

Le journal inattendu

In this high-profile show, Laurence Ferrari lets a celebrity present the news as editor-in-chief, thereby exposing personal and unexpected aspects of the famous guest's character.



La bonne touche

Popular presenter Jean-Pierre Foucault, assisted by comedian Cyril Hanouna, encourages listeners to rise to various challenges with the chance to win €10,000 per day. A fast-paced, witty tête-à-tête.



La tête dans les étoiles

Discover the hidden secrets of French celebrities' lives through a fantastic game highlighting the artist's career. The programme, presented by Laurent Boyer, also features unique sound material from historical archives.



RTL Matin

An essential format on RTL, a morning show dedicated to news reports, interviews and interactivity where listeners can call in to debate with Christophe Hondelatte.

Radio morning show in France

No.1



On ne pouvait pas le rater

A not-to-be-missed 10-minute morning show with Marc-Olivier Fogiel where he asks with his unique tone a direct question to a personality on the French scene. A cocktail of audacity and cleverness.



Les grosses têtes

This afternoon show will soon celebrate its 30th anniversary. Featuring the popular presenter Philippe Bouvard, it is one of the most popular programmes in France.

No. of listeners daily
in million

2m



Ça peut vous arriver

A unique 2-hour programme helps listeners to solve their legal problems. Supported by a lawyer and a team of specialists, presenter Julien Courbet tries to resolve each case, no matter how difficult.

Highlights 2006

RTL Radio

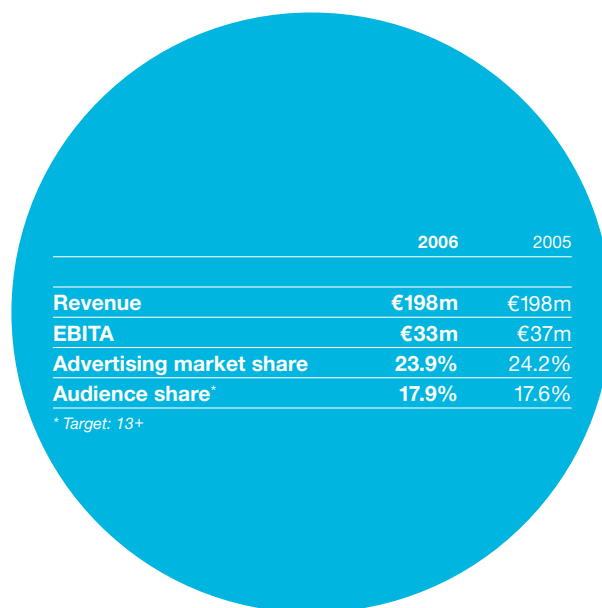
The flagship station in France celebrated its 40th anniversary in 2006, and concentrated on strengthening and revitalising its programmes. This new programme strategy re-established RTL Radio as the leader in all ratings criteria (see over).

RTL 2

RTL 2 launched some innovative new shows like *RTL 2 lunch 80*, which airs the best music of the 1980s every day between 12 noon and 1 pm, and a new morning show hosted by TV star Benjamin Castaldi. RTL 2 also continued to treat its listeners to exclusive live concerts, staged at the legendary Olympia.

Fun Radio

Fun Radio, the soul and dance station relaunched at the end of 2005, registered continuous growth in cumulated audience, gaining more than 420,000 listeners in a year. Capitalising on its core sound of dance music, Fun Radio reinforced all its music slots with a playlist more precisely tailored to its target audience and its *More than 40 uninterrupted minutes of soul & dance every hour* claim. Other key programmes include a fun and entertaining start to the day from 6am to 10am, and a night-time talk-show with a female bias.



National audience breakdown

Source: Médiamétrie, Target: 13+

2006 (%)



| | |
|---|-------------|
| <i>General interest radio networks</i> | |
| RTL | 11.7 |
| France Inter | 8.4 |
| Europe 1 | 7.8 |
| <i>Music radio networks targeting adults</i> | |
| Nostalgie | 5.7 |
| RFM | 3.9 |
| RTL 2 | 2.8 |
| <i>Music radio networks targeting young listeners</i> | |
| NRJ | 7.3 |
| Fun Radio | 3.4 |
| Europe 2 | 2.7 |
| Other formats | 46.3 |

Today's hottest radio mix – tradition and modernity

RTL Radio is the leader among French radio stations. In 2006, it celebrated 40 years on air by regaining its crown, ranked in September/December as number one station in all three key criteria – audience share, daily accumulated audience and time spent listening. How has RTL Radio maintained its success over the years?

Axel Duroux is a man with a passion. Forget celebrating 40 years, forget celebrating number one status; spend some time with Axel Duroux, CEO of RTL Radio France, and it seems like every day is a celebration: “Do you know how to spell radio in French? R-T-L.” He smiles but he’s absolutely serious: “We’re known by 98 per cent of French people. 83 per cent of French people listen to the radio in France. One in six listen to RTL. The people that listen stay with us almost two hours a day.” The excitement with which he delivers this stream of figures is infectious.

Yes, it seems the French like their radio stations. There are 1,500 of them, after all. And the French certainly like RTL Radio. Its 12.7 per cent share of the audience in the most recent survey is way above any competitor. “We are popular because of the way we talk to people. We are close to people, they feel comfortable with RTL. We are their news and their entertainment. Our very first slogan sums it up – RTL. C’est vous – It’s you. It’s their radio, it’s followed the lives of French people for many years, all the big events, it means a lot of different things to many people.”

RTL has a proud history. Though originally a station in Luxembourg, it first moved to Paris in 1966 and by 1982 had become France’s favourite radio station. When the development of FM radio led to hundreds of stations, RTL developed a full FM network of its own to cover most of the population. As musical networks grew in popularity it purchased Fun Radio in 1993

RTL Radio’s legendary advertising campaigns are part of the station’s proud history.



“In the digital world people want content – news, current affairs, comedy, drama – and we have the full ownership of the content we broadcast.”

*Axel Duroux,
CEO of RTL Radio France*



and launched RTL 2 in 1995, to provide its own offering in this area, and to nibble away at the ratings of its competitors. So when challenged for its number one status in the early years of this decade, it was time for RTL to reinvent itself once more.

“It wasn’t really a reinvention,” says Axel Duroux, “we just had to be proud of our strengths, our tradition, and do what we had always been good at. When I was appointed in 2005, people said ‘we used to be a leader’. But the public’s perception of RTL was still very good. Of course with many TV stations and the internet, there are plenty of other attractions. My job really was just to go back to basics – to simplify our scheduling grid, so the audience knew what to expect and when, like our strong morning news shows. So people could once again identify with RTL – their station.”

The next step was to once again bring the strong RTL brand to the front of people’s minds, with big programmes and continual promotion. It has worked, and RTL is once again the leader. So, having revitalised RTL Radio by concentrating on its traditional strengths, the next task for Axel and his team is to carry the momentum forward into the digital age: “Radio is very popular, but in this day and age, who is going to buy their child a transistor radio?” says Axel.

Digitalisation offers countless commercial opportunities. New devices such as iPods and MP3 players bring the possibilities of podcasting – it is still radio but it isn’t live. You can pause,

rewind, listen when you want. One of RTL’s recent political comedy shows received a million downloads in one week, such is its popularity with young people. New distribution channels such as broadband allow people to listen from their computers, and receive enhanced information services at the same time. And digitalisation also brings better coverage for the national radio brands, overcoming the current inconvenience of different frequencies in different cities and regions. Digitalisation also brings the possibility of introducing new business applications, such as updated traffic information sent directly to cab or car companies.

All these opportunities hold great promise for RTL Radio. Axel confirms the reason: “RTL is content radio. In all these new digital worlds people want content – news, current affairs, comedy, drama – and we have the full ownership of the content we broadcast. A music radio station doesn’t have this in the same way. We also have the technology. Come with me and look at this.” As he bounces around the corridors of his radio station, Axel is as proud showing off the cabling ducts and the building work as he is explaining the features of his latest digital studios. “We’ve been here since 1966, but radio has been in this building since 1933. It has always changed with the times and always will. This building is ready for radio in the digital age.”

So, 40 years of RTL Radio to celebrate. And plenty to look forward to over the next 40 years. That’s the successful mix – tradition and modernity.

