



THE SPOKESPERSON FOR GENZ

SUPPORT - ENTERTAIN - RAISE AWARENESS

Societal upheavals have had a profound impact on Gen Z, revealing a need for support, guidance, and trust.

At melty, we've strengthened our connection with this generation by developing content that addresses their real concerns, moving beyond clichés.

Through Gen IRL, our study dedicated to young people, we analyze their expectations, habits, and aspirations to better understand them and support them in their daily lives.

Career guidance and job placement with Tu Postules, financial education with Thunes Club, mental health with "Et c'est OK"...: melty supports young people in every aspect of their lives and helps them make choices, without judgment or pressure.

Melty curates the best cultural and consumer experiences for its community: festivals, events, and product launches.

This expertise has made melty a major player in pop culture and a go-to media source for Gen Z.

DIGITAL	SOCIAL	NEWSLETTER	PODCAST
6.9 M UV	**15.2 M** SOCIAL FOLLOWERS	**7 K** NEWSLETTER SUBSCRIBERS	**1.3 M** PODCAST IMPRESSIONS

REWORLD MEDIACONNECT

Sources: Médiamétrie//NetRatings July 2026, Kolsquare october 2026, Publisher - Newsletter october 2026, Publisher - Podcast september 2026