

Subject to approval of your application, this offer is valid for the duration of the sales period, in accordance with departmental regulations, and subject to the availability of the stock and per month for 1 year, and 12.99€ subsequently, by using the code LOVE. This offer is valid in mainland France for any new subscription to a 22.99€-monthly package

**REMEMBER
WHAT TERMS
AND CONDITIONS
SAY AT THE END
OF RADIO ADS?
NO?
WE DON'T EITHER!**

**HOW ABOUT CHANGING
THE WAY WE DO THINGS?**



Experts en bonnes idées*

*Experts in good ideas

Today

Too many terms and conditions are killing terms and conditions!

The length of terms and conditions in advertising on the radio is preventing them from being recalled. Currently applicable regulation is therefore creating a distance between terms and conditions and their primary goal of informing and protecting the consumer.

What listeners in France think (**):



82% of listeners don't pay close attention to terms and conditions



Two thirds of listeners have no spontaneous recall of terms and conditions containing figures and numbers



54% think there are too many terms and conditions



88% feel that terms and conditions are intended to protect the brand more than the consumer



51% think that messages are read too fast



9 listeners out of **10** believe that terms and conditions should be updated

(**) According to an IFOP poll carried out online from 25 August to 2 September, using a Bileudi panel - an ad-hoc survey conducted using a main sample of 1,001 radio listeners aged 18 and over, including 420 listeners aged 25 to 49, with additional oversampling of 582 radio listeners aged 25 to 49, giving a total of 1,002 radio listeners aged 25 to 49. The representativeness of the samples polled was guaranteed by using the quota method, based on data provided by Les Indés Radios (gender, age, socio-economic group, region, town). Tests featured MAAF and BMW adverts, including terms and conditions, and Netto and B&You adverts without them.

Tomorrow

Improving terms and conditions to make them genuinely meaningful again

For terms and conditions to regain their original usefulness they need to become clear and easy to understand for all consumers. With this in mind, and encouraged by the study they had commissioned, Les Indés Radios are proposing a new way of putting the message across.

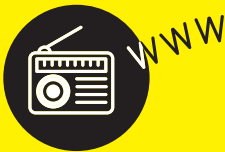
Briefer terms and conditions in advertising, rerouting listeners to the brand's website



51% of listeners say they are ready to visit the brand's site to get further information



Improved rate of recall



Two thirds of listeners would like a briefer notice that directs them to website



More time devoted to the main message in the ad



Closer attention is paid to the short terms and conditions



The goal of protecting the consumer is achieved

Les Indés Radios is working to improve the radio of tomorrow

More than **8.4** million listeners^(*)

Covering **95%** of the population

132 radio stations

200+ webradios

1.9 million downloads
for Les Indés Radios app

An extremely innovative interface, Le Mur du Son[©]

A turnover of **€161.9** million,
including **€84.4** million in national advertising revenue

Biggest employer
in commercial FM radio (2,500 employees)

Biggest editorial staff
in commercial FM radio (500 journalists)



PRESS CONTACTS

Émilie DELOZANNE ed@alchimia-communication.fr
+33 1 44 70 12 35 - +33 6 30 60 87 35

Nassim GUESSOUS ng@alchimia-communication.fr
+33 1 44 70 12 34 - +33 6 59 41 15 26

lesindesradios.fr

(*) Médiamétrie 126 000 Radio November-December 2016, aged 13 and over, Monday to Friday, 0500 to 0000. Les Indés Radios, biggest audience in France: 132 local, regional and thematic radios together attract a combined audience (8,428,000) higher than that of each national radio (Chérie FM, Europe 1, France Bleu, France Culture, France Info, France Inter, France Musique, Fun Radio, Mouv', MFM Radio, Nostalgie, NRJ, Radio Classique, Radio Nova, RFM, Rire et Chansons, RMC, RTL, RTL2, Skyrock, Virgin Radio).