



Radio.Audio

CONDITIONS GÉNÉRALES
DE VENTE 2024

Version dated 27/11/2023:
Inclusion of M RADIO in the M6 Publicité 2024 STCS



01

SERVICES FOR CUSTOMERS

02

M6 GROUP CSR STRATEGY AND COMMITMENTS

- A. M6 GROUP, COMMITTED TO THE CORE
- B. M6 PUBLICITÉ, TANGIBLE COMMITMENTS TO PROMOTE RESPONSIBLE ADVERTISING
- C. M6 PUBLICITÉ, SOLUTIONS TO PROMOTE AND HIGHLIGHT RESPONSIBLE COMMUNICATIONS AND BRAND COMMITMENTS
- D. IMPROVING HOW WE UNDERSTAND AND MEASURE OUR CARBON FOOTPRINT

03

THE M6 PUB RADIO-AUDIO OFFER

- A. M6 MEDIA BRANDS
- B. M6 ADVERTISING OFFERS

04

PRICE TERMS AND CONDITIONS

05

COMMERCIAL DISCOUNTS

06

STANDARD TERMS AND CONDITIONS OF SALE

07

MATERIALS

08

DEFINITIONS

09

APPENDICES



Radio.Audio

CONDITIONS GÉNÉRALES
DE VENTE 2024

The M6 Publicité ecosystem

13
CHAÎNES
DE TÉLÉVISION

2^{ÈME} GROUPE TV
24,7% DE PDA AUPRÈS
DES 25-49 ANS

4

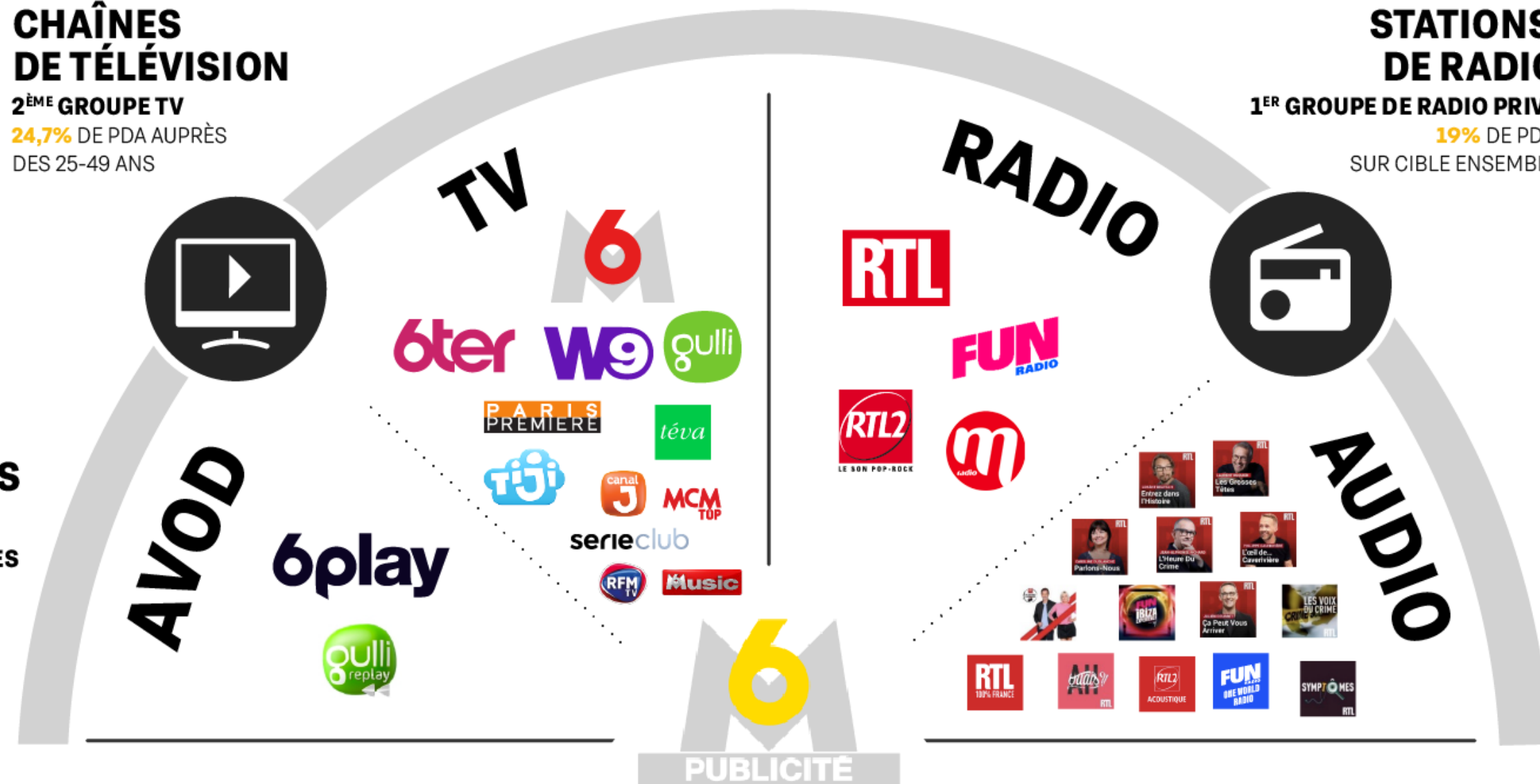
STATIONS
DE RADIO

1^{ER} GROUPE DE RADIO PRIVÉ
19% DE PDA
SUR CIBLE ENSEMBLE

16M

D'UTILISATEURS
MENSUELS

LEADER DES PLATEFORMES
GRATUITES
EN TEMPS PASSÉ
PAR UTILISATEUR



61M

D'ÉCOUTES
PAR MOIS

+100 PODCASTS
REPLAY
ET NATIFS
25 RADIOS
DIGITALES
UNE OFFRE RÉFÉRENTE

Cross media survey wave 2023.1

TV: Médiamétrie/Médiamat 25-49 yrs target, Sept. 2022-June 2023 (prime time)

Radio: Médiamétrie. EAR September 22-June 23, Mo-Fri 5am-midnight, aud. sh. 13+ / Leading private radio group with or without M Radio

Online audio: ACPM combined Live radio, eStat Podcast, eStat Streaming (online radio); average Sept. 22-June 23

6play: Médiamétrie - Online 4 screens table - average September 2022-June 2023 - 6play + Gulli Replay - 4+ target



3

STCS RADIO OFFER 2024



01
SERVICES
FOR
CUSTOMERS

My6



LOG ONTO
MY6

My6 is the platform developed by M6 Publicité for consulting and managing media campaigns. My6 will be extended to the radio sector in 2024.

On this platform, each administrator and/or user will have access to the following documents after logging in, in compliance with the [terms of service](#) which may be consulted on [My6](#):

RADIO CUSTOMER ACCOUNT

- Order confirmation
- Broadcast summaries (on request)

Further items related to customer campaigns may be added to the account during 2024.

PRICES

Discover all price schedules for all M6 radio stations.

OFFERS & STCS

Learn about advertising innovations, commercial offers, STCS, etc.

NEWS

Consult press releases, station news, etc.

SURVEYS

Discover the key takeaways of M6 Publicité surveys.

EASY BRIEF: YOU PROVIDE THE BRIEF, WE DO THE PLANNING

To help you book your campaigns at guaranteed net cost per GRP, M6 Publicité provides a brief form.

The brief form will be published shortly on the [M6 Publicité](#) website and later on [My6](#).

We also work with market service providers for integration into media planning tools.

This form can be used to indicate:

- communication period
- net budget to be invested
- preferred station(s)
- target audience
- advertisement format
- preferred communication days
- desired time slot weighting, etc.

On this basis, M6 Publicité will prepare the media planning for the wave.



STCS RADIO OF-
FER 2024

5

01
SERVICES FOR
CUSTOMERS

02
M6 GROUP
CSR STRATEGY
AND COMMITMENTS

03
THE M6 PUB
RADIO-AUDIO
OFFER

04
PRICE TERMS
AND CONDITIONS

05
COMMERCIAL
DISCOUNTS

06
STANDARD
TERMS AND
CONDITIONS OF
SALE

07
MATERIALS

08
DEFINITIONS

09
APPENDICES

Step

STEP BY M6

THE TAILORED SOLUTION FOR YOUR FIRST CAMPAIGN

Turnkey programme



For more information, please contact

Noémi Carpentier

noemi.carpentier@m6.fr

+33 (0)6 30 63 20 51



POWER

BRAND (BOOST YOUR BRAND PERFORMANCE!)

- Unique multimedia ecosystem: TV, radio, online and influence
- 9 out of 10 people in France reached every month
- Leading brands: M6 (No. 2 national channel), RTL (No. 1 private radio station in France), 6play (16 million people reached every month)

PROXIMITY

TO SUPPORT YOU BEFORE, DURING AND AFTER YOUR CAMPAIGN

- Dedicated contact person for tailored support
- Experts for each stage: marketing, legal, creation, planning
- Performance commitment, tracking and media planning optimisation for your campaign on My6

EXPERTISE

TO MAXIMISE YOUR ADVERTISING EFFICACY

- Media analysis of advertisers in your sector
- Complete range of marketing solutions (shopper marketing, B2B, social selling, etc.)
- Specific expertise: drive-to-web and drive-to-store
- Customised turnkey advertising design with our studio, M6 Unlimited

Cross media survey wave 2023.1
Médiamétrie - Médiamat - 2022-2023 season covering main commercial targets.
EAR April-June 2023, Mo-Fri 5am-midnight, audience share leader based on 16 national commercial radio stations, 13+ target
Médiamétrie - Online 4 screens table
4+ target - average September 22-June 2023.

M6 Publicité local

M6 PUBLICITÉ LOCAL:

PROXIMITY AND EXPERTISE

Sales teams available all over France to respond to all your issues from local to national level.

SEGMENTED TV & AVOD



Local radio



LIVE STREAMING & PODCASTS



For more information,
please contact
Yvan Coffignal
yvan.coffignal@m6.fr
+33 (0)6 70 79 21 01



STCS RADIO OF-
FER 2024



01
SERVICES FOR
CUSTOMERS

02
M6 GROUP
CSR STRATEGY
AND COMMITMENTS

03
THE M6 PUB
RADIO-AUDIO
OFFER

04
PRICE TERMS
AND CONDITIONS

05
COMMERCIAL
DISCOUNTS

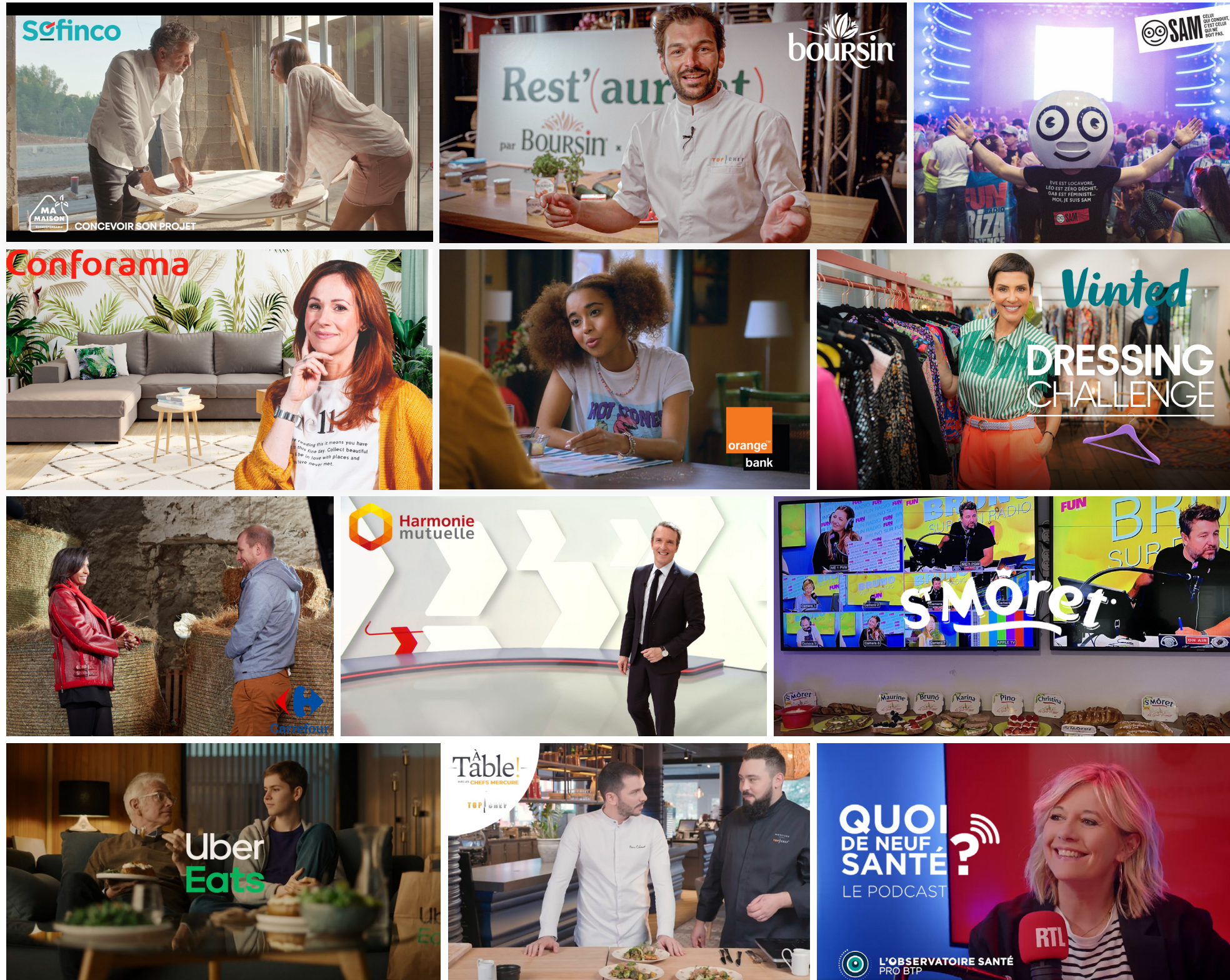
06
STANDARD
TERMS AND
CONDITIONS OF
SALE

07
MATERIALS

08
DEFINITIONS

09
APPENDICES

M6 Unlimited



UNLIMITED

THE CREATIVE AGENCY IN CHARGE OF YOUR BRAND EXPOSURE

As a partner to agencies and advertisers, M6 Unlimited creates **original, powerful and engaging solutions** for all media. An offer spanning the entire spectrum: TV, radio, online, social media, influencing and grassroots experience.

With an extensive catalogue of top show licences and influential talent, M6 Unlimited is constantly pushing the boundaries of its own offering to provide audiences with features that are as engaging as they are entertaining!

Advertising and corporate films, event-driven media formats, short programmes, podcasts, social content, business conventions, etc. M6 Unlimited is the preferred partner for brands seeking to increase their visibility.

M6 Unlimited: To infinity and beyond!

SEE THE LATEST OPERATIONS



STCS RADIO OFFER 2024



01 SERVICES FOR CUSTOMERS

02 M6 GROUP CSR STRATEGY AND COMMITMENTS

03 THE M6 PUB RADIO-AUDIO OFFER

04 PRICE TERMS AND CONDITIONS

05 COMMERCIAL DISCOUNTS

06 STANDARD TERMS AND CONDITIONS OF SALE

07 MATERIALS

08 DEFINITIONS

09 APPENDICES

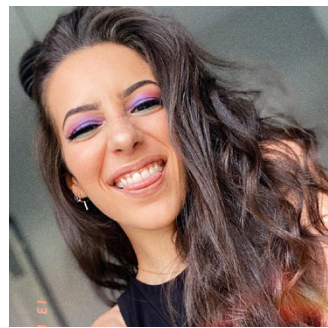
Influence

A POWERFUL ECOSYSTEM OF AMBASSADORS

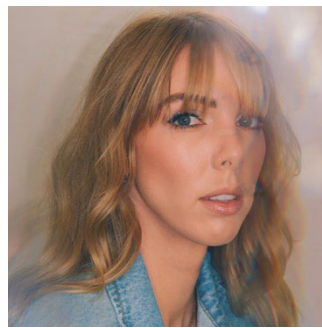
Whatever your universe, M6 Publicité provides your brand with our talent's expertise to help you meet your social media challenges.

DIGITAL NATIVE INFLUENCERS

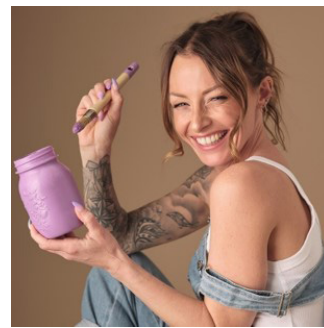
Powerful online creators tell their stories and engage their communities on social media.



Horia



Sandra



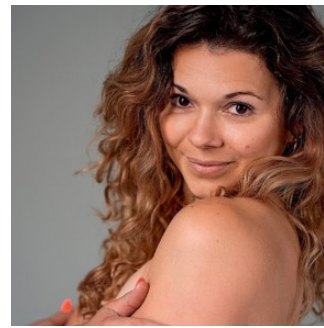
L'atelier de Roxane



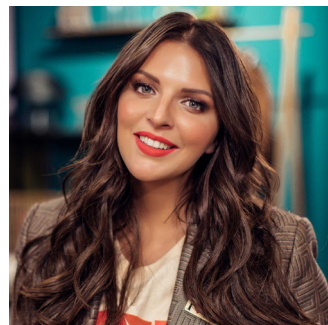
Pierre Croce



Natoo



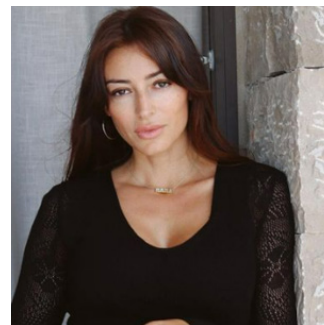
Juju Fitcats



Ludivine Aubourg



Lecoindupatisier



Rachel Trapani

TV CONTESTANT INFLUENCERS

Up-and-coming young talent from our programmes, acclaimed by the public, have built up a real community on social media.



Danny Khezzar



Camille Delcroix



Pierre Chomet



Lilian Douchet



Maud Leboeuf



Justine Piluso



Mohamed Cheikh



Arnaud Delvenne



Alice Mapr
(*Mariés au premier regard*)

TV/RADIO PERSONALITIES

The faces of the M6 Group, experts in their field, offer brands the benefit of their influence through the M6 ecosystem.



Cyril Lignac



Cristina Cordula



Philippe Etchebest



Stéphane Plaza



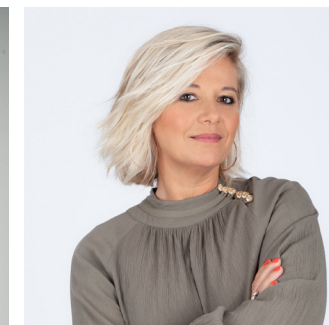
Karine Le Marchand



Stéphane Rotenberg



Bruno Guillon



Flavie Flament



Greg and Justine



Events



WILD BUZZ AGENCY

LEADER AND PIONEER OF SPACES DEDICATED TO EXPERIENCE-CREATING BRANDS AND INSTITUTIONS

A new approach focused on **emotions** and **engagement** to win the hearts of consumers.

M6 Publicité and WBA join forces to respond to media and non-media brand challenges by harnessing their expertise in designing, producing and disseminating **customised original operations**.

WBA offers brands a dramatised physical experience to arouse emotions, exploit disruptive potential and connect directly with existing and potential new customers.

This experiential dimension is all the more strategic for operations with strong social media resonance.

Using multiple synergies, M6 Publicité and Wild Buzz Agency can increase the physical reach of advertiser campaigns throughout France through two channels: experience and emotion. This gives advertisers an extra lead in the race to win brand preference.



Backed by a multimedia ecosystem and over 30 years' experience in **advertising design** via Laboratoire Sonore, the M6 Group is launching Lab6 with a view to deciphering **TV and radio advertising creations**.

THE AIM

Raising advertisers' awareness of the importance of advertising design in terms of audio and video efficacy (brand recognition, understanding of the advertisement, creative levers, etc.)

TWO ANALYSES HARNESSING LAB6'S EXPERTISE

- Marketing analysis based on an evaluation grid of predictive creative standards regarding the efficacy of a TV or radio advertising campaign.
- Scientific analysis via our Soundbox algorithm, which will enable us to measure aural awareness (auditory attention).



As a pioneering and innovative initiative, Laboratoire Sonore has already attracted over a hundred advertisers in recent years.

The background features a gradient from light orange to a darker orange. Overlaid on this are several thick, wavy, overlapping lines in shades of yellow and orange, creating a dynamic, abstract pattern.

02

**M6 GROUP
CSR STRATEGY
AND COMMITMENTS**



**A. The M6 Group,
committed to the core**

For a number of years now, the M6 Group has been committed to **multiple initiatives** promoted through its **channels**, including the **M6 foundation** and **Mission Handicap**. Since 2021, the **Engagement Department** has driven the M6 Group CSR policy (corporate social responsibility) in coordination with the other departments.

A1. M6 GROUP FOUNDATION

In **2010**, the M6 Group decided to take action on the sensitive topic of **prison life** by creating its **corporate Foundation**. This commitment is based on a strong conviction that the Company can **provide alternative solutions** to societal issues. Whether it be through initiatives implemented across its channels or within its organisational structure, the Group transcends its role of deciphering society to become **an agent in its transformation**.

Funded by all M6 Group companies, the Foundation has set itself the goal **of acting on behalf of past and present prison inmates**, in order to **reduce repeat offences**, thereby **contributing to their reintegration within society**.

The Foundation has confirmed its commitment in **two main areas**:

- Reintegration through employment,
- Alternatives to imprisonment.

In **2022**, the M6 Group Foundation provided support to **around 20 non-profits** working closely with their beneficiaries. The Foundation also has a **second goal: training companies** regarding **the hiring** of ex-offenders, particularly by sharing **the M6 Group's experience** in terms of onboarding **former inmates** within its workforce.

The Foundation has been developing **its own initiatives since 2015**, by taking action in the field, directly with the beneficiaries. The **“Au-delà des lignes”** competition [Outside the lines] and the call for projects entitled **“Impulse le changement”** [Drive change] were established in response to two of the Foundation's central causes: **eco-citizenship and the fight**

against illiteracy.

The M6 Group Foundation also supports **initiatives that promote reintegration through employment and training**. It has provided assistance to two such schemes: the **L'Université du Café** barista training school and **Les Beaux Mets** restaurant.

In **June 2023**, the M6 Group Foundation received the **Gold Medal** at the **first edition of the “Grand Prix de la Responsabilité des Médias” awards** for media responsibility in the **Diversity and Inclusion** category.

A2. MISSION HANDICAP

Established in **2007**, Mission Handicap aims to **promote the recruitment, onboarding and job retention** of persons with disabilities. In **2017**, to mark the tenth anniversary of the Mission Handicap initiative, the Group signed its **first three-year Disability Agreement**. This commitment was then **renewed and strengthened in 2020** via a **second agreement**, applicable for the 2020-2022 period for all companies that had joined the Group since 2018.

The agreement focuses on **five main priorities**:

- Hiring.
- Job retention.
- Training.
- Awareness-raising.
- Sourcing from the sheltered employment sector.

Mission Handicap **offers Group employees various awareness-raising formats** throughout the year:

- Duo Day,
- Targeted communications surrounding the International Day of Persons with Disabilities,
- Workshops to act out real-life scenarios via virtual reality headsets,
- Etc.





A3. THE M6 GROUP CSR ACTION PLAN

By **consulting** our **institutional, production, distribution and commercial partners**, along with **the general public** and our **employees** in **2021**, we have identified the **key CSR issues** that constitute the **basis of our CSR action plan**.

Made up of **six roadmaps**, this action plan not only shows us the way forward, it also **draws on the strengths of the M6 Group** in order to spread current best practices across the entire Group. Furthermore, **each roadmap includes initiatives** relating to the **Group’s TV and radio channels**, while involving **all employees** through **training and awareness schemes** or **by changing certain job practices**.

Through this CSR action plan, the **M6 Group is making a commitment** to its audiences, partners and employees regarding the following **key projects**:

ECO-FRIENDLY PRODUCTION

Rethinking certain production practices, from shooting to post-production, in order to **limit the environmental impacts**.

- M6 Group: member of the Board of Directors of the **Ecoprod** organisation.
- M6 Unlimited (M6 Publicité’s in-house agency): creation of **guidelines for eco-friendly behaviour**.
- Training in **eco-production** for **70** employees and the Carbon’Clap calculator for **30** employees.

MEDIA EDUCATION

Giving **young people** in particular the keys to **understand, decipher and interact** with **information** and the **media universe**.

- Partnership between **Gulli** and **CLEMI** (the French media and information literacy centre): for over **10 years**, during **the press and media week in schools**. Over several weeks, Gulli partnered with RTL to **guide** and coach a group of 11-12 year olds to help them **produce their very first radio reports** on five chosen topics and experience their **first live studio broadcast** on RTL.

DIGITAL SOBRIETY

Adapting our daily digital uses, from **designing** simpler websites and software to electronic equipment end of life.

- **Eco-stream mode** on **6play**: autoplay off, video quality optimisation, skip-intro option, etc.
- Partnership with a reintegration project led by non-profit **“Les Restos du Cœur”** to give our computers a second life. The refurbished computer hardware will be distributed via the Restos du Cœur charity circuit.
- **20 employees** instructed on the Digital Collage workshops

ANTI-WASTE

Fighting waste of all kinds by reducing the amount of waste produced.

- Partnership with **“Les Alchimistes”** to sort and compost all food waste produced by the Group’s company restaurants.
- Partnership with **“Chainon Manquant”**, an organisation that aims to fight waste and food insecurity.

EQUAL OPPORTUNITIES

Offering the same **professional development** opportunities to **everyone**:

- Partnership with the **2GAP platform**, which brings together women’s professional networks to improve the visibility of female experts across our channels.
- **Women’s mentoring** programme for M6 Group employees.
- Partnership with the **“Nos quartiers ont du Talent”** organisation.
- Partnership with the **“Rêv’elles”** non-profit organisation, which aims to help young women from working-class areas to free themselves from the shackles of social and societal determinism.

CARBON FOOTPRINT

Measuring the amount of greenhouse gases emitted by the Company as part of its operations:

- M6 Group **carbon assessment** updated in 2023.
- **Employee awareness-raising**: 1,100 employees trained on the Climate Fresk tool.
- **Low-carbon trajectory**: capitalising on the results of the two full carbon assessments carried out in 2021 and 2022 and making pragmatic reduction commitments in accordance with the challenges facing the M6 Group.

A4. DEDICATED CONTENT

The **responsibility** of a **content production and broadcasting group** also lies in its willingness to **raise public awareness** regarding **sustainable development** issues. **Environmental issues** and **developments** are present across **all Group channels** and in a **wide range of forms**: they are addressed according to the **editorial line** of **all genres** of programme (magazines, news, documentaries, entertainment, game shows, drama, cartoon films, etc.).

They are notably the subject of **numerous features** during **M6 news broadcasts** (*Le 12'45* and *Le 19'45*). In **2022**, the amount of environmental issues addressed **rose 21.1%** versus 2021. The creation of the “**Planète responsable**” feature presented by Samuel Duhamel has enhanced the presence of environmental issues in M6’s news programmes.

RTL radio station also actively contributes towards the M6 Group’s efforts to promote ecology and sustainable development issues, in particular through the weekly broadcast “**On refait la planète**”.

6play also seeks to raise awareness among its 16.6 million monthly users through the “**Green**” offer, which includes a catalogue of programmes on ecological topics, alongside **documentaries** and **content that is grounded in the daily lives of French people** and resolutely focused on sharing solutions (e.g. “**Objectif Zéro Déchet: un jeu d’enfant**” or “**Capital Solutions**”).

Furthermore, thanks to an **unprecedented multimedia system** spanning TV, radio and the online offer, the M6 Group **rallied all of its channels** in order to broadcast an exceptional **environment-themed schedule for the fourth consecutive year** at the beginning of **2023**.

As such, from **5 to 12 February 2023**, during **#SemaineGreen** [**#GreenWeek**], the M6 Group’s channels (*M6, W9, 6ter, Paris Première, Gulli, RTL, 6play, etc.*) broadcast over **60 hours** of information programmes, magazines, films and entertainment shows related to ecology and the environment, each with their own tone and editorial line.

The M6 Group’s commitment towards ecology helped raise awareness among a large part of the population, with **32.4 million French people*** having viewed the exceptional editorial campaign in 2023.

* Coverage (for 10 consecutive seconds) of programmes on the free channels that took part in the campaign (M6 + W9 + 6ter + Gulli) among French people with TV.

A5. CLIMATE CONTRACTS

The **M6 Group rallied support for environmental issues among audiovisual industry stakeholders** during the parliamentary debate on the French Climate & Resilience bill fuelled by the work of the Citizens’ Climate Convention think tank in June 2020.

The French Climate & Resilience Act of 22 August 2021 tasked the Arcom with promoting “**best practice guidelines**” known as “**climate contracts**” in order to encourage **more responsible practices**, particularly in terms of **sales communications**.

The M6 Group signed an **initial climate contract** on 30 June 2022, renewed on 30 June 2023, with a view to strengthening its key role in promoting virtuous behaviours and supporting the ecological transition.

The M6 Group has made several commitments on this front:

- **Editorial content**: creation and broadcasting of content on topics related to the environment, its protection and the fight against climate change, etc.
- **Sales communications**: creation of shared guidelines and

methodologies for calculating the carbon footprint of communications, along with ARPP initiatives, specifically regarding the strict implementation of its “Sustainable Development” recommendation, etc.

- **Internal and partner awareness-raising initiatives.**



SEMAINE GREEN DU 5 AU 13 FÉVRIER



A6. FOOD CHARTER

The M6 Group is a signatory of the French 2020-2024 food charter, which is in line with the objectives set out in Article 9

of the EU Audiovisual Media Services Directive (AVMSD) and aims to combat obesity in France. This illustrates the Group’s commitment to promoting a healthy, balanced diet and physical activity in the programmes and advertisements broadcast on its TV channels and digital platforms, as well as through voluntary commitments on all the radio channels whose advertising sales are managed by M6 Publicité.



**B. M6 Publicité,
tangible commitments
to promote responsible advertising**

B1. IMPLEMENTING COMMITTED OPERATIONS THAT ARE GROUNDED IN THE FIELD

M6 Publicité is **fully in line with the M6 Group's CSR policy** and follows its **CSR action plan**. The advertising sales house pursues **tangible initiatives** in the field alongside **non-profits**, the **rural community** and **brands** that have implemented an **ethical and sustainable approach**.

M6 PUBLICITÉ CSR TASK FORCE

Following the creation of the Engagement Department in November 2020, M6 Publicité's **CSR Task Force** brings together **employees** from the **various business lines** within the advertising sales house (marketing, sales, advertising production, legal and HR). Its purpose is to **develop and implement responsible societal and environmental initiatives** in line with the M6 Group **CSR roadmap** and intended for the various **stakeholders** of the advertising sales house (advertisers, agencies, M6 Pub employees, etc.). The M6 Publicité CSR Task Force works in **close collaboration** with the M6 Group Engagement Department.

Case study: organisation of the first M6 Publicité **"Hackathon Engagé"** event in June 2023.

LAUNCH OF M6 PUBLICITÉ'S FIRST "HACKATHON ENGAGÉ" EVENT

In 2023, M6 Publicité organised **its first "Hackathon Engagé" event** to provide **five non-profit organisations** with the opportunity to work alongside advertising professionals. For 24 hours, they worked on **writing their first TV advertisement**. The winning non-profit, **Latitudes**, will now **see its advertisement produced and broadcast** across M6 Group and 6play channels by the end of 2023.

OPERATION "CULTIVONS NOTRE AVENIR" WITH MIIMOSA

Working alongside MiiMOSA, the leader in crowdfunding to promote the agricultural and food transition, M6 Publicité has developed an unprecedented scheme called **"Cultivons notre avenir"** [Let's grow our future] to **support farmers** committed to making the **agro-ecological transition**. This scheme is supported by **three advertising partners**.

The **four farmers** with the **winning** agro-ecological transition projects (*anaerobic digestion, food processing, biodynamics, eco-friendly farming practices*) will benefit from a **€20,000 financial donation** and a **spotlight feature** in a **short programme** broadcast on M6 in September 2023.

"TOP CHEF DES POSITIFS" SOLIDARITY EVENT

A project launched by the **"Les Positifs"** collective, a group of **ten young individuals** with motor disabilities aged 10 to 20 from the Christian Dabbadie APF France Handicap institute for motor skills development (IEM), based in Villeneuve d'Ascq. The collective carries out **solidarity initiatives** with the aim of **re-establishing social ties**.

"Top Chef des Positifs" is a **cooking contest** designed to promote **inclusion**. During the event's second edition in June 2023, top French chefs helped six brigades (*each comprising a chef, two young persons with disabilities, one elderly nursing home resident, one foreign student from Lille 3 University and one employee from the health and social care sector*) to prepare gourmet French dishes.

M6 PUBLICITÉ, PARTNER OF THE "GRAND PRIX DE LA MARQUE ENGAGÉE" AWARDS

For the **sixth consecutive year**, M6 Publicité has partnered with the **"Grand Prix de la Marque Engagée" awards** for committed brands, organised by Produrable and Linkup.

The awards reward companies that have adopted an ethical and sustainable approach in their business model across **eight different categories**.



B2. PROVIDING INSIGHTS TO MARKET PLAYERS

Advertising is a growing concern among the French population. Advertising plays an essential role in **promoting more responsible means of consumption** and is becoming a real awareness-raising tool. M6 Publicité has been supporting these customers for many years by providing them with **market surveys, insights and trends**.

REGULAR SURVEY ENTITLED “LE TEMPS DES MARQUES RESPONSABLES”

Since 2019, M6 Publicité has conducted a **regular survey on changes in the responsible behaviours** of French people, the **perception of committed brands** and impactful communication vectors.

In 2023, M6 Publicité unveiled the **fourth edition** of its regular benchmark survey entitled “*Le Temps des Marques Responsables*” alongside its long-standing partner Sociovision.

The 2023 survey addresses the challenge of positive commitment and poses the question of “**how to develop a culture of long-term commitment**”. It relies on **cognitive science** to understand the **psychological and structural obstacles** to the implementation of responsible behaviours, as well as how to help brands **increase the efficacy** of their responsible communications, drawing on the expertise of the Impact Mémoire institute.





**C. M6 Publicité, solutions to promote
and highlight responsible communications
and brand commitments**

S6LIDAIRE

THE INCLUSIVE ADVERTISING ALTERNATIVE

CONCEPT

Broadcast of your advertisement in 1st position during the commercial break or before the audio podcast, preceded by a S6lidaire jingle to highlight your commitment.

ACTIVATION

Via radio (RTL, RTL2, FUN RADIO) and online audio.

CONCEPT

Engage the listener by promoting your eco-friendly product on radio through powerful solutions enhanced by contextualised jingles: Top Chrono Green, Springboard PP1 Green, Springboard PP1 Echo Green, Springboard Green Audio.

ACTIVATION

Via radio (RTL, RTL2, FUN RADIO, M RADIO) and online audio. Based on ADEME specifications on responsible consumption in advertising ("Publicité, offre consommation responsable")

ENHANCING THE VISIBILITY OF PRODUCTS WITH A LOWER ENVIRONMENTAL IMPACT



LE TEMPS DES COMPORTEMENTS RESPONSABLES

PROMOTING THE ADOPTION OF NEW CONSUMER PRACTICES

CONCEPT

Support change by promoting one or more responsible radio behaviours in our Echo PP1, where your advertisement will be preceded by a contextualised jingle.

NEW FEATURES

- Two new eligible behaviours: Bio-waste and reduction of water consumption

ACTIVATION

Via radio (RTL, RTL2, FUN RADIO, M RADIO) and online audio.

CONCEPT

Highlight your CSR message lasting a minimum of 30 seconds in premium positioning introduced by a dedicated jingle. An educational format that highlights and reinforces your commitment without time restrictions.

POSITIONING

Springboard PP1, outside commercial break or single-advertiser spot

ACTIVATION

Via radio (RTL, RTL2, FUN RADIO, M RADIO).

IMPROVING UNDERSTANDING OF ENVIRONMENTAL CRITERIA

COMMITTED VOICES TESTIMONIAL

Non-contractual images



**D. M6 Publicité, improving how we
understand
and measure our carbon footprint**

D1. UNDERSTANDING AND MEASURING THE IMPACT OF OUR ADVERTISING OPERATIONS

M6 PUBLICITÉ CARBON ASSESSMENT UPDATE

Carried out for the first time in 2021 and updated in 2022 via the M6 Group carbon footprint assessment, the carbon assessment of M6 Publicité's operations includes **all the storage, broadcasting and content reading data for all our media assets**, as well as advertisement production and head office operations (Scopes 1+2+3).

Specific measures aimed at reducing the carbon footprint of our M6 Publicité broadcasting and production operations are currently being implemented.

MEASURING THE CARBON FOOTPRINT OF ADVERTISING CAMPAIGNS

For the past two years, the advertising sector has striven to **measure its carbon footprint** in order to reduce it, and **several initiatives have emerged** on the part of advertising sales houses, agencies, inter-professional groups and independent third parties.

In order to **standardise** measurement of the carbon footprint of advertising campaigns, the various inter-professional bodies have decided to establish a set of **common guidelines and measurement tools** in **consultation with their members**.

M6 Publicité has actively contributed to the various SRI, BDR and SNPTV initiatives and monitors the deployment of measurement tools alongside DK consultants.

In June 2023, with the help of **BL Evolution**, the **SNPTV** published its **methodological framework** for **measuring the carbon footprint of broadcasting advertising campaigns on linear TV**. This framework **summarises the current state of in-depth discussions** on the carbon footprint of broadcast TV, which will be **supplemented** and **further developed** in the future.

As part of this method of developing a coordinated approach,

by the end of 2023, this framework **will be incorporated** into a **single calculator** shared by all advertising sales houses belonging to the SNPTV, developed by **DK**.

The **data used** for this calculator is derived **from market data** and **average data** approved by the working group, as well as **experts** such as **Médiamétrie**.

NATIONAL RADIO ADVERTISING SALES HOUSES, KEY PLAYERS IN THE ECOLOGICAL TRANSITION:

As from June 2022, all **national radio advertising sales houses** sign an annual **climate contract** under the aegis of Arcom, the French General Commission for Sustainable Development (CGDD) and the Ministry of Ecological Transition.

In April 2023, this group of public and private sector stakeholders, members of the Bureau de la Radio federation, developed alongside DK consultants a system for measuring the broadcasting carbon footprint of a radio and audio advertising service (in tCO2e).

THE PURPOSE OF THIS INITIATIVE WAS TWOFOLD:

- Agree on a **calculation method** based on collective assumptions stemming from market data and current knowledge, as well as data averaged out for all the advertising sales houses included in the project, with the help of third-party expert DK;

Incorporate these guidelines into a **shared tool** for all members to allow them to calculate the carbon footprint of radio and audio advertising campaigns and share this information with their partners.

We are currently reviewing a project aimed at incorporating carbon impact indicators into the assessments of advertising campaigns broadcast across our assets, with a view to making this data available in 2024.

D2. REDUCING THE IMPACT OF ADVERTISEMENT PRODUCTION

PUBLICATION OF A GUIDE TO BEST PRODUCTION PRACTICES

M6 Unlimited (M6 Publicité's in-house agency) helps its partners and advertisers organise **more responsible shoots**. To raise awareness and encourage Group in-house producers, service providers and customers to adopt eco-friendly production practices, M6 Unlimited has implemented a **guide to production best practices**.

Broken down into **five themes** covering the entire process, several tips are provided to help producers make better allowance for the environmental issues surrounding shoots, such as:

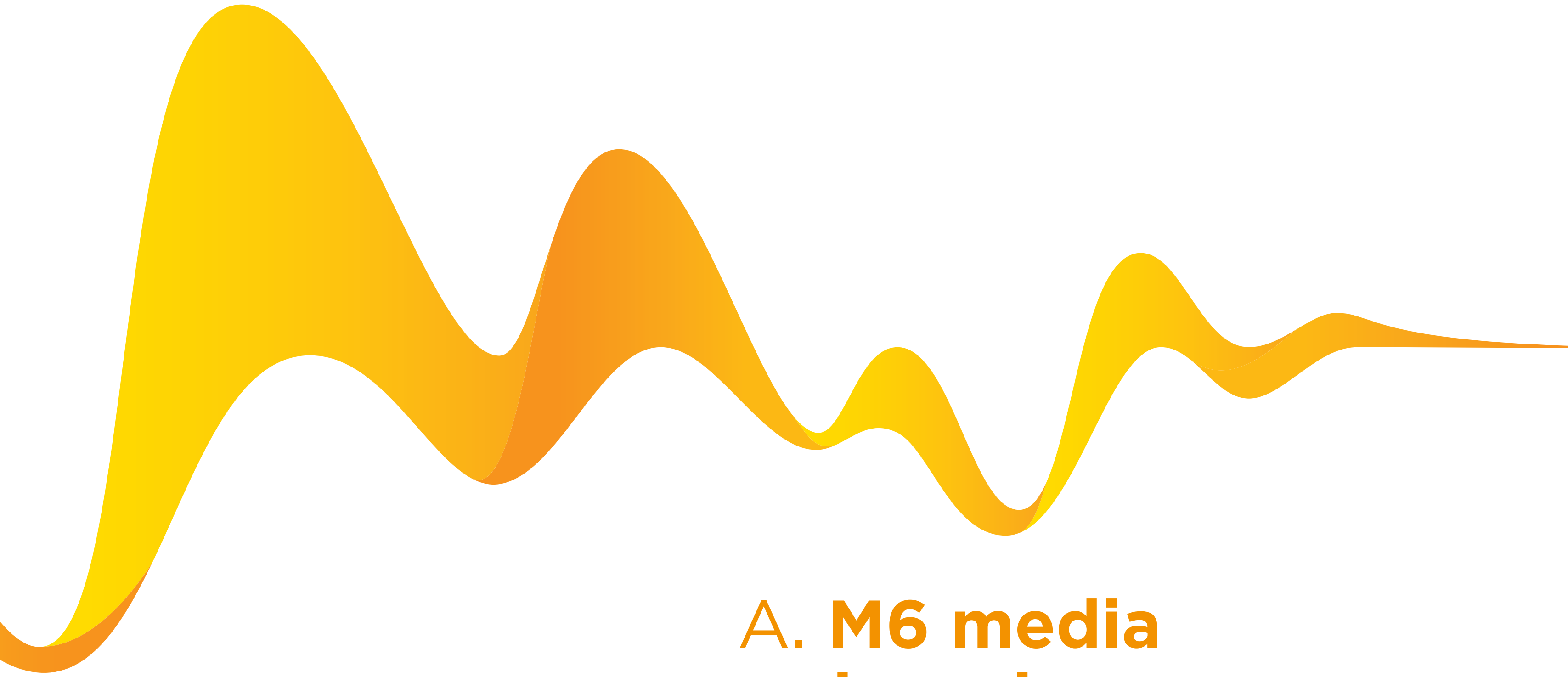
- During pre-production: consider and optimise the CSR impact on production from the beginning of the writing process;
- During production: implement an eco-friendly management system, prefer carpooling, optimise waste management and recycle sets;
- During post-production: prefer low-resolution work and archiving whenever possible.





03

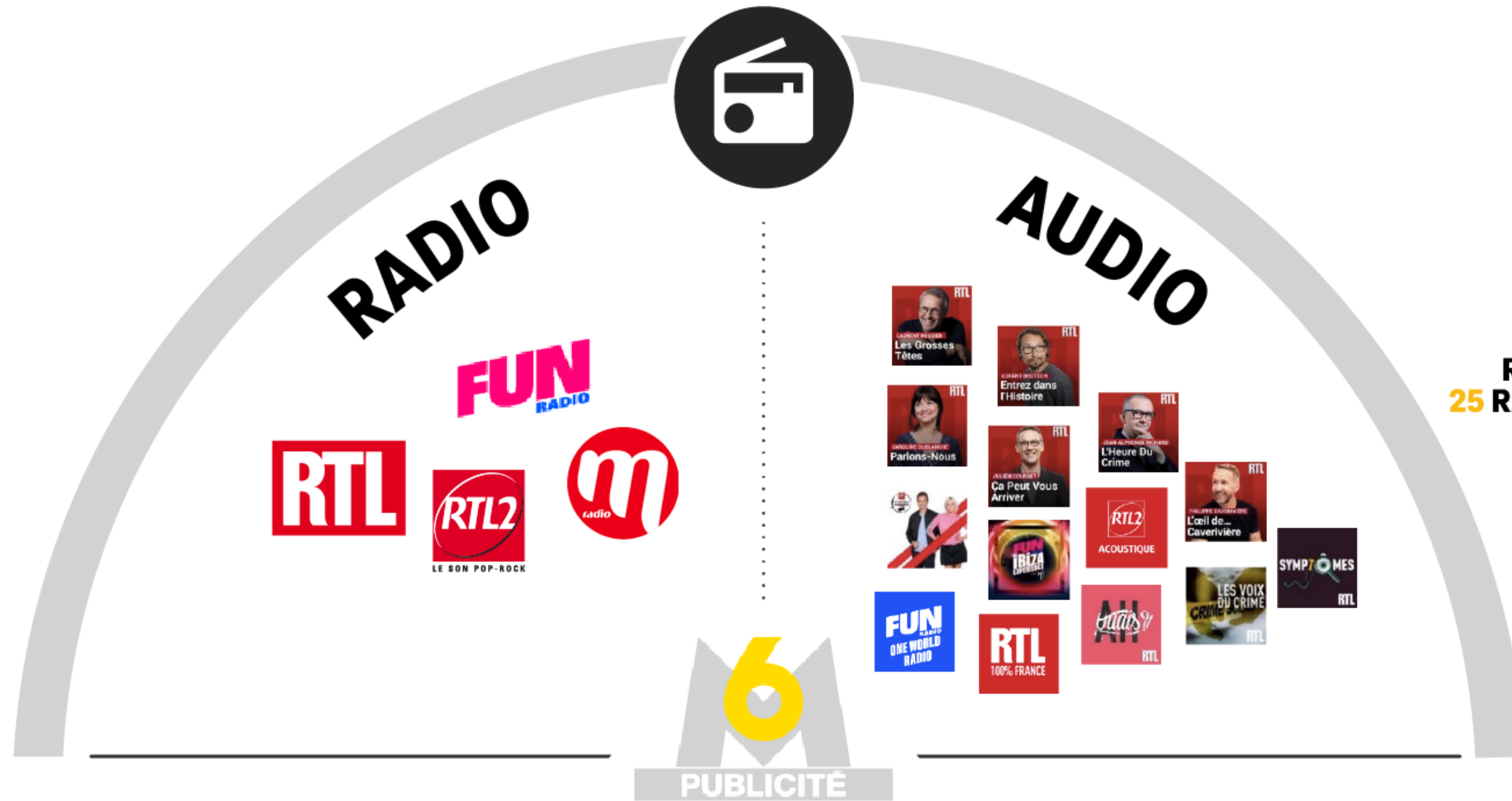
**THE M6 PUBLICITÉ
RADIO-AUDIO OFFER**



**A. M6 media
brands**

The M6 Publicité radio and audio ecosystem

4
STATIONS DE RADIO
1^{ER} GROUPE DE RADIO PRIVÉ
19% DE PDA
SUR CIBLE ENSEMBLE



61M
D'ÉCOUTES PAR MOIS
+100 PODCASTS
REPLAY ET NATIFS
25 RADIOS DIGITALES
UNE OFFRE RÉFÉRENTE

Radio: Médiamétrie. EAR September 22-June 23, Mo-Fri 5am-midnight, aud. sh. 13+ / Leading private radio group with or without M Radio
 Online audio: ACPM combined Live radio, eStat Podcast, eStat Streaming (online radio); average Sept. 22-June 23

RTL, RTL2, FUN RADIO, M RADIO

4 COMPLEMENTARY STATIONS



LIVING TOGETHER

Leading private radio station in France
5.5 million listeners per day

Benevolence and impertinence will be the hallmarks of the 2023/2024 season.

RTL seeks to achieve several goals: educate its listeners, help them understand the news through insightful analyses, and give them time to chill out.

The station's scheduling focuses on news, offering different points of view and complementary angles to help form your own opinion. Humour is the second pillar of the new schedule, with the arrival of Marc-Antoine Le Bret and Alex Vizorek at the end of the day plus a second dose of Philippe Caverivière.



LE SON POP-ROCK

THE POP-ROCK SOUND

Leading young adult music provider
among 25-49 year olds and high earners
2.1 million listeners per day

For this new season, RTL2 is once again surrounding itself with pop-rock experts!

From **Double Espresso** presented by Grégory Ascher and Justine Salmon to **Foudre** with Waxx, from Carole Vega's **Pop-Rock Collection** to **Le Drive RTL2** hosted by Eric Jean-Jean, not forgetting **Pop-Rock Station** presented by Marjorie Hache and Francis Zégut, the radio station for pop-rock music once again boasts a strong schedule hosted by music experts!

RTL2 is also the go-to station for live music, offering listeners privileged performances by iconic pop-rock musicians, both in our studios and across France via the RTL2 Pop-Rock Live concerts.



ENJOY THE MUSIC

2nd leading private morning show among
25-49 year olds
1.9 million listeners per day

FUN RADIO offers a unique promise combining electro, DJs and FUN! FUN RADIO will always put you in a good mood thanks to flagship programmes including France's longest morning show with **Bruno sur FUN RADIO, Le Studio** from 4 pm to 7 pm and the Cartman talk show from 7 pm!

Weekends are dedicated to electro; over a thousand different songs are broadcast each month, representing a wide variety of musical genres.

FUN RADIO also knows how to launch a hit event with the return of the **FUN RADIO Ibiza Experience** (FRIE): dance to the world's greatest DJs on 5 April 2024!



M RADIO

Number 1 for French chanson

As a warm, feminine, family station, M RADIO attracts over 540,000 listeners each day thanks to its focus on French pop music. It is the only radio station in France to support French chanson from the 1980s to the present day:

Christophe Maé, Calogero, Céline Dion, Clara Luciani, Francis Cabrel, Pascal Obispo, Vianney, Mylène Farmer, Louane, Patrick Bruel, Julien Doré, Florent Pagny, to name but a few...

Each day, iconic presenters convey the station's values: authenticity, proximity and conviviality!

Between 6 am and 10 am, Vincent Cerutti and Isabelle Giami are there to ensure you start the day in a good mood, laughing and singing! Play "**Le 3 sur 5**" at 07:15 and 8:15 to see if you can win one of the many prizes on offer!

* Médiamétrie EAR National, September 2022-June 2023, Mo-Fri, Combined 13+ audience and targeted audience share ranking based on 16 national commercial radio stations.

FLAGSHIP CONTENT

IN ONLINE AUDIO VERSION*

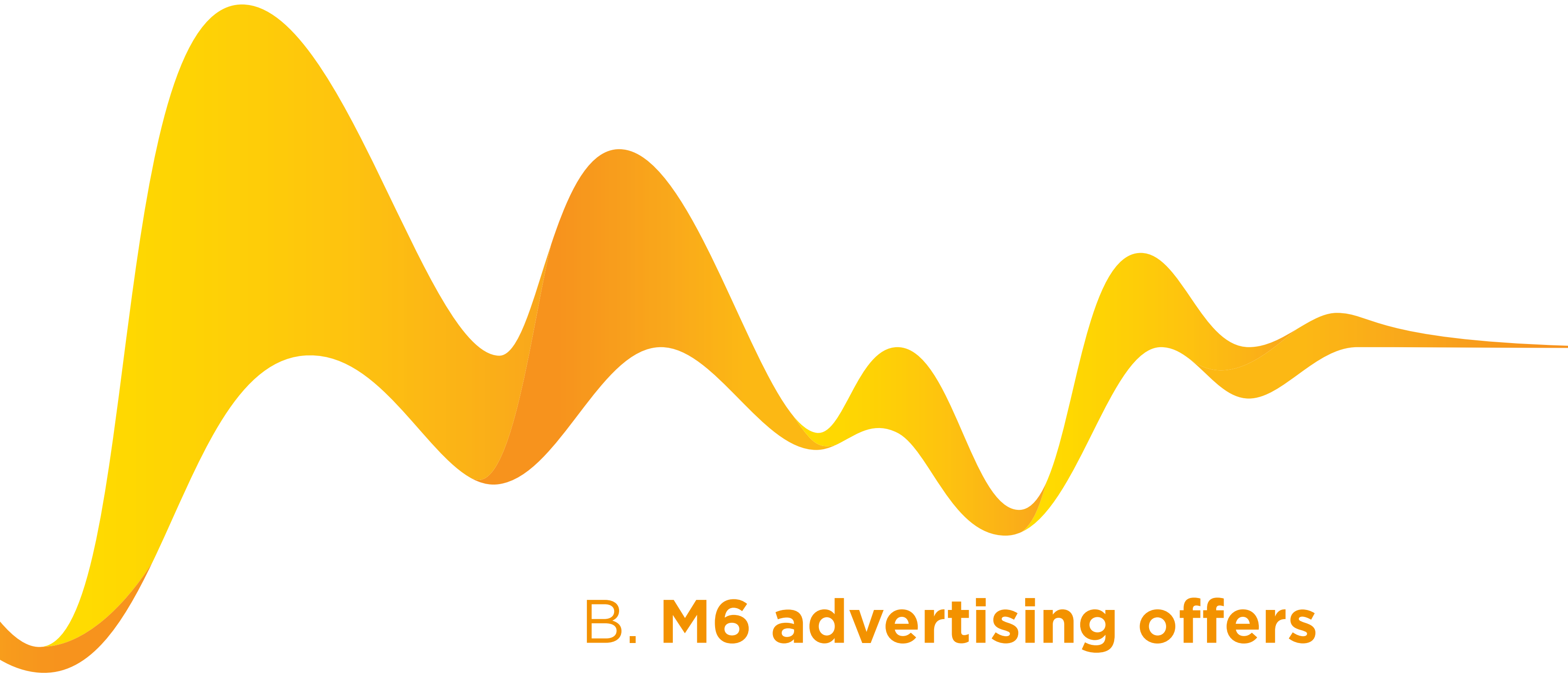
REPLAY PODCASTS



ORIGINAL PODCASTS

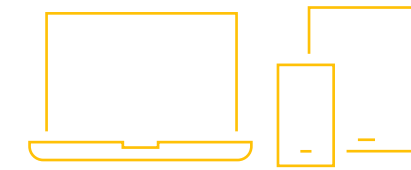


* Excluding M RADIO content



B. M6 advertising offers

Radio is going digital



20%
of radio listening is done
on DIGITAL devices.



7 PP
increase in coverage thanks to
online audio (vs. radio) in 5 years.



30

STCS RADIO OFFER 2024

01
SERVICES FOR
CUSTOMERS

02
M6 GROUP
CSR STRATEGY
AND COMMITMENTS

03
THE M6 PUB
RADIO-AUDIO
OFFER

04
PRICE TERMS
AND CONDITIONS

05
COMMERCIAL
DISCOUNTS

06
STANDARD
TERMS AND
CONDITIONS OF
SALE

07
MATERIALS

08
DEFINITIONS

09
APPENDICES

Radio & Audio

OUR BRAND EXPOSURE SOLUTIONS



INSTANT IMPACT

- Top Chrono



RETENTION

- Echo PP1



ENGAGEMENT

- 6Green range
- Responsible behaviour range
- S6lidaire range
- Testimonial



EXPOSURE

- Springboard range
- Audio channel voice
 - 6break audio
 - Audio + display



INTERACTION

- Shake me



EDUCATIONAL

- Long format



Top Chrono is also broadcast at the weekend

INSTANT IMPACT

YOUR VERY OWN COMMERCIAL BREAK DURING FRANCE'S LEADING PRIVATE MORNING SHOW

The Top Chrono commercial breaks are broadcast in prime time and reserved for a single advertiser. They are preceded by a "countdown" jingle announcing the return of the programme in less than 30/45 seconds.

EXPOSURE

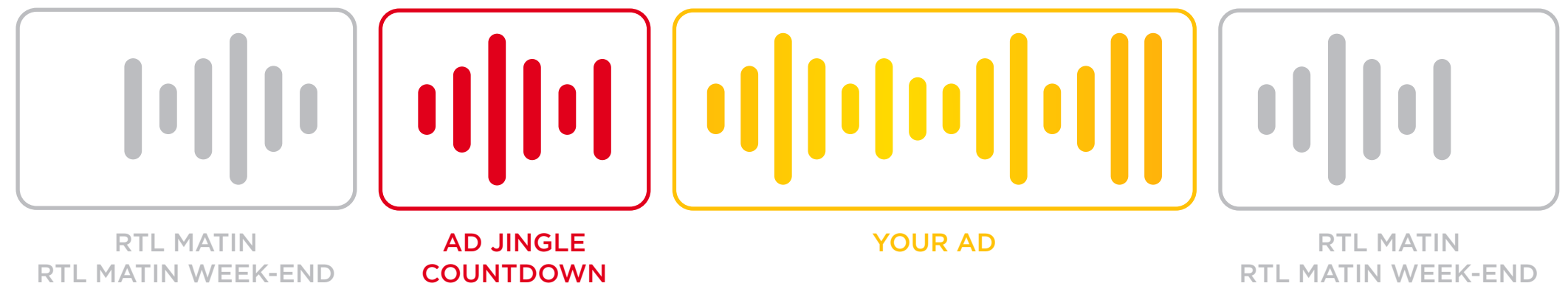
- Exclusive short commercial break (1 advertiser, max. 45 sec.)
- Perfect integration within the editorial context
- Jingle countdown to capture and hold the listener's attention

POWER

Broadcast during France's leading private morning show reaching 3 million listeners every weekday and over 2 million at the weekend.

Available on RTL for commercial breaks labelled 0609/0639/0709/0739/0809

on weekdays and commercial breaks 0700/0730/0800 and 0830 at the weekend.



**GREEN FORMAT
AVAILABLE**

* Médiamétrie EAR National, September 2022-June 2023,
Mo-Fri 7am-9am, Sat & Sun 6am-9:15 - 13+ target
Average quarter-hour leader (16 commercial stations).

The Springboard range is enhanced by weather jingles

EXPOSURE

BOOST YOUR AD BY PUTTING IT AT THE START OF THE COMMERCIAL BREAK ON RADIO OR BEFORE THE PODCASTS

HOW IT WORKS

Advertisement in 1st position on radio or before the audio podcast, preceded by a contextualised jingle according to a calendar highlight: contextualised jingle depending on the weather.

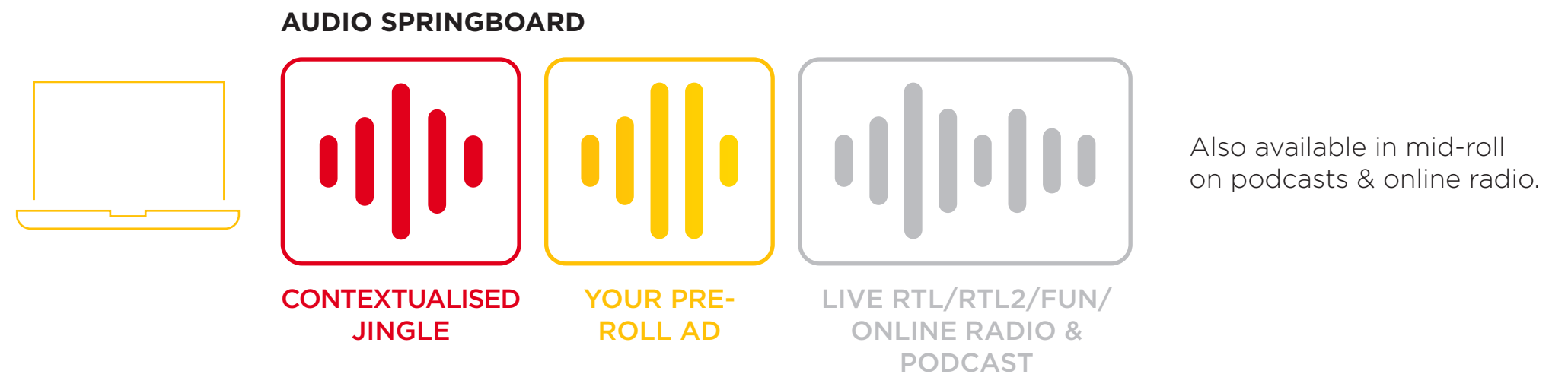
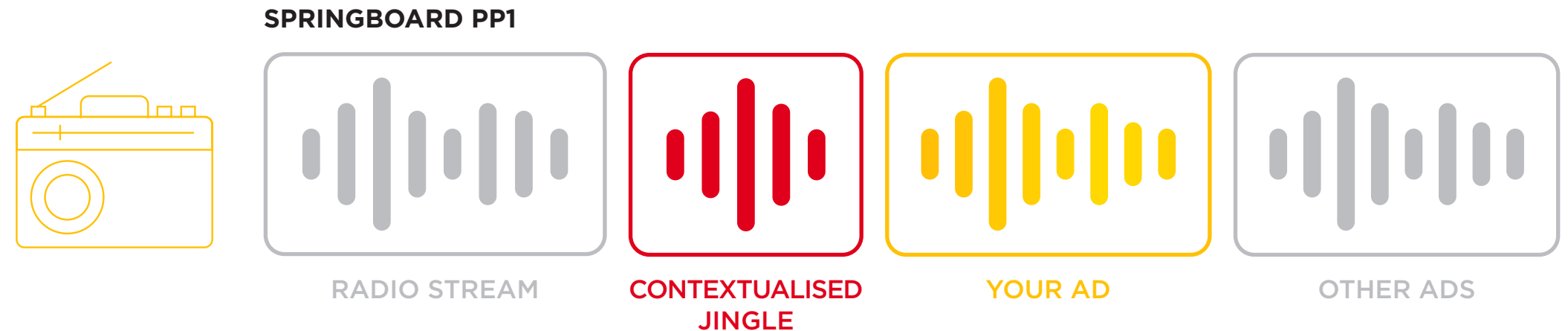
Contextualise your message depending on the weather:

- New weather jingles: Hot and Cold.

BENEFITS

- +6 pts of spontaneous recall vs. 1st position
- x4 spontaneous recall vs. middle of break

Available on RTL, RTL2, FUN RADIO, M RADIO (excluding online audio).



* Post-test conducted by Panel Opinion among 600 respondents aged 25-59

Echo PP1

RETENTION

LEVERAGE AD REPETITION TO OPTIMISE RECALL

CONCEPT

- Thanks to first position broadcasting, M6 Publicité helps advertisers improve their advertisement's exposure.
- The advertisement is then repeated during the same commercial break using the Echo format to boost recall.
- +55% spontaneous recall vs. a standard 1st position.

THE ECHO MECHANISM

- A listener calls the station's telephone operator.
- They ask a question about the advertisement they have just heard.
- The operator replies and repeats the key information in the message.
- Available on RTL, RTL2, FUN RADIO, M RADIO.



YOUR AD
IN 1ST POSITION



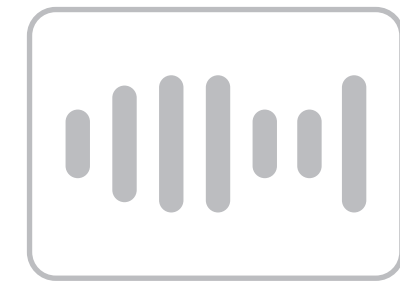
NEXT
AD 1



NEXT
AD 2



FORMAT
ECHO
10-15 SEC



CONTINUATION AND
END OF BREAK

GREEN FORMAT
AVAILABLE



Happy Hour offer

PRIVATISE AN HOUR OF AIRTIME ON ONE OF OUR THREE STATIONS



1 HOUR

- During lunch break on RTL2
- In the evening during **BONUS TRACK** on RTL and **L'AFTER** on FUN RADIO

A single advertiser

Traditional advertisements at start and finish & 6 channel voice-over messages during privatisation.
Pricing: please contact us



Mo-Fri 9-10 pm/Bonus Track
E. Jean-Jean



Mo-Fri 1-2 pm
Le Son Pop-Rock RTL2



Mo-Fri 10 pm-midnight
L'After FUN RADIO



CONTACT M6 PUBLICITÉ
IF ACTIVATION REQUIRED
ON M RADIO

* Offer excluding local advertising, subject to station approval and schedule availability

A wide range of targeting options

ON RADIO

REACH YOUR CONSUMERS ACCORDING TO THEIR AGE, SOCIAL GROUP, LOCATION OR PURCHASING BEHAVIOUR



SOCIO-DEMOGRAPHIC

- Gender
- Age
- Socio-professional class
- Income
- Multiple criteria



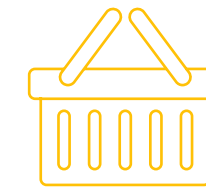
GEOLOCATION

- Region
- Province
- Postcode



BEHAVIOUR

- Leisure activities
- Areas of interest
- Travel and holidays
- Property
- Investment



BUYERS

- Mass retail
- Cars
- New technologies
- Video games
- Cultural goods



Online Audio

DATA AT THE HEART OF THE M6 ONLINE AUDIO OFFER WITH SMART AUDIO*



Take advantage of a targeting offer that meets all your audio campaign objectives: maximise your impact on targets, reach an audience with strong affinities, geolocate your message.

- Targeting variables
 - socio-demographic
 - household structure
 - income level
 - geolocation
 - geotypes
 - interests
 - DCO (weather)
- Data quality: 1st party targeting via the M6 Group 360° DMP (supplemented by 3rd party on external media)
- Strong offers: all formats and media

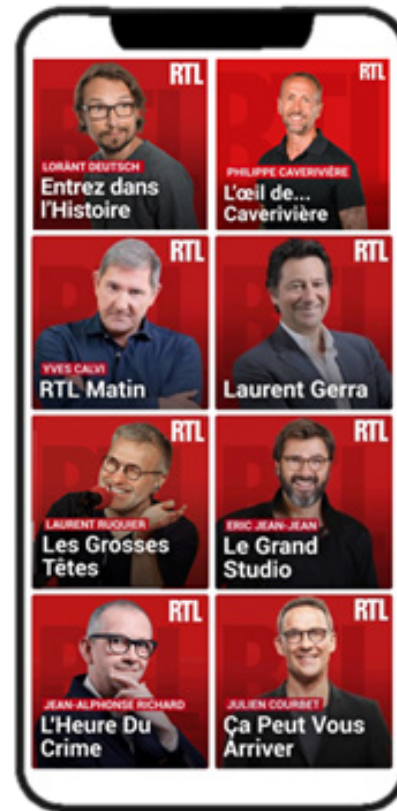
Our RTL, RTL2 and FUN RADIO websites and applications have received “Digital Ad Ratings” certification, the 1st broadcaster application to be certified by Nielsen.

* Excluding M RADIO content

The M6 Publicité offer

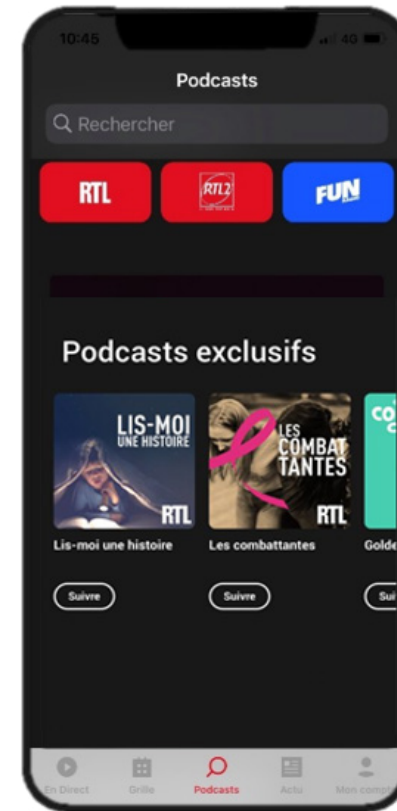
PURCHASING ADVERTISING SPACE*

PODCAST SPONSORSHIP



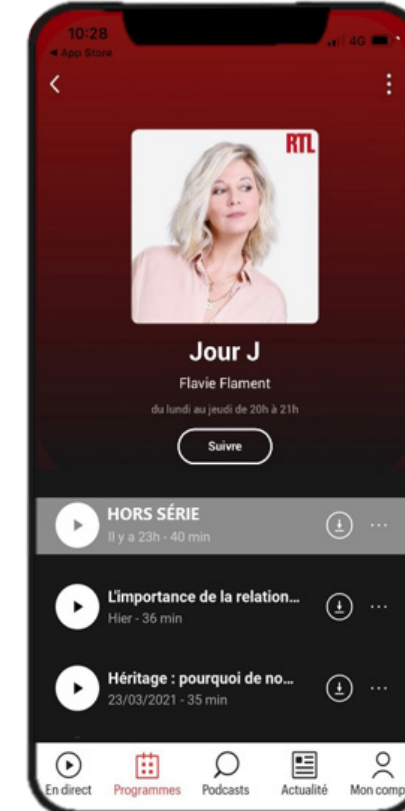
Benefit from sharing your values thanks to 100% brand presence across the podcast(s) of your choosing.

SPECIAL EPISODES



Capitalise on a programme's loyal audience and offer exclusive content around a special episode.

CO-PRODUCTION



Create a 100% editorialised podcast series on the topic you wish to highlight, in co-production with RTL.

BRANDED PODCASTS



Develop your own custom audio storytelling based on M6 Unlimited's editorial and technical know-how.

* Excluding M RADIO content



STCS RADIO OFFER 2024

38

01 SERVICES FOR CUSTOMERS

02 M6 GROUP CSR STRATEGY AND COMMITMENTS

03 THE M6 PUB RADIO-AUDIO OFFER

04 PRICE TERMS AND CONDITIONS

05 COMMERCIAL DISCOUNTS

06 STANDARD TERMS AND CONDITIONS OF SALE

07 MATERIALS

08 DEFINITIONS

09 APPENDICES

Leverage the media power of podcasts



WITH THE CROSSPOD SOLUTION



Non-contractual model



- Unique visibility at the heart of the RTL audio offer.
- Enhanced contextual media coverage.
- Boost listening and subscriptions to your podcast.

In partnership with Audiomeans.

M6 Publicité helps you

BUILD YOUR RADIO-AUDIO CAMPAIGNS



To integrate online audio into each radio campaign, M6 Publicité has partnered with Pop Radio in order to offer an online audio media planning module linked to the radio media planning offer.

Amid the current digitisation of radio, this module will present a complete theoretical overview of radio-audio solutions for radio stations marketed for audio advertising by M6 Publicité.



STCS RADIO OFFER 2024

40

01
SERVICES FOR
CUSTOMERS

02
M6 GROUP
CSR STRATEGY
AND COMMITMENTS

03
THE M6 PUB
RADIO-AUDIO
OFFER

04
PRICE TERMS
AND CONDITIONS

05
COMMERCIAL
DISCOUNTS

06
STANDARD
TERMS AND
CONDITIONS OF
SALE

07
MATERIALS

08
DEFINITIONS

09
APPENDICES

Cross Audio pack

6 AFFINITY CONTEXTS TO TRACK YOUR AUDIENCES
ACROSS ALL LINEAR AND DIGITAL TOUCHPOINTS

NEWS PACK



31 MILLION
CONTACTS

RADIO

- Info segments
- 6 ads per day
- 20" base

ONLINE AUDIO

- RTL Info Live Player
- RTL News podcast pack

1-WEEK
CAMPAIGN*
BUDGET:
€60,000

GROSSES TÊTES EXTENDED PACK



25 MILLION
CONTACTS

RADIO

- Programme sponsorship at start and finish (3.30 pm-6 pm)
- 2 ads per day
- 8" base

ONLINE AUDIO

- **Grosses Têtes** podcast
- 100% **Grosses Têtes** online radio

1-MONTH
CAMPAIGN
BUDGET: €35,000

COOKERY PACK



24 MILLION
CONTACTS

RADIO

- Sponsorship of **L'Astuce du Chef**, **La Guinguette d'Angèle** and **Balades Gourmandes** at start and finish
- 4 ads per day
- 8" base

ONLINE AUDIO

- **L'Astuce du Chef**, **La Guinguette d'Angèle** and **Balades Gourmandes** podcasts

1-MONTH
CAMPAIGN
BUDGET:
€110,000

ENTERTAINMENT PACK



8.5 MILLION
CONTACTS

RADIO

- 9 ads per day
- 20" base

ONLINE AUDIO

- FUN RADIO Live Player
- FUN RADIO Online radio
- FUN RADIO Podcasts

1-WEEK
CAMPAIGN*
BUDGET:
€35,000

POP-ROCK PACK



12 MILLION
CONTACTS

RADIO

- 9 ads per day
- 20" base

ONLINE AUDIO

- RTL2 Live Player
- RTL2 Online radio
- RTL2 Podcasts

1-WEEK
CAMPAIGN*
BUDGET:
€55,000

WELL-BEING PACK



2.6 MILLION
CONTACTS

RADIO

- 9 ads per day
- 20" base

ONLINE AUDIO

- Podcasts of Caroline Dublanche, Flavie Flament and Ophélie Meunier programmes (RTL)

1-WEEK
CAMPAIGN*
BUDGET:
€10,000

Médiamétrie EAR April-June 2023, EAR Insights 2023, red period, pricing at 21 August 2023, airtime fees included

* Up to 2 weeks on online audio

Radio: 13+ target contacts

Prices subject to revision



STCS RADIO OFFER 2024

41

01
SERVICES FOR
CUSTOMERS

02
M6 GROUP
CSR STRATEGY
AND COMMITMENTS

03
THE M6 PUB
RADIO-AUDIO
OFFER

04
PRICE TERMS
AND CONDITIONS

05
COMMERCIAL
DISCOUNTS

06
STANDARD
TERMS AND
CONDITIONS OF
SALE

07
MATERIALS

08
DEFINITIONS

09
APPENDICES

Radio TV sponso pack

LEVERAGE THE LINKS FORGED BY ICONIC PERSONALITIES ACROSS OUR MEDIA

RTL 6 L'Oeil de Philippe Caverivière
PHILIPPE CAVERIVIÈRE



7.55 am on RTL
1.25 pm on M6

RTL 6 Ça peut vous arriver
JULIEN COURBET



9 am to midday on RTL
10 am to 12.30 pm on M6

RTL2 W9 Le Double Espresso
GRÉGORY ASCHER
AND JUSTINE SALMON



6-9.30 am on RTL2
7-9 am on W9

Pricing: please contact us

Capitalise on sponsorship



OPPORTUNITIES ON RTL



MONTHLY PURCHASING

- One 8-second billboard per day at start of broadcast
- Message read live or pre-recorded
- Possibility of online audio sponsorship (live or podcast)



7.56 am & 8.34 am L'ŒIL DE...
PHILIPPE CAVERIVIÈRE



8.38 am ÇA VA BEAUCOUP MIEUX
JIMMY MOHAMED



8.45 am LA RECETTE DE CYRIL LIGNAC
CYRIL LIGNAC

Subject to station confirmation, schedule modification and availability at booking time. Pricing: please contact us.

Capitalise on sponsorship



OPPORTUNITIES ON M RADIO



SPONSORSHIP	NUMBER OF MESSAGES/DAY		NUMBER OF MESSAGES/MONTH
	AUDIO BRANDINGS	SELF-PROMO	
Weather	Mo-Fri from 6 am to 10 am: five 7-sec ads "the weather on M Radio with..."	Sun-Th: four 15-sec ads "Get the weather forecast from Monday to Friday on M Radio with + ad tagline"	60 audio brandings 80 self-promos
Horoscope	Mo-Fri from 6 am to 10 am: five 7-sec ads "the weather on M Radio with..."	Sun-Th: four 15-sec ads "Hear your horoscope from Monday to Friday on M Radio with + ad tagline"	60 audio brandings 80 self-promos

	NUMBER OF MESSAGES/DAY		NUMBER OF MESSAGES/MONTH
	AUDIO BRANDINGS		
On the hour Morning	Mo-Sun from 6 am to 1 pm: eight 7-sec ads "... tells you the time"		224 audio brandings
On the hour Afternoon	Mo-Sun from 2 pm to 9 pm: eight 7-sec ads "... tells you the time"		224 audio brandings

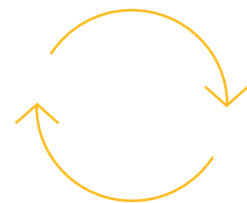
Pricing: please contact us

Expand your advertising reach with our new First Music offer enhanced by

SIMULTANEOUS PURCHASE ON OUR 3 MUSIC STATIONS



INTEGRATION IN THE SAME 1/2H SLOT - SINGLE RATE - SINGLE INVOICE

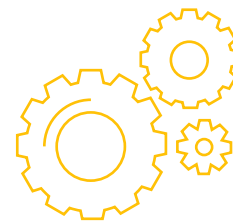


POWERFUL COUPLING



6.1 MILLION

listeners aged 25-49 each week



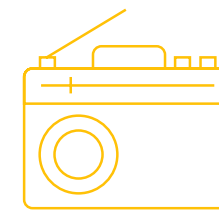
OPTIMISED COVERAGE



Contribution of

+680,000

listeners aged 25-49 vs. First coupling



MINIMUM DUPLICATION



Among 25-49 year olds

90%

of M RADIO listeners listen to neither FUN nor RTL2

EAR Insights JM23, average week Mo-Fri 5am-midnight, maximum coverage FUN+RTL2+M RADIO. Contribution of M RADIO vs FUN+RTL2 - M RADIO exclusives vs First - 25-49 yrs target



04

**PRICE TERMS
AND CONDITIONS**

Prices

All M6 Publicité Radio gross prices and their terms and conditions described below may be consulted on the **M6 Publicité** website.

Our prices are exclusive of VAT and any new taxes will be payable by our customers. Our prices are subject to change at any time during the year.

1. GROSS PRICE

The gross price corresponds to the unit cost of an advertisement broadcast within a commercial break on one of the media marketed by M6 Publicité Radio in 2024.

This price varies depending on the medium and the half-hour start time of the commercial break in which the advertisement is positioned.

It is expressed on the basis of a 30-second format and is weighted according to the format index (see chapter on “Format Indices”).

The price (and audience) taken into account when broadcasting an advertisement is the price (and audience) in effect at the time of broadcasting and corresponding to the half-hour start time of the commercial break. In the event of a dispute, the time stamp of the station concerned will be considered definitive.

Airtime fees are invoiced on the basis of the number of advertisements broadcast on all M6 Publicité Radio media, at a rate of €32 net excluding VAT per advertisement. Airtime fees are not eligible for any commercial discounts.

The sales conditions applicable to the gross prices are those set out in the M6 Publicité 2024 Radio STCS.

2. FIRST MUSIC

First Music is a single rate allowing simultaneous purchase of the same national FUN RADIO, national RTL2 and national M RADIO product for the same wave. This price must be validated with the Sales Department at time of booking. M6 Publicité also reserves the right to suspend the First Music offer for select periods of the year, particularly in accordance with schedule availability.

The First Music rate corresponds to the combined unit amount for all three stations and may be revised upon publication of each national survey of listening figures by Médiamétrie. The price (and audience) taken into account when broadcasting an advertisement is the price (and audience) corresponding to the half-hour start time of the commercial break. In the event of a dispute, the time stamp of each station concerned will be considered definitive. The First Music price is not subject to any positioning conditions other than the surcharges applicable in the case of multiple advertisements.

How to book: First Music schedules must be optioned at least 6 weeks before the first broadcast day of the campaign. All schedules optioned within these 6 weeks will be budgeted on the basis of the unit prices of each station and invoiced according to each station’s terms and conditions of sale.

First Music is not available for purchase at guaranteed net cost per GRP and cannot be combined with the purchase of a 48h Pass.

Airtime fees will be charged at a rate of €32 net excluding VAT per advertisement broadcast and per station. They are not eligible for any commercial discounts.

The sales conditions applicable to the First Music prices are those set out in the M6 Publicité 2024 Radio STCS.

3. SINGLE-ADVERTISER SPOT

A single-advertiser spot is a position reserved for a single advertiser within RTL’s schedule.

The prices of single-advertiser spots are provided subject to changes in the schedules. Until the day of broadcast, M6 Publicité reserves the right to close half an hour to advertising.

Single-advertiser spots must be specifically requested from the sales departments.

Single-advertiser spots are not available for purchase at guaranteed net cost per GRP.

Airtime fees are invoiced on the basis of the number of advertisements broadcast on RTL, at a rate of €32 net excluding VAT per advertisement. They are not eligible for any commercial discounts.

The sales conditions applicable to single-advertiser spot prices are those set out in the M6 Publicité 2024 Radio STCS.

Adjustments



The adjustments below apply to all prices published by M6 Publicité.

1. FORMAT INDICES

DURATION (seconds)

5
10
15
20
25
30
35
40
45
50
55
60

FORMAT INDEX

50
62
81
93
97
100
125
150
170
190
210
240

The format of the advertisements delivered must adhere strictly to the duration reserved. For any other format, please contact us.

2. SEASONAL INDICES

PERIOD

01/01 - 25/02
26/02 - 07/04
08/04 - 21/04
22/04 - 12/05
13/05 - 14/07
15/07 - 25/08
26/08 - 17/11
18/11 - 01/12
02/12 - 24/12
25/12 - 31/12

RATE

WHITE
RED
ORANGE
ORANGE
VIOLET
WHITE
BLUE
BLUE
BLUE
WHITE

SEASONAL INDEX

100
135
125
125
145
100
158
158
158
100

For each period, the valid prices are those indicated in the "M6 Publicité Radio Prices 2024" document available on the **M6 Publicité** website.

M6 Publicité reserves the right to amend the seasonal indices during the year. In this case, the period and the new index will be communicated no later than 10 calendar days before the amendment comes into force.

Adjustments



3. POSITIONING CONDITIONS

Positioning surcharges apply to the prevailing gross price of the station selected at time of booking.

3.1. 48H PASS

At a time when we are gradually decreasing advertising time on our channels, M6 Publicité is offering the 48h Pass to ensure that advertisers can access the schedule, particularly during busy periods.

With the 48h Pass, advertisers are granted access to the schedule no later than 48 hours (i.e. 2 business days) after the booking request with a guaranteed service rate of 100% of the requested volume. It takes precedence over all other purchase methods.

It also enables scheduling to be locked, even well in advance of the broadcast.

With the 48h Pass, a surcharge of €90 net per advertisement is applied to the wave, except on RTL prime time (6-9 am) Monday-Friday, where the surcharge is increased to €250 net. 48h Pass requests are processed in order of receipt by the Scheduling Department. Subject to schedule availability.

3.2. COMMERCIAL BREAK SERVICE

Service available on RTL only. It allows the choice of a specific commercial break from among those included in the same unit of sale at time of booking.

Advertisers can thus choose the exact commercial break in which their advertisement will be broadcast, as close as possible to the desired programme.

10% surcharge on the prevailing gross price.

* thereafter by order of delivery to Scheduling Department (see detailed terms and conditions on page 49)

Adjustments



3.3. PREFERRED POSITIONING

Placing an advertisement at the beginning or the end of a commercial break gives the advertiser greater visibility. Preferred positioning is priced for first position in the commercial break (T1), 2nd position (T2), 3rd position (T3), antepenultimate position (F3), penultimate position (F2) and end of commercial break (F1):

■ All time slots: **+20%**

3.4. CUSTOMISED POSITIONING

Choice of position in the commercial break, including preferred positioning.

■ All time slots: **+25%**

3.5. SPRINGBOARD PP1

1st position with thematic jingle.

■ All time slots: **+30%**

3.6. ECHO PP1

Thanks to first position broadcasting, M6 Publicité helps advertisers improve their advertisement's exposure. The advertisement is then repeated during the same commercial break using the Echo format to boost recall.

■ All time slots: **+30%**

The design of the Echo format is provided by M6 Publicité.

3.7. PLACEMENT OUTSIDE COMMERCIAL BREAKS

Service available on request.

3.8. TOP CHRONO

The Top Chrono commercial break is broadcast in prime time and reserved for a single advertiser. It is preceded by a "countdown" jingle announcing the return of the programme in less than 30/45 seconds.

■ **+30%** surcharge on the prevailing gross price.

3.9. TWO ADVERTISEMENTS FOR THE SAME PRODUCT IN THE SAME COMMERCIAL BREAK

20% surcharge on the advertisement with the shortest format in the same commercial break.

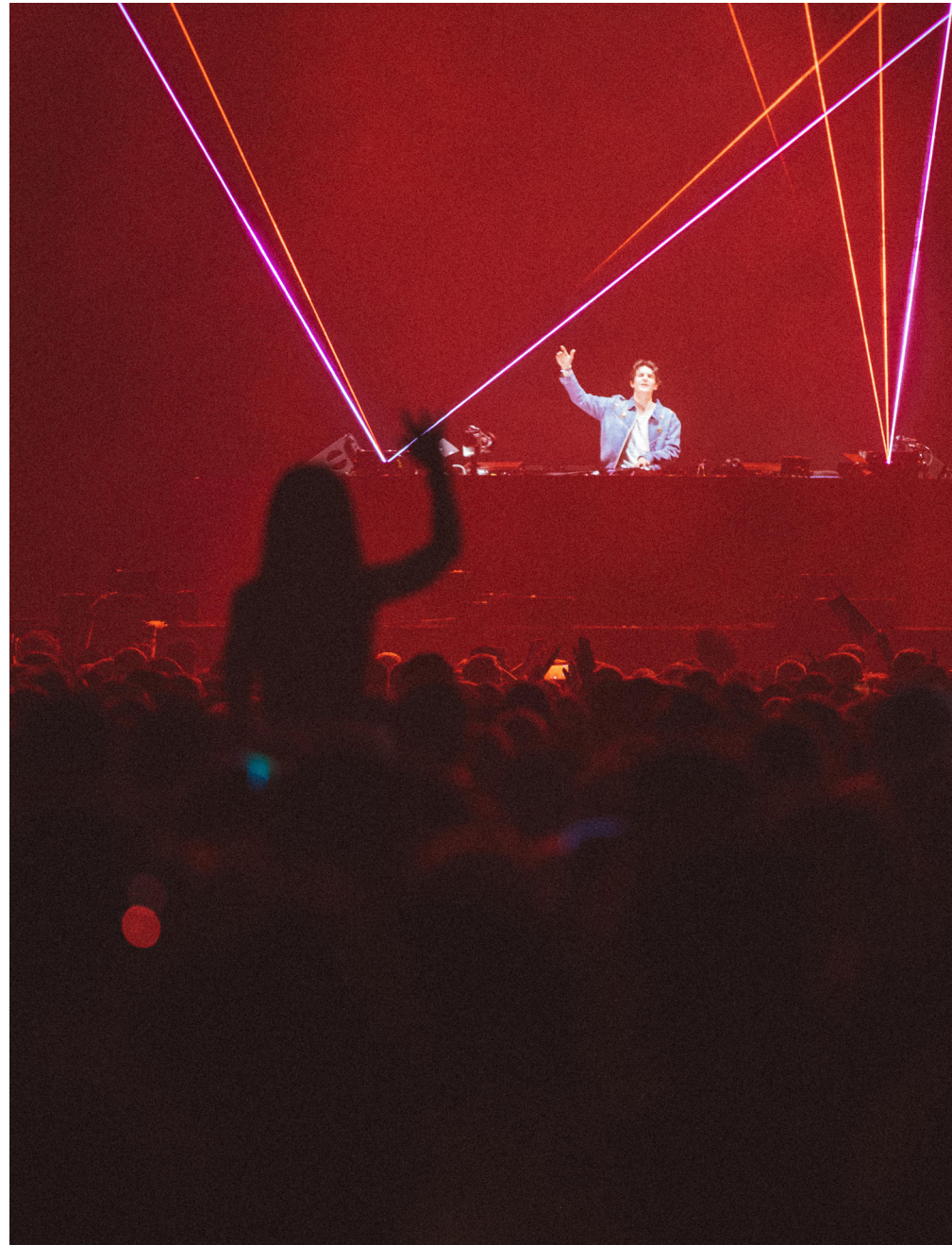
3.10. MULTIPLE ADVERTISEMENTS

Reference to 2 or more advertisers in the same advertisement. **25%** surcharge on the prevailing gross price.

The surcharge does not apply in the following cases:

- Retail sector campaigns that refer exclusively to one or more brands of products promoted in their stores (without sales pitch or product presentation).
- Competition or game campaigns referring to the brand(s) of the prizes on offer (without sales pitch or product presentation).

Purchase at guaranteed net cost per GRP



Purchase at guaranteed net cost per GRP is available on the stations marketed by M6 Publicité.

In such cases, a non-indexed guaranteed net cost per GRP for a 30-second spot is agreed jointly between the advertiser or its agent and M6 Publicité:

- as part of the special terms and conditions of sale;
- prior to the first scheduling request.

The format-indexed net GRP cost will take into account the advertiser's media planning choices, via the application of indices related to:

- format;
- season (see indices published on page 45).

Purchase at guaranteed net cost per GRP is not available in the case of First commercial breaks or single-advertiser spots or in the case of OPS or placement outside commercial breaks.

For purchases at guaranteed net cost per GRP, M6 Publicité reserves the right to modify the schedule up to 2 days prior to broadcast of the advertisement, in which case it shall inform the advertiser or its agent by sending a new purchase order.

In the case of counter-offers and scheduling changes made to campaigns purchased at guaranteed net cost per GRP, M6 Publicité reserves the right to schedule a maximum of 30% of the GRPs requested by an advertiser on a station other than the initially requested station.

Certain commercial breaks, units of sale, days or periods may be excluded from the scope of purchase at guaranteed net cost per GRP. These arrangements may in particular be made within the framework of the special terms and conditions of sale agreed between the advertiser or its agent and M6 Publicité.

For purchases made at guaranteed net cost per GRP, M6 Publicité provides purchasers with a brief form. This brief details the media planning strategy adopted for the wave. M6 Publicité takes charge of scheduling the advertisements on the basis of the brief.

The brief can be sent in a standard, secure manner by the advertiser or its agent. It defines the net budget, target audience, communication period, format, distribution by time slot and other details.

INCLUSION OF MUSIC STATIONS UNDER THE M6 PUBLICITÉ OFFER

When purchasing at guaranteed net cost per GRP, any campaign request submitted under the M6 Publicité music offer must include all three music stations (RTL2, FUN RADIO and M RADIO).

The corresponding EDI must therefore mandatorily mention these 3 stations.



Management of scheduling requests

In order to streamline the management of scheduling requests and meet customer wishes as closely as possible at crucial strategic times, in 2024 M6 Publicité is bringing out a timetable for prioritising requests according to various criteria depending on specific events (notably calendar events).

Requests will be handled by M6 Publicité in the following descending order of priority:

CAR OPEN DAY WEEKS*

- 48h Pass in the Car/transport category
- 48h Pass in other categories
- Other campaigns

WEEKS OF STRONG PROMOTIONAL EVENTS (SALES, BLACK FRIDAY, ETC.)*

- 48h Pass in the Retail category
- 48h Pass in other categories
- Other campaigns

OTHER WEEKS OF THE YEAR

- 48h Pass
- Other campaigns

If a Car Open Day week coincides with a strong promotional event, priority shall be given in the same manner as for “other weeks of the year”.

* At the date of publication of the M6 Publicité 2024 Radio Audio STCS, these weeks are as follows:

2024 sales:

- 10 January - 6 February 2024
- 26 June - 16 July 2024

Black Friday 2024:

- 18 November - 1 December 2024

Car Open Days 2024:

- 8-14 January 2024
- 11-17 March 2024
- 10-16 June 2024
- 9-15 September 2024
- 7-13 October 2024

M6 Publicité reserves the right to amend these dates (or add further dates), particularly in accordance with their actual timing.



Prices

SPOT BY SPOT: LIVE, ONLINE RADIO AND PODCASTS*

SPOT BY SPOT	OFFER	FORMAT	CONTENT	NET PRICE
	All			€12
PACKS	Entertainment Well-being News & business True-crime, Top 15 RTL, Sport	0-30"	Live, online radio & podcasts	€13
CUSTOM	À la carte		Choice between station, Live Player, online radio & podcast	€14
DATA TARGETING		Consult us		

Live



Podcasts



Prices

PROGRAMMATIC: LIVE, ONLINE RADIO AND PODCASTS*

PROGRAMMATIC	OFFER	FORMAT	CONTENT	NET PRICE
	All			€11
PACKS	Entertainment Well-being News & business True-crime, Top 15 RTL, Sport	0-30"	Live, online radio & podcasts	€12

**GUARANTEED PROGRAMMATIC
PLACEMENT: MINIMUM €5,000**

* Excluding M RADIO content



05

COMMERCIAL DISCOUNTS

All the conditions described below apply to operations purchased on stations marketed by M6 Publicité in 2024 on the basis of gross prices, single-advertiser spot prices and First Music prices. These conditions do not apply to operations purchased under online offers.

1. VOLUME DISCOUNT

The volume discount is determined by the net sales generated by an advertiser's purchase of traditional advertising space, excluding products and commercial offers, on all stations marketed by M6 Publicité (RTL, national RTL2, national FUN RADIO and national M RADIO) between 1 January and 31 December 2024.

The volume discount applies to the adjusted gross sales generated by such advertiser's purchase of traditional space, excluding products and commercial offers, on all stations marketed by M6 Publicité (RTL, national RTL2, national FUN RADIO and national M RADIO) between 1 January and 31 December 2024.

Any commitment shall be subject to a written agreement between M6 Publicité and the advertiser upon investment of the first euro.

These discounts are applied to the invoice each month and are based on the following scales:

AMOUNT	RATE	AMOUNT	RATE
Less than €30,000	-20%	From €1,500,000	-26%
From €50,000	-21%	From €2,500,000	-28%
From €100,000	-22%	From €3,500,000	-30%
From €200,000	-23%	From €5,000,000	-32%
From €500,000	-24%	From €7,500,000	-36%
From €1,000,000	-25%	From €10,000,000	-40%

Reference base: Net sales.

Application base: Adjusted gross sales

2. DISCOUNT APPLICATION CONDITIONS

COMMERCIAL OFFERS

Commercial offers do not qualify for the volume discount and their adjusted gross sales are not included in the volume discount base unless explicitly stated in the purchase terms of the offer. Commercial offers:

- are not cumulative with each other;
- are applicable provided they are specified when booking the space. Any change to offers or services will result in a complete overhaul of the operation, depending on availability on the day of the change.

3. CONDITIONS FOR COOPERATIVE AND GOVERNMENT CAMPAIGNS

Cooperative and governmental campaigns receive a 40% discount on the gross price. The following campaigns in particular fall within this scope:

- campaigns aimed at promoting the ecological transition, i.e. any information campaign disseminated by a government agency and/or organisation (excluding non-profit organisations linked to advertisers or advertiser groups) that seeks to promote responsible practices and the use of less polluting products;
- cooperative campaigns seeking to promote healthy diets

and sporting activities, i.e. when the objective is to promote the products or services presented in a collegial manner in the food and/or sports sector without highlighting one or more brands of the products or services in question.

These campaigns are not eligible for any other sales conditions.

4. SPECIAL MARKETING SCHEMES

4.1. CAMPAIGNS AIMED AT PROMOTING THE ECOLOGICAL TRANSITION

M6 Publicité seeks to comply with climate contracts designed to encourage and support behavioural changes in order to promote lifestyles and consumer habits having less impact on the environment. In keeping with this aim, the sales house plans to "offer special commercial terms and conditions, in accordance with schedule availability, for information campaigns disseminated by government agencies and non-profit organisations (excluding non-profit organisations linked to advertisers or advertiser groups) that seek to promote responsible practices and the use of less polluting products".

In this regard, M6 Publicité offers the following special marketing schemes:

4.1.1. Definition

A campaign is considered to be an information campaign when it is disseminated by a government agency and/or organisation and seeks to promote responsible practices and the use of less polluting products.

To obtain the status of information campaign, you must send in your application by e-mail only to: adv@m6.fr together with a file justifying the grounds for the application for the current year. Only M6 Publicité is authorised to classify a campaign as an "information campaign seeking to promote responsible practices and the use of less polluting products" within the meaning of the climate contracts. Campaigns not receiving this status for 2024 are invoiced at the standard rate and are subject to the Standard Terms and Conditions of Sale.





4.1.2. Marketing

Campaigns classified as “information campaigns” as defined above receive a 40% discount on the gross price but will receive no other discounts or reductions.

4.2. CAMPAIGN TO PROMOTE ECO-FRIENDLY PRODUCTS

4.2.1. Framework

M6 Publicité wishes to promote the efforts of the most committed advertisers by enhancing the visibility of their products with a lower environmental impact, in collaboration with ADEME (the French agency for ecological transition).



M6 Publicité is guided exclusively by the specifications on responsible consumption in advertising drawn up by ADEME (“Publicité, offre consommation responsable”). As part of the development of new advertising offers aimed at highlighting products (goods and services) with a lower environmental impact, ADEME has developed a classification grid to help advertisers identify products that could benefit from these special offers.

These specifications enable M6 Publicité to determine whether the advertisement is eligible for Green offers.

4.2.2. Eligibility criteria

Advertisers must incorporate within the advertisement the environmental information selected by ADEME (labels, tags, indices, etc.) about the product or service being promoted in a distinct and visible manner. All products promoted in the advertisement must meet the specifications and carry one or more environmental information elements selected by ADEME.

4.2.3. Marketing

Campaigns relating to eco-friendly products carried out by new M6 Publicité advertisers* are subject to special marketing schemes on all our radio media.

They receive a 55% discount, which is applied to the gross rate and is valid regardless of when the space is booked. The volume discount does not apply to amounts expended.

5. CASCADE FROM GROSS PRICE TO NET PRICE

GROSS PRICE

- Format index

FORMAT GROSS PRICE

- Commercial break service surcharge
- Preferred positioning surcharge
- Customised positioning surcharge
- Springboard PP1 surcharge
- Echo PP1 surcharge
- Top Chrono surcharge
- Surcharge for multiple advertisements within the same commercial break
- Multiple advertisement surcharge

ADJUSTED GROSS PRICE

- Volume discount

NET PRICE

Amounts related to the 48h Pass will be invoiced separately.

6. LETTERS OF COMMITMENT

Any advertiser may benefit from the application of commercial discounts from the first euro invested. The discounts may be deducted from the invoice on the basis of a prior written commitment by the advertiser or its agent.

* Advertisers having never communicated on stations whose advertising sales are managed by M6 Publicité.



56



06

**STANDARD TERMS AND
CONDITIONS OF SALE**



1. ACCEPTANCE OF THE STANDARD TERMS AND CONDITIONS OF SALE

By placing an advertising order, advertisers or agents acting on their behalf:

- acknowledge that they have read, agree to and accept the application of the STCS set out below;
- undertake to comply with the laws, regulations and practices governing advertising and broadcast radio sales communications.

2. EXCLUSIVITY RIGHTS OF THE ADVERTISING SALES HOUSE

M6 Publicité, the exclusive advertising sales house for each broadcaster, shall be solely authorised, pursuant to its remit, to canvass customers and sell advertising space on the radio and/or audio channels.



58

3. CONTRACT CERTIFICATE

3.1. If the advertising order is placed with M6 Publicité by an agent, it is essential that the advertiser send M6 Publicité, prior to the start of the advertising campaign, a contract certificate stipulating the intermediary company's credentials and specifying the agreed products and remit for the current year or set period.

A model contract certificate may be found on www.m6pub.fr. The contract certificate is valid for 2024 only. It must be sent by e-mail in PDF format to the following address: **adv@m6.fr**. EDIPub members and/or advertisers and agents who have subscribed to the "mymandat" service developed by EDIPub may send M6 Publicité the said contract certificate via this "mymandat" platform.

Any other provision included in the contract certificate may under no circumstances be enforceable on M6 Publicité.

3.2. M6 Publicité will not accept advertising space orders placed by a sub-agent, otherwise than when the advertiser has given express written authorisation for its agent to be replaced.

3.3. In all cases, the advertiser shall be required to perform the undertakings contracted by its agent or sub-agent in line with the powers assigned to said agent or sub-agent.

3.4. Advertising orders placed by an advertiser shall be specific to this party. They may not be transferred, even in part, without M6 Publicité's prior consent. In particular, when an advertiser appoints a new agent, the advertising space reserved by the previous agent may not be transferred to another advertiser.

3.5. If the advertiser replaces an agent or terminates its appointment, the advertiser shall be required to inform M6 Publicité thereof immediately by registered letter with acknowledgement of receipt and shall remain liable for the undertakings made by its agent prior to this notification.

3.6. Any contractual document relating to the purchase of advertising space may be signed electronically with the advertiser and/or its agent. In this regard, advertisers and their agents acknowledge and accept the legal force and admissibility of the electronic signature process and agree to sign contractual documents electronically via "DocuSign"*, M6 Publicité's approved service provider.

4. BOOKING PROCEDURES

M6 Publicité records booking requests and reserves the right to make counter-offers depending on schedule availability.

Booking requests shall be the subject of a purchase order sent by M6 Publicité to the advertiser and/or its agent no later than 6 business days before the start of the first broadcast. This is done via electronic data interchange (EDI) or, where applicable, by any other means.

The advertiser or its agent must sign the purchase order and return it to M6 Publicité no later than 2 business days (Mon-Sat) after it is sent.

In any event, M6 Publicité shall consider the purchase to be firm and final if it receives no response from the advertiser or its agent during this period.

For purchases at guaranteed net cost per GRP, M6 Publicité reserves the right to modify the schedule up to 2 days prior to broadcast of the advertisement, in which case it shall inform the advertiser or its agent by sending a new purchase order. In the case of counter-offers and scheduling changes made to campaigns purchased at guaranteed net cost per GRP, M6 Publicité reserves the right to schedule a maximum of 30% of the GRPs requested by an advertiser on a station other than the initially requested station.

5. ORDER EXECUTION

If the necessary administrative authorisations are withdrawn from the stations, the order will be cancelled by operation of law, although broadcasts and positioning already implemented will be invoiced.

M6 Publicité shall reserve the right to reject or cancel any advertising order:

- if it considers that such order fails to comply with the legislation, regulations and practices governing advertisements and broadcast radio sales communications or conflicts with the interests of broadcasters of radio channels whose advertising sales are managed by M6 Publicité and which belong to the M6 Group or one of its companies;
- if the circumstances that led to the acceptance of the advertising text were to change;
- if the Arcom (French Regulatory Authority for Audiovisual and Digital Communication) subsequently resolves that an advertisement fails to comply with the applicable requirements and prohibits any further broadcasting of it and/or requests that the channel take it off the air.

In such cases, M6 Publicité shall not be liable to pay any compensation or damages to the advertiser, its agents or any third parties involved.

M6 Publicité shall be entitled to request any documentation from the advertiser or agent required to assess whether the advertisement complies with the legislation, regulations and practices governing advertising and broadcast radio sales communications. The advertiser or its agent shall undertake to promptly submit these documents.

The dates and times of broadcasting and positioning of the advertisement are provided as an indication only.

The stations may be required to modify them according to scheduling requirements or as a result of circumstances beyond their control.

*DocuSign is supervised by the French national agency for information system security (ANSSI) and is classified as a trusted service provider (PSCE). DocuSign is certified under regulation eIDAS 2014/910 and is listed as such in the trusted service provider list, which may be viewed on the ANSSI website. In partnership with DocuSign, CDC Arkhinéo ensures that signed documents are stored with probative value for each signing party. The contracts are automatically archived in this electronic safe, thereby guaranteeing the storage and integrity of the documents for a renewable period of 10 years.

If possible and at the earliest opportunity, a new campaign plan proposal will be submitted to the advertiser or its agent under the conditions set out above.

Neither the station nor the advertising sales house may be held liable for non-compliance with date, time or positioning requirements.

Any non-compliance regarding the broadcast or positioning of one or more advertisements shall not give rise to any right to compensation, shall not exempt the advertisements broadcast or positioned from payment and shall not interrupt the agreements in progress.

The stations and the advertising sales house accept no liability for the consequences of any errors or omissions in the broadcasts or positioning, whatever their nature or origin.

6. COMMERCIAL BREAK SERVICE

The commercial break service is available on the national station RTL. A specific commercial break is chosen from among those included in the same unit of sale at time of booking. The price applied to the selected commercial break is the gross price for the half-hour slot in which the commercial break is situated. The price taken into account when broadcasting an advertisement is the price in effect at the time of broadcasting. The commercial break service is available to all advertisers, except for special operations, sponsorship, barter payment and exchanges. All the sales conditions (discounts and premiums) set out in these STCS apply to operations purchased on the basis of the commercial break service. The adjusted gross sales generated on RTL as part of this service are included in the M6 Publicité Radio 2024 volume discount base.

The commercial break booking will take priority over a unit of sale booking, subject to schedule availability:

- Any traditional campaigns booked under the commercial break service will be optioned to the commercial break by M6 Publicité on the basis of schedule availability.
- Any traditional campaigns booked in units of sale may be optioned by M6 Publicité within commercial breaks available for the desired units of sale. In this case, M6 Publicité shall reserve the right to modify the commercial break assigned while respecting the units of sale requested, up to 2 business days before the start of the campaign.

For the eligible dates and cancellation periods applicable to the commercial break service, please refer to the chapter on "Eligible dates and cancellation periods".

7. SPECIAL SERVICES - SPECIAL OPERATIONS (OPS)

Specific positioning, live readings, repetition during the same quarter-hour slot, multiple advertisements, multi-advertiser advertisements and requests for sector, market or product exclusivity, as well as positioning that may be available in the week preceding the date of submission of technical materials (opportunities) are subject to special conditions specified in the prices for each medium or each commercial offer or communicated at the time of each request. Regardless of the medium, specific positioning will only be applied and invoiced if the airtime allows it.

Special operations (OPS) are subject to specific quotations available on request.

8. CANCELLATION CRITERIA

NON-FORCE MAJEURE

8.1. Any modification or cancellation of an order, even partial, must be notified by post or e-mail within these deadlines. Any request for changes to a plan may result in a complete

overhaul of said plan. Requests for changes will only take effect once the advertising sales house has acknowledged receipt.

All modifications are subject to a new campaign plan proposal or order confirmation under the conditions laid down in these STCS.

For any modification or cancellation received within 5 business days (Mon-Fri) of the planned start date, a penalty equal to 50% of the net amount of the cancelled advertisement(s) will be payable by the advertiser or its agent. For any modification or cancellation received within 3 business days of the planned start date, a penalty equal to 100% of the cancelled advertisement(s) will be payable by the advertiser or its agent.

8.2. For special operations, sponsorship, partnership and online offer purchases, any modification or cancellation must be made by post, fax or e-mail no later than 35 business days before the start date of the campaign.

For any modification or cancellation made between 35 and 15 business days before the start date of the campaign, a penalty equal to 50% of the net amount of the order confirmation will be payable by the advertiser or its agent.

For any modification or cancellation made less than 15 business days before the start date of the campaign, a penalty equal to 100% of the net amount of the order confirmation will be payable by the advertiser or its agent.

As part of the implementation of the Radioscan project, M6 Publicité reserves the right, in the Angers urban area, to modify an operation for testing and research purposes.

FORCE MAJEURE

8.3. If the cancellation is due to a force majeure event (see definition on p. 71), the advertiser or its agent must notify M6

Publicité of such event in writing no later than 5 days after its occurrence, providing justification of its interpretation of the event and an estimation of its expected duration. If the force majeure event is recognised as such, the relevant advertising campaign shall be suspended within the 2 days following receipt of the notice by M6 Publicité until the cessation of the event.

As soon as the event has ended, the total amount for the cancelled campaign must be reinvested by the advertiser within a time period to be defined by agreement with M6 Publicité.

9. AUDIENCE RATINGS

The reference audience files are those used to construct the price schedules for a given period. An audience survey cannot be used before the date on which the associated prices come into force.

Compensation calculated on the basis of audience ratings published after the advertisement has been broadcast may not be sought for advertising campaigns scheduled for broadcast.

Advertising campaigns scheduled over a given period may under no circumstances be subject to prices applicable to a different pricing period.



The schedule and reference surveys, subject to change during the year, are as follows:

PERIOD	REFERENCE SURVEY	PUBLICATION OF AUDIENCE RATINGS	PUBLICATION OF PRICE LISTS	PRICING APPLIED
1 January - 28 January 2024	September-October 2023	Thursday 16 November 2023	Friday 24 November 2023	Monday 1 January 2024
29 January - 5 May 2024	November-December 2023	Thursday 11 January 2024	Friday 19 January 2024	Monday 29 January 2024
6 May - 25 August 2024	January-March 2024	Thursday 18 April 2024	Friday 26 April 2024	Monday 06 May 2024
26 August - 31 December 2024	April-June 2024	Wednesday 10 July 2024	Friday 19 July 2024	Monday 26 August 2024

10. INVOICING

10.1. As regards invoicing, M6 Publicité shall comply with the instructions provided by the advertiser or set out on the contract certificate in connection with services provided by an authorised third party company. In all circumstances, the invoice shall be sent to the advertiser pursuant to French Act No. 93-122 of 29 January 1993. The invoice will also state the date when the advertisements were broadcast.

10.2. Prices are stated excluding tax: the advertiser shall bear the taxes and levies applicable to the advertising order at the time of broadcasting.

10.3. The invoicing of the advertisements as well as the associated airtime fees are established on a weekly basis.

11. PAYMENT

11.1. The invoices issued by M6 Publicité shall be paid solely in cash (except in the case of exchanges). In all cases the advertiser shall be liable for the payment of orders and any late payment charges. Payments made to the agent shall not release the advertiser from any liability to M6 Publicité.

For the purposes of receiving payments, M6 Publicité shall indicate its bank details on its invoices. In the event that the advertiser receives a request to modify M6 Publicité's bank details, the advertiser must ensure that this is a genuine request from M6 Publicité by sending an e-mail to **validation.coordonnees.bancaires@m6.fr** for confirmation of said request. Confirmation from this e-mail address only shall be deemed valid by the advertiser.

11.2. Payment for the advertising campaigns broadcast shall be made 30 days after the invoice date of issue on the 10th of the following month. Failure to meet this requirement shall result in the automatic application of penalty fees and sanctions as set forth below. M6 Publicité reserves the right to request up-front payment, a bank guarantee or any other form of guarantee prior to any broadcast, in particular in the case of:

- any advertiser that fails to provide M6 Publicité with sufficient proof of its solvency;
- any advertiser previously responsible for late payment and/or non-payment of amounts owed to M6 Publicité for purchases of advertising space from M6 Publicité.

Advertisers required by M6 Publicité to provide such a guarantee or up-front payment must do so no later than 10 business days prior to the first broadcast. M6 Publicité shall not award any cash discounts.

11.3. M6 Publicité will automatically invoice the following charges, without prior notice, for any payments made after the 10th of the month 30 days following the invoice date:

- late payment charges calculated on the basis of a 10% interest rate (or a rate equal to three times the statutory interest rate, if higher). This rate shall apply to all amounts which have not been paid by the 10th of the month 30 days after the invoice date;
- a fixed charge for recovery expenses amounting to 40 euros. If the expenses for the recovery process initiated by M6 Publicité are higher than the amount of this fixed charge, M6 Publicité will request an additional charge from the advertiser in question, and will provide supporting documents.

11.4. In the event the advertiser fails to comply with the payment terms for the invoices issued to it by M6 Publicité, M6 Publicité shall reserve the right to exclude the advertiser from the benefit of all or part of its sales conditions and to suspend any discounts awarded in respect of a given invoice, as well as any discounts due at the end of the year, and to cancel any ongoing orders, without any requirement to provide notice or pay damages in respect thereof; the advertiser shall pay the amounts owed in respect of advertisements broadcast up to the effective date of cancellation of the ongoing orders, pursuant to the invoices issued by M6 Publicité.

11.5. If M6 Publicité issues a credit note to be offset against:

- the invoice to which the credit note is related, or

■ if the invoice has already been settled, the earliest outstanding invoice issued to the advertiser, the credit note may be sent to the agent if the advertiser has authorised the agent via a contract certificate to receive such credit note. In such event, the payment made to the agent shall release M6 Publicité from any liability to the advertiser.

Lastly, if M6 Publicité issues a credit note to an advertiser or its agent for the balance of the various discounts due at year-end (and no later than 31 March 2025), the amount of this credit note issued by M6 Publicité will be offset against any due and unpaid invoices issued to the advertiser in question. For the purposes of receiving payments, M6 Publicité shall indicate its bank details on its invoices. In the event that the advertiser receives a request to modify M6 Publicité's bank details, the advertiser must ensure that this is a genuine request from M6 Publicité by sending an e-mail to **validation.coordonnees.bancaires@m6.fr** for confirmation of said request. Confirmation from this e-mail address only shall be deemed valid by the advertiser.

12. CONFIDENTIALITY

The advertiser and its agent as well as the broadcaster and M6 Publicité shall undertake to keep strictly confidential all the written or verbal information exchanged as well as the provisions set forth in all of the contractual documents.



13. PROTECTION OF INDIVIDUAL PERSONAL DATA

13.1. GENERAL RULES

For the purposes of this article:

- the advertiser undertakes (i) in its own name and (ii) in the name of its service providers and/or agents (advertising agencies, media agencies, advertisement producers, etc.) to comply with the obligations and warranties provided for. These parties shall be jointly and severally liable and hereinafter jointly referred to as “the advertiser”. M6 Publicité and the advertiser are hereinafter referred to separately as “a/the party” and jointly as “the parties”;
- the advertiser undertakes to comply with all applicable statutory, regulatory, inter-trade and/or ethical provisions relating to the protection of user data, the processing of electronic communications data and the use of tracking technologies such as cookies, and direct prospecting, including in particular (i) Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free circulation of such data, which came into force on 25 May 2018 (the “GDPR”), (ii) Directive 2002/58/EC of 12 July 2002 as transposed into French law (“ePrivacy Directive”), (iii) French Data Protection Act No. 78-17 of 6 January 1978, as amended by French Act No. 2018-493 of 20 June 2018 on the protection of personal data, as well as the deliberations and recommendations of the French Data Protection Authority (CNIL), in particular Deliberation 2020-091 of 17 September 2020 adopting the guidelines on the application of Article 82 of the French Data Protection Act of 6 January 1978, as amended, to reading and writing operations on user terminals (in particular to “cookies and other trackers”), along with all other statutory, regulatory and inter-trade provisions applicable to the processing of personal data; together referred to herein as “applicable data regulations”. Furthermore, in the event of a change in applicable data

regulations during the year, the advertiser undertakes to comply with them.

At M6, the Data Protection Officer may be contacted at the following e-mail address: dpo@m6.fr.

13.2. PROTECTION OF INDIVIDUAL PERSONAL DATA (BTOB)

- All information provided by individuals acting on behalf of the advertiser via their correspondence with M6 Publicité is processed by M6 Publicité. Such processing is required for the purposes of its sales operations, including sales prospecting and the sale of online audio advertising space. This information may contain personal data. For details on the data collected and its use, as well as for information about your rights, we invite you to read the personal data protection policy relating to the collection and processing of personal data concerning the M6 Group’s commercial partners and visitors.
- This information may contain personal data. For details on the data collected and its use, as well as for information about your rights, we invite you to read the personal data protection policy relating to the collection and processing of personal data concerning the M6 Group’s commercial partners and visitors, available here: <https://www.groupem6.fr/rgpd/>

13.3. M6 SERVICES ONLINE AUDIO USER DATA (BTOC)

A. The principle of prohibition

The advertiser is fully aware that, without the prior approval of M6 Publicité and the conclusion of a specific agreement, the following acts are prohibited:

- any collection or recovery of personal data by any means whatsoever on M6 Group media services (TV channels, radio stations, websites, applications and other services) (together, “M6 Services”);
- any reading and/or writing of cookies on M6 Services user (referred to as “users” or “data subjects”) terminals or use of any technique allowing information to be stored on user terminals and/or M6 Services;
- any processing of personal data derived from these cookies and intended, in particular, to feed its own databases or those of any agent, service provider, partner and/or data processor, without prior authorisation by M6 Publicité.

In particular, the advertiser is hereby informed that any insertion or storage of cookies, tags, pixels, codes or any other tracker (jointly referred to as “cookies”) on user terminals within the framework of any advertising campaign entrusted to M6 Publicité (in particular during the execution of advertising orders) for any reason and purpose whatsoever is strictly forbidden. In this respect, the advertiser is deemed to be jointly and severally liable, even in the event that the operation concerned (storage, collection, processing of any kind) is carried out by one of the advertiser’s data processors or any third party authorised to act in such capacity.

M6 shall be entitled to check compliance with these obligations at any time and to ensure, by any means or technical or technological solution, that no cookies have been stored on M6 Services in breach of applicable data regulations.



B. Exception

If M6 Publicité agrees to the performance of any of the aforementioned operations by the advertiser, the parties shall be required to formalise the arrangement via a specific agreement (“specific data agreement”). To this end, the only data that may be collected via cookies by the advertiser (or “storer” as referred to below in this context) is user browsing information that is not directly identifying or identifiable regarding the content viewed on M6 Services, for measurement purposes (statistics, analyses, reports, census, etc.) and/or to enable the advertiser to adapt its advertisements (depending on location or socio-demographic criteria in particular), or for any other purpose provided for in the specific data agreement, in compliance with applicable data regulations.

In particular, the advertiser cannot, under any circumstances whatsoever, collect and/or process data relating to users of “sensitive” M6 Services within the meaning of applicable data regulations or data concerning children under the age of 16.

Thus, before any cookies are stored, to enable the establishment of a specific data agreement, where applicable, the storer must provide M6 Publicité with all useful information regarding:

- the technical characteristics of cookies;
- the type of information collected via cookies;
- the purpose of collecting information via cookies;
- the recipient(s) of the information collected via cookies;
- the lifetime of cookies on the user terminal and/or M6 Services (it being specified that cookies cannot be stored on user terminals for longer than the legal duration of cookies in accordance with applicable data regulations);
- data hosting and storage locations.

It is recalled that, in accordance with applicable data regulations, the user must be able at any time, simply and free of charge, to refuse cookies on his/her terminal, which the advertiser expressly acknowledges and accepts. In any event, if a specific data agreement is signed, the advertiser undertakes to respect the indications of consent or non-consent sent by M6 Publicité and to comply strictly with the obligations

imposed under this specific data agreement.

In particular, the advertiser must ensure, in accordance with applicable data protection regulations, the security of the information collected following the storage and/or processing of cookies, adherence to the purpose of the information collected, non-use of the information collected by third parties other than the recipient(s) mentioned in the specific data agreement, the deletion of cookies following expiry of their lifetime, etc.

In the event of a breach by the advertiser of any of the aforementioned obligations and/or any applicable data regulations, M6 Publicité shall ask the advertiser to bring into compliance, disable or remove the cookies stored in connection with the execution of a campaign entrusted to M6 Publicité, or shall refuse to execute the advertising order for the relevant campaign, or suspend the campaign, if any cookies used in connection with said campaign have not been stored or used in accordance with the above rules. In this case, the advertiser shall be required to pay for the entire campaign as well as, where applicable, technical costs and any compensation related to the storage or processing of the relevant cookies, without prejudice to any claims for reimbursement of damages and legal costs that may be filed by M6 Publicité on grounds of any breach of the advertiser’s obligations.

In any event, M6 Publicité shall not be liable to pay for any compensation or indemnity to the advertiser or any third parties in the event of any malfunction related to cookies placed by the storer and/or in the event of the postponement or cancellation of the campaign due to the advertiser’s breach of any of the aforementioned obligations or any applicable data regulations.

13.4. GENERAL DATA OBLIGATIONS OF THE PARTIES

In any event, if the collection and processing of personal data is authorised, the parties are required to comply with

the following obligations.

A. Obligations incumbent on all parties

a. Each party shall be solely liable for carrying out the necessary modifications and deletions within its own databases, information systems and files of any nature to give effect to the rights of data subjects pursuant to applicable data regulations, when the conditions for exercising these rights are fulfilled.

b. Each party can be the touchpoint for receiving and processing requests from data subjects to exercise their rights. Each party undertakes in this regard to publish an e-mail address to contact for data subjects to exercise their rights, in order to monitor and process requests received at this e-mail address or via any other channel, and to inform the other party at the earliest opportunity of the action required to follow up on these requests, where applicable.

The other party may, but is not obliged to, participate in assessing and processing requests received by the party first contacted and, in return, said party may ask for the other party’s help or opinion as part of this assessment and processing, when relevant.

c. The parties undertake to ensure at any time the security and confidentiality of data processing for data subjects, insofar as their respective infrastructure, information systems, employees, documentation, databases and data processors are involved in the relevant processing operations.

d. In the event of a data breach, the party responsible undertakes to notify the CNIL at the earliest opportunity and no later than 72 hours after the occurrence of the breach.

B. Advertiser obligations

Pursuant to the requirements of applicable data regulations, the advertiser undertakes to:

- inform data subjects of the processing carried out by the advertiser and M6 Publicité as set out in this article;
- obtain the valid consent of the data subjects for the purposes of segmentation and targeted advertising by the advertiser,

via a Consent Management Platform that complies with the requirements of applicable data regulations;

- ensure that each e-mail address is encrypted by the advertiser before being made available to M6 Publicité (“MD5” or “SHA256” universal encryption method);
- make available to M6 Publicité, and provide immediately upon written request, any necessary documents or proof to show compliance with the present clause as well as applicable data regulations;
- pass on any indications of non-consent or refusal to M6 Publicité in real time (it is recalled that, in accordance with applicable data regulations, the user must be able at any time, simply and free of charge, to refuse cookies on his/her terminal and/or the processing of his/her personal data (“opt-out”), which the advertiser expressly acknowledges and accepts);
- strictly comply with the obligations imposed under this article, the specific data agreement and applicable data regulations;
- if necessary, provide the contact details of its Data Protection Officer.

The advertiser shall hold M6 Publicité harmless from any damage resulting from a breach by the advertiser of its own obligations as set out in or stemming from this clause and/or applicable data regulations. In this regard, the advertiser undertakes in particular to hold M6 Publicité harmless from any legal action, dispute, claim or complaint from any third party, as well as any sanction or sentence imposed by any authority or jurisdiction originating from, caused by, or founded on a breach of its own obligations as set out in this clause and/or applicable data regulations.

C. M6 Publicité obligations

M6 Publicité undertakes:

- to use data subjects’ data only for the advertiser in question, for the purposes of segmentation and targeted advertising on M6 Services or for any processing authorised by the advertiser;
- not to use the relevant data to expand the M6 database;
- not to monetise such data with third parties;
- to ensure that the relevant data is deleted at the end of the campaign or stored for a subsequent campaign wave only on request and with the approval of the relevant advertiser.

14. CODE OF ETHICS AND PROFESSIONAL CONDUCT

M6 Publicité declares that it adheres to the principles of the Code of Ethics and Professional Conduct through which the M6 Group declares that it complies with, and ensures compliance with, all French statutory and regulatory provisions applicable to it, in particular with regard to fraud, decency, anti-corruption and influence peddling (in particular French Act No. 2016-1691 of 9 December 2016 on transparency, anti-corruption and the modernisation of the economy, known as the “Sapin II” Act), in the performance of these STCS. The Code of Ethics and Professional Conduct contains a description of the whistleblowing system in place within the M6 Group, as well as the name and contact details of the ethics and professional conduct officer to whom complaints can be addressed.

Similarly, the advertiser and/or its agent undertake to adhere to the same principles and to comply with the regulations applicable in this regard, it being specified that the advertiser and/or its agent may be required to provide any additional information upon request by M6 Publicité (certificates,

questionnaires, etc.).

15. JURISDICTION

The courts of Paris shall have jurisdiction to hear any disputes or litigation proceedings arising from the construction or application of the advertising order or the STCS set forth above, including related cases, third-party proceedings and multiple defendants.

The STCS shall take effect from 1 January 2024. M6 Publicité and the broadcaster reserve the right to amend all or part of these STCS over the course of the year, in line with statutory requirements.

Said amendments shall be published on the M6 Publicité website.

The background features a gradient from light orange to a darker orange. Overlaid on this are several thick, wavy, overlapping lines in shades of yellow and orange, creating a dynamic, abstract pattern.

07

MATERIALS



1. BROADCAST OF ADVERTISEMENTS

GENERAL PROVISIONS

1.1. Any information relating to the broadcast of advertisements, including sound tracks and broadcasting instructions (broadcasting schedules, scripts, music credits, etc.), must be communicated via [CopieStation](#), the online platform used by all radio advertising sales houses to share this information, at [CopieStation.com](#). To ensure that the advertisement is broadcast and that all broadcasting instructions are taken into account, the following information must be provided by the advertiser or agent: media agency, consulting agency overseeing design and production.

Any other means of transmitting broadcasting instructions is liable to be disregarded by M6 Publicité.

In addition to sound tracks and broadcasting instructions, all queries should also be sent to diffusionpubradio@m6.fr.

1.2. The broadcasting audio files must be delivered in WAV or MP3 format (256 kbit/s).

1.3. The following information must be sent with each audio file:

- Advertiser
- Product/campaign name
- Sound track name as indicated in the instructions
- Duration (format)
- Sound track version, in the case of multiple versions
- If the sound track includes a legal notice, which may be subject to rotation (driving advice, etc.), please specify the notice included in the sound track.
- Music credits associated with each sound track (title, composer-songwriter, publisher)

Music credits must be specified to enable M6 Publicité to fulfil its duty of disclosure to the SACEM performing rights society.

The duration of the sound tracks received must correspond to the format booked with the Scheduling Department.

Unless previously agreed otherwise, any advertisement that exceeds the time booked in the schedule by more than 1 second will have its format modified by 5-second increments at time of booking.

1.4. To improve listening comfort and harmonise the broadcast of advertisements within commercial breaks, **sound tracks must be delivered at a noise level of -9db.**

- If a sound track fails to comply with the aforementioned noise level, M6 Publicité may bring it into compliance with volume requirements without the advertiser being able to object, which the advertiser, its agent and the company overseeing the production expressly acknowledge and accept.

1.5. Broadcasting files must be delivered to M6 Publicité no later than 3 business days before the first broadcast.

In the event of late delivery of the materials or delivery that fails to comply with the requirements set out herein, as a result of which the advertisement is not broadcast, the advertiser shall owe M6 Publicité the full price for the scheduled advertisement.

In the event that the deadline for submitting materials is not met and the sound tracks and broadcasting instructions have not been communicated via [CopieStation.com](#), any error or omission in the broadcasting of an advertisement shall incur the sole liability of the advertiser, as well as that of its agent (agency, production company) responsible for sending the sound track and broadcasting instructions

1.6. In the event the advertisement is deemed unsuitable for broadcast due to technical or legal reasons, the context of the programme or the time of broadcast etc., and the advertiser is unable to provide new materials by the deadline required, the advertiser shall still be required to pay the full cost due, as if the advertisement had been broadcast.



1.7. Any complaints regarding the scheduling and/or broadcast of an advertisement and/or the technical quality of the advertisement must be issued in writing within 3 days following the broadcast. Failure to meet this requirement will result in the complaint being discarded. If the advertiser, its agent or the company overseeing the production, with M6 Publicité's approval, wishes to make technical changes to the advertisement broadcast, the party requesting the changes shall bear all the costs incurred in respect thereof.

1.8. To guarantee an optimum quality broadcast, M6 Publicité may request further technical materials, where necessary, during the campaign.

1.9. One year after the campaign has been broadcast for the last time, M6 Publicité may destroy the related materials and files at its own discretion, and may then request new delivery of the files in the event of subsequent broadcast.

1.10. The labels of the units of sale and commercial breaks shown in the price lists, programme schedules or advertising orders correspond to the placement during or between the programmes and not to the scheduled times of broadcast. M6 Publicité's sole obligation, save any amendments to the broadcaster's programmes, concerns the broadcast of the advertisements during the commercial breaks reserved by the advertiser or its agent. Consequently, the time of broadcast for a commercial break shall under no circumstances give cause for the order price to be amended and/or give rise to a claim to any compensation whatsoever.

1.11. The purchase of advertising space shall be completed separately from the purchase of a sponsorship operation and does not rule out the possibility of the presence of rival advertisers on sponsored programmes during or around which the commercial breaks are broadcast.

Advertisers and agents who have purchased space have no right of oversight concerning the presence of a sponsor positioned around the commercial breaks in question.

2. CONFORMITY OF ADVERTISEMENTS

2.1. M6 Publicité shall reserve the right to reject or cancel any advertising order:

- if it considers that such order fails to comply with the legislation, regulations, practices, recommendations and/or charters and other commitments governing advertisements and audiovisual sales communications or conflicts with the interests of broadcasters of radio channels whose advertising sales are managed by M6 Publicité and which belong to the M6 Group or one of its companies;
- if the Arcom (French Regulatory Authority for Audiovisual and Digital Communication) subsequently resolves that an advertisement fails to comply with the applicable requirements and prohibits any further broadcasting of it and/or requests that the channel take it off the air.

In such cases, M6 Publicité shall not be liable to pay any compensation or damages to the advertiser, its agents or any third parties involved.

2.2. M6 Publicité shall be entitled to request any documentation from the advertiser or agent required to assess whether the advertisement complies with the legislation, regulations and practices governing advertising and audiovisual sales communications. The advertiser or its agent shall undertake to promptly submit these documents.

3. LIABILITY

3.1. All advertisements are broadcast at the advertiser's exclusive liability. Said party declares that it has taken cognizance of and complies with the legislation, regulations and practices governing advertising and audiovisual sales communications in France and the countries in which the stations are broadcast. The advertiser, its agent and the company overseeing the

production shall undertake to comply with any amendments made during the year to legislation and/or regulations, particularly in compliance with ARPP recommendations.

3.2. The advertiser, its agent and the company overseeing the production of the advertisement shall declare that the advertising production is legal and does not breach the legislation, regulations and practices governing advertising and audiovisual sales communications. They shall jointly and severally hold M6 Publicité and the broadcaster harmless from complaints and or legal action, in particular from writers, producers, directors, composers, actors and any individuals or legal entities considering themselves to be prejudiced by the broadcast of the advertisement. In particular, the advertiser shall hold M6 Publicité and the publisher harmless from any legal action that the third party company overseeing production may take in relation to the advertisement produced.

3.3. The advertiser, its agent and the company overseeing the production shall undertake to ensure that the title of the campaign related to the sound track and indicated in the broadcasting instructions is the same as that of the campaign booked into the schedule. Any advertisement broadcast instead and in place of another advertisement sound track, due to incorrect labelling or a different title being used, must be paid for by the advertiser. For campaigns with temporary names, M6 Publicité undertakes to ensure that its personnel comply with all the confidentiality requirements of the advertiser, its agents and the company overseeing the production. In all circumstances, it is imperative that the title of the campaign related to the advertisements provided and the title of the campaigns booked into the schedule be strictly identical at the very latest 10 days prior to the date of broadcast. If this requirement is not met, M6 Publicité shall not be held liable and the advertisements broadcast must be paid in full.

4. USE OF TECHNICAL MATERIALS

The advertising order gives the media and the advertising sales house, as regards the advertisements that are the subject of the order, the right to reproduce, present, play, archive and

record said advertisements with a view to their communication for professional or other information, in accordance with all procedures and practices in the field, regardless of the media or technical procedures.

This authorisation is granted on a non-exclusive basis, for the legal duration of the intellectual property rights on said advertisements.

5. PROHIBITED OR REGULATED SECTORS

5.1. There are a number of products and industry sectors that cannot be advertised on radio or for which advertisements are subject to controls and/or regulations, for legislative, regulatory or ethical reasons. To this effect, current regulations require that educational messages be used in advertisements for certain industry sectors (advertisements containing health information and which relate to the energy sector, consumer credit, betting and gaming, etc.).

5.2. Within the framework of the French Evin Act in particular, broadcasting advertisements promoting alcoholic beverages must comply with the following rules:

- Only broadcast from 00:00 to 16:59
- No broadcasting on Wednesdays
- Not include any incitement to consume (particularly by using neutral sound design) or criticism of sobriety
- Not target minors or include children's voices

The advertiser, its agent or the agency overseeing design are advised to consult the French advertising regulatory board (ARPP) and M6 Publicité during the design process to confirm these elements.

5.3. Contact M6 Publicité for further information on prohibited and regulated sectors and the changes made during the current year to the legislative, regulatory and ethical framework.

6. MATERIALS AND DEADLINES

STATIONS



MATERIALS TO PROVIDE

- 1 WAV or MP3 audio file (256 kbit/s) per sound track
- Noise level: -9db.
- Written transcript for each sound track
- Music credits associated with each sound track (title, composer-songwriter, publisher)
- Broadcasting instructions (including the broadcasting schedules for each station)

These elements must be provided via the website copiestation.com

The scripts of the sound tracks to be broadcast must correspond exactly to the advertisements recorded. In the event of any doubt as to the legal compliance of the advertisements, it is recommended that the ARPP be consulted prior to finalisation.

The broadcasting schedule (the running order and audio scheduling details) must be sent with the scripts and music credits (any music used must be declared) for all stations concerned by the booking.

DEADLINE FOR DELIVERY OF MATERIALS

3 business days before the 1st broadcast.





08

DEFINITIONS



RADIO CAMPAIGN

Simultaneous broadcast of an identical advertisement on M6 Publicité Radio (RTL and/or national RTL2 and/or national FUN RADIO and/or national M RADIO), with a maximum period of 7 days.

ADVERTISER

Pursuant to these standard terms and conditions of sale (STCS), companies that belong to the same group and that purchase radio advertising space shall be deemed to constitute a single advertiser. M6 Publicité shall deem all companies where more than half the share capital and voting rights are held directly or indirectly, as at 1 January 2024, by the same individual or legal entity incorporated under private law, and with which said companies form a single economic entity, as companies within the same group.

When an advertiser, pursuant to the French Act of 29 January 1993, acts as an agent of another advertiser without notifying M6 Publicité of its capacity, the advertiser acting as the contractor shall be jointly and severally liable with the advertiser benefiting from the purchase of the advertising space to pay the orders placed.

AGENT

According to the meaning of these STCS, an agent is considered as any intermediary company to which the advertiser has entrusted specific assignments via a written agency agreement regarding the purchase of advertising space on the stations managed by M6 Publicité. The agency agreement for a given assignment must be a sole agency agreement.

BRAND

A brand is defined as “a distinct line of products offered in a market by an advertiser”.

M6 PUBLICITÉ RADIO

All the radio stations marketed by M6 Publicité: RTL, national RTL2, national FUN RADIO and national M RADIO.

UNIT OF SALE

A unit of sale corresponds to a half-hour programme slot with its own gross price on all national media marketed by M6 Publicité (RTL, national RTL2, national FUN RADIO and national M RADIO).

ADJUSTED GROSS SALES

Adjusted gross sales are equal to the gross sales price plus or minus price adjustments. The following are not taken into account in standard adjusted gross sales: special operations, partnerships, gratuities, airtime fees.

NET SALES

Net sales correspond to the adjusted gross sales generated between 1 January and 31 December 2024 less the discounts provided for in these STCS.

FORCE MAJEURE

Force majeure means any event that is unforeseeable, unavoidable and beyond the advertiser’s control and, in general, any event that meets the criteria defined by the French Civil Code and by French case law and courts.

If a cancellation is due to a force majeure event, the advertiser or its agent must notify M6 Publicité of such event in writing no later than 5 days after its occurrence, providing justification of its interpretation of the event and an estimation of its expected duration.

If the force majeure event is recognised as such, the relevant advertising order shall be suspended within the 2 days following receipt of the notice by M6 Publicité until the cessation of the event.

As soon as the event has ended, the total amount for the cancelled advertising order must be reinvested by the advertiser within a time period to be defined by mutual agreement with M6 Publicité.





09

APPENDICES

Programme schedule

MONDAY-FRIDAY

05:00 - RTL PETIT MATIN

J. FLORIN & M. GIRAUDEAU

05:00 - NEWS

05:01 - Ad

05:09 - LA VIZIOCONFÉRENCE

05:11 - Ad

05:11 - UNE CHANSON, UNE HISTOIRE

05:21 - Ad

05:21 - ON VOUS EN PARLE

05:26 - LA MINUTE DES GROSSES TÊTES

05:27 - GAME

05:28 - WEATHER

05:30:NEWS

05:41 - RTL AUTOUR DU MONDE

05:31 - Ad

05:41 - Ad

05:42 - Ad

05:49 - ÇA VA BEAUCOUP MIEUX

05:52 - LE CONSEIL CONSO

05:58 - WEATHER

06:00 - NEWS

06:09 - Ad

06:10 - LE SURF DE L'INFO

06:11 - Ad

06:15 - LES 3 QUESTIONS

06:21 - Ad

06:22 - LVT PREMIÈRE

06:22 - Ad

06:25 - LA MINUTE DES GROSSES TÊTES

06:28 - WEATHER

06:30 - NEWS

06:39 - Ad

06:41 - Ad

06:42 - Ad

06:43 - UN POINT C'EST TOUT!

06:45 - LA PLUIE ET LE BEAU TEMPS

06:50 - L'ÉCO & YOU

06:51 - Ad

06:53 - LES POURQUOI DE L'INFO

06:57 - WEATHER

07:00 - RTL MATIN

Y. CALVI & A. BÉGOT

07:00 - NEWS

07:09 - Ad

07:11 - Ad

07:13 - L'EDITO DE ALBA VENTURA

07:16 - RTL ÉVÈNEMENT

07:21 - Ad

07:20 - ENTREZ DANS L'HISTOIRE

07:22 - Ad

07:28 - LA MINUTE DES GROSSES TÊTES

07:29 - WEATHER

07:30 - LE TOUT'INFO

07:39 - Ad

07:41 - LENGLET-CO

07:41 - Ad

07:42 - Ad

07:44 - L'INVITÉ DE RTL MATIN

07:51 - Ad

07:52 - L'ŒIL DE P. CAVERIVIERE

07:59 - WEATHER

08:00 - NEWS

08:09 - Ad

08:09 - RTL VOUS EXPLIQUE

08:15 - LE SURF DE L'INFO

08:11 - Ad

08:12 - Ad

08:20 - LE DÉBAT

08:21 - Ad

08:29 - NEWS HEADLINES/WEATHER

08:31 - Ad

08:34 - LE 2^e OEIL DE PHILIPPE CAVERIVIERE

08:38 - ÇA VA BEAUCOUP MIEUX

08:41 - Ad

08:43 - ON REFAIT LA TÉLÉ

08:46 - LES RECETTES CYRIL LIGNAC

08:51 - Ad

08:51 - LAURENT GERRA

09:00 - ÇA PEUT VOUS ARRIVER/J. COURBET

09:01 - Ad

09:11 - Ad

09:21 - Ad

09:30 - ÇA PEUT VOUS ARRIVER

09:31 - Ad

09:41 - Ad

09:51 - Ad

10:00 - NEWS

10:01 - Ad

10:11 - Ad

10:21 - Ad

10:31 - Ad

10:41 - Ad

10:51 - Ad

11:00 - NEWS

11:01 - Ad

11:11 - Ad

11:21 - Ad

11:30 - ÇA PEUT VOUS ARRIVER

11:31 - Ad

11:51 - Ad

12:00 - RTL MIDI

C. LANDREAU

12:00 - PRESENTATION + NEWS

12:01 - Ad

12:11 - Ad

12:09 - L'INVITÉ DE RTL MIDI

12:13 - FOCUS 1

12:21 - Ad

12:22 - FOCUS 2 RTL VOTRE VIE

12:30 - NEWS

12:31 - Ad

12:43 - FOCUS 3

12:32 - Ad

12:52 - LVT MIDI

12:33 - Ad



73

Programme schedule **RTL**

MONDAY-FRIDAY

13:00 - LES AUDITEURS ONT LA PAROLE/E.BRUNET

13:11 - Ad
13:21 - Ad
13:22 - Ad
13:31 - Ad
13:41 - Ad
13:51 - Ad

14:00 - NEWS

14:03 - À L'AUTRE BOUT DU MONDE
14:01 - Ad
14:10 - LISTENERS
14:11 - Ad
14:18 - LISTENERS
14:21 - Ad
14:24 - DÉBRIEF

14:30 - L'HEURE DU CRIME

J-A. RICHARD

14:31 - Ad
14:41 - Ad
14:51 - Ad

15:00 - L'HEURE DU CRIME

15:01 - Ad
15:11 - Ad
15:21 - Ad

15:30 - LES GROSSES TÊTES

L. RUQUIER

15:31 - Ad
15:41 - Ad
15:51 - Ad

16:00 - NEWS

16:01 - Ad
16:11 - Ad
16:21 - Ad

16:30 - LES GROSSES TÊTES

16:31 - Ad
16:41 - Ad
16:51 - Ad

17:00 - NEWS

17:01 - Ad
17:11 - Ad
17:21 - Ad

17:30 - LES GROSSES TÊTES

17:31 - Ad
17:41 - Ad
17:51 - Ad

18:00 - RTL BONSOIR!

J. SELIER & M. CALAIS & C.CINI

18:00 - NEWS

18:01 - Ad
18:11 - Ad

18:13 - LE BRET KING NEWS

18:19 - L'INVITÉ DE RTL SOIR

18:21 - Ad

18:30 - LA VIZIOCONFÉRENCE

18:31 - Ad

18:32 - Ad

18:33 - Ad

18:42 - L'INVITÉ DE RTL SOIR

18:45 - ON REFAIT NOS REGIONS (FRIDAY)

M. CALAIS & V. PARIZOT

18:46 - LE WINNER LOOSER DE L'ACTU

18:52 - LA SPÉCIALITÉ DU VENDREDI

19:00 - NEWS

19:01 - Ad
19:11 - Ad

19:15 - ILS REFONT LA FRANCE (FRIDAY)

A. BOUTON

19:21 - Ad
19:31 - Ad
19:41 - Ad
19:51 - Ad

20:00 - JOUR J (MONDAY-THURSDAY) /F.

20:00 - RTL FOOT (FRIDAY)

E. SILVESTRO & X. DOUMERGUE
& C. GALLI & Y. RIOU

20:01 - Ad
20:02 - Ad
20:03 - Ad
20:31 - Ad
20:32 - Ad
20:33 - Ad

21:00 - BONUS TRACK (MONDAY-THURSDAY)/E. JEAN-

21:00 - RTL FOOT (FRIDAY)

21:01 - Ad
21:02 - Ad
21:03 - Ad
21:31 - Ad
21:32 - Ad
21:33 - Ad

22:00 - PARLONS-NOUS (MONDAY-THURSDAY)/C.

22:00 - RTL FOOT (FRIDAY)

22:01 - Ad
22:02 - Ad
22:31 - Ad
22:32 - Ad

23:00 - LA COLLECTION RTL (FRIDAY) /G. LANG

23:01 - Ad
23:02 - Ad
23:31 - Ad
23:41 - Ad



Programme schedule **RTL**

SATURDAY

05:00 - RTL PETIT MATIN WEEK-END / V. PERROT

05:00 - NEWS

05:01 - Ad

05:20 - C'EST ÇA LA FRANCE

05:21 - Ad

05:22 - Ad

05:31 - Ad

05:50 - RTL POP CINÉ

05:51 - Ad

05:52 - Ad

06:00 - RTL MATIN WEEK-END / S. CARPENTIER

06:00 - NEWS

06:07 - WEATHER

06:08 - SHOPPING

06:01 - Ad

06:12 - ROUND TABLE

06:17 - RECORDS

06:21 - Ad

06:22 - Ad

06:22 - HOROSCOPE

06:26 - LA MINUTE DES GROSSES TÊTES

06:28 - LE TEMPS DE VOTRE WEEK-END

06:30 - NEWS

06:37 - LA FRANCE S'ENGAGE

06:31 - Ad

06:43 - NEWS, CULTURE

06:45 - BEST OF LAURENT GERRA

06:51 - Ad

06:52 - LES ANIMAUX

06:52 - Ad

06:58 - WEATHER

07:00 - NEWS

07:00 - Ad

07:01 - Ad

07:10 - SHOPPING

07:11 - Ad

07:12 - RTL ÉVÉNEMENT

07:17 - LE JARDIN RTL

07:21 - HOROSCOPE

07:24 - LA MINUTE DES GROSSES TÊTES

07:21 - Ad

07:28 - LE TEMPS DE VOTRE WEEK-END

07:30 - NEWS

07:30 - Ad

07:31 - Ad

07:40 - LES LIVRES ONT LA PAROLE

07:41 - Ad

07:48 - LE CYBER CAFÉ RTL

07:41 - Ad

07:48 - LAURENT GERRA

07:51 - Ad

07:52 - BONBON SUR LA LANGUE

07:58 - WEATHER

08:00 - NEWS

08:00 - Ad

08:01 - Ad

08:10 - SHOPPING

08:11 - Ad

08:14 - C'EST NOTRE PLANÈTE

08:21 - BALADES GOURMANDES

08:21 - Ad

08:28 - WEATHER

08:30 - NEWS

08:30 - Ad

08:31 - Ad

08:40 - BEST OF CAVERIVIÈRE

08:41 - Ad

08:42 - BIEN CHEZ SOI

08:48 - L'INVITÉ RTL

08:51 - Ad

08:58 - WEATHER

09:00 - NEWS

09:01 - Ad

09:15 - ÇA VA BEAUCOUP MIEUX / F. FLAMENT & J. MOHAMED

09:11 - Ad

09:21 - Ad

09:31 - Ad

09:41 - Ad

09:51 - Ad

10:00 - NEWS

10:01 - Ad

10:11 - Ad

10:15 - STOP OU ENCORE E. JEAN-JEAN

10:21 - Ad

10:31 - Ad

10:41 - Ad

10:51 - Ad

11:00 - NEWS

11:01 - Ad

11:11 - Ad

11:21 - Ad

11:30 - ON REFAIT LA TÉLÉ JADE & E. DUSSART

11:31 - Ad

11:41 - Ad

11:51 - Ad

12:00 - NEWS

12:01 - Ad

12:11 - Ad

12:21 - Ad

12:30 - LE JOURNAL INATTENDU / N. RENOUX

12:41 - Ad

12:51 - Ad

12:52 - Ad

13:01 - Ad

13:11 - Ad

13:21 - Ad

13:30 - ENTREZ DANS L'HISTOIRE L. DEUTSCH

13:31 - Ad

13:41 - Ad

13:51 - Ad

14:00 - NEWS

14:01 - Ad

14:11 - Ad

14:21 - Ad



75

Programme schedule **RTL**

SATURDAY

14:30 - CONFIDENTIEL

O. MEUNIER

14:31 - Ad
14:41 - Ad
14:51 - Ad

15:00 - NEWS

15:01 - Ad
15:11 - Ad
15:21 - Ad

15:30 - LES GROSSES TÊTES

L. RUQUIER

15:31 - Ad
15:41 - Ad
15:51 - Ad

16:00 - NEWS

16:01 - Ad
16:11 - Ad
16:21 - Ad
16:31 - Ad
16:41 - Ad
16:51 - Ad

17:00 - NEWS

17:01 - Ad
17:11 - Ad
17:21 - Ad
17:31 - Ad
17:41 - Ad
17:51 - Ad

18:00 - LE JOURNAL RTL

V. PARIZOT

18:01 - Ad
18:21 - Ad
18:22 - Ad

18:15 - LE GRAND STUDIO

RTL / E. JEAN-JEAN

18:31 - Ad
18:51 - Ad
18:52 - Ad

19:00 - ON REFAIT LE MATCH / P. SANFOURCHE

19:01 - Ad
19:21 - Ad
19:22 - Ad
19:31 - Ad
19:51 - Ad
19:52 - Ad

22:00 - RTL FOOT

*E. SILVESTRO & X. DOUMERGUE
& C. GALLI & Y. RIOU*

20:01 - Ad
20:21 - Ad
20:22 - Ad

20:31 - Ad
20:51 - Ad
20:52 - Ad
21:01 - Ad
21:21 - Ad
21:22 - Ad
21:31 - Ad
21:51 - Ad
21:52 - Ad
22:01 - Ad
22:21 - Ad
22:22 - Ad
22:31 - Ad
22:51 - Ad
22:52 - Ad

23:00 - LA COLLECTION RTL

G. LANG

23:01 - Ad
23:21 - Ad
23:22 - Ad
23:31 - Ad
23:51 - Ad
23:52 - Ad



Programme schedule **RTL**

SUNDAY

05:00 - RTL PETIT MATIN WEEK-END / V. PERROT

05:00 - NEWS

05:01 - Ad

05:20 - C'EST ÇA LA FRANCE

05:21 - Ad

05:22 - Ad

05:31 - Ad

05:50 - RTL POP CINÉ

05:51 - Ad

05:52 - Ad

06:00 - RTL MATIN WEEK-END / S. CARPENTIER

06:00 - NEWS

06:07 - WEATHER

06:08 - SHOPPING

06:01 - Ad

06:12 - ROUND TABLE

06:17 - RECORDS

06:21 - Ad

06:22 - HOROSCOPE

06:26 - LA MINUTE DES GROSSES TÊTES

06:22 - Ad

06:28 - LE TEMPS DE VOTRE WEEK-END

06:30 - NEWS

06:38 - LES PORTRAITS DE PHILIPPE BOUVARD

06:31 - Ad

06:45 - BEST OF LAURENT GERRA

06:51 - Ad

06:52 - LES ANIMAUX

06:52 - Ad

06:58 - WEATHER

07:00 - NEWS

07:00 - Ad

07:01 - Ad

07:10 - SHOPPING

07:11 - Ad

07:12 - RTL ÉVÈNEMENT

07:17 - LE JARDIN RTL

07:21 - HOROSCOPE

07:24 - LA MINUTE DES GROSSES TÊTES

07:21 - Ad

07:28 - LE TEMPS DE VOTRE WEEK-END

07:30 - NEWS

07:30 - Ad

07:31 - Ad

07:40 - AUTO-RADIO

07:41 - Ad

07:48 - LE DÉFI RTL

07:52 - BONBON SUR LA LANGUE

07:51 - Ad

07:58 - WEATHER

08:00 - NEWS

08:00 - Ad

08:01 - Ad

08:10 - SHOPPING

08:14 - LES RECETTES DE PIERRE HERBULOT

08:11 - Ad

08:21 - BALADES GOURMANDES

08:21 - Ad

08:28 - WEATHER

08:30 - NEWS

08:30 - Ad

08:31 - Ad

08:40 - BEST OF CAVERIVIÈRE

08:42 - E=M6...AU CARRÉ

08:41 - Ad

08:48 - L'INVITÉ RTL

08:51 - Ad

08:58 - WEATHER

09:00 - NEWS

09:01 - Ad

09:11 - Ad

09:15 - LAISSEZ-VOUS TENTER / SERVICE CULTURE

09:21 - Ad

09:31 - Ad

09:41 - Ad

09:51 - Ad

10:00 - NEWS

10:01 - Ad

10:11 - Ad

10:15 - STOP OU ENCORE E. JEAN-JEAN

10:21 - Ad

10:31 - Ad

10:41 - Ad

10:51 - Ad

11:00 - NEWS

11:01 - Ad

11:11 - Ad

11:21 - Ad

11:31 - Ad

11:41 - Ad

11:51 - Ad

12:00 - LE GRAND JURY

O. BOST

12:21 - Ad

12:31 - Ad

12:51 - Ad

13:00 - FOCUS DIMANCHE

M. BOUHAFSI

13:01 - Ad

13:11 - Ad

13:21 - Ad

13:31 - Ad

13:41 - Ad

13:51 - Ad

14:00 - BON DIMANCHE SHOW / B. GUILLON

14:01 - Ad

14:11 - Ad

14:21 - Ad

14:31 - Ad

14:41 - Ad

14:51 - Ad

15:01 - Ad

15:11 - Ad

15:21 - Ad

15:30 - LES GROSSES TÊTES



Programme schedule **RTL**

SUNDAY

L. RUQUIER

15:31 - Ad
15:41 - Ad
15:51 - Ad
16:01 - Ad
16:11 - Ad
16:21 - Ad
16:31 - Ad
16:41 - Ad
16:51 - Ad
17:01 - Ad
17:11 - Ad
17:21 - Ad
17:31 - Ad
17:41 - Ad
17:51 - Ad

18:00 - RTL DIMANCHE SOIR

V. PARIZOT

18:00 - NEWS
18:01 - Ad
18:21 - Ad
18:22 - Ad
18:31 - Ad
18:51 - Ad
18:52 - Ad
19:00 - NEWS
19:01 - Ad
19:21 - Ad

19:15 - ON REFAIT LE SPORT

I. LANGE

19:22 - Ad

19:31 - Ad
19:51 - Ad
19:52 - Ad

20:00 - RTL FOOT

E. SILVESTRO & X. DOUMERGUE
& C. GALLI & Y. RIOU

20:01 - Ad
20:21 - Ad
20:22 - Ad
20:31 - Ad
20:51 - Ad
20:52 - Ad
21:01 - Ad
21:21 - Ad
21:22 - Ad
21:31 - Ad
21:51 - Ad
21:52 - Ad
22:01 - Ad
22:21 - Ad
22:22 - Ad
22:31 - Ad
22:51 - Ad
22:52 - Ad

23:00 - PARLONS-NOUS

C. DUBLANCHE

23:01 - Ad
23:02 - Ad
23:31 - Ad
23:32 - Ad



STCS RADIO OF-
FER 2024

78

01
SERVICES FOR
CUSTOMERS

02
M6 GROUP
CSR STRATEGY
AND COMMITMENTS

03
THE M6 PUB
RADIO-AUDIO
OFFER

04
PRICE TERMS
AND CONDITIONS

05
COMMERCIAL
DISCOUNTS

06
STANDARD
TERMS AND
CONDITIONS OF
SALE

07
MATERIALS

08
DEFINITIONS

09
APPENDICES



CONTACT

M6 Publicité
107 Avenue Charles de Gaulle
92200 Neuilly-sur-Seine
m6publicite@m6.fr

+33 (0)1 41 92 66 66
m6pub.fr

© Photo credits: Thomas Padilla/Agence 1827/Homayoun Fiamor/Julien Theuil/ Benjamin Decoin/Vicente Cordula/Lea Crespi/
Pasco&Co/Marianne Rosenstielh/POC/Philippe Quaisse/Sacha Heron/Marie Etchegoyen/Collection Personnelle/Wlad Simicth/Jo
Zhou/Antoine Flament/Fifou/Lou Breton/Lionel Guericolas/Fred Stucin/Julien Faure/Stephane Grangier/Emilie Boutin/Bernager
Tillard/Franck Crusiaux/Nicolas Kovarik/Yannis Nivault/Gabrielle Ferrandi/FUN RADIO/RTL/M6