



Radio France

- Further revenue growth.
- Continuing innovation at RTL Radio.
- Audience consolidation for RTL 2 and Fun Radio.

Our Group's strongest radio presence is in France, where our family of complementary stations outperformed the market to deliver another year of growth.

Radio holdings

RTL: 100%
RTL 2: 100%
Fun Radio: 100%
Sud Radio: 20%
Wit FM: 20%



RTL Radio, our flagship station, reaffirmed its position as the number one station in France with a decisive lead over its rivals. The station has overcome intense competition and programming setbacks in recent years to reclaim its prominent position in French cultural life. The pop-rock station RTL 2, and Fun Radio with its unique Hits and Fun format, both delivered solid audience and revenue results. Minority holdings in Sud Radio and Wit FM in the south of the country round off our portfolio. Once again, the IP sales team helped our stations achieve their full revenue potential. RTL Radio, RTL 2 and Fun Radio accounted for a combined share of 27.7% of the radio

advertising market, which grew by 4.3% (net, source: IREP). In addition, RTL Fun Development produced several highly successful CDs which boosted non-advertising revenue. New advertising regulations come into effect from 2004. Several sectors will be opened up to TV advertising, the first of which will be press. Our stations are implementing strategies to compensate for the changing circumstances. Lobbying activities are being intensified with the aim of securing further FM frequencies for RTL Radio so that its programmes can be heard throughout the country.

RTL

RTL2

funradio

SUD
RADIOWit
Radio
FM

