

New programmes from RTL and a strong performance from RTL 2 helped to support our French radio family in a tough market.

Revenue 2005

**€198m**

2004 €207m

EBITA 2005

**€37m**

2004 €43m

Advertising market share 2005

**24.2%**

2004 25.4%

Audience share 2005\*

**17.6%**

2004 17.6%

\*Target: 13+



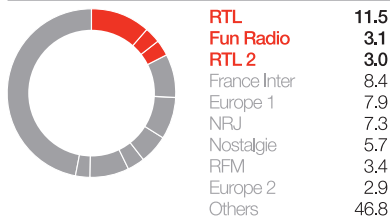
**France**

Radio

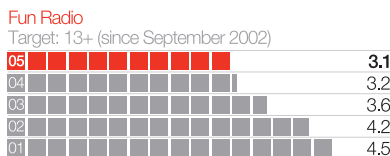
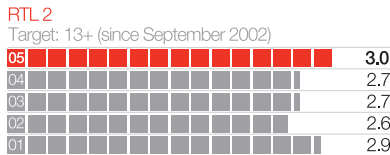
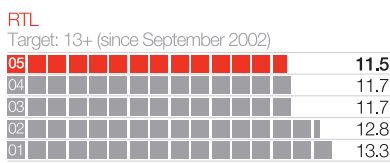
Five nights of unforgettable  
jazz following the creation  
of the RTL Jazz Festival



National audience breakdown 2005 (%)  
Source: Mediamétrie  
13+



Audience share 2001/2005 (%)  
Source: Mediamétrie



2005 was a year of evolution for the RTL family of radio stations in France. Axel Duroux took over as CEO from Robin Leproux in April, and with his new management team set about the task of developing the radio stations to meet challenging conditions in the French radio market.

High-profile presenters were introduced at the flagship channel RTL to enhance its appeal. Fun Radio acquired a new head of programming and relaunched itself as a Soul & Dance station. Our third major holding, RTL 2, has a well established and successful pop-rock format which required only minor modifications in 2005.

The radio advertising market grew by 1.2% in 2005. A new CEO was recruited to reorganise the IP advertising sales business and prepare for the opening up of the television advertising market, from January 2007, which will inevitably have an impact upon radio.

Radio in France is moving into the digital age. Our stations are investing in digital production and transmission facilities to take advantage of new ways of distributing radio content. For example, in September 2005 RTL adapted 17 of its programmes for podcast distribution to mobile phones and personal computers.

Our radio family continued to develop diversified business opportunities. RTL had a major success with a boxed collection of 170 CDs containing the complete works of Mozart – more than 100,000 sets were sold.

## RTL

RTL was once again the leading French radio station, a position it has occupied for more than 20 years. Following the successful introduction of a new Autumn schedule, RTL achieved a market share of 11.4% in the months of November and December 2005, a lead of more than 40% over its nearest commercial competitor. Listener surveys show that RTL was the first choice for both news and entertainment.

The new programmes launched in September 2005 quickly established themselves and attracted new listeners in the target group of young adults. Marc-Olivier Fogiel's morning show *On Ne Pouvait Pas Le Rater* includes a daily interview with guests who are in the news. *Les Auditeurs Ont La Parole*, hosted by Christophe Hondelatte, is a lunchtime platform where topical issues are debated – in just a few months it built an audience of more than 1.5 million. *On Refait La Télé* is presented by a new team, Isabelle Morini Bosc and Sébastien Follin, and the political show *Le Grand Jury* also has a new presenter, Jean-Michel Apathie, who is assisted by the well-known journalists Pierre-Luc Séguillon and Nicolas Beytout. The legendary *Stop Ou Encore*, which reviews the careers of famous artists, returned after an absence of several years.

RTL's flagship programmes, presented by Nagui, Julien Courbet and Jean-Pierre Foucault, continued to thrive and *Les Grosses Têtes* presented by Philippe Bouvard was as popular as ever in its 28th season.

## Holdings

RTL: 100%  
RTL 2: 100%  
Fun Radio: 100%

- 01 Great artists such as Johnny Hallyday continue to support RTL
- 02 Ten years old and RTL 2 has become the station for all those who appreciate the Pop Rock sound
- 03 The new look of FUN radio, which was relaunched in September 2005



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A new jazz show was launched. *L'Heure Du Jazz* is hosted by the journalist Jean-Yves Chaperon, who has played a major role in establishing the success of the *RTL Jazz Festival* at the famous Grand Studio on rue Bayard. The *Concerts D'un Soir* featuring prominent French and international performers, also held at the Grand Studio, were another success. Johnny Hallyday, Julien Clerc, Alain Souchon, I Mouv'rini and Laurent Gerra are amongst RTL's longstanding partners, and in 2005 they were joined by a rising star, Sandrine Kiberlain.

The award-winning Vivrensemble (Living Together) promotional campaign continued for another highly successful year. The campaign projects RTL as a "federating" station that caters for all French people through the diversity of its programming.

## RTL 2

RTL 2 marked its tenth birthday by delivering its best ever listening figures. In 2005, 2.4 million listeners tuned in to the pop-rock network every day and its share of the 13+ audience advanced from 2.7% to 3.0%.

Several innovative shows were launched in 2005. *Maxi Pop Rock* is the first show to offer 100% extended versions of pop-rock hits, and the new daily show *Extra Pop Rock* features exclusive versions of current and gold pop-rock hits. Such performers as Maroon 5, Green Day, Phil Collins, Santana and U2 provide RTL 2's core sound, and the station is the official partner of Tracy Chapman, Oasis, Coldplay and Simply Red.

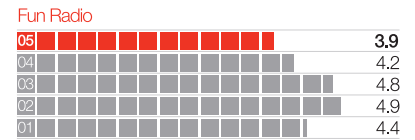
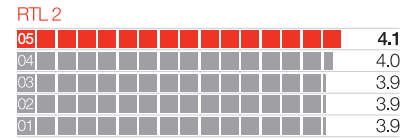
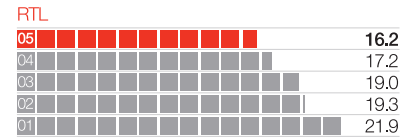
## Fun Radio

In September 2005 Fun Radio launched the new Soul & Dance music format, featuring such stars as Beyoncé, Mariah Carey, Sean Paul, Black Eyed Peas, Madonna and David Guetta.

The famous presenter Cauet, recruited in 2004 to host the morning show, attracted a daily audience of 1.5 million people during 2005. Fun Radio also offered lifestyle programming targeted at its core 13 to 25 year-old audience, such as information about music, cinema, DVD and video game releases, and ideas for where to go for a night out.

Fun Radio partnered several major movie releases, including *Star Wars III*, *Revenge Of Sith* and *Brice De Nice*. It also created a new live event, Soul Station Live, with Craig David, Akon, Shaggy and Lemar among the performers.

Advertising share 2001/2005 (%)  
Source: TNS Secodip



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