

# RADIO FRANCE INTERNATIONALE



**RFI** is an international news radio station that broadcasts worldwide in French and foreign languages via its FM network, the Internet, mobile telephones, cable and satellite.

## ■ 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 fast and on the ground, 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.

## ■ 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 chapter 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.



### ■ 390 hours of programmes weekly

Thanks to its editorial staff in Paris, a unique network of 600 correspondents and 10 bureaux abroad (Abidjan, Beijing, Beirut, Washington, Dakar, Jerusalem, Johannesburg, Moscow and Yaoundé), RFI produces and broadcasts 390 hours of programmes every week in French and in foreign languages.



### ■ The world's N°1 FM network: 166 transmitters in 74 countries

RFI broadcasts via short wave, medium wave, cable, IPTV, cellular phone (including USA), and Internet, via 28 satellites covering five continents and 780 partner radio stations in 125 countries.

### ■ RFI worldwide audience

35,6 million regular listeners

Geographical breakdown of the RFI Group's global radio audience (in millions of listeners):

Africa .....	25,2
The Middle East and the Maghreb .....	5,8
South America .....	2,3
The Asia-Pacific region .....	0,9
Europe .....	0,9

4 million monthly traffic average on the RFI group's website (source xifi)

Geographical spread of the 4 million website visits and 11,1 million page view:

Europe .....	41,9 %
North America .....	21,7 %
Africa .....	15,6 %
Asia .....	16,5 %
South America .....	3,5 %
Oceania .....	0,7 %

### ■ More from RFI

#### ■ RFI scouts for talent :

RFI supports creativity and helps young musical talent, contemporary dance and literature from developing countries by awarding every year several prizes.

#### ■ RFI takes part in several major events in France and throughout the world :

RFI is a prominent partner in major cultural, political, scientific and sporting events. RFI actively supports festivals, exhibitions, concerts, and trade fairs.

#### ■ RFI produces recordings and books to complement an important news story or event.

#### ■ RFI is sensitive to its listeners' needs through the office of its mediator and its listener-relations service.

#### ■ RFI provides worldwide training with Talent+ to impart skills and knowledge about all aspects of radio.

#### ■ RFI promotes the French language through broadcasts such as the *Journal en français facile* or language courses broadcast on Internet.

#### ■ Focus on interactivity

www.rfi.fr targets French-speakers and Francophiles the world over. 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.



RFI is a subsidiary of Audiovisuel Extérieur de la France (AEF) the French TV & Radio World Services. Created in April 2008, AEF is a public funded company that supervises and coordinates the strategy and activities of the French and French-speaking television and radio world channels. In addition to RFI, it includes the Arabic-speaking radio Monte Carlo Doualiya and FRANCE 24, the 24/7 international news TV broadcasting in French, English and Arabic. AEF is also the major stakeholder (49%) of TV5MONDE, the French-speaking worldwide television network.