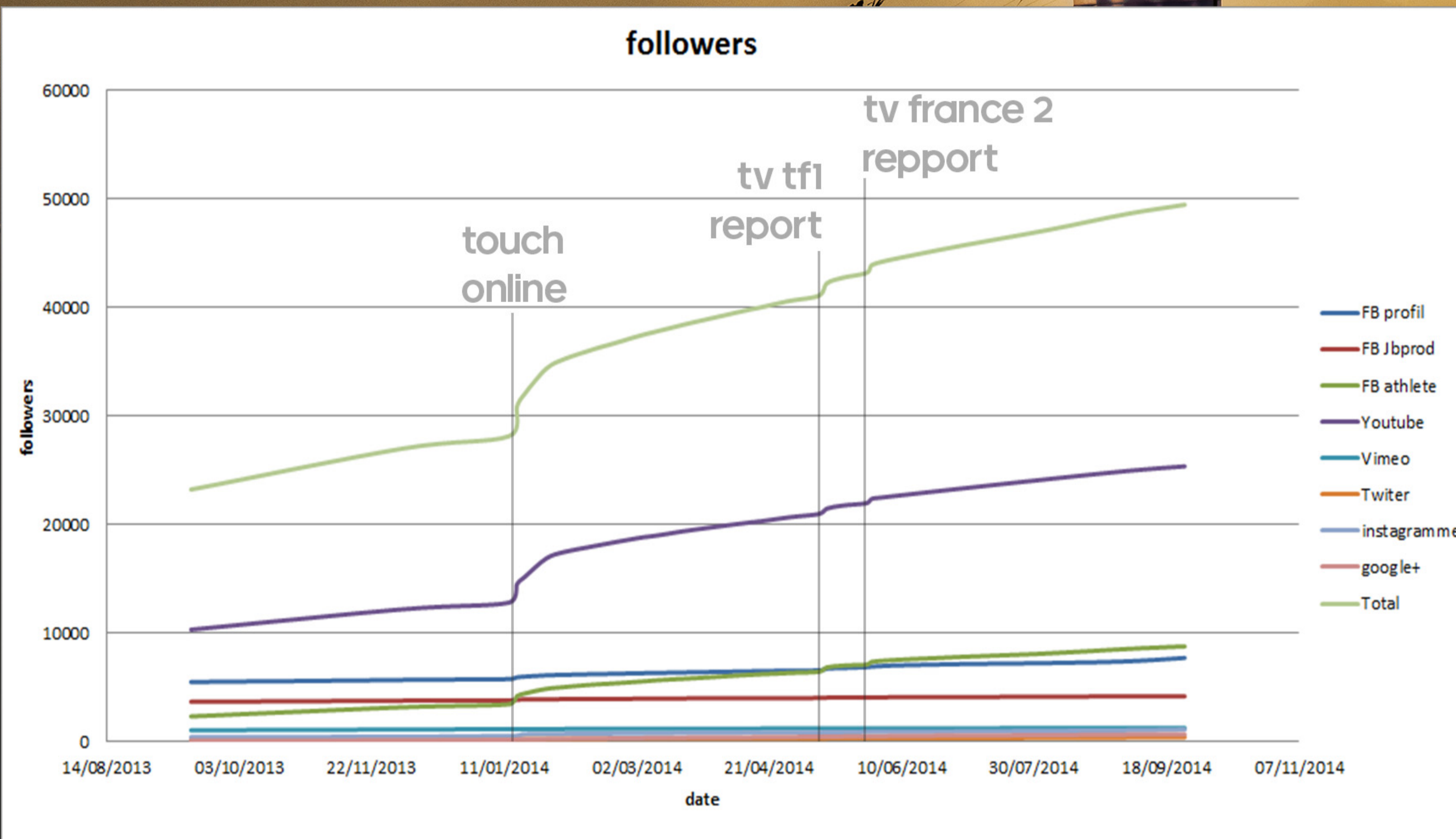
total network : 48 160 followers
youtube channel : 25 382 followers
fb athlete page : 8 808 followers
fb profil+subscribers : 7 474 followers
fb jb prod page : 4 207 followers
instagramme : 1143 followers
twitter : 434 followers
google+ : 712 followers



facebook®



Instagram



media valorization

estimation of the advertising worth

total estimation : 1 165 816€

tv : 1 067 973€

internet : 91 443€

radio : 6 400€

magazines : unknow

tv cpm (cost : 30s/1000views): 12,53€

total : 1 067 973€

tf1 / jt 20h : 448 198€

france 2 / jt 20h : 438 550€

ctv / canada news : 62 650€

l'équipe 21 / menu sport : 50 120€

l'équipe 21 / adrénaline : 22 554€

mcs / les extrémistes : 19 546€

bfm tv : 12 697€

bein sport / l'espresso : 12 530€

mcs / le zap : 60 000€

+ 8 more tv with unknow audience

internet cpm (cost : 30s/1000views): 6,27€

total : 94 542€

touch : 91 443€

acro paragliding webisode : 1 981€

urban paragliding webisode : 892€

downhill paragliding : 226€

information :

all the numbers are just an idea about the prices of an advertising equivalent.

radio cpm (cost : 30s/1000views): 1,6€

total : 6 400€

france info / extreme : 6 400€

+ 3 more radio with an unknow audience

how did i get the tv results ?

tv pcm is calculated from the tf1 tv price : 30 seconds advertising at 8:30pm with 7 300 000 viewers cost 91 500€.

radio pcm is calculated from the french radio bfm price : 30 seconds advertising with 2 500 000 listeners cost 4 000€.

to have the results, i made a calculation between the time and the audience

click to check the 2014 tf1 prices

TARIFS
SEPTEMBRE-OCTOBRE
2014

TF1

videos made by friends

appearances in friends movies



coming soon & contact

please keep it secret

adidas commercial

video 90, 50, 30 secondes tv&internet
tv : some countries in asia
internet : world wide
will be release this automne

volvo commercial

90 secondes internet advertising
world wide
will be released this winter

documentary about me on tf1

15min documentary about me in
"sept a huit"
audience : around 3 400 000 viewers
will be released this automne

secret edit for tv



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JB

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thanks for your trust

17

