



■ The must have
TV Channels for
the best
TV platforms

Lagardère
ACTIVE

TV DISTRIBUTION



RFM (Radio FM) is a french private music radio belonging to Lagardère Active branch. It was created in **1981** during the development of « free radios » in France.

80's: The pioneer years

- ✓ RFM, with its moto « RFM, color radio was created and oriented rock with a « music & news » format directly inspired from american radios.

90's: The star years

- ✓ In 1994, RFM became « The Gold Radio » big hits from 60's to 90's. RFM met an immediate success doubling its audience in 18 months.

2000's years: The flow years

- ✓ RFM became « The best of music », and started revisiting the 80's-90's as nostalgia for young adults. A lot of editions emerged with famous french singers and international stars.

2010's years: The digital years

- ✓ In 2011, RFM celebrated its 30 years. New supports emerged with RFM web radio and today RFM TV. The current challenge is to use the synergies in order to get a 360° vision.



Pop Goldies for your Heart...

- ✓ **RFM** is a strong brand as a powerful radio in France with a faithful community
- ✓ In partnership with the marketing actions of RFM radio, **RFM TV** music will be focused on pop-rock music from 80's until today (Michael Jackson, Madonna, Coldplay, Muse, Queen, Pharell Williams, ...)
- ✓ **Target:** 24-49 y/o (average age: 44,8 y/o)
Profiles: M 47% / F 53%
- ✓ **Programming:** Event concerts, special week-ends and VIP interviews
- ✓ 328 000 fans on **Facebook's RFM** page





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