
Radio France

4.1. General Indicators

Number of subscriptions or connections based on total population

	1995	1996	1997	1998	1999	2000	2001*
All population (000)	57.844	58.026	58.207	58.398	58.620	58.892	n.a.
Universe 15+ (000)	45.931	46.541	46.540	47.060	47.310	47.580	n.a.
	80,4	80,6	81,6	82,7	84,5	84,4	

4.2. Advertising categories

Advertising Category : Definitions in your country

	Define every advertising mode listed (precise if not allowed or not existing)	Which specific aspects define this kind of ad ? (Length, content, ...)	For these action modes, does your market have measurements...		
			... for audiences ?	... for investments ?	Investments value definition
Commercial spots :	Classical spots	Average length: 27 s.	Yes	Yes	
Billboard spots :	} Spots within a particular program or break				
Sponsoring spots :			Yes	Yes	
Channel auto Promotion Program :					
Commercial Auto Promotion Spots :	Spots concerning the auto-promotion of one program of the station			Yes	
Direct Response Radio Spots :	Spots with a phone number included		Yes	Yes	
Inserts or Product Placement Program :	Dotations of a product cited in a program				
Inserts or Product Placement Spots :					

4.3. General information by channel

About Radio Stations

Type of broadcast during 1995-2001*

	Status	Names	Active Period		Program Type
			Founded	Ended**	
Domestic Radios (national)	Public	France Inter	1931		General Interest Program
	Public	France Info	1987		News & Business
	Private	RTL	1951		General Interest Program
	Private	RTL 2	1994		Music (70%)
	Private	RMC	1945		General Interest Program
	Private	Fun Radio	1984		Music (70%)
	Private	MFM	1981		Music (70%)
	Private	Sud Radio	1939		General Interest Program
	Private	Europe 1	1951		General Interest Program
	Private	Europe 2	1986		Music (70%)
	Private	RFM	1981		Music (70%)
	Private	Skyrock	1986		Music (70%)
	Private	NRJ	1981		Music (70%)
	Private	Nostalgie	1983		Music (70%)
	Private	Chérie FM	1987		Music (70%)
Private	Rires et Chansons	1990		Music & Entertainment	

About Radio Stations

Type of broadcast during 1995-2001*

	Status	Names	Active Period		Program Type
			Founded	Ended**	
Local Radios	Private	Les Indépendants	1992		Music (70%)

About Radio Stations

Type of broadcast during 1995-2001*

Domestic Radios (national)	Transmission Mode	Reception Mode
France Inter	Hertzian + cable + internet	Hertzian + cable + internet
France Info	Hertzian + cable + internet	Hertzian + cable + internet
RTL	Hertzian + cable + internet	Hertzian + cable + internet
RTL 2	Hertzian + cable + internet	Hertzian + cable + internet
RMC	Hertzian + cable + internet	Hertzian + cable + internet
Fun Radio	Hertzian + cable + internet	Hertzian + cable + internet
MFM	Hertzian + cable + internet	Hertzian + cable + internet
Sud Radio	Hertzian + cable + internet	Hertzian + cable + internet
Europe 1	Hertzian + cable + internet	Hertzian + cable + internet
Europe 2	Hertzian + cable + internet	Hertzian + cable + internet
RFM	Hertzian + cable + internet	Hertzian + cable + internet
Skyrock	Hertzian + cable + internet	Hertzian + cable + internet
NRJ	Hertzian + cable + internet	Hertzian + cable + internet
Nostalgie	Hertzian + cable + internet	Hertzian + cable + internet
Chérie FM	Hertzian + cable + internet	Hertzian + cable + internet
Rires et Chansons	Hertzian + cable + internet	Hertzian + Internet + cable

About Radio Stations

Type of broadcast during 1995-2001*

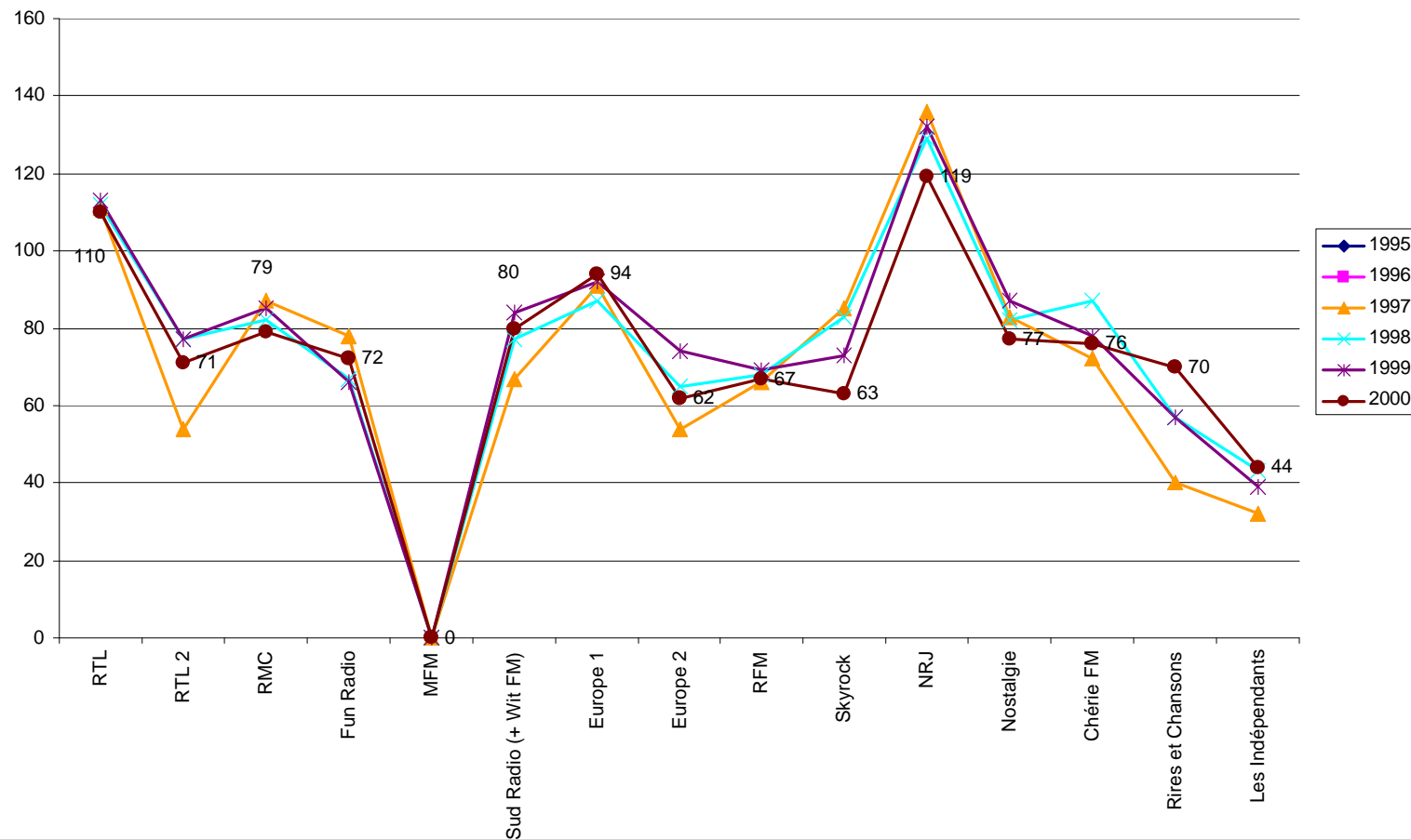
Local Radios	Transmission Mode	Reception Mode
Les Indépendants	Hertzian + cable + internet	Hertzian + Internet + cable

Comment:

- Numerical services on program or commercial level are testing now but not already developed in France

About Radio Stations

Avg broadcast duration / day in minutes



About Radio Stations

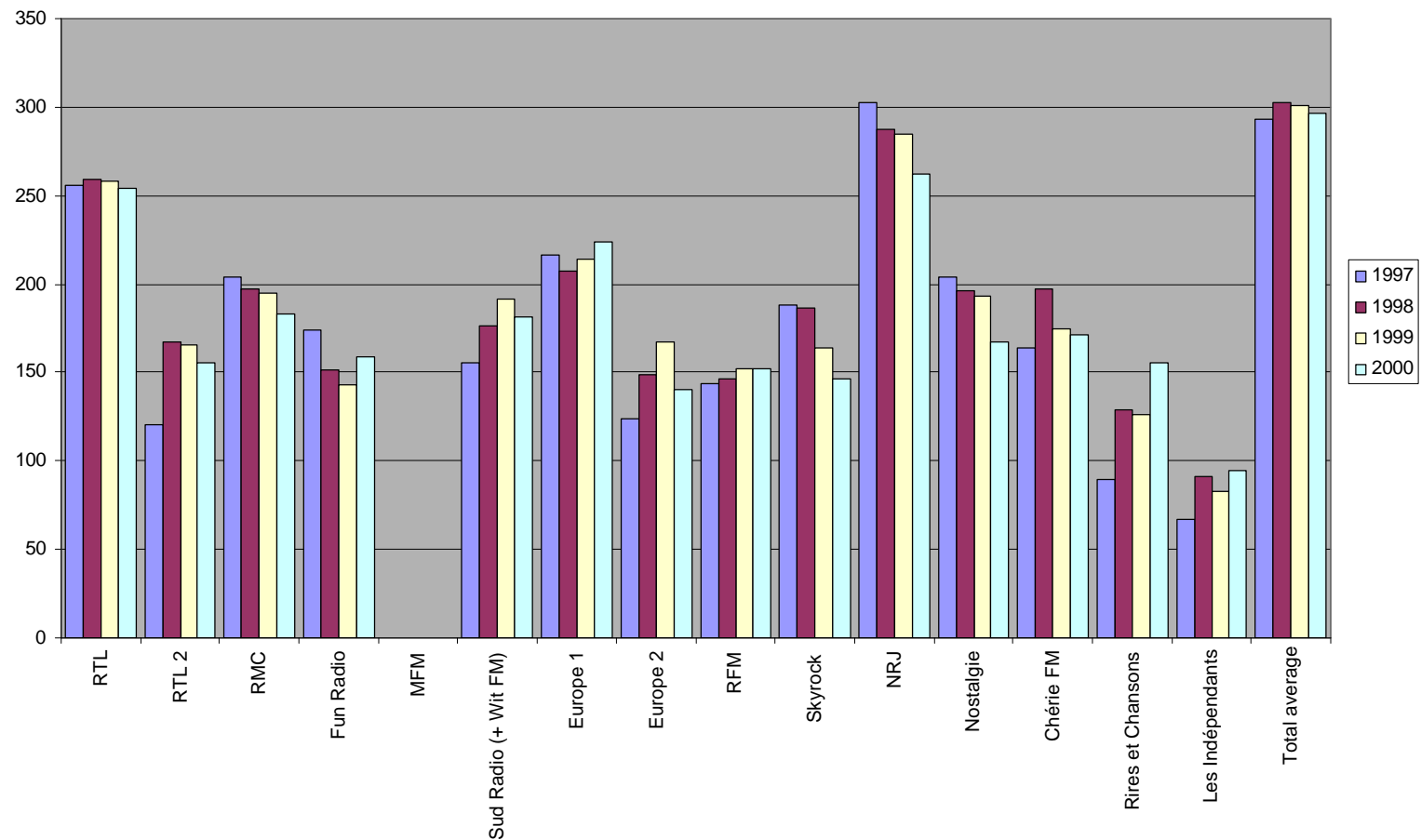
Avg number of programmes broadcast / day

2000	Total Advertising (number of breaks)	Total excepted Advertising (number of programs)	Commercial spots
France Inter	na	19	na
France Info	na	na	na
RTL	105	13	254
RTL 2	57	6	155
RMC	105	9	183
Fun Radio	38	7	159
MFM	57	5	-
Sud Radio	105	10	181
Europe 1	105	15	224
Europe 2	57	6	140
RFM	57	5	152
Skyrock	38	7	146
NRJ	38	6	262
Nostalgie	57	5	167
Chérie FM	57	5	171
Rires et Chansons	57	5	155
Les Indépendants	na	na	94
Total average	67	8	175

Base 2000 : number of advertising breaks, number of programs and number of commercial spots

About Radio Stations

Avg number of programmes broadcast / day



4.4. Commercial Offer

Commercial Offer in 2001* (1)

	Name of Radio	Capital shares holding (precise majors with parts and name)					
			Private 1	Private 2	Private 3	Private n Public	
Domestic Radios (national)	France Inter	Name Part (%)					100%
	France info	Name Part (%)					100%
	RTL	Name Part (%)	RTL Group 100%				
	RTL 2	Name Part (%)	RTL Group 100%				
	RMC	Name Part (%)	Alpha 65%	Alain Weil 35%			
	Fun Radio	Name Part (%)	RTL Group 100%				
	MFM	Name Part (%)	LV&CO 100%				
	Sud Radio	Name Part (%)	RTL Group 20%	Sud Communication 80%			

Commercial Offer in 2001* (2)

	Name of Radio	Capital shares holding (precise majors with parts and name)				
		Private 1	Private 2	Private 3	Private n	Public
Domestic Radios (national)	Europe 1	Name Part (%)	Lagardère 100%			
	Europe 2	Name Part (%)	Lagardère 100%			
	RFM	Name Part (%)	Lagardère 100%			
	Skyrock	Name Part (%)	Morgan Greffell 80%		Pierre Bellanger 20%	
	NRJ	Name Part (%)	Sonopar 100%	JP Baudecroux		
	Nostalgie	Name Part (%)	Sonopar 100%	JP Baudecroux		
	Chérie FM	Name Part (%)	Sonopar 100%	JP Baudecroux		
	Rires et chansons	Name Part (%)	Sonopar 100%	JP Baudecroux		

Commercial Offer in 2001*

	Name of Radio	Capital shares holding (precise majors with parts and name)				
			Private 1	Private 2	Private 3	Private n Public
Local Radios	Les Indépendants	Name Part (%)	GIE 100%			

Commercial Offer in 2001* (1)

Domestic Radios (national)	Name of Sales houses	Radio's Target Group
France Inter	Régie France Communication	-60 y.o.
France info	Régie France Communication	-60 y.o.
RTL	IP Radio	25-59 y.o.
RTL 2	IP Radio	25-49 y.o.
RMC	IP Radio	35-49 y.o.
Fun Radio	IP Radio	15-24 y.o.
MFM	IP Radio	25-49 y.o.
Sud Radio	IP Radio	25-49 y.o.

Commercial Offer in 2001* (2)

Domestic Radios (national)	Name of Sales houses	Radio's Target Group
Europe 1	Lagardère Active Publicité	SG 1-4
Europe 2	Lagardère Active Publicité	25-34 y.o.
RFM	Lagardère Active Publicité	30-45 y.o.
Skyrock	Lagardère Active Publicité	15-24 y.o.
NRJ	NRJ Régies	15-49 y.o.
Nostalgie	NRJ Régies	25-49 y.o.
Chérie FM	NRJ Régies	25-49 y.o.
Rires et chansons	NRJ Régies	Men 25-49

Commercial Offer in 2001*

Local Radios	Name of Sales houses	Radio's Target Group
Les Indépendants	Lagardère Active Publicité	25-49 y.o.

Commercial Offer in 2001*

	Name of Radios	Average Rates in 2001* - for 02h-26h day part - base 30 sec. - Euro					
		Commercial spots	Billboards	Sponsoring spots	Commercial Auto promotion spots	Direct Response Radio	Insert or product placement spots
Domestic Radios (national)	RTL	3.874					
	RTL 2	1.015					
	RMC	444					
	Fun Radio	1.326					
	MFM	444					
	Sud Radio + Wit FM	355					
	Europe 2	1.336	n.a.	n.a.	n.a.	n.a.	n.a.
	Europe 1	2.672					
	RFM	1.137					
	Skyrock	1.722					
	NRJ	3.048					
	Nostalgie	2.916					
	Chérie FM	1.719					
Rires et chansons	756						

Commercial Offer in 2001*



	Name of Radios	Average Rates in 2001* - for 02h-26h day part - base 30 sec. - Euro					
		Commercial spots	Billboards	Sponsoring spots	Commercial Auto promotion spots	Direct Response Radio	Insert or product placement spots
Local Radios	Les Indépendants	2.700	n.a.	n.a.	n.a.	n.a.	n.a.



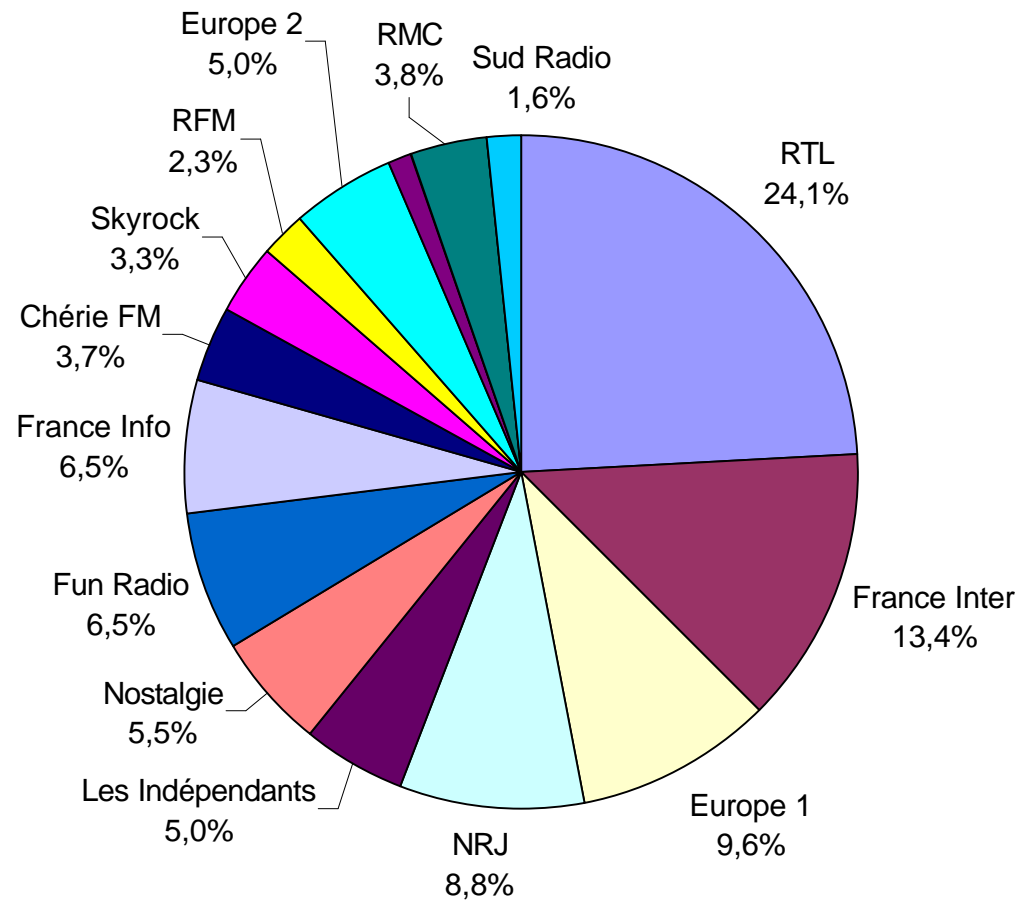
4.5. Audiences

Note about Radio in France

- Media investment :
 - No data available by advertising category
- 2001 :
 - Data will only be available by the end of 2002; however, initial indications of audience figures are provided for January - March 2001.

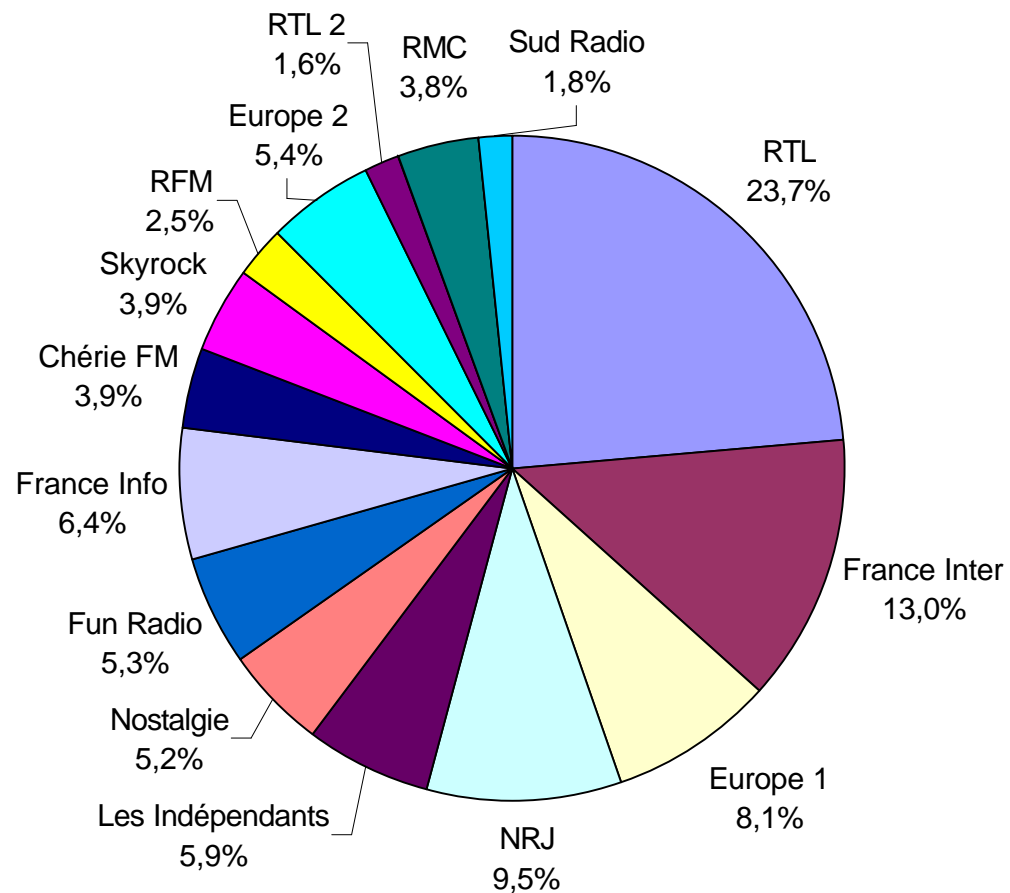
About Audiences - 1995

Share of Market (%) - Target 15+ (05h00-22h00)



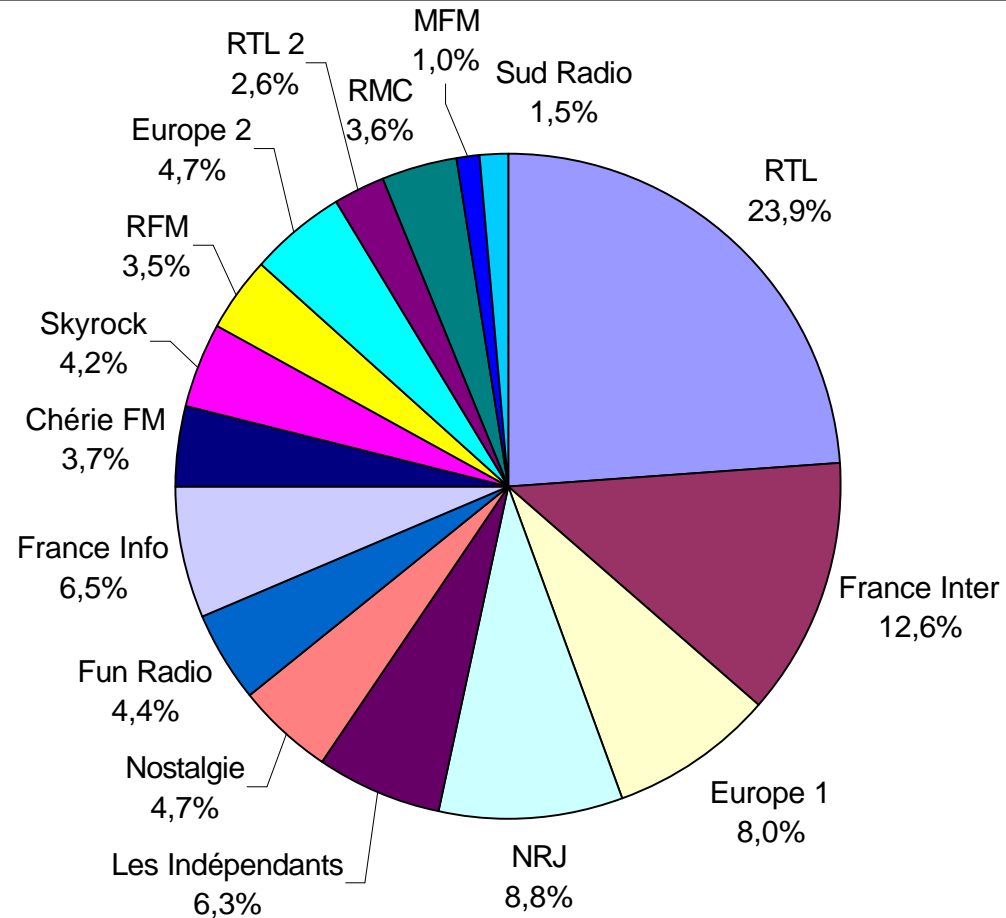
About Audiences - 1996

Share of Market (%) - Target 15+ (05h00-22h00)



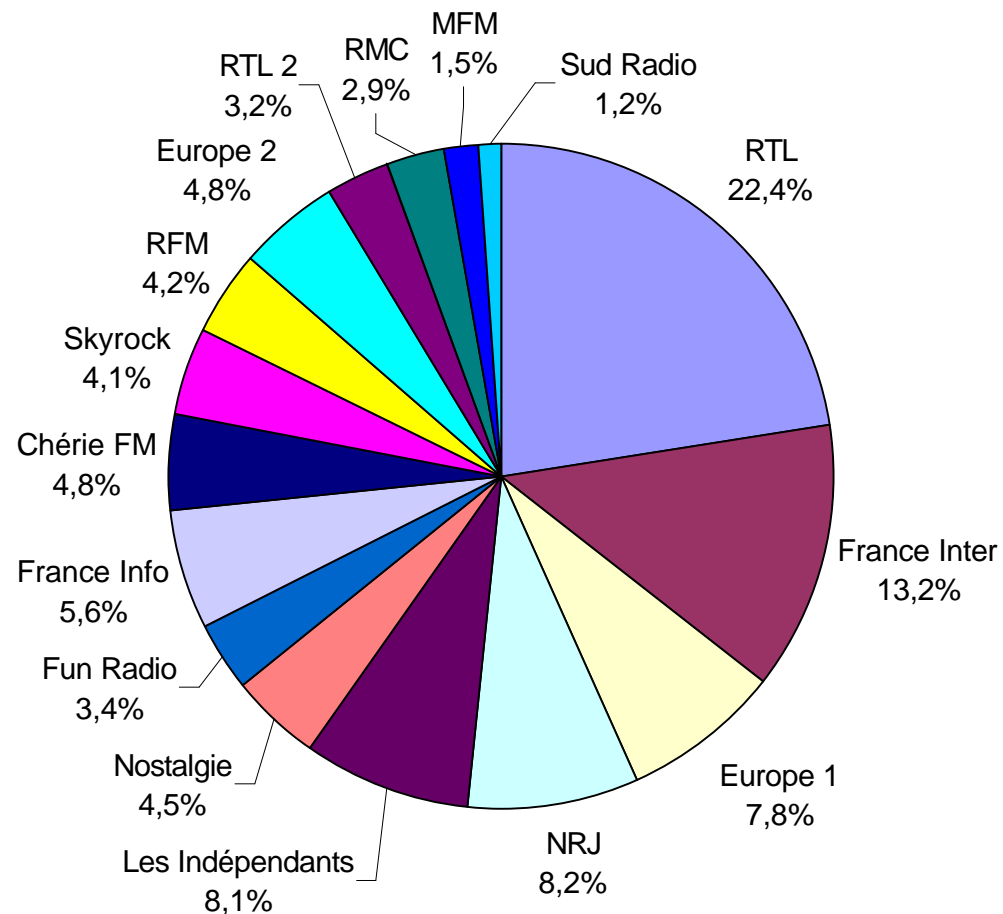
About Audiences - 1997

Share of Market (%) - Target 15+ (05h00-22h00)



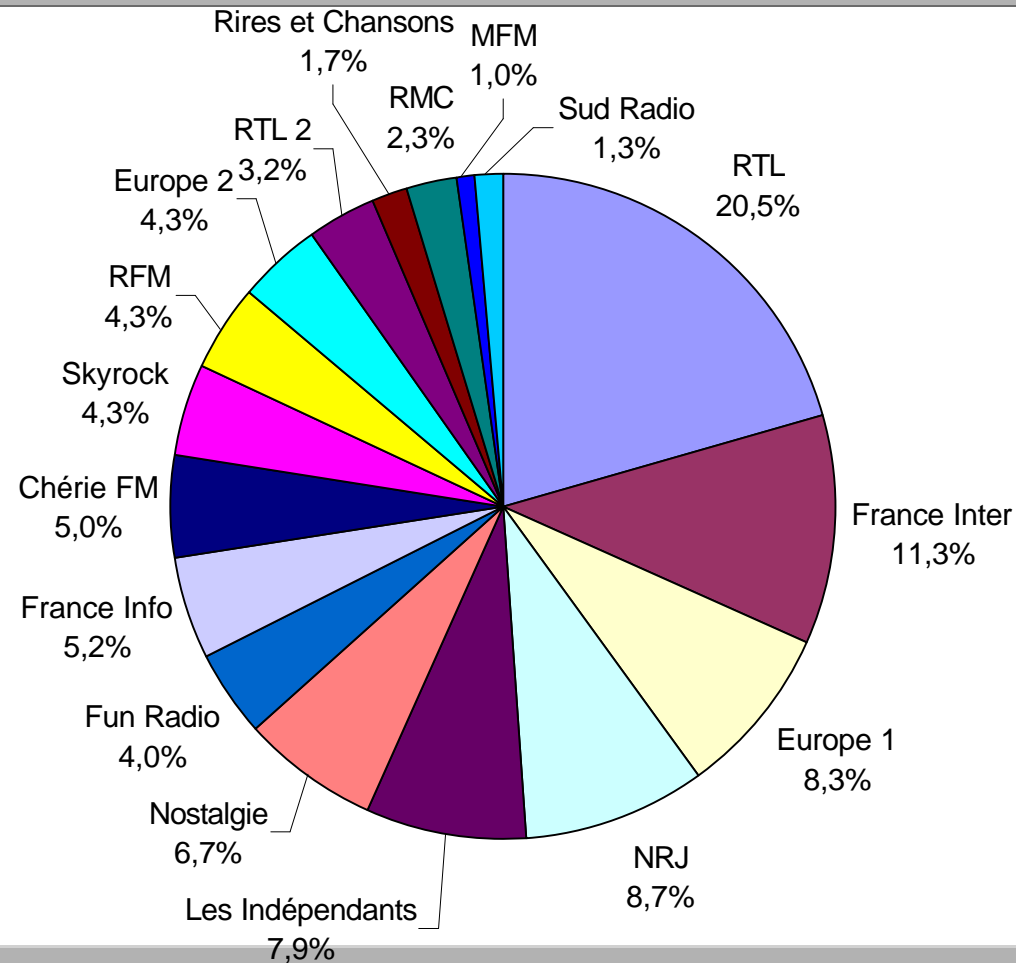
About Audiences - 1998

Share of Market (%) - Target 15+ (05h00-22h00)



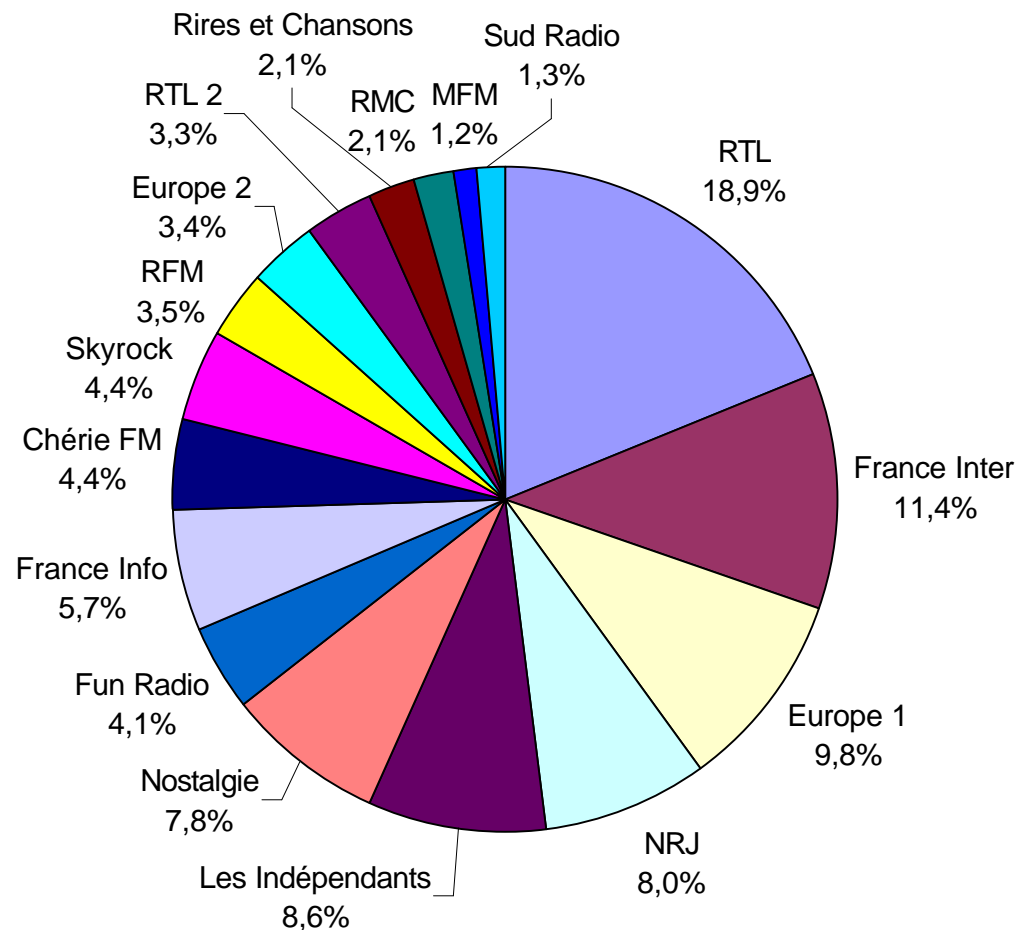
About Audiences - 1999

Share of Market (%) - Target 15+ (05h00-22h00)



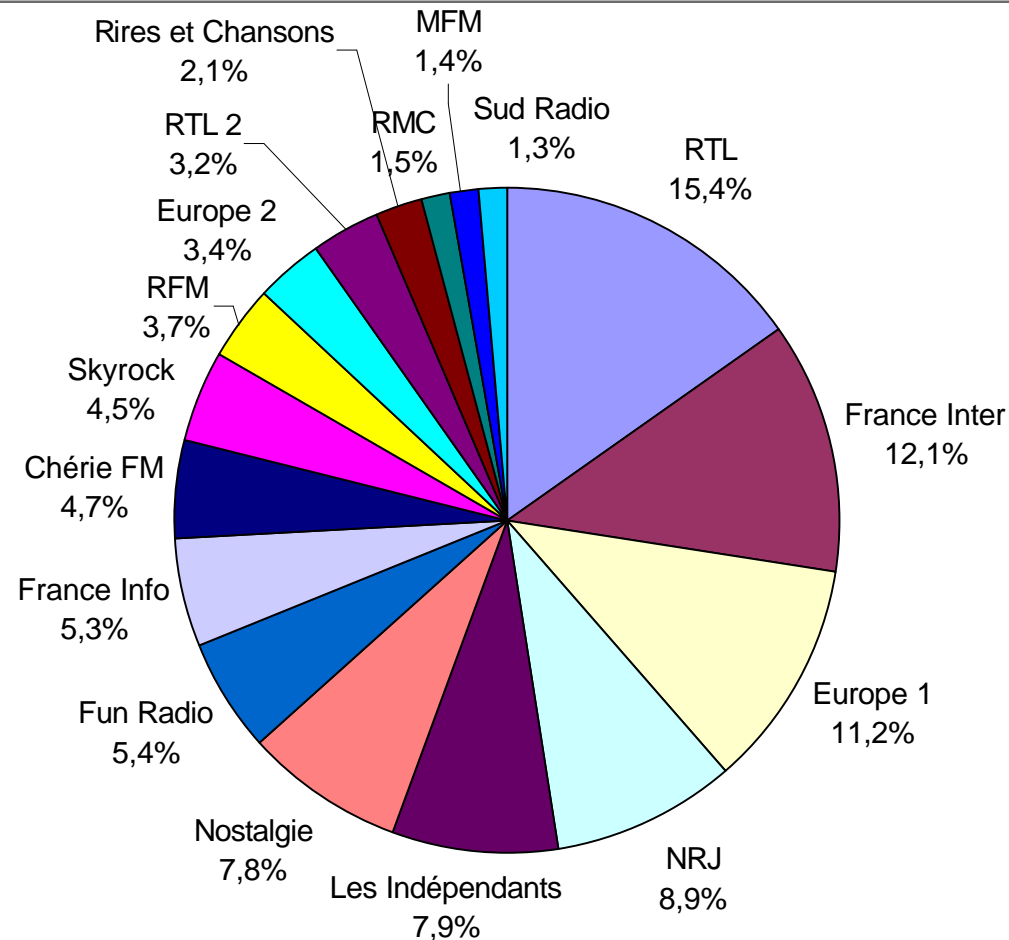
About Audiences - 2000

Share of Market (%) - Target 15+ (05h00-22h00)



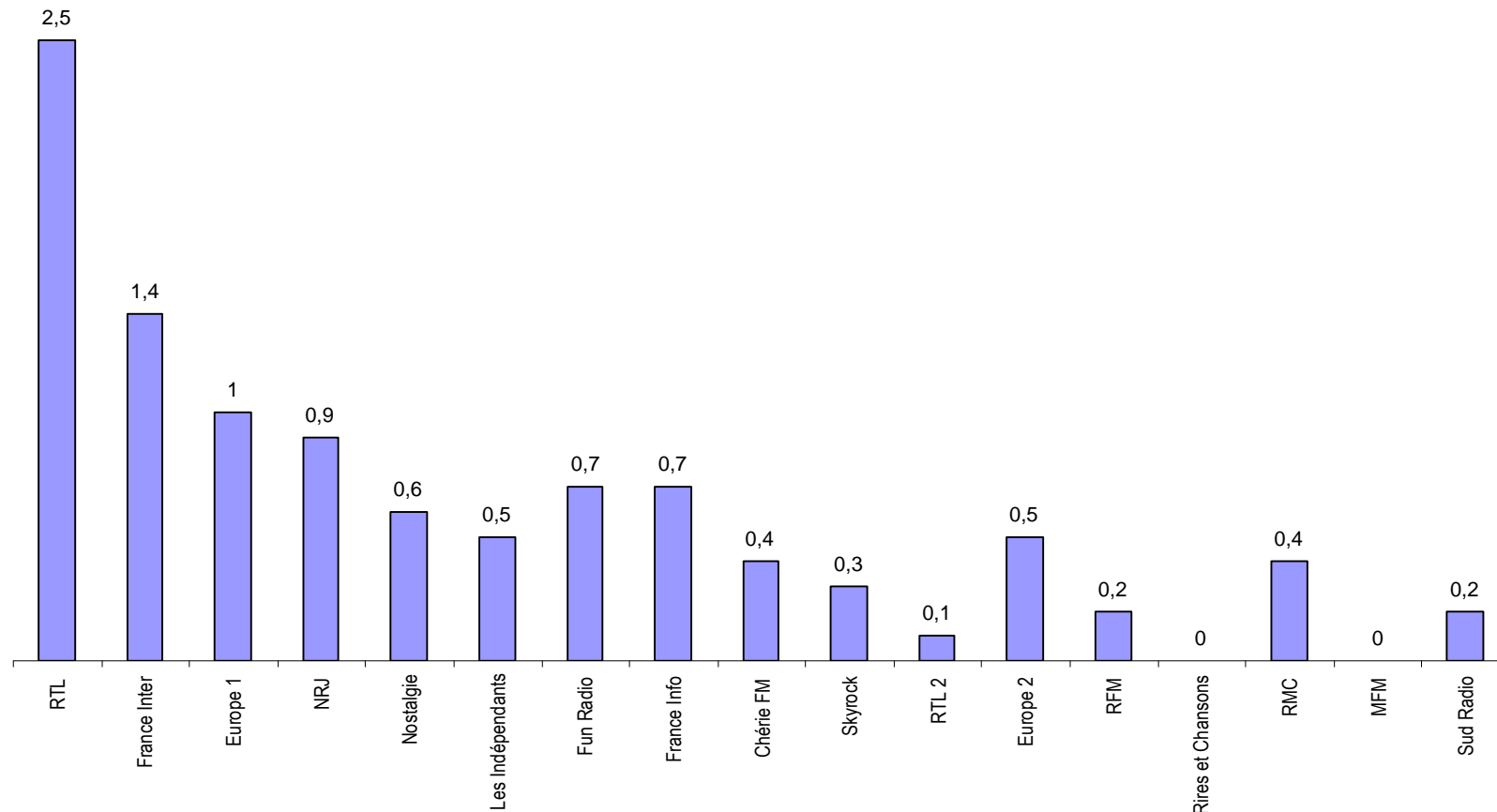
About Audiences - 2001*

Share of Market (%) - Target 15+ (05h00-22h00)



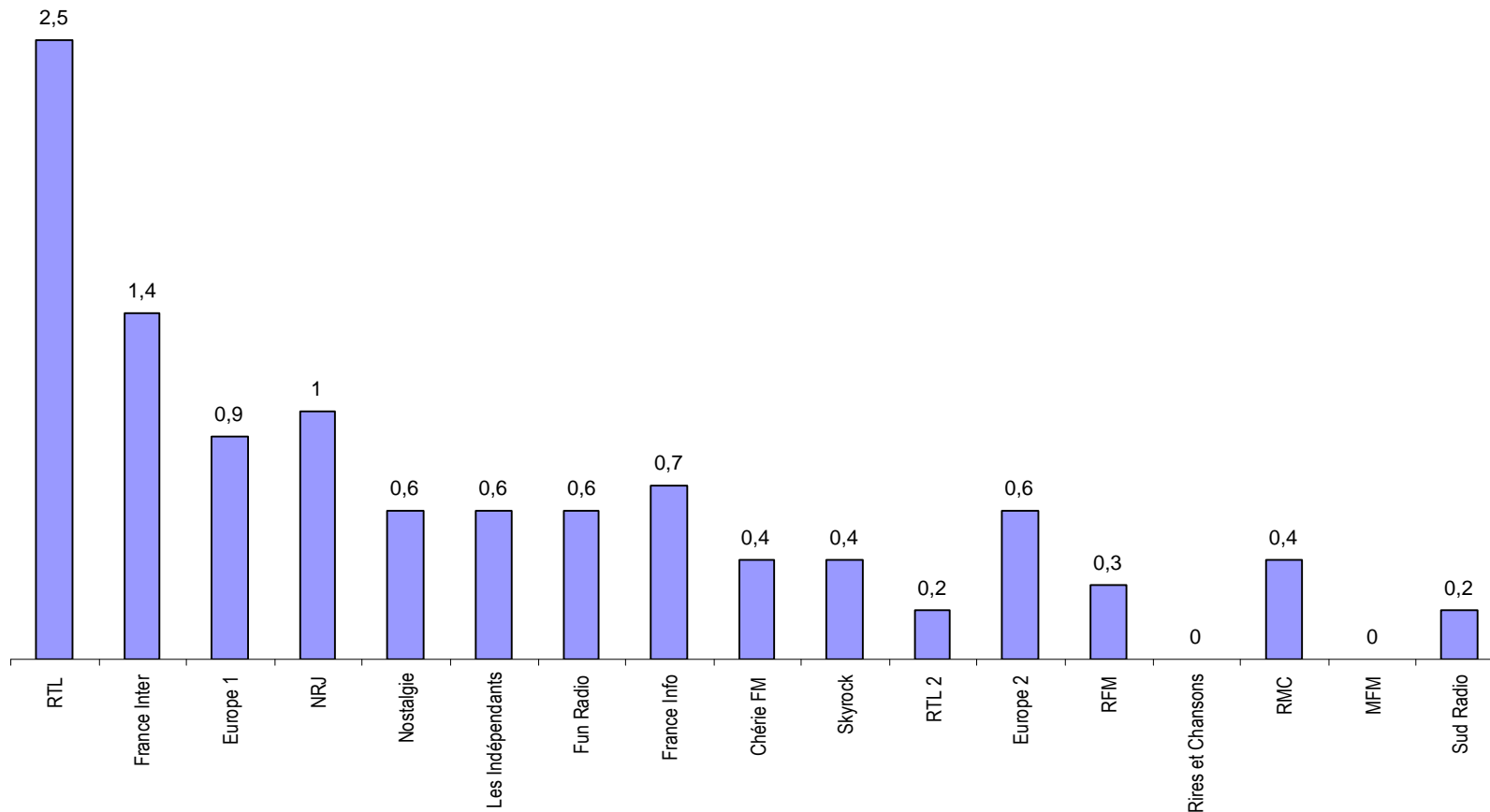
About Audience - 1995

Average Rating (%) - Target : 15+ (05h00-22h00)



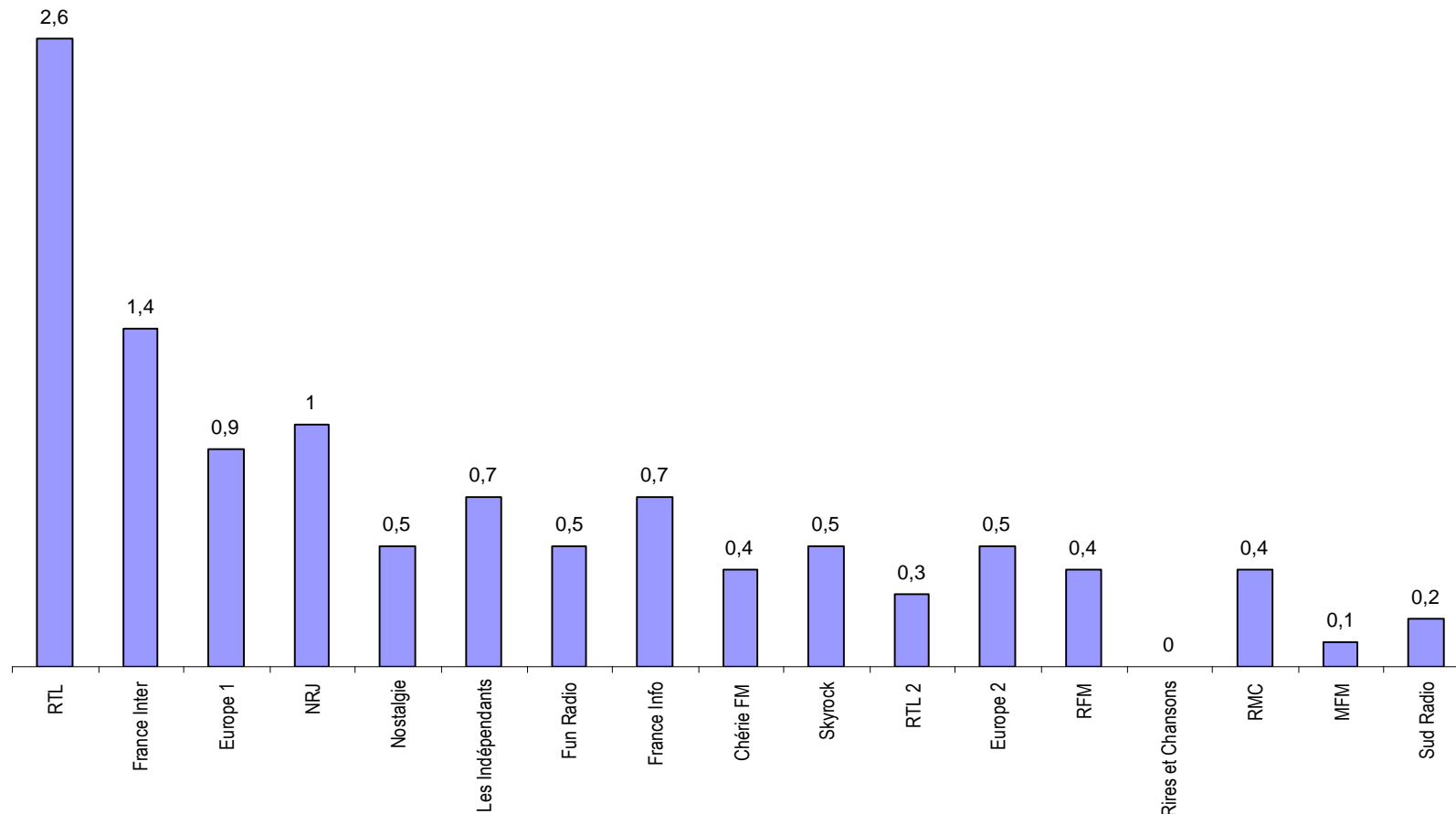
About Audience - 1996

Average Rating (%) - Target : 15+ (05h00-22h00)



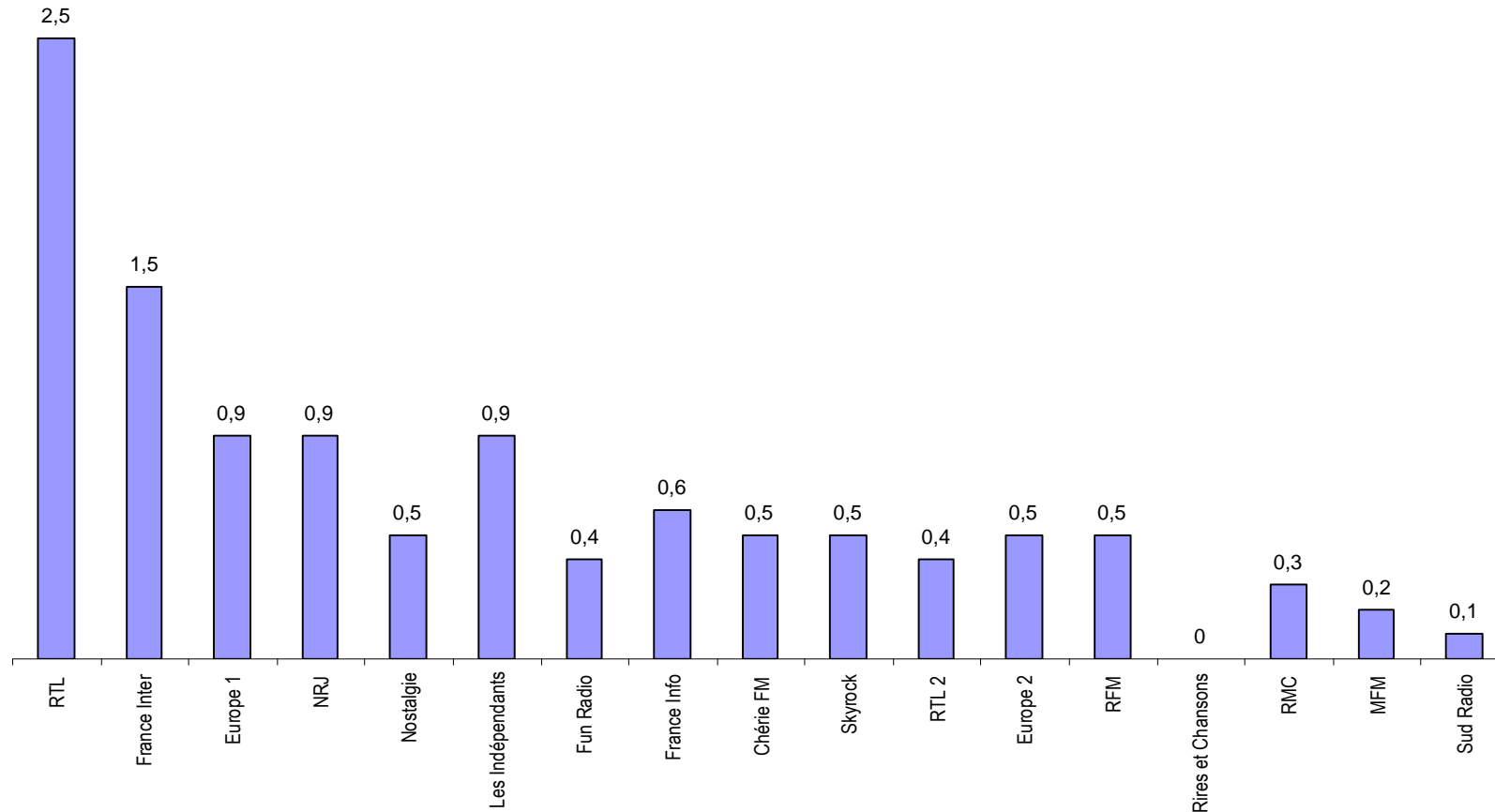
About Audience - 1997

Average Rating (%) - Target : 15+ (05h00-22h00)



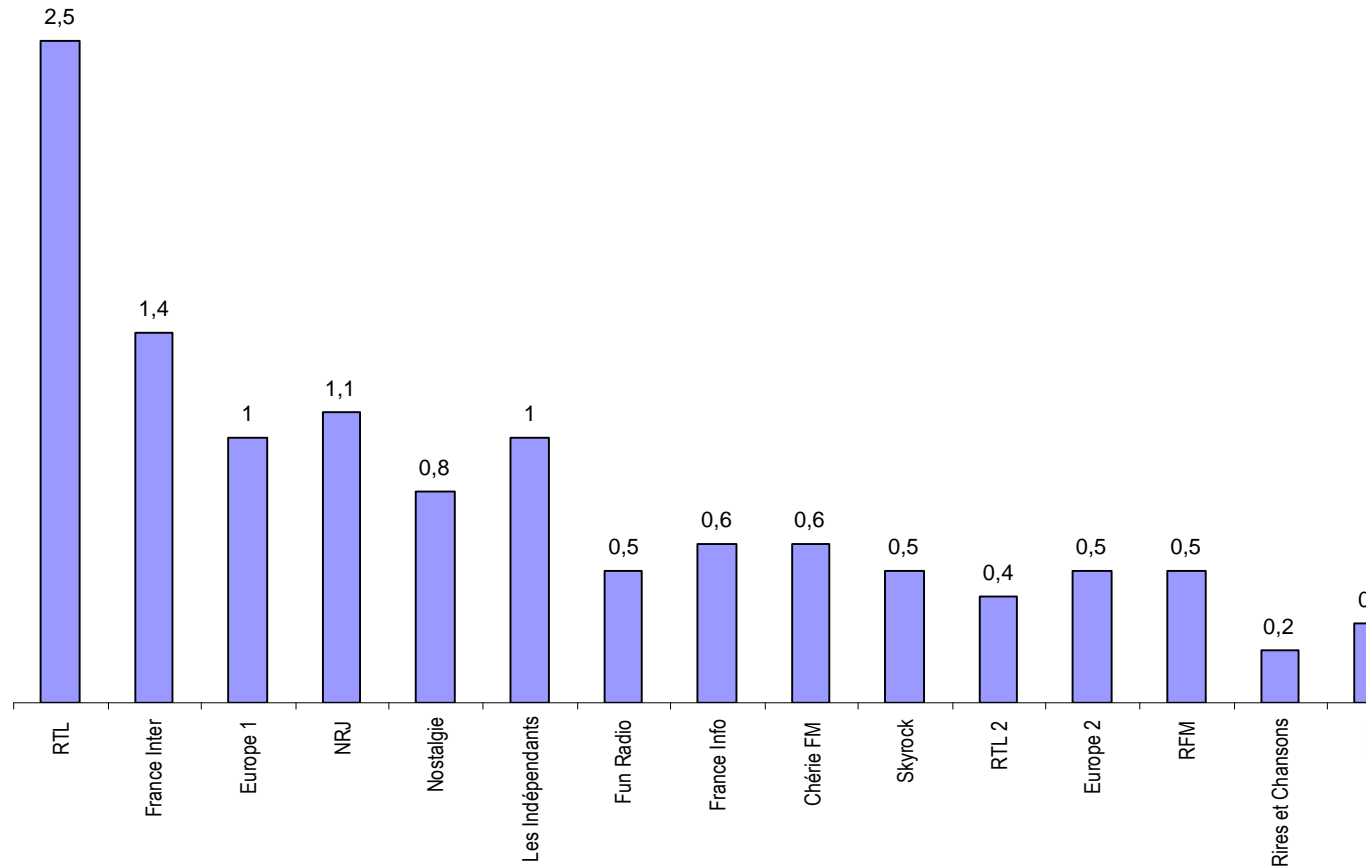
About Audience - 1998

Average Rating (%) - Target : 15+ (05h00-22h00)



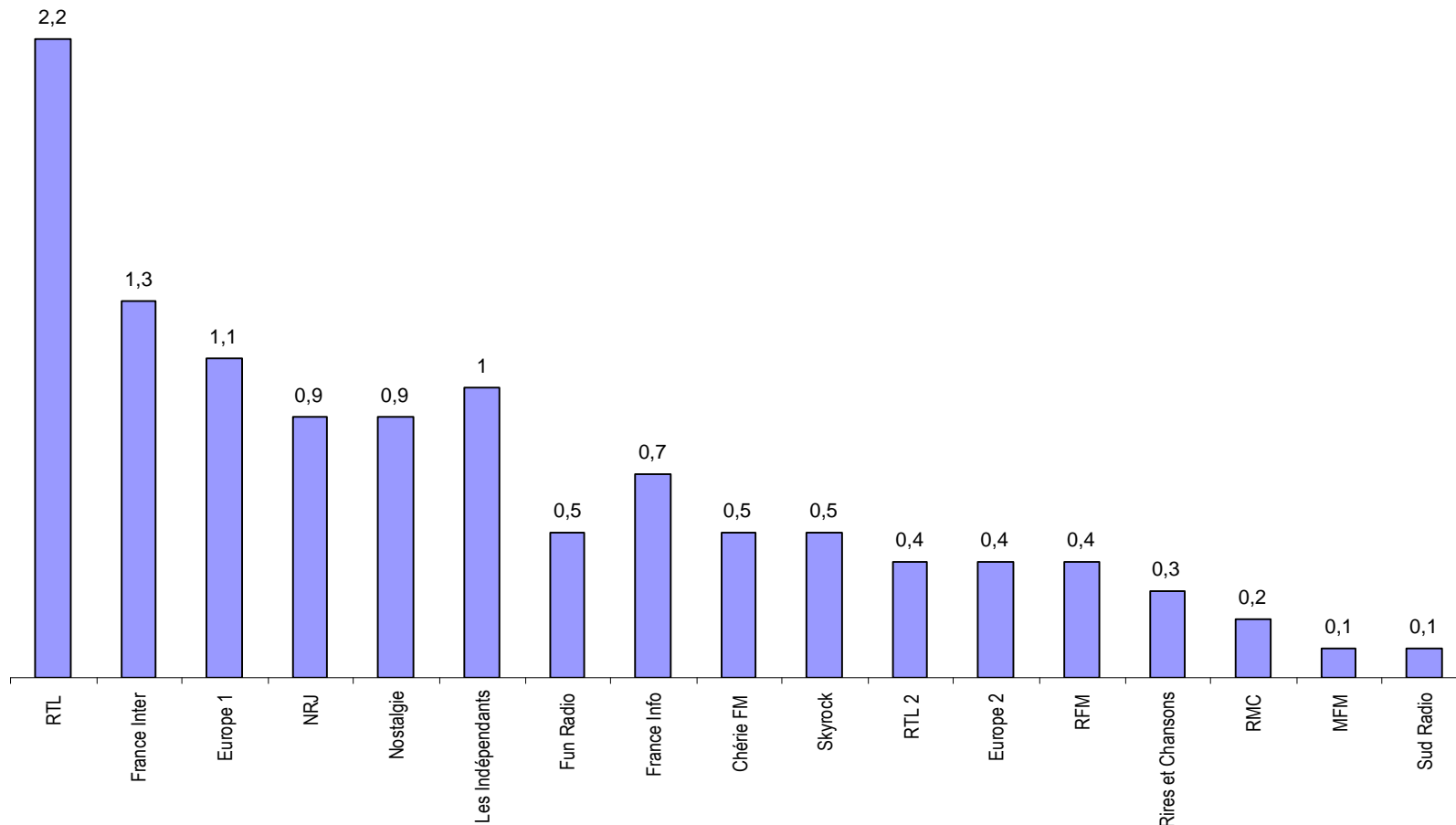
About Audience - 1999

Average Rating (%) - Target : 15+ (05h00-22h00)



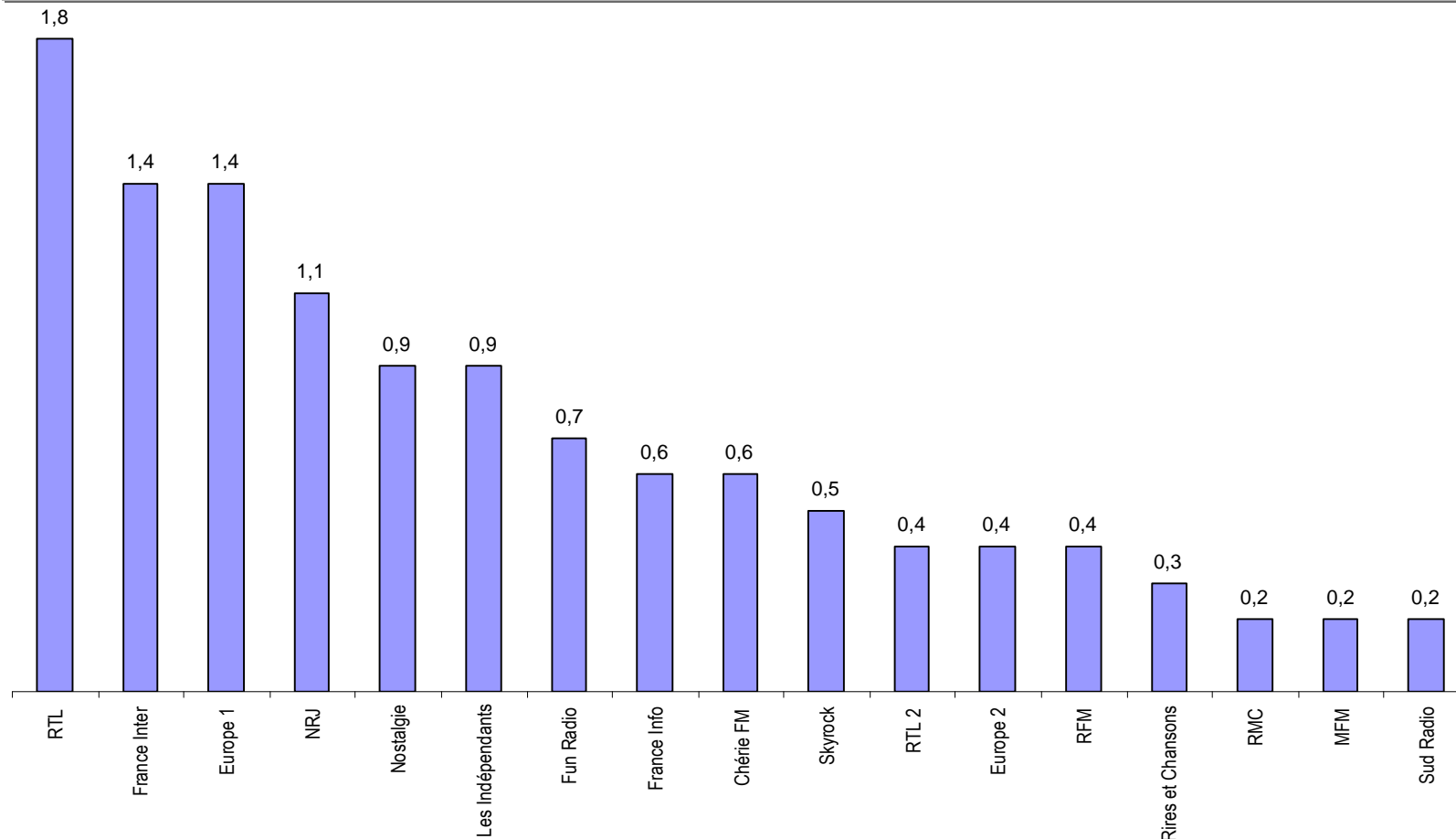
About Audience - 2000

Average Rating (%) - Target : 15+ (05h00-22h00)



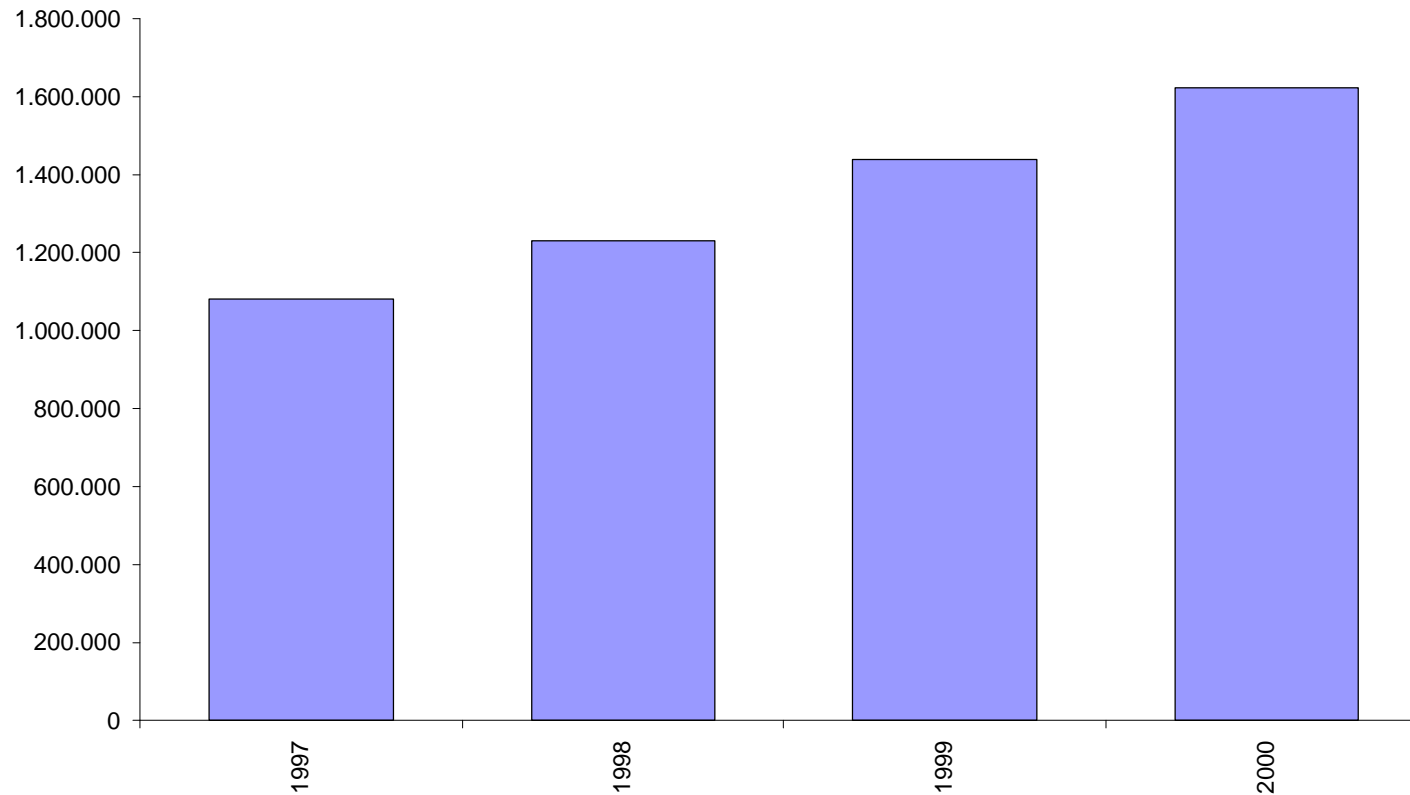
About Audience - 2001*

Average Rating (%) - Target : 15+ (05h00-22h00)

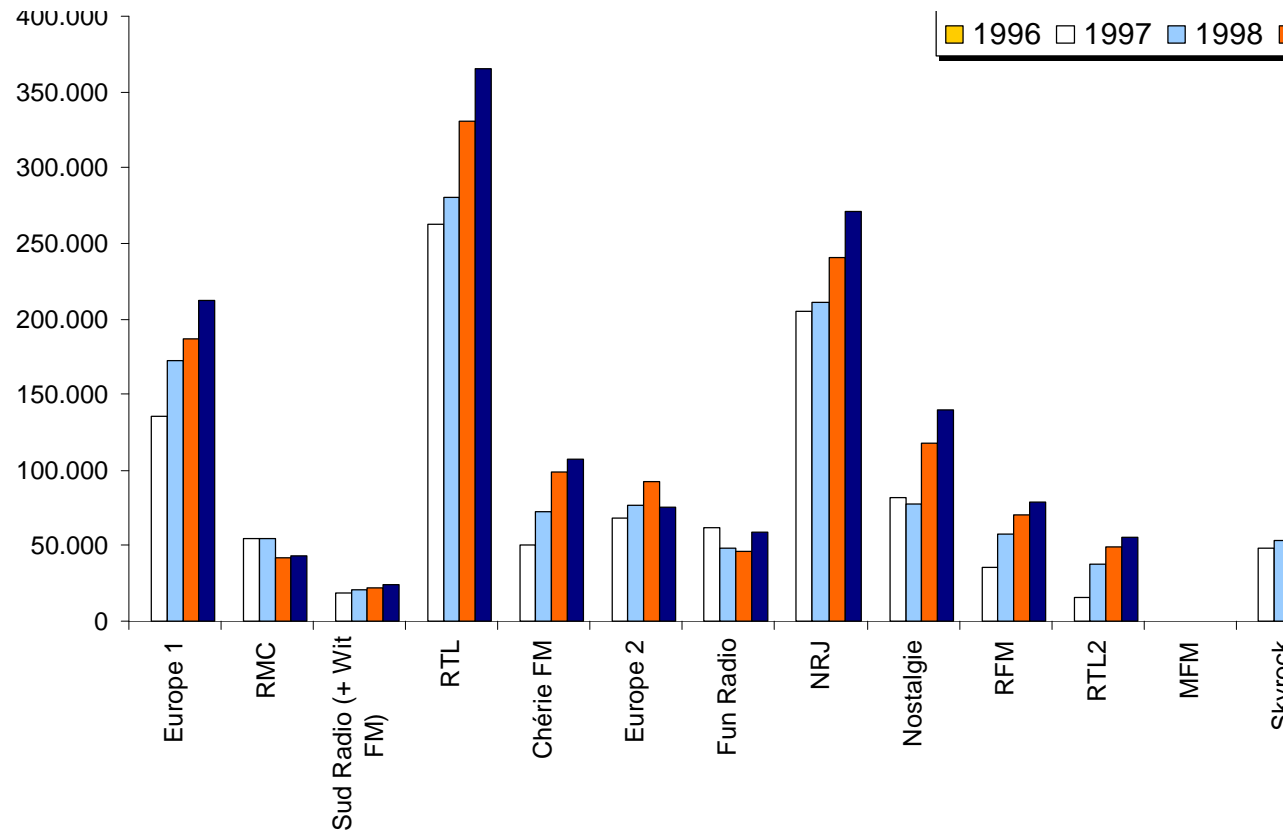


4.6. Media Investment

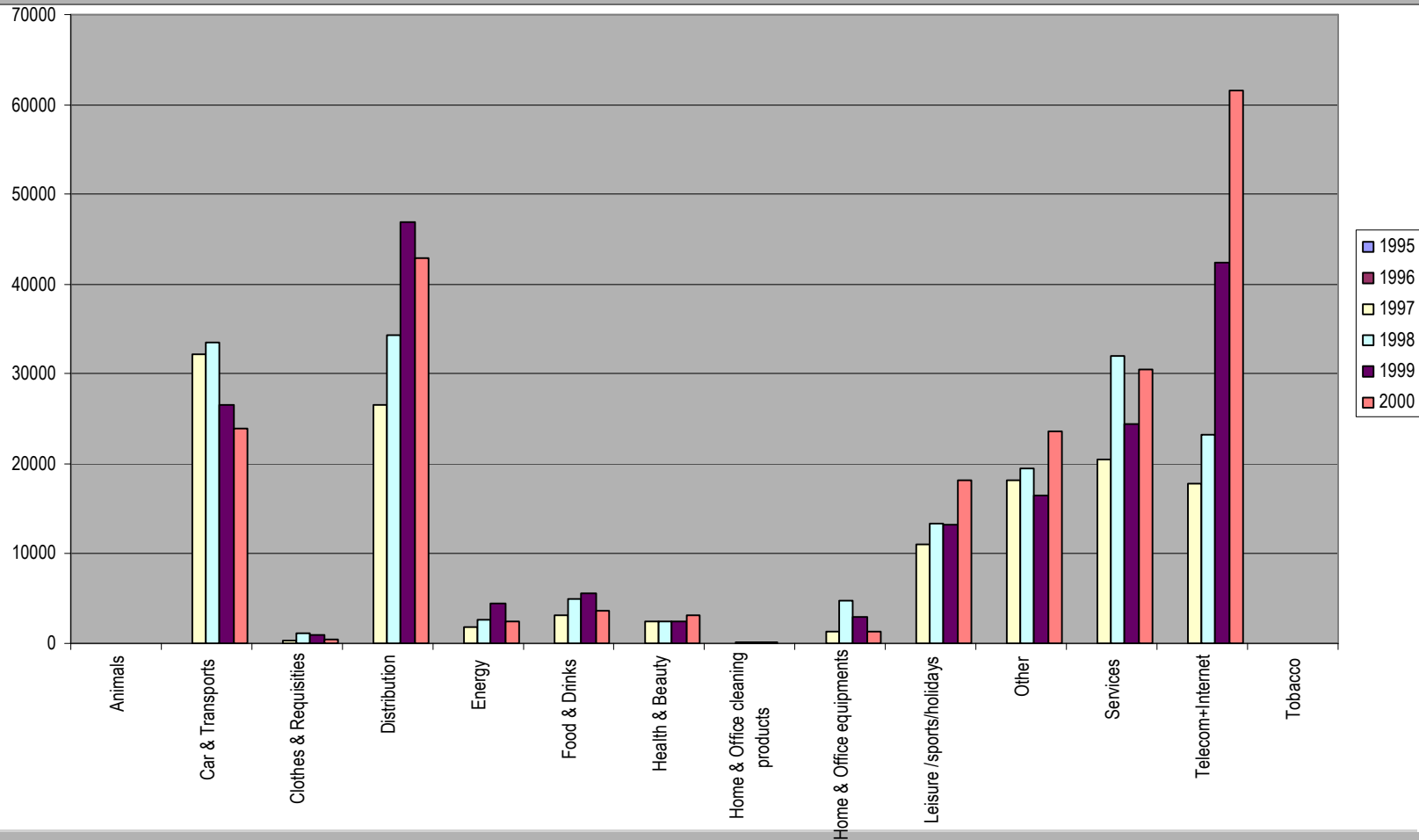
Media Investment Total Radio



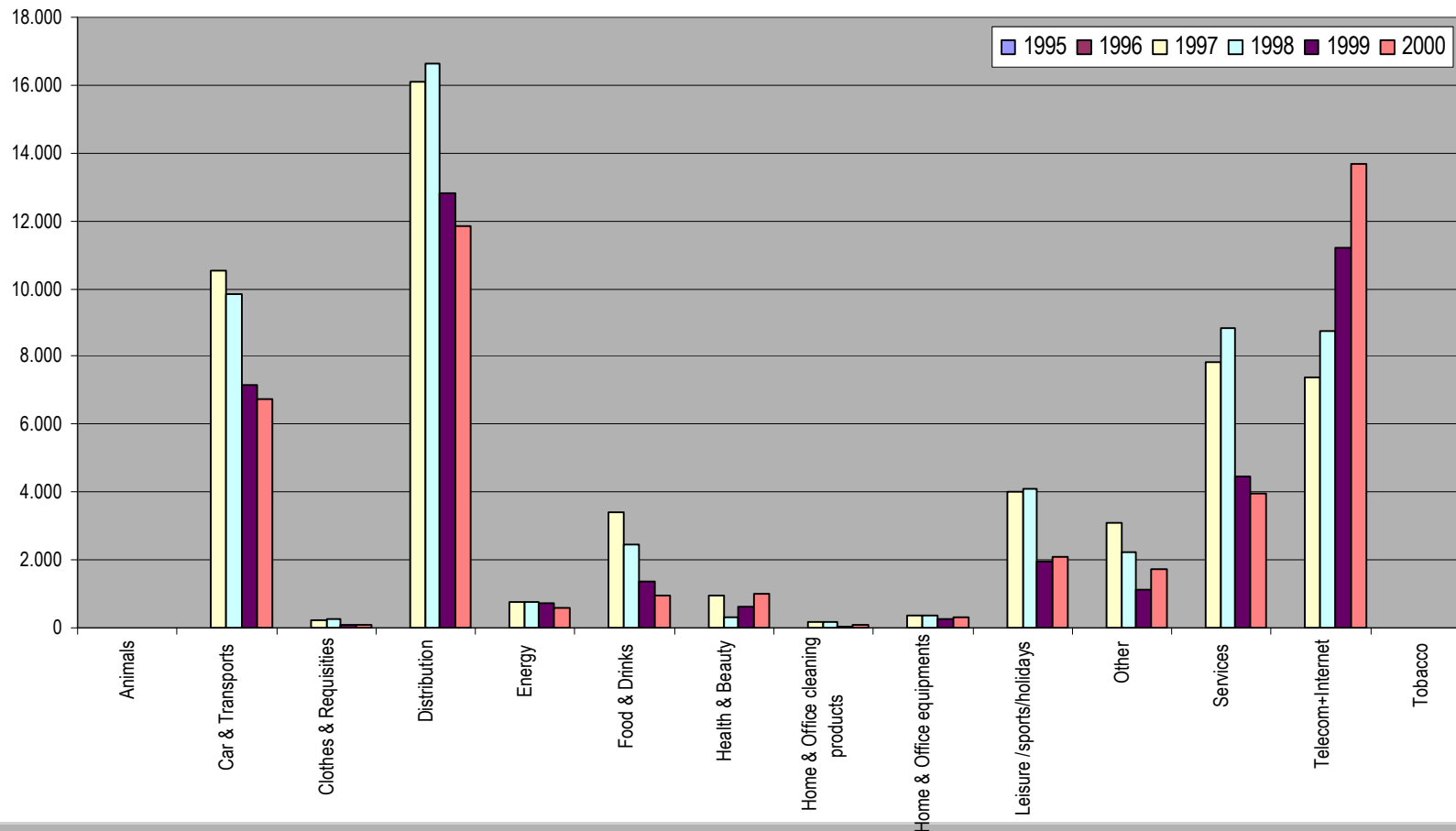
Media Investment By Channel - €



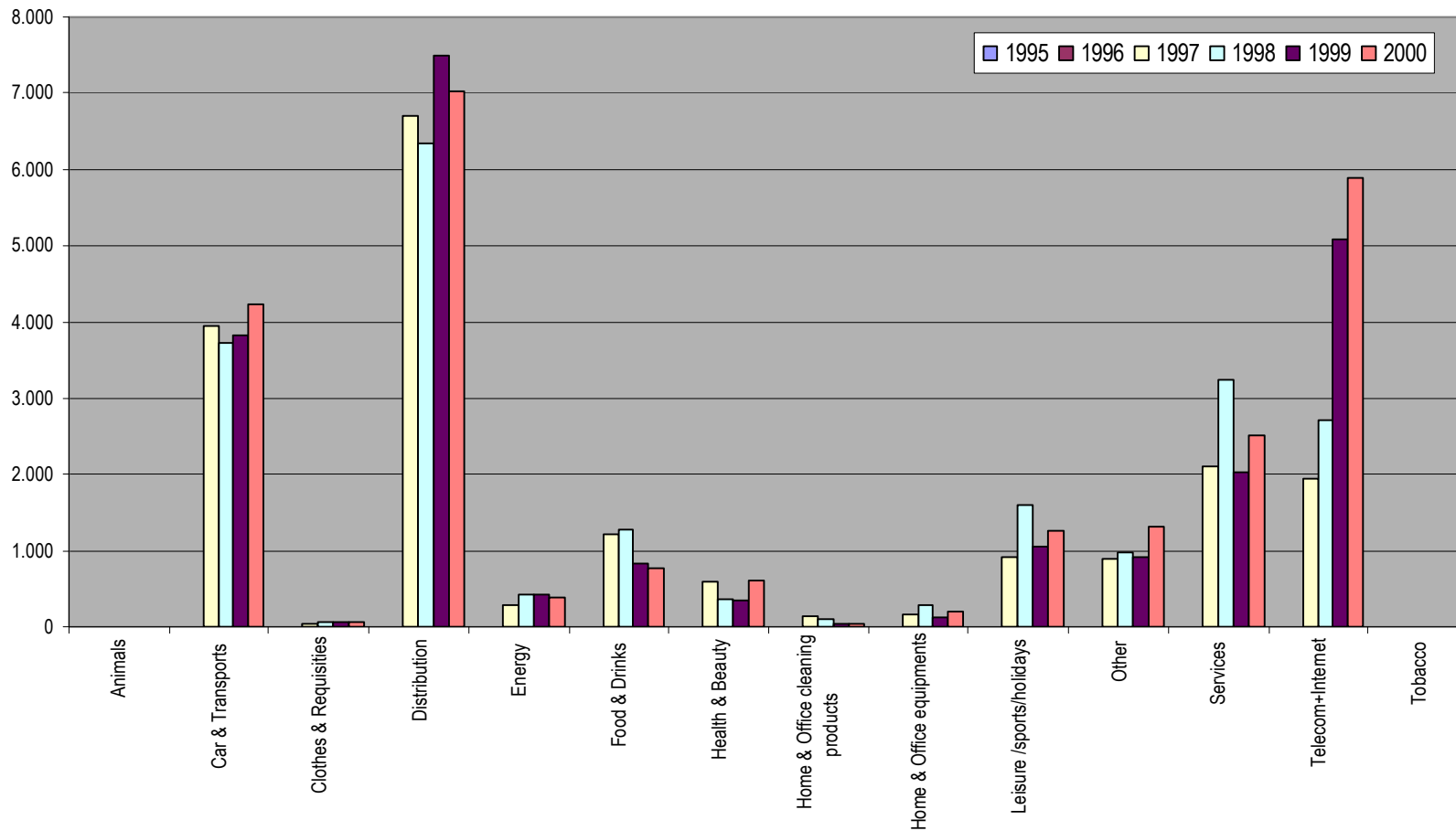
Media Investment Europe 1



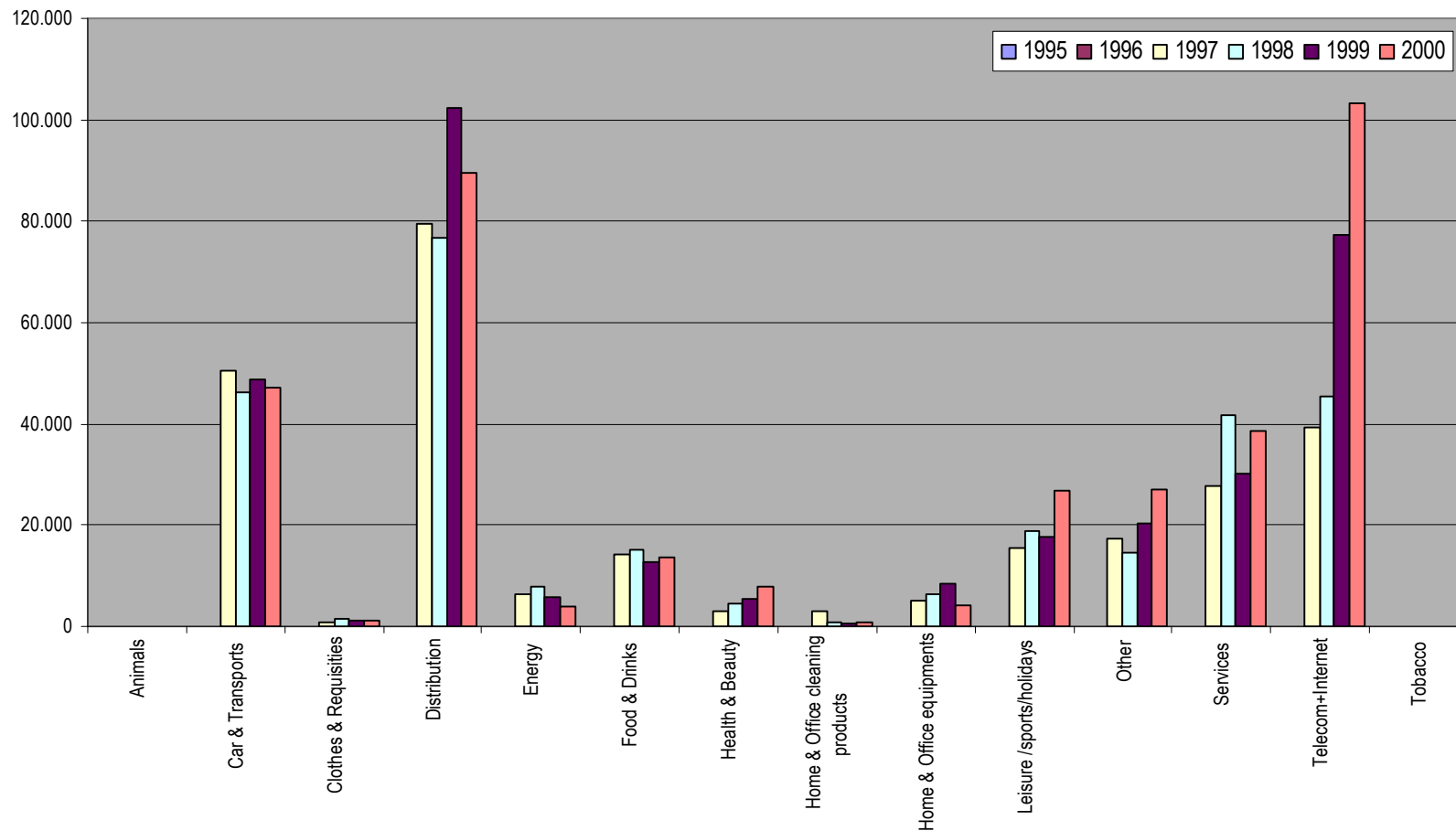
Media Investment RMC



Media Investment Sud Radio (+ Wit FM)

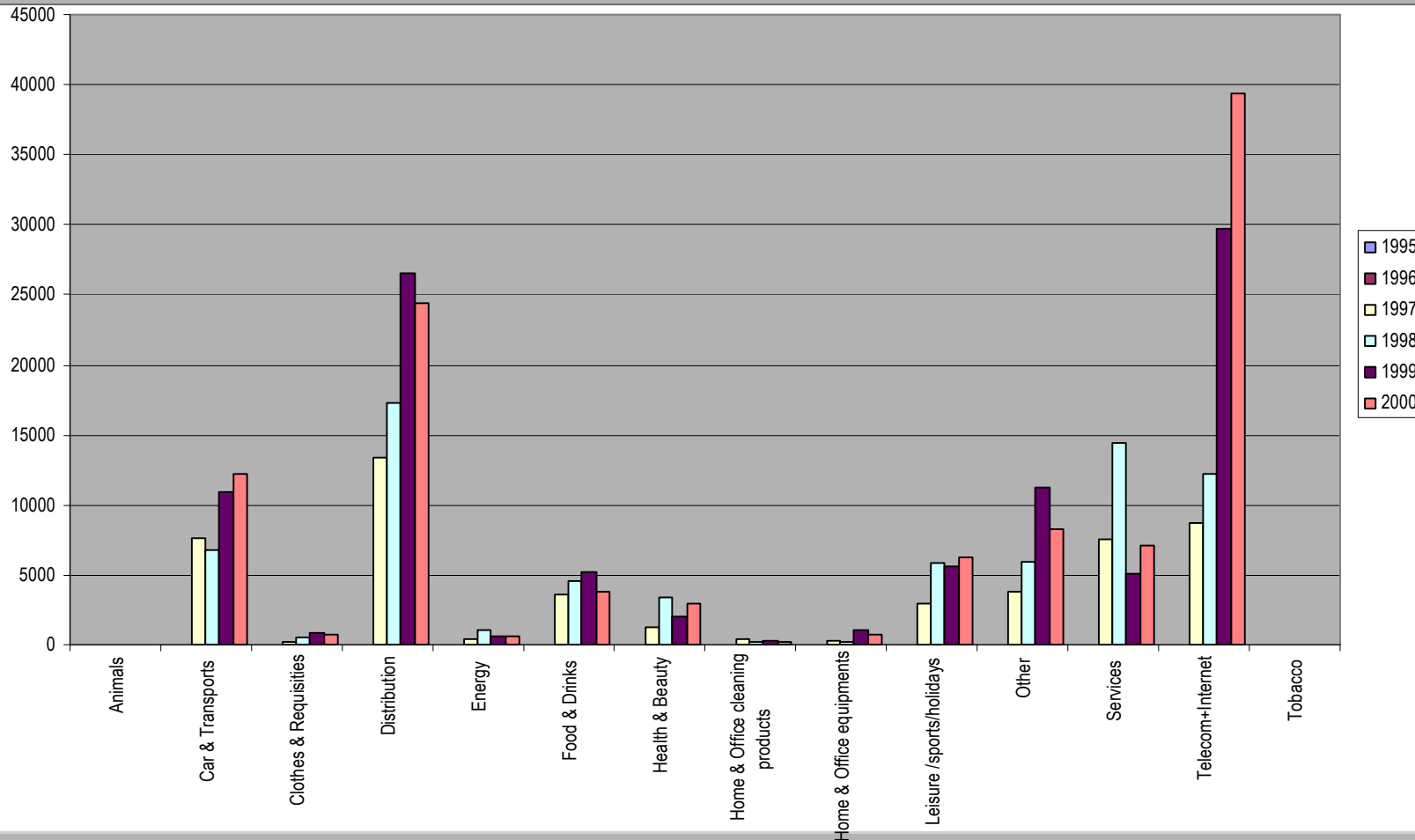


Media Investment RTL

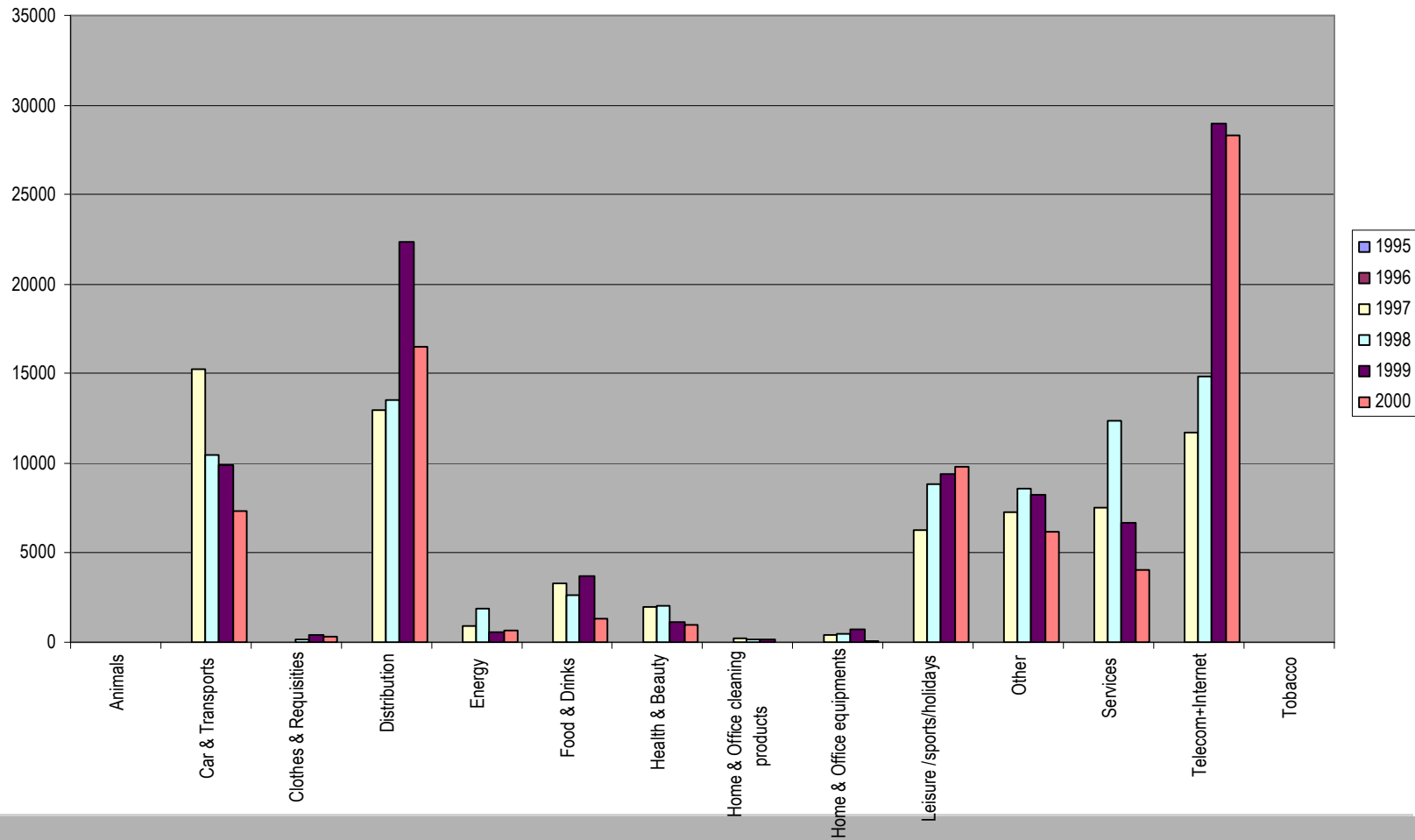


Media Investment

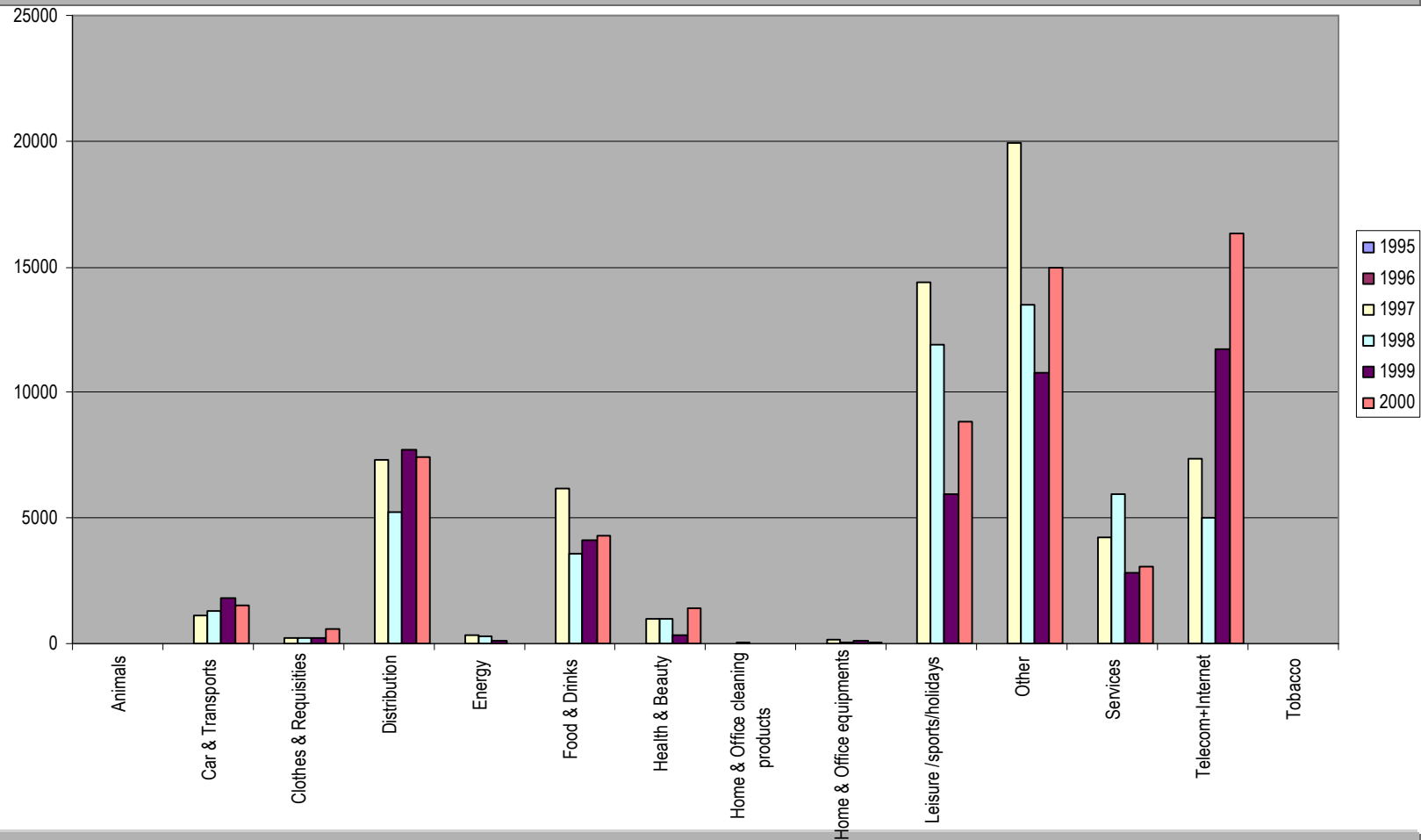
Chérie FM



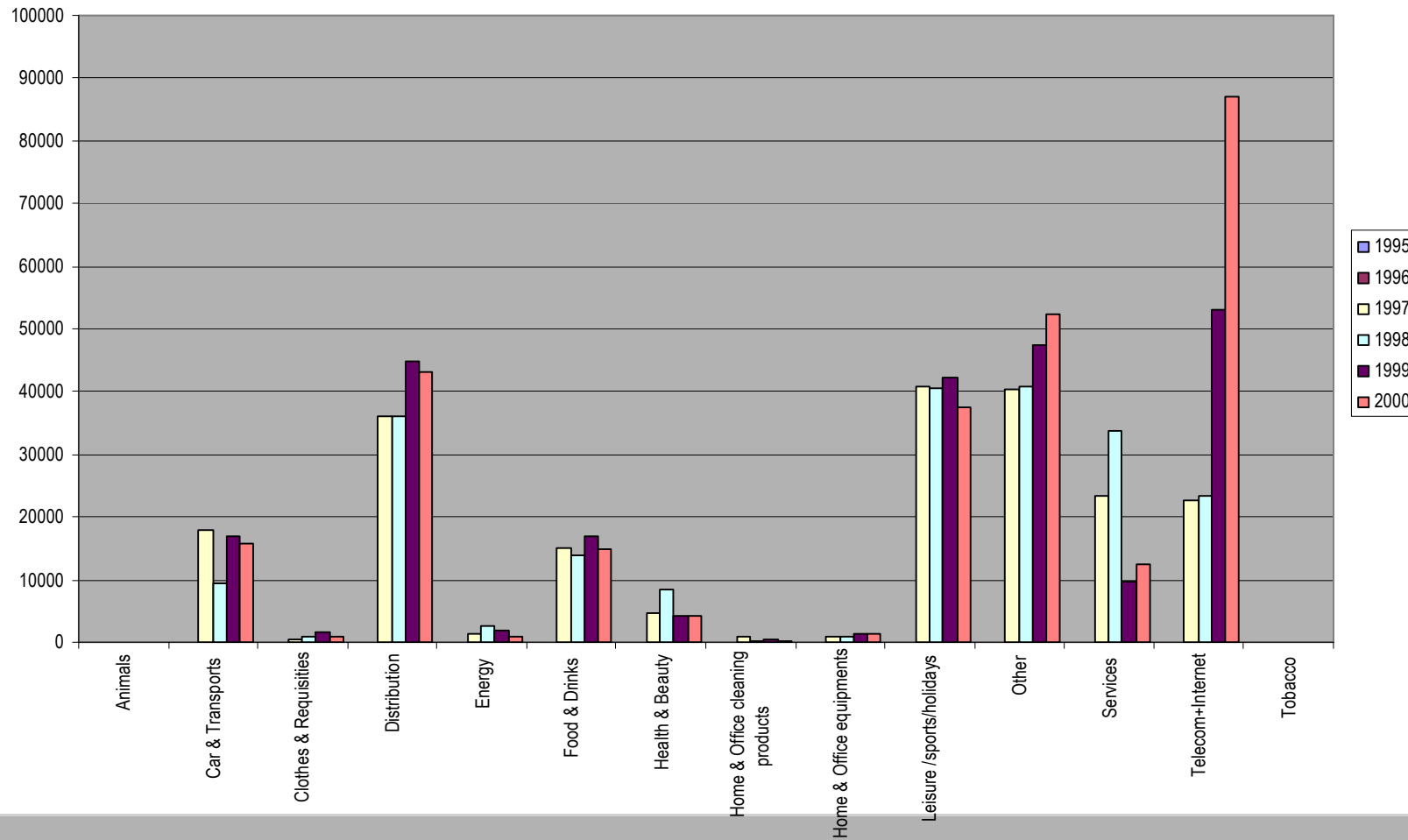
Media Investment Europe 2



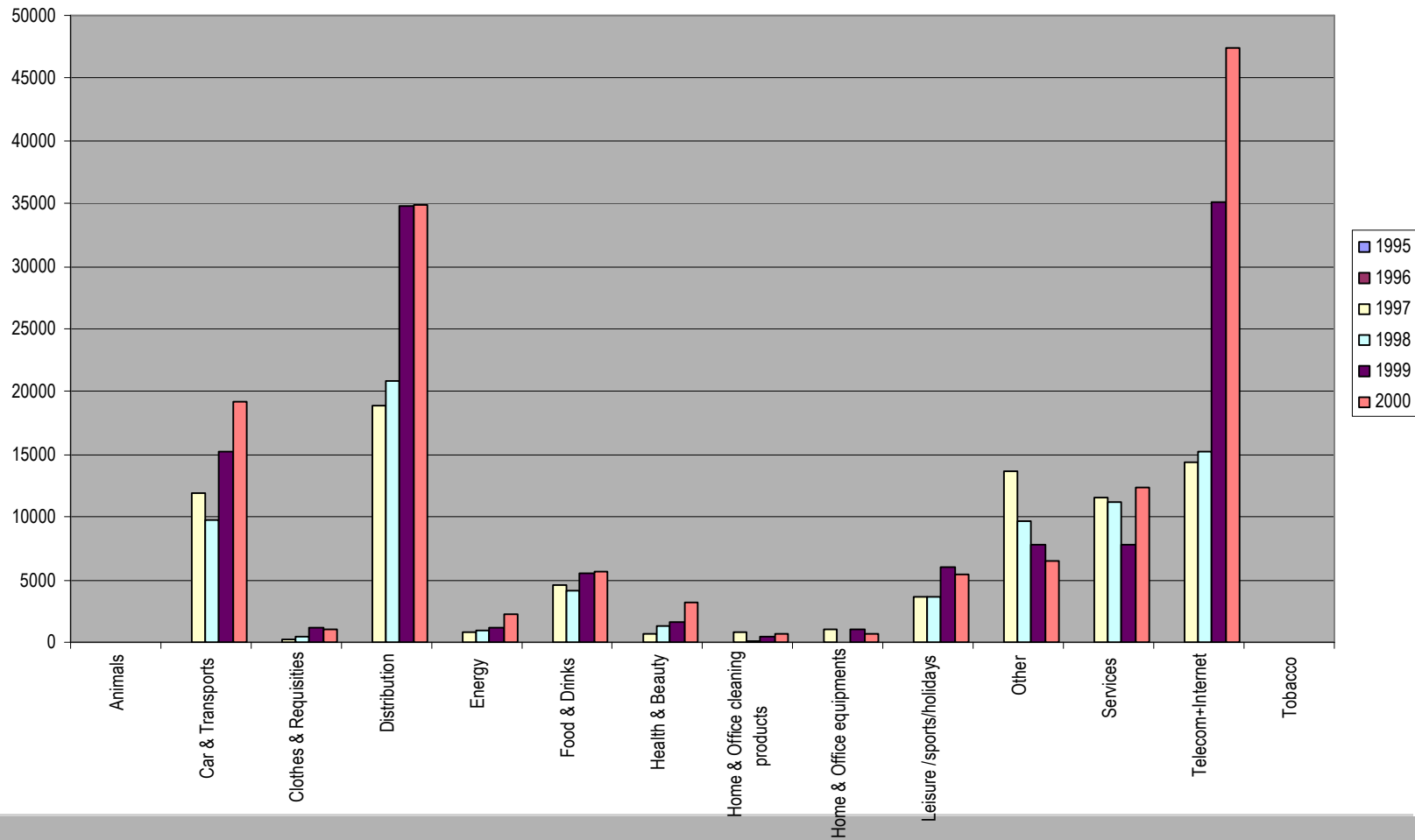
Media Investment Fun Radio



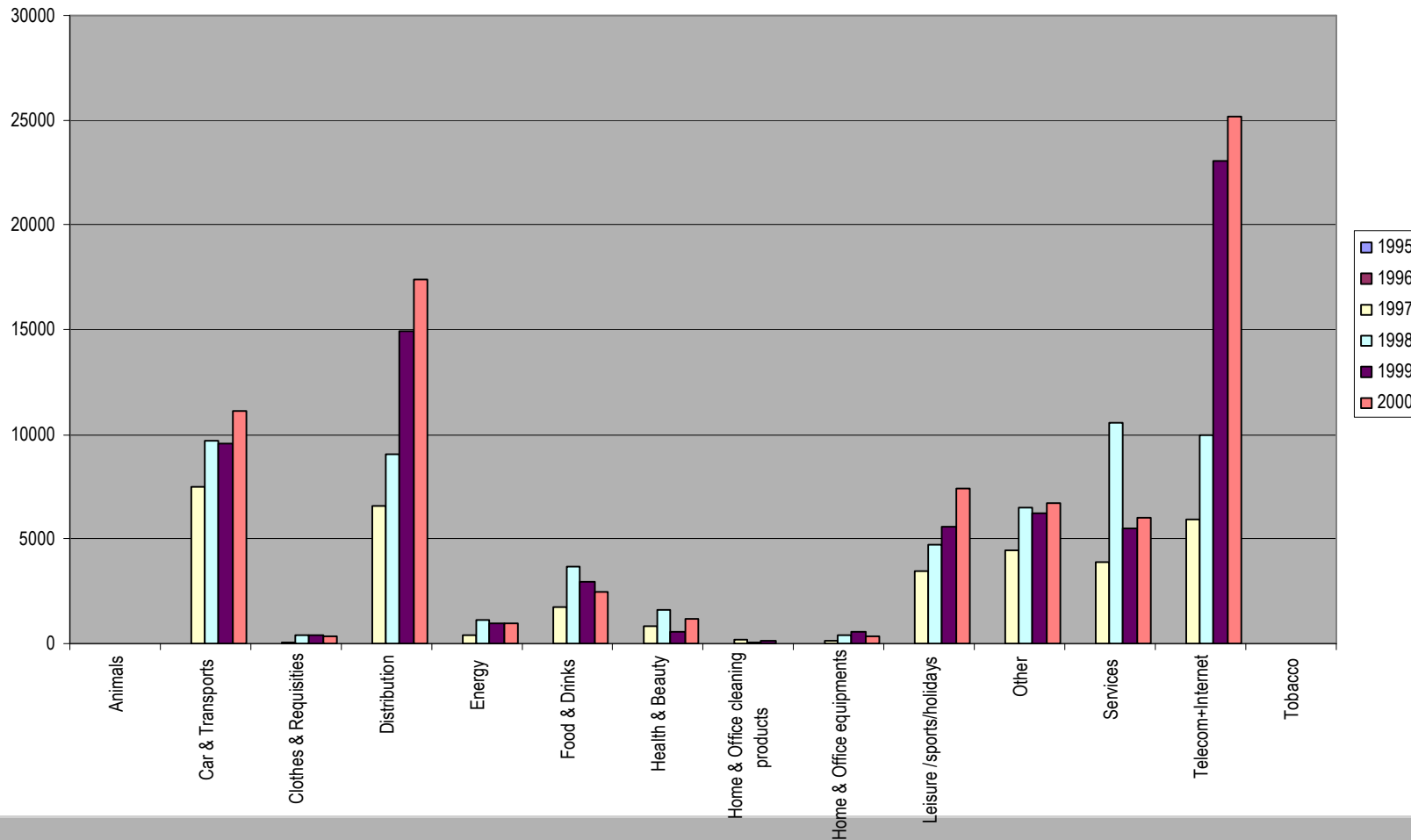
Media Investment NRJ



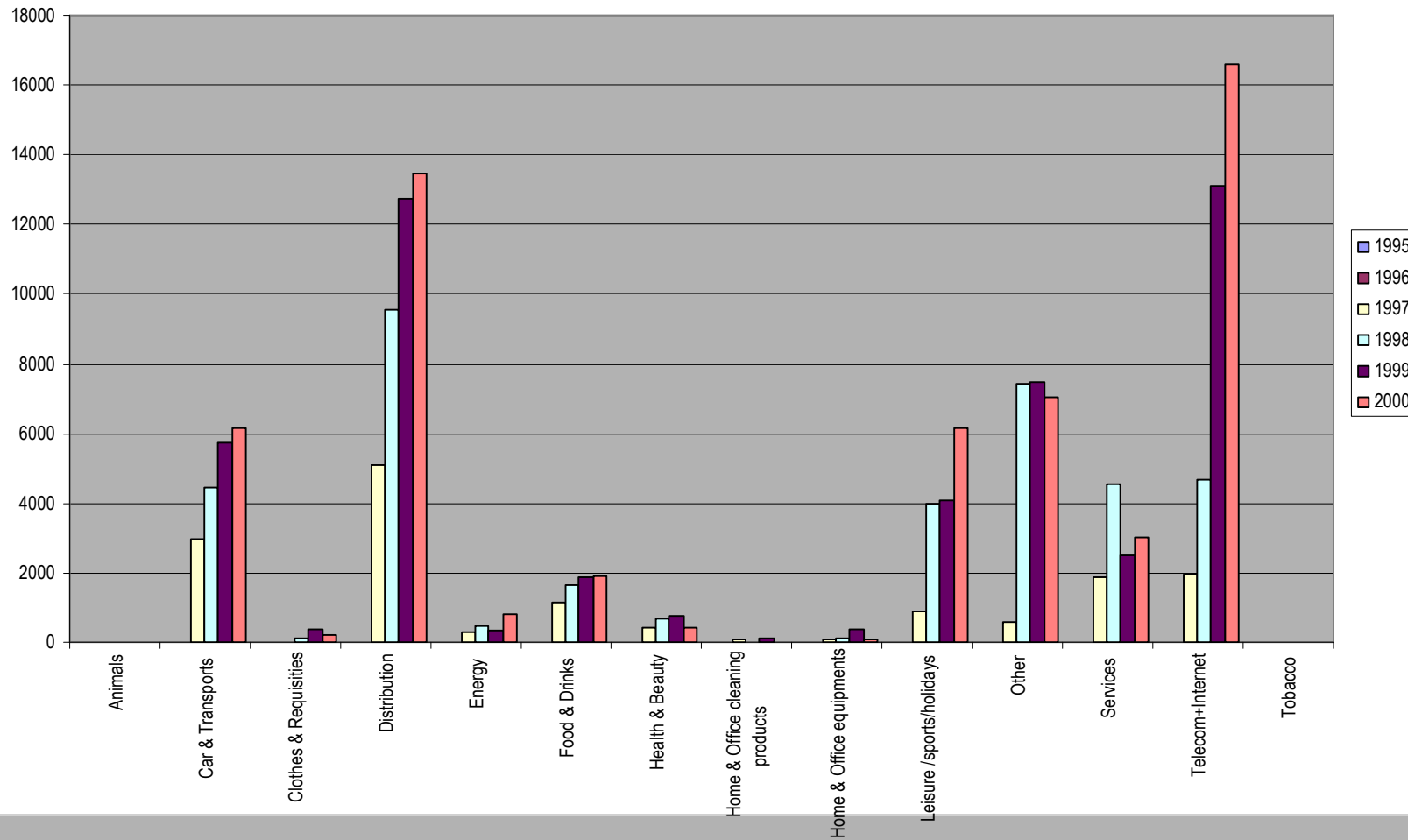
Media Investment Nostalgie



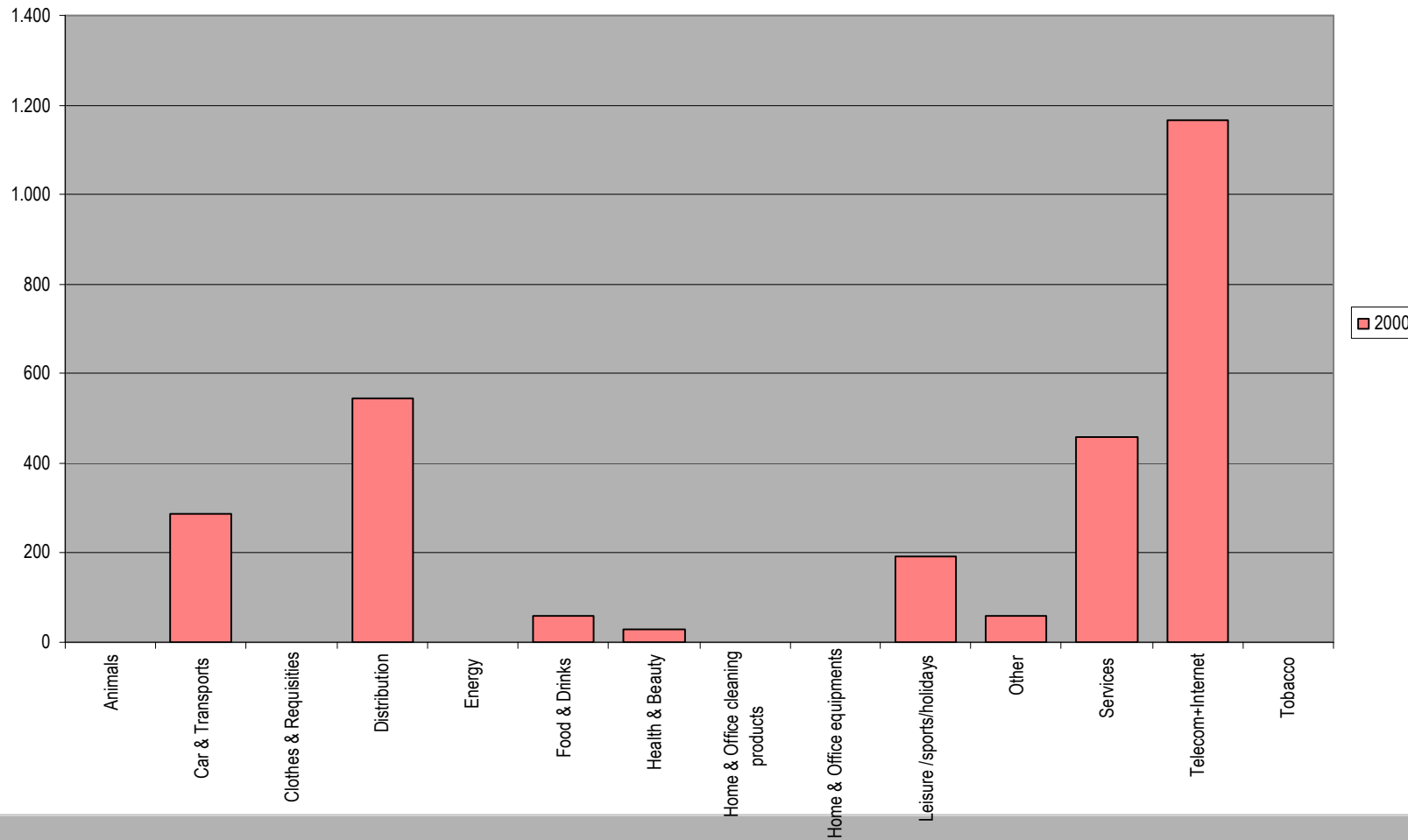
Media Investment RFM



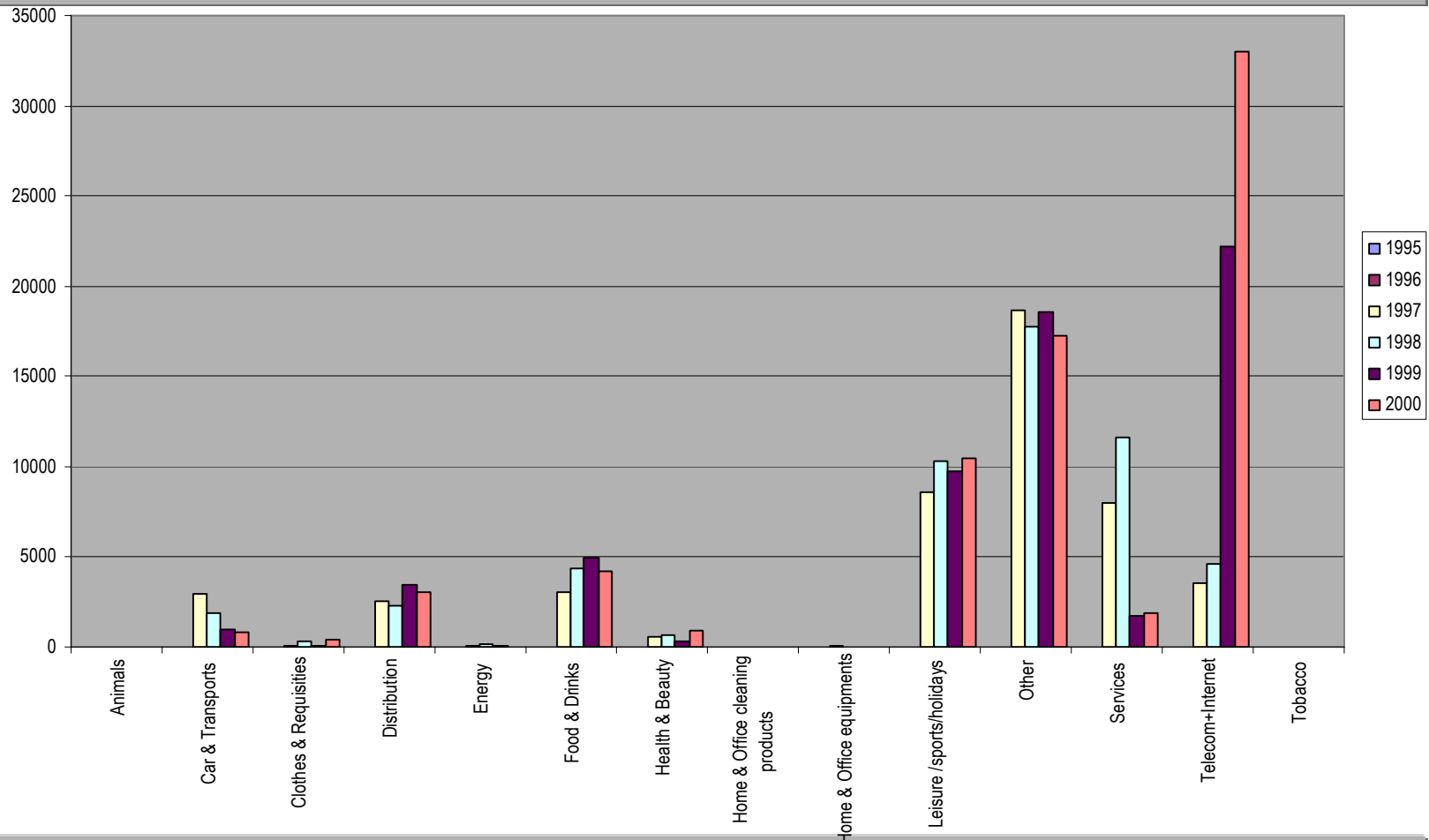
Media Investment RTL2



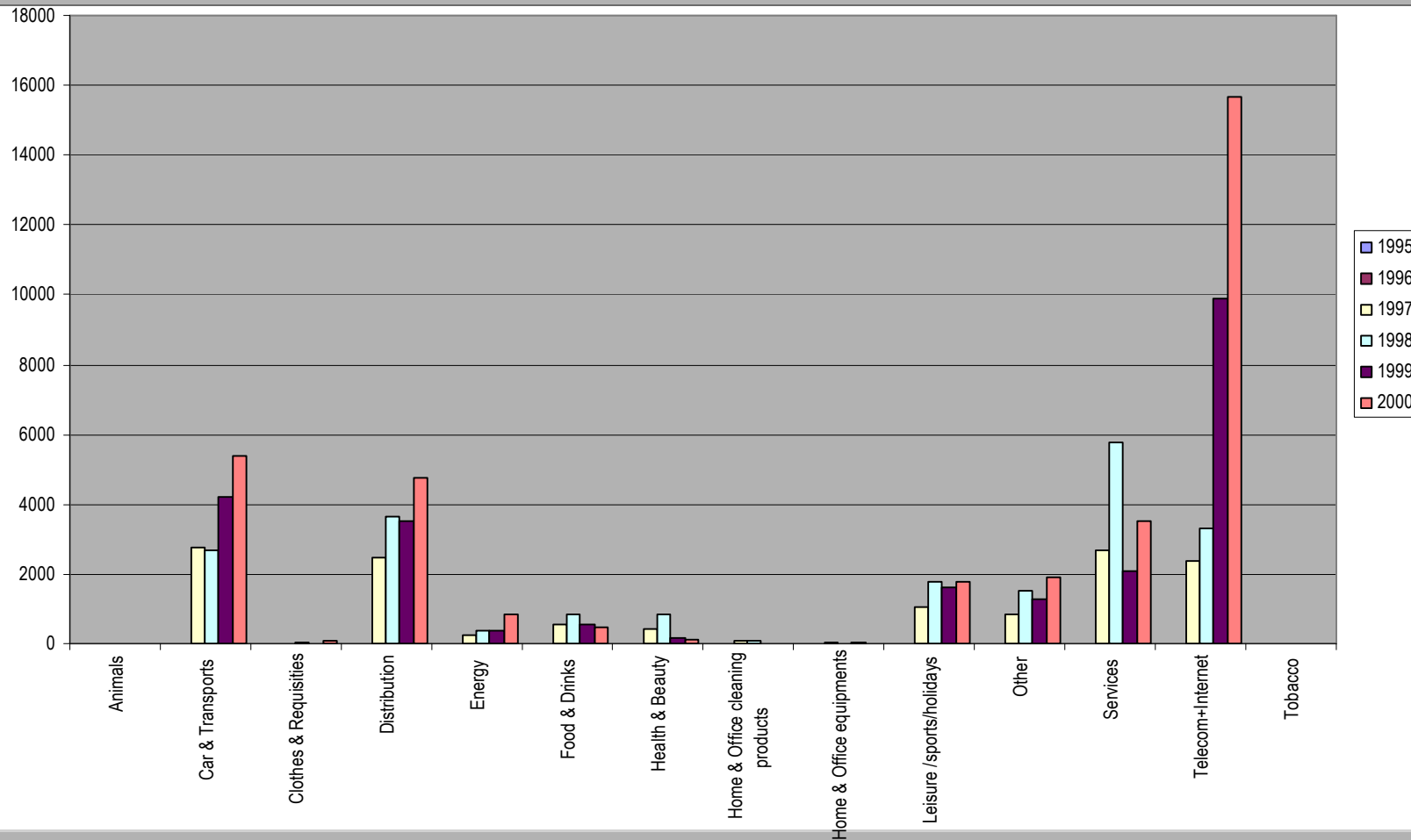
Media Investment MFM



Media Investment Skyrock



Media Investment Rire & Chansons



Media Investment

Les Indépendants (+ MFM to 2000)

