



RFI THE NEWS RADIO IN 12 LANGUAGES
24 HOURS A DAY ALL AROUND THE WORLD

www.rfi.fr

RFI, genuine international expertise

RFI is an international news radio station that broadcasts worldwide in 12 languages via its FM network, the Internet, mobile telephones, cable and satellite. Thanks to its unrivalled expertise and unique network of correspondents, it offers its listeners independent news and information and the keys to a better understanding of current affairs.

A French perspective on international current affairs

RFI is the leading French international news channel. Its mission is to provide a French perspective on international and national current affairs and to transmit French culture, values and viewpoints independently, impartially, honestly and pluralistically.

An international focus

RFI's expertise, experience and international focus are qualities that have made it a benchmark in world radio.

With a unique network of 600 journalists and special correspondents, RFI reacts quickly and locally, providing its listeners with the best of current affairs.

Every day, thanks to the expertise of its editorial team and a constant drive to provide greater detail and contrasting viewpoints, listeners have a better understanding of the world in all its diversity.

News available all around the world

RFI uses all broadcasting media, including new technologies (FM, Internet, mobile phones, cable, satellite, short wave and medium wave) and can therefore be listened to all over the world.

It boasts the densest FM network in the world,

The ombudsman

RFI has appointed an ombudsman for over ten years now. This indicates just how much RFI values its relations with listeners and Internet users. The ombudsman acts as the general public's spokesperson in exchanges with RFI journalists and management. His/her mission is to receive any complaints, questions, compliments from the public and to respond, justify, explain or make amends.

<http://mediateur.blogs.rfi.fr/>

Audiovisuel extérieur de la France

L'Audiovisuel extérieur de la France, created on February 28,

2008, is the holding company responsible for developing the activities of French and French-speaking television and radio channels with international broadcasts.

Its mission is to define a common strategy for these companies, which have hitherto functioned independently.

L'AEF has three subsidiaries: RFI, MONTE CARLO DOUALIYA and FRANCE 24 and is also a principal partner of French-speaking channel TV5 MONDE, alongside organizations from Canada, Quebec, Switzerland and Belgium.

with 166 transmitters in 71 countries, ahead of rivals BBC World Service, Voice Of America and Deutsche Welle.

In France, RFI is the only radio that focuses entirely on international current affairs. It broadcasts on 89FM in Paris. It will soon be available on digital terrestrial radio in Paris, Nice and Marseille and thereafter progressively in all of France's major cities.

Responsible and independent news

In June 1999, RFI adopted a Code of Ethics which guarantees editorial independence and stipulates the professional rules of conduct for journalists. This charter is adhered to by all RFI employees.

The two inseparable concepts of "Freedom" and "Responsibility" form the basis of the commitment of RFI employees to defending the values of the profession, notably:

- Respect for the accuracy of the facts,
- Respect for the people spoken of and spoken to,
- Respect for the profession.

BOARD OF DIRECTORS

Chairman **Alain de Pouzilhac**

CEO **Christine Ockrent**

General Manager **Geneviève Goëtzinger**

Qualified personalities

Francis Balle
Pascal Chaigneau
Anne Coutard
Mabouso Thiam

Employee representatives

Daniel Desesquelle
Catherine Rolland
John Maguire

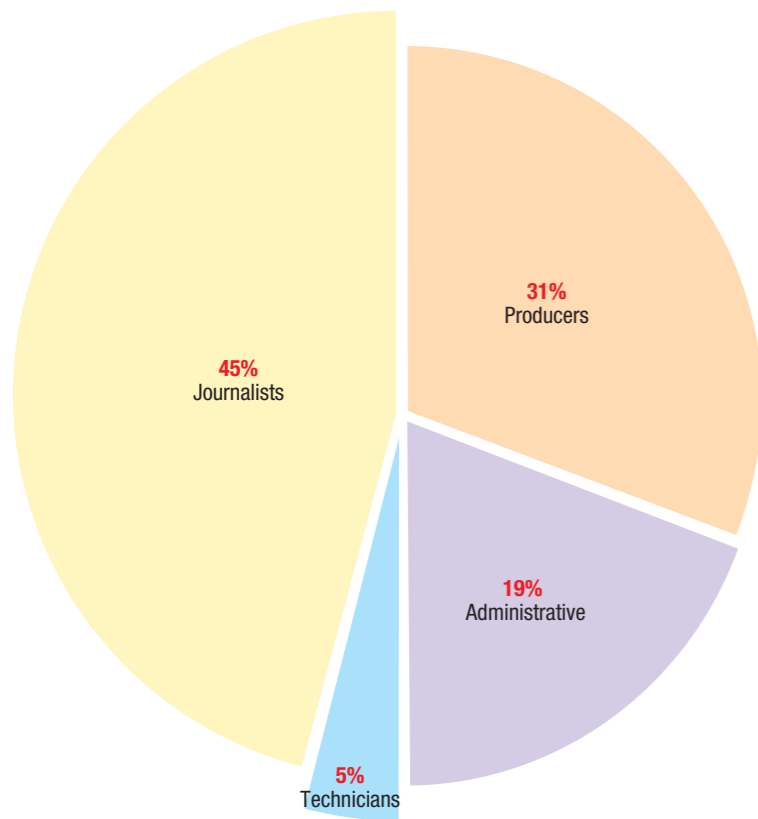
Key figures

FUNDING

In 2008, RFI's funds amounted to **€140.7 million**, with over **93%** in public funding including a **€73.5 million** subsidy from the Ministry of Foreign Affairs and **€57.5 million** in license fee funding.

Public funding	€131.0mn
Own funds	€1.6mn
Other operating income	€8.1mn
Ressources totales	€140.7mn

WORKFORCE



1042*

In 2008, RFI employed 1042* employees in a variety of professions – journalists, producers, technicians and administrative staff. RFI's employees represent **57** different nationalities. The average age of RFI's workforce is 43. 46 % of employees are women and 54 % are men.

* Average permanent workforce

PRODUCTION AND BROADCASTING

390

RFI broadcasts 390 hours a week in French and in foreign languages.

RFI has the largest FM network in the world with **164 transmitters**.

RFI broadcasts via **30** satellites covering all **5** continents

1007 partner radio stations broadcast RFI's programs in 125 countries.



CORRESPONDENTS AND OFFICES

RFI currently has **9 offices** for its permanent special correspondents and also uses the services of a network of **600** French and foreign language correspondents

RADIO AUDIENCE

35.6 millions

Groupe RFI's global audience is estimated at 35.6 million regular listeners (who listen at least once a week). (Source: Geda 2008)

- Sub-Saharan Africa is RFI's largest audience catchment area, with **25.2 million** listeners.
- The Near and Middle East and the Maghreb region constitute Groupe RFI's second largest audience catchment area with **5.8 million** listeners via its subsidiary Monte Carlo Doualiya.
- RFI has **2.3 million** listeners in South America and **900,000** in both Asia and Europe.

INTERNET AUDIENCE

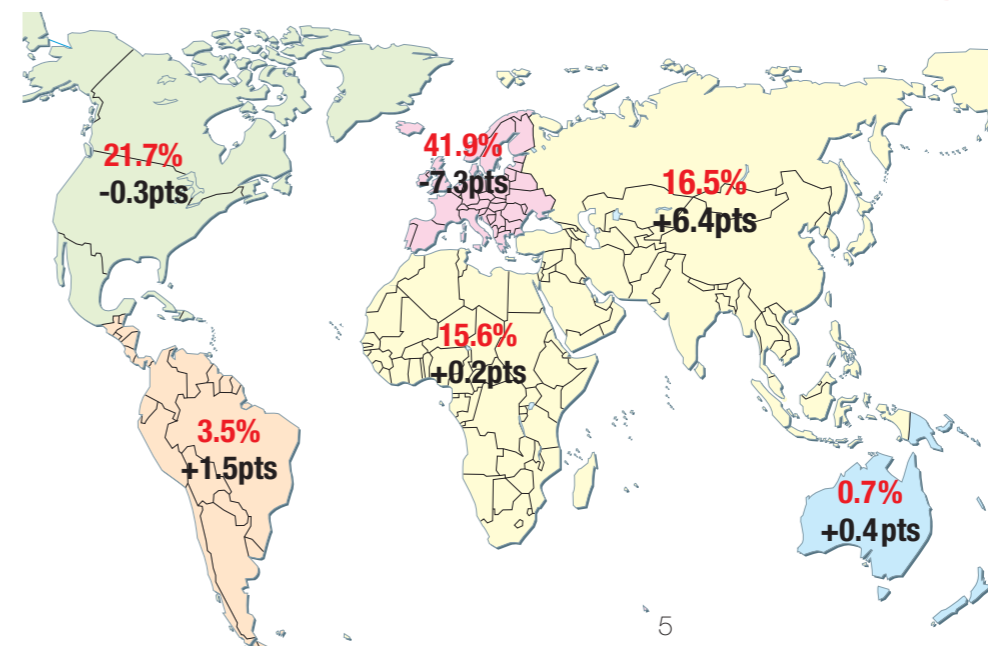
Groupe RFI notched up a monthly average of

4 million website visits

and

11.1 million page views

(source : Xiti December 2009)



Traffic in Europe
41.9% or 1.5 million visits (with France accounting for 60% of the visits).

Traffic in North America
21.7% or 800,000 visits.

Traffic in Asia
16.5% or 600,000 visits

Traffic in Africa
15.6% or 570,000 visits

Traffic in South America
3.5% or 130,000 visits

Traffic in Oceania:
0.7% or 25,000 visits



International editorial teams

Every day RFI and its foreign language editorial teams provide access to information to many people around the world in Asia, Africa, the Americas, Europe and Oceania.

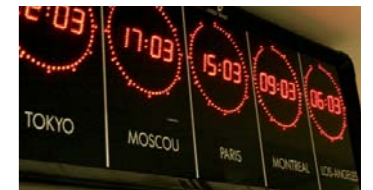
Multilingualism, RFI's identity

Multilingualism is increasingly vital to bolster RFI's identity and audience and to contribute fully to the influence of France around the world.

Broadcasts in foreign languages represent a major focus of the station's development and modernization strategy.

Multimedia technology is shoring up the radio industry and it is crucial that the production of quality news programs should be adapted to these new vectors, notably the Internet and mobile telephones. This is now a priority for all RFI's editorial teams, whatever the language they broadcast in.

The aim of the new languages strategy is to help RFI conquer new audiences while reinforcing its positions in Africa.



RFI's languages

- Arabic: Monte Carlo Doualiya, Arabic-language subsidiary
- Cambodian
- English
- Hausa
- Mandarin
- Persian
- Portuguese
- Romanian: RFI Roumania, Romanian subsidiary, in collaboration with the Paris-based Romanian editorial team
- Russian
- Spanish
- Vietnamese

Programming in French

RFI is a non stop current affairs radio station. It provides its listeners with prime-time news programs that explore, analyze and interpret all international and national current affairs, offering a truly global perspective.

One single program schedule

RFI offers all its listeners worldwide the same single program schedule, though programming for Africa is adapted to local listening habits.

An "exclusive current affairs" format

Throughout the day, 10-minute on-the-hour news bulletins and 3-minute on-the-half-hour news flashes keep listeners updated with breaking news and developments.

In three prime-time news programs aired in the

morning, at mid-day and in the evening, anchor-men analyze and interpret French and international current affairs.

Clarity, rapidity, proximity

RFI's program schedule is structured around regular news bulletins by dedicated presenters and magazines featuring clearly defined topics such as health, the environment, culture, etc.

Music and sport in the evenings

Monday through Saturday, RFI gives its presenters carte blanche to air diversity through music. On Sundays, listeners can tune into information and analysis of the world's sports events and the week-end's sports results.

RFI, a French-speaking and Francophile radio station

RFI is a radio station whose mission is to promote and broadcast the French language to French-speaking and Francophile listeners.

The station allows one to hear French as it is spoken today – a language, but also its history, culture, and ways of life – and thus not only plays an active role but also acts as an opening to cultural diversity.

RFI offers its French-speaking audience news and general interest programmes on a daily basis that can be heard on the radio, read on the internet or podcasts, or listened to on mobile phones.

But RFI also takes an interest in Francophiles by helping them improve their knowledge of the language, providing audio and written resources to those who want to learn the language or who teach it.





RFI on the Internet and mobile phones

Focus on interactivity

www.rfi.fr targets French speakers and Francophiles around the world. It is available in French, as well as English, Arabic, Cambodian, Spanish, Hausa, Mandarin, Persian, Portuguese, Romanian, Russian and Vietnamese. It is designed to suit new radio consumption practices and offers non-stop listening, podcast subscriptions, downloads and specialized Web radio stations.

An international news Website

www.rfi.fr provides current affairs coverage on a 24/7 basis in 12 languages. News is explained, analyzed and put into perspective with reports from our expert journalists. Free access to photos, maps (audio) interviews and archives gives Internet visitors a better understanding of current affairs.

The French language news site is structured in five sections: the news, live or on demand (listening via podcasts), sport (notably our unrivalled expertise in African football), culture and science. Our foreign language sites offer radio programs and news articles and a Mandarin Web radio broadcasts 24 hours a day.

RFI's journalists' blogs offer another perspective on current affairs and enable direct exchanges with Website visitors and listeners.

Radio France Internationale on your mobile phone

In early 2009, RFI was the first French-language radio station to launch its own website for mobile phones. The mobile site <http://m.rfi.fr> or <http://mobile.rfi.fr>, which is a variation of the rfi.fr

site, allows listeners to tune in to both live RFI broadcasts and on-demand RFI services, as well as follow live news by continent or by country. In Cote d'Ivoire and Cameroon, RFI is working with large mobile network operators to develop a range of audio services offered on Interactive Voice Response: newspapers, blogs, sports news, as well as others. In Senegal, it's possible to subscribe to RFI-updates via SMS. RFI is available in France and throughout the rest of the world on Orange's Liveradio, on iTunes via the Bouygues portal, on Nokia phones via Nokia Internet Radio and on Livestation.

Since December of last year, RFI has been available in France in 10 languages, 24 hours a day, with a simple phone call. RFI programmes and those of its sister-service for Arabic speakers, Monte Carlo Doualiya, are also available live or on a pre-recorded service from landlines or mobiles via Audiotel.

Some months ago, RFI signed an agreement with AudioNow – the leading radio distributor for mobile phones in the United States – for the relay of their programmes in French, 24 hours a day on the phone network, via a unique number available throughout the United States. Initial results show that it has been a genuine success, with the service catering to the real demands of both Francophones and Francophiles in the United States.

rfimusique.com, a benchmark music Website

Information, biographies, discographies and tour schedules of several hundred artists are available on rfimusique.com which offers a unique and permanently updated database with rock from Brazil, hip-hop from Ouagadougou, electro from Japan, etc. Rfimusique's web-reporters travel the globe to bring the latest music and music news to its audience.

Teach and learn French on rfi.fr

RFI's French Website includes a space devoted to the learning and teaching of the French language. Visitors can familiarize themselves with French and teachers can download topical tools for their lessons. The "Journal en français facile" (or The news is simple French) is specifically written for people learning French and is also available on this Website.



RFI worldwide



RFI'S SUBSIDIARIES

Monte-Carlo Doualiya

Monte Carlo Doualiya, the broad-based radio station in the Arabic language, has had a new configuration since January 2010. It has an all-new programme schedule featuring live content, a friendly touch and interaction – plus, as always the international news. Monte Carlo Doualiya is broadcast on medium waves and on 14 FM, the latest relay station set up in Ramallah. It will be reaching Nablus and Hebron soon. You can also listen to Monte Carlo Doualiya on a single mobile-phone number anywhere in the United States. Monte Carlo Doualiya is part of Audiovisuel Extérieur de la France's Arabic-speaking arm, alongside France 24, with which it works in synergy. www.mc-doualiya.com

RFI Romania

RFI Romania is RFI's Romanian subsidiary. It broadcasts 13 hours a day in Romanian and 11 in French. The teams in Paris and Bucharest have devised its programme schedule together. This complementary aspect provides Romanian listeners with a global view of international news. www.rfi.ro

THE WORLD'S LARGEST FM NETWORK

24/7

RFI is available worldwide and broadcasts 24/7. It has the world's largest FM network (164 transmitters in 71 countries) short wave, medium wave and via cable and satellite.

Africa: 106 transmitters

The Arab World: 13 transmitters

Europe: 22 transmitters

Asia-Oceania: 11 transmitters

The Americas: 14 transmitters

99 hours on short wave

28 satellites providing worldwide coverage

9 countries via cable

WORLDWIDE CABLE NETWORK

Austria	Telesystem Tirol, UPC Telekabel Wien
Belgium	Telenet, Flandres
Canada	Videotron, SOGETEL (IPTV), CTL (IPTV)
Finland	Yle Mondo DAB
Germany	Deutsche Telecom, Radio 700
Italy	Telecentro Toscana
Jamaica	Columbus Communications Jamaica Limited
Japan	Can System, Usen
Macedonia	Cable Tel, TeleKabel
Moldavia	SunCommunications
The Netherlands	KTA
Sweden	Com Hem
Taiwan	Chunghwa Multimedia

WORLDWIDE SATELLITE COVERAGE

Satellites covering the America

- Anik F1R
- Anik F1
- Eutelsat Hot Bird 8
- Echostar 3 / Dish Network
- Galaxy 3C/Sky Brazil et Direct TV Latin America
- Galaxy 19
- Hispasat 1C
- Intelsat 903 / Canalsat Antilles
- NIMIQ 1
- Sirius
- Solidaridad 2 / Sky

Satellites covering Africa and the Near and Middle East

- Afristar / WorldSpace
- BADR 6
- Atlantic Bird 3
- Eutelsat W2 / Canalsat Réunion
- Eutelsat W3
- Eutelsat W4
- Intelsat 907
- AB4
- IS7
- NSS7 / Canalsat Horizons

Satellites covering Europe

- Afristar / WorldSpace
- Astra1H / Canalsat
- Eutelsat Hotbird 8
- Eutelsat W3
- Hotbird / bouquet Nova : Grèce et Chypre

Satellites covering Asia-Oceania

- AsiaSat 3
- AsiaStar / WorldSpace
- Intelsat 701
- OPTUS D2
- IS7 / IS10

EURANET

The European radio network, Euranet, comprises 14 international radio stations in Europe, including RFI and its subsidiary RFI Romania. Euranet co-produces about 1800 hours a year of news and programs on European current affairs. It broadcasts in 10 European languages and plans to broadcast in the 23 languages of the EU's 27 member states by December 2012. This network is distinctive in that it promotes a "trans-national perspective" on European current affairs and fosters multilingual and multicultural debate and exchanges.

RFI is broadcast throughout the world





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