



RADIO\AUDIO

2025 Standard Terms and Conditions of Sale

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SERVICES FOR CUSTOMERS

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M6 GROUP CSR STRATEGY AND COMMITMENTS

- A. M6, a socially responsible group
- B. M6 Publicité: tangible commitments to promote responsible advertising
- C. M6 Publicité: solutions to promote and highlight responsible communications and brand commitments
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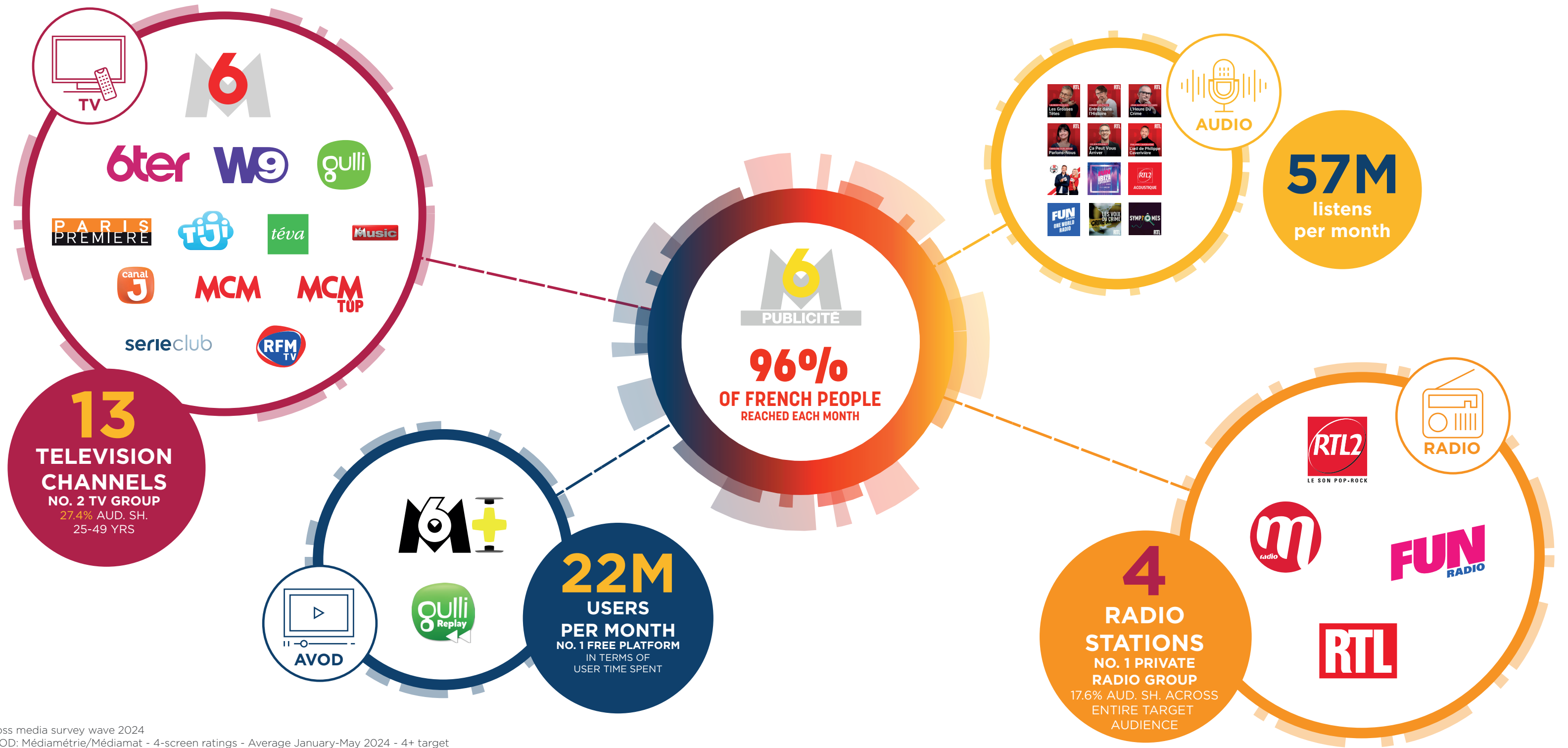
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RADIO\AUDIO

THE M6 PUBLICITÉ ECOSYSTEM



Cross media survey wave 2024

AVOD: Médiamétrie/Médiamat - 4-screen ratings - Average January-May 2024 - 4+ target

TV: Médiamétrie/Médiamat - 2023-2024 season - Prime time - 25-49 yrs target

Radio: Médiamétrie. EAR - September 2023 to June 2024 - Mo-Fri 5am-midnight - Advertising audience share 13+

Online audio: ACPM combined Live Radio, eStat Podcast, eStat Streaming (online radio) average Sept. 2023-June 2024

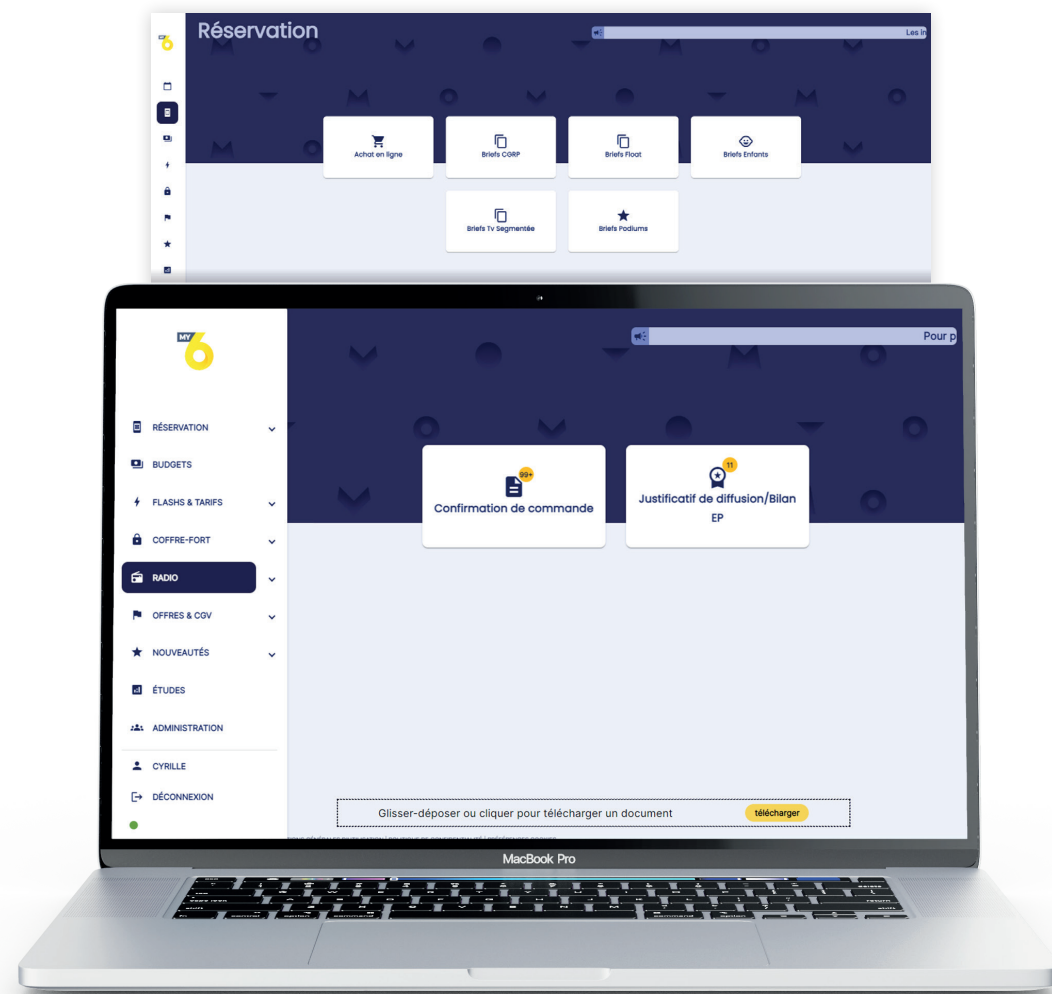


01 SERVICES
FOR CUSTOMERS

MY6



LOG ONTO
MY6



My6 is the platform developed by M6 Publicité for consulting and managing media campaigns. My6 was 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 and PP reports
- Further items related to customer campaigns may be added to the account during 2025.

OFFERS & STCS

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

NEWS

Consult press releases, station news, etc.

SURVEYS

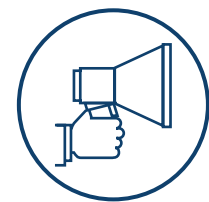
Discover the key takeaways of M6 Publicité surveys.



Eric Jean-Jean
© Thomas Padilla/Agence 1827/RTL2

STEP BY M6

THE TAILORED SOLUTION FOR YOUR FIRST CAMPAIGN



POWER

BOOST YOUR BRAND PERFORMANCE!

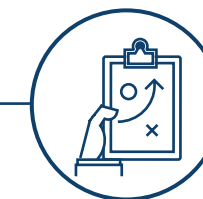
- Unique multimedia ecosystem: TV, radio, online and influence
- 9 out of 10 people in France reached every month
- Leading brands: M6 (No. 2 national channel), RTL (No. 1 private radio station in France), M6+ (22 million people reached every month)



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 EFFECTIVENESS

- 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

For more information, please contact
Noémi Carpentier
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+33 (0)6 30 63 20 51

Cross media survey wave 2024.1
Médiamétrie/Médiamat - 2023-2024 season covering main commercial targets.
EAR September 2023 to June 2024, Mo-Fri, 5am-midnight, Base average quarter-hour 16 national commercial radio stations - Target 13+
AVOD: Médiamétrie-Médiamat January-May 2024 average - 4-screen ratings - 4+ target



STCS 2025
AUDIO/RADIO

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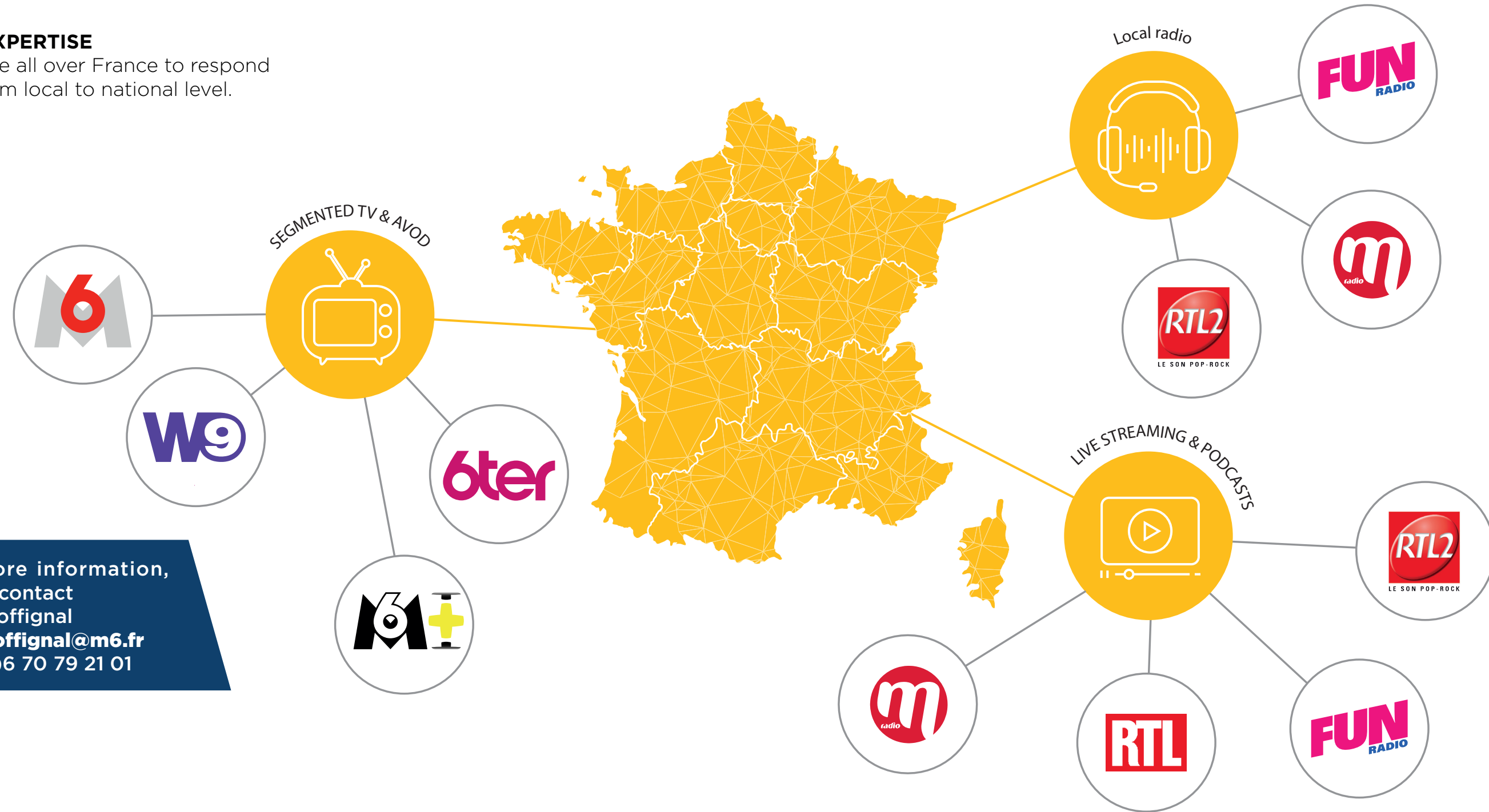
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M6 PUBLICITÉ LOCAL

PROXIMITY AND EXPERTISE

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



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

M6 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



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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.

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



Eric Antoine



Philippe Etchebest



Mac Lesggy



Karine Le Marchand



Stéphane Rotenberg



Bruno Guillon



Laëtitia Milot



Faustine Bollaert



Danny Khezzar



Camille Delcroix



Pierre Chomet



Jorick Dornigac



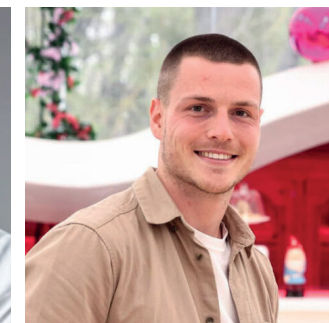
Maud Leboeuf



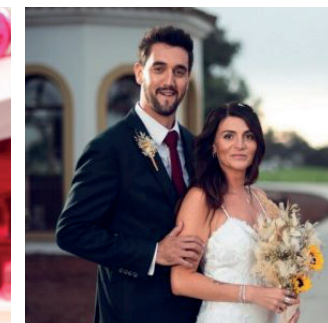
Justine Piluso



Mohamed Cheikh



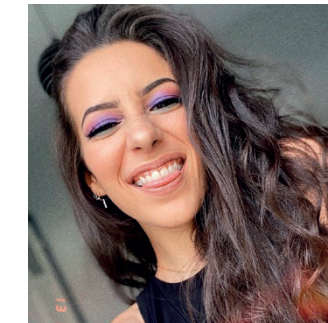
Thibault Lefils



Tracy and Florian
(*Mariés au premier regard*)

DIGITAL NATIVE INFLUENCERS

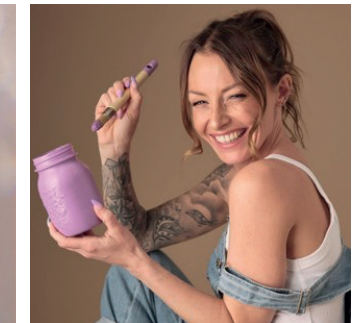
Powerful online creators tell their stories and engage their communities on social media.



Horia



Sandra



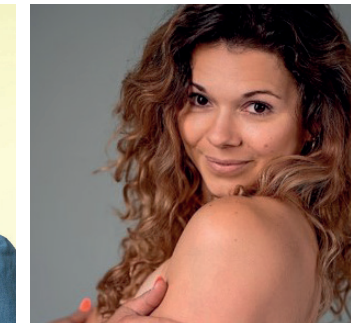
L'atelier de Roxane



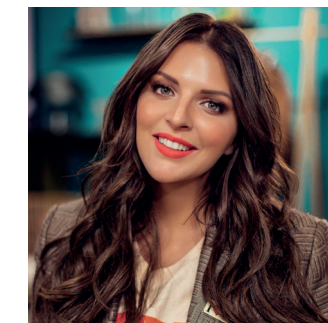
Poisson Fécond



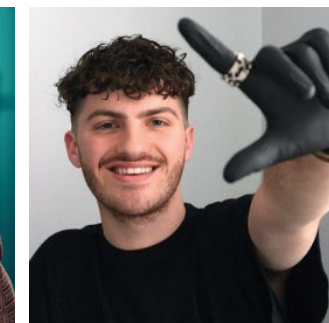
Natoo



Juju Fitcats



Ludivine Aubourg



Lecoindupâtissier



Cindy Poumeyrol



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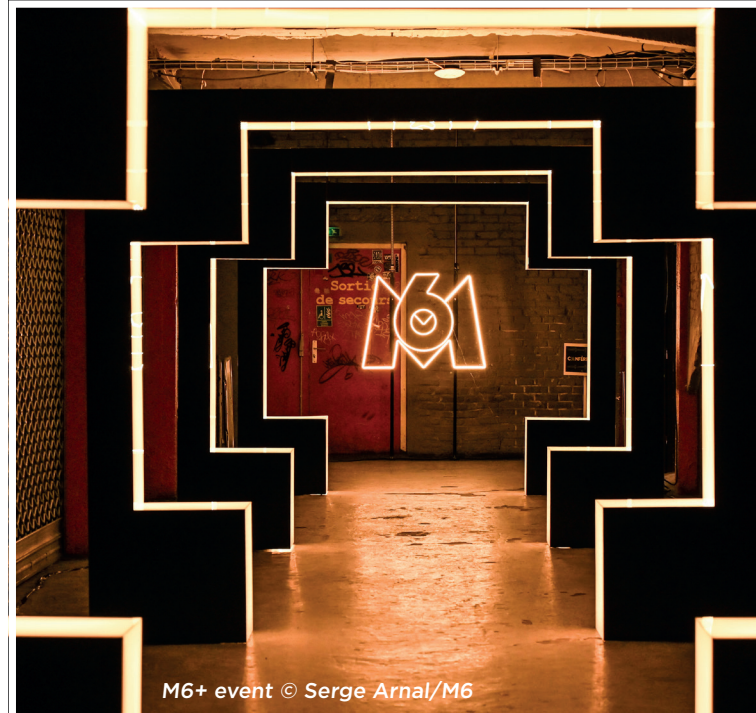
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EVENTS



M6+ event © Serge Arnal/M6



Bistrot Top Chef © Patrick Robert/M6



Paris International Agricultural Show © Sebastien Toubon/Agence 1827/RTL



"Le Temps des Marques Responsables"



Bistrot Top Chef © Patrick Robert/M6



Paris International Agricultural Show © Sebastien Toubon/Agence 1827/RTL

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.

LAB6

M6 GROUP CREATIVE AUDIOVISUAL EXPERTISE

soun(dB)OX

As a pioneering and innovative initiative, Lab6 has already attracted over a hundred advertisers in recent years.

lab6



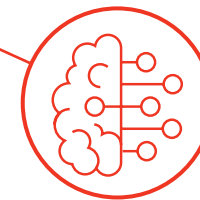
THE AIM

Raising advertisers' awareness of the importance of advertising design in terms of audio and video effectiveness (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 effectiveness of a TV or radio advertising campaign.
- Scientific analysis via our Soundbox algorithm, which will enable us to measure aural awareness (auditory attention).



NEW USING AI TO OPTIMISE AUDIO ADVERTISEMENTS

In line with the current challenges of artificial intelligence, Lab6 is enhancing its creative expertise dedicated to advertisers by developing innovative models for the drafting and optimisation of audio and radio scripts. Designed in-house, these tools offer an extra dimension guaranteeing all-round expertise in sound creation.

RADIO-AUDIO ADVERTISING ATTENTION

THE LEVERS FOR OPTIMISING ADVERTISING DESIGN THROUGH COGNITIVE SCIENCE



RTL2 Concert Très Très Privé
© Béranger Tillard/RTL2

The Bureau de la Radio federation is partnering with Impact Mémoire by proposing a study with the aim of better understanding and optimising radio advertising attention.

Advertising design is the leading contributory factor in increasing attention, standing at around 67%*. Radio and audio play a key role in maximising attention thanks to a strong relationship with listeners through daily programmes hosted by popular presenters and fostering emotions and proximity. A listening experience available throughout the day, wherever you are and whatever you happen to be doing: on the move, at work, shopping, preparing meals, exercising, and so on.

To help advertisers stand out with their advertising designs, the Bureau de la Radio relied on Impact Mémoire's expertise to identify the most efficient creative drivers and leverage them in order to optimise radio advertisements.

Impact Mémoire draws on 20 years' experience in cognitive sciences by exploring the cognitive processes related to memory creation, and more specifically, attention systems. By analysing over 100 advertisements, this study identifies actionable insights by focusing on attention, while taking into account the other essential levers for effectiveness.

Find out the results on 3 December.

1* ARF 2023 Report, Attention Measurement Validation Initiative



**02 M6 GROUP
CSR STRATEGY
AND COMMITMENTS**



02

A. M6, A SOCIALLY RESPONSIBLE GROUP

A1. 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 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**.



1st prime time TV entertainment programme in France to receive the Ecoprod label, in December 2023

ECO-FRIENDLY PRODUCTION

Rethinking our 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.
- Participation in co-design workshops in 2023 to update the **"Carbon'Clap"** calculator and adapt it to the needs of production entities.
- Production teams (including M6 Unlimited) **trained in Ecoprod** and the use of the **Carbon'Clap measuring tool**.
- Creation of a **"Production Good Practice Guide"** by M6 Unlimited for its partners (advertisers, agencies, service providers, etc.).

MEDIA EDUCATION

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

- Gulli has partnered the **CLEMI Centre for Media and Information Literacy** for over 10 years on the occasion of "Press and Media at School Week".
- For the 2024 edition of this event, Gulli and M6 helped **middle school students** produce their **first TV news reports** on the theme of the **Olympic Games**. These reports were broadcast between 18 and 22 March during the **Le 12'45** news slot on M6. To round off the week, two pupils co-presented a live feature in the **Le 19'45** news broadcast on Saturday 23 March.

DIGITAL SOBRIETY

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

- **Eco-stream mode** on **M6+**: 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.
- Instructing employees 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 **"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's **complete carbon footprint assessment** (including M6 Publicité) updated in 2024 across all 3 scopes.
- **Employee awareness-raising**: 72% of the workforce trained on the Climate Fresk tool.
- **Action plan** for reducing greenhouse gas emissions rolled out in 2024.



A2. 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 **2023**, the number of environmental issues addressed **rose 7%** versus 2022.

An exceptional documentary will be shown on M6 channels during the 2024-2025 season: *Le Monde en Drone* directed by Yann Arthus-Bertrand. An invitation to fundamentally rethink our way of living, consuming, governing and interacting with our planet.

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*".

M6+ also seeks to raise awareness among its **22 million unique users per month*** through its "Green" content comprising programmes on ecological topics, documentaries, special broadcasts, etc.

* Source: Médiamétrie/Médiamat - 4-screen ratings - Average January-May 2024 - 4+ target

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 **environment-themed schedule for the fifth consecutive year** at the beginning of **2024**.

As such, from **4 to 11 February 2024**, during **#SemaineGreen** [#GreenWeek], the M6 Group's channels (*M6, W9, 6ter, Paris Première, Gulli, RTL, 6play, etc.*) broadcast **several dozen 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 **30.1 million French people*** having viewed the exceptional editorial campaign in 2024.

- Green Week is an initiative that helps **change habits and attitudes** among **86%** of M6 viewers.
- **88%** of M6 viewers find it relevant that **ordinary people** with whom they can **easily identify** are featured in these Green Week programmes.

Source: Sociovision survey for M6 Publicité - February 2024

The M6 Group is also committed to raising public awareness of **social** and **societal** issues through **all of its channels**: social issues (purchasing power, the prevention of school bullying, gender equality, etc.), pluralism, diversity, inclusion, etc.

These issues are covered in **all types of programmes**: magazines and news programmes (*Le 12'45, Le 19'45, RTL Matin, RTL Soir, Capital, Zone Interdite*, etc.), entertainment (*Top Chef, Le Meilleur Pâtissier, La France a un Incroyable Talent*, etc.), comedy shows and dramas (*Scènes de Ménages, La Belle Etincelle, Respire, Le Nouveau*, etc.), documentaries (*1 jour 1 doc, 66 Minutes*, etc.) cinema, and more.



A3. M6 GROUP & THE AGRICULTURAL WORLD A BEAUTIFUL FRIENDSHIP

The M6 Group highlights the **agricultural sector and farmers** through **strong programmes appreciated** by the general public, such as *L'Amour est dans le Pré*, which will return in 2025 for its 20th season.

The M6 Group **rallied behind French farmers** during the early 2024 protests. Karine Le Marchand and journalists from M6 and RTL took part in a **special evening broadcast**, inviting farmers and politicians to discuss the issues and seek solutions.

In 2024, the M6 Group was an official **partner** of the **60th Paris International Agricultural Show**, spurred by a desire to contribute towards highlighting the agricultural world, its stakeholders and its challenges.

A4. CLIMATE CONTRACTS

The **M6 Group** was a driving force on environmental issues in the context of 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 and **still in force**, 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.**

A5. FOOD CHARTER

The M6 Group is a signatory of the currently applicable French 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.



Karine and Dominique Tenza
(Live news from the Paris International Agricultural Show)
© Thomas Padilla/Agence 1827/M6



02

**B. M6 PUBLICITÉ: TANGIBLE
COMMITMENTS TO PROMOTE
RESPONSIBLE ADVERTISING**

B1. IMPLEMENTING COMMITTED OPERATIONS 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

M6 Publicité's **CSR Task Force** brings together **employees** from the **various departments** of the advertising sales house (marketing, sales, advertising production, legal and HR). Its purpose is to **develop** and **implement responsible social and environmental initiatives**.

SECOND EDITION OF M6 PUBLICITÉ'S "HACKATHON ENGAGÉ" EVENT

In June 2024, M6 Publicité organised the **2nd season** of its "Hackathon Engagé" event to enable **5 non-profit organisations** to receive **expert advice from advertising professionals**. For 24 hours, they worked on writing their **first TV advertisement**.

A **collective experience** that allowed everyone to escape from their comfort zone, stimulate their imagination, change their mindset and surpass themselves **in aid of a worthy cause**: protection of biodiversity, disability, inclusion of persons excluded from employment, fight against poverty, equal opportunities.

The winning non-profit, **"60,000 rebonds"**, will now see its advertisement produced and broadcast free of charge on M6 Group and M6+ channels by the end of 2024.

"TOP CHEF DES POSITIFS" SOLIDARITY EVENT

A project launched by the **"Les Positifs" collective**, a group of 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 an atypical cookery contest designed to promote **inclusion**. The **third edition** of the contest, held on 29 May 2024, saw **6 brigades** ready to take up the challenge! The brigades were made up of candidates from the **Top Chef** show including Camille Delcroix and Jorick Dornigac (Season 15 finalist), top chefs from the region, young persons with disabilities, care home residents and high-level company directors.

All in all, it was a friendly, community-oriented occasion from which all the **funds collected** are **donated to a good cause!**

This collective is supported by the teams of **M6 Publicité**, which granted them the licence for the **Top Chef** programme. The event was also backed by **two sponsors** of M6's flagship show: **Auchan and Schweppes**.

OPERATION "CULTIVONS NOTRE AVENIR" WITH MIIMOSA

M6 Publicité and MiiMOSA have continued their partnership launched in 2022 to promote the agricultural sector and farmers.

Through a web series broadcast on M6+, M6 Publicité and MiiMOSA aim to highlight **the commitments of a brand in favour of the agricultural sector and its farmer partners engaged** in the agro-ecological transition.

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

For the **seventh consecutive year**, M6 Publicité is a founding partner of the **"Grand Prix de la Marque Engagée" awards**

for committed brands organised by Pro durable and Linkup. The ceremony presents awards in **eight categories** and is open to all brands that have adopted an ethical and sustainable approach in their business model.



On 25 June 2024, the **"Hackathon Engagé by M6 Publicité"** was awarded the bronze prize at the **Grand Prix de la Responsabilité des Médias** in the **"Responsible Events"** category.

B2. AN EXPERT GLANCE AT RESPONSIBLE EFFICIENCY

Advertising while ensuring an efficient ROI must **produce narratives** that **project the viewer into a more desirable, more responsible future** in order to guide and influence the perceptions, attitudes and behaviours of consumers.

For many years now, M6 Publicité has been helping its clients to **decipher changing market trends** and consumer expectations through its **surveys**.

REGULAR SURVEY ENTITLED “LE TEMPS DES MARQUES RESPONSABLES”

In 2025, M6 Publicité will unveil the **fifth edition of its regular benchmark survey entitled “Le Temps des Marques Responsables”** alongside its long-standing partner Sociovision.

Since 2019, this survey has served to analyse **changes in the responsible behaviours** of French people, the **perception of committed brands** and impactful communication vectors.

The fifth edition of the benchmark survey will provide an expert perspective on the responsible effectiveness of the **new brand advertising narratives** and their ability to shape new ideas, choices and future behaviours thanks to the **Impact Mémoire** institute, a specialist in cognitive sciences.

For this latest edition, M6 Publicité has teamed up with **Kantar** to **identify and measure the factors that encourage more responsible product purchasing behaviour**. Using a model, we will explain the conscious and unconscious reasons leading to these changes. This approach will combine real purchases and interviews from the Kantar panel to provide a comprehensive, operational response.



B3. “NOUVEAUX IMAGINAIRES” CEC INITIATIVE

M6 Publicité joined the **CEC “Convention des Entreprises pour le Climat” [Companies for the Climate] association in 2024** and is taking part in the **“Nouveaux Imaginaires 2024”** initiative.

Recognised as a public interest body, the CEC aims to **promote an irresistible shift** from an extractive economy to a **regenerative economy** by 2030. It supports **manager collectives** by organising unique and transformative initiatives for their companies.

While numerous stakeholders are currently aware of the limits of our planet’s resources, the **positive transition-fostering narratives** we need to adopt a more responsible way of life are struggling to emerge. **“Nouveaux Imaginaires”** aims to accelerate the **cultural swing** by fundamentally rethinking the narratives created and disseminated and writing the foundations to solidify **positive narratives**.

Alongside its peers (advertisers, media groups, media agencies, production agencies, creative agencies, etc.) participating in the CEC **“Nouveaux Imaginaires 2024”** workshop, M6 Publicité **is committed to raising awareness and supporting** its customers in **integrating these new narratives** in their advertisements and as part of their collaboration with M6 Unlimited, M6 Publicité’s integrated agency.



Nouveaux Imaginaires 2024

02

**C. M6 PUBLICITÉ: SOLUTIONS
TO PROMOTE AND HIGHLIGHT
RESPONSIBLE COMMUNICATIONS
AND BRAND COMMITMENTS**

THE INCLUSIVE ADVERTISING ALTERNATIVE

S6LIDAIRE

CONCEPT

Financially support a charity project or major cause.

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

In partnership with Goodeed.

ACTIVATION

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

NEW FEATURES

- Major cause offer

ENHANCING THE VISIBILITY OF PRODUCTS WITH A LOWER ENVIRONMENTAL IMPACT

6green

CONCEPT

Engage the listener by promoting your eco-friendly product or service 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”)

PROMOTING THE ADOPTION OF NEW CONSUMER PRACTICES

COMPORTEMENTS RESPONSABLES

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.

ACTIVATION

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

NEW FEATURES

- Two new eligible behaviours:
- Sustainable transport
 - Eco-refills

EXPLAINING YOUR BRAND COMMITMENT

COMMITTED VOICES TESTIMONIAL

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

Choice between: Springboard PP1, outside commercial break or single-advertiser spot

ACTIVATION

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

NEW

ENGAGEMENT DAYS

RAISING AWARENESS OF MAJOR SOCIAL AND ENVIRONMENTAL ISSUES

CONCEPT

Raise awareness of various environmental and societal issues and behavioural changes.

5 POWERFUL THEMES

- Accessibility
- Environment
- Responsible behaviour
- Prevention of school bullying
- Physical/mental health

ACTIVATION

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

Non-contractual images

02

**D. M6 PUBLICITÉ: IMPROVING
HOW WE UNDERSTAND AND
MEASURE THE CARBON
FOOTPRINT OF OUR
ADVERTISING OPERATIONS**

D1. THE POWER OF COOPERATION AS A PILLAR OF OUR THINKING

BUILDING COMMON STANDARDS

For more than 3 years, the advertising industry has been working to **understand** and **measure** its carbon footprint in order to **reduce** it.

The **SNPTV** (French national television advertising federation), **SRI** (Syndicat des Régies Internet) and **BDR** (Bureau de la Radio) have therefore decided to establish a set of **common guidelines** and **measurement tools** in **consultation** with their members. They were supported in this work by key stakeholders **BL Evolution** and **DK**.

In June 2024, the **GARM** (Global Alliance for Responsible Media) published the first **Global Sustainability Framework**, a common framework for measuring the carbon footprint of advertisement broadcasting, **defined internationally**, under the aegis of the WFA (World Federation of Advertisers) and including a contribution from the Union des Marques Oneframe initiative.

This initiative has enabled French inter-branch organisations to share their work. The **SNPTV** is among the **key contributors** for TV media, while the **SRI and Alliance Digitale** are among the **key contributors** for digital media.

D2. REDUCING THE SIZE OF ONLINE AUDIO ADVERTISEMENTS

STANDARDISATION OF THE TECHNICAL SPECIFICATIONS OF ONLINE AUDIO ADVERTISEMENTS



In March 2024, the advertising sales houses of the **Bureau de la Radio** (Lagardère Publicité News, M6 Publicité, NRJ Global, RMC BFM ADS) announced their **first initiative to reduce the carbon footprint related to the broadcasting of online audio advertisements**.

The initiative aims to **limit the size of online audio advertisements** in order to reduce the carbon footprint of advertisement broadcasting. This reduces the impact of both **storing** and **broadcasting** advertisements.

As such, all the advertising sales houses have agreed on a maximum size of **1.5 MB** for **30-second** advertisements and **1 MB** for **20-second** advertisements.

Thanks to these new technical specifications, the carbon footprint should be reduced by around 10 to 20% respectively.

After an initial information and awareness-raising stage among agencies and advertisers in 2024, **these technical specifications will come into effect** as of **1 January 2025**.

D3. REDUCING THE IMPACT OF ADVERTISEMENT PRODUCTION

PUBLICATION OF A GUIDE TO PRODUCTION BEST PRACTICES

M6 Unlimited (M6 Publicité's in-house agency) helps its partner agencies and advertisers organise **more responsible shoots**.

The production teams are trained in **Ecoprod** as well as the **Carbon'Clap** tool, Ecoprod's carbon calculator that measures the carbon impact of a production.



To raise awareness and encourage Group in-house producers, service providers and clients to adopt eco-friendly production practices, M6 Unlimited has also implemented a **Production Good Practice Guide**.

Broken down into **five themes** covering the entire process, numerous 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.

D4. UNDERSTANDING AND MEASURING THE IMPACT OF OUR ADVERTISING OPERATIONS

Since 2021, in collaboration with the M6 Group Engagement Department, **M6 Publicité** has been working to **understand** and **measure the carbon impact** of its activities in order to **reduce its environmental footprint** and offer **solutions** to its agency and advertiser partners.

M6 GROUP CARBON FOOTPRINT ASSESSMENT

The M6 Group carbon footprint assessment includes the data for **M6 Publicité's activities**. **Specific measures** aimed at **reducing the carbon footprint** of M6 Publicité's production and broadcasting activities are reviewed under the M6 Group **greenhouse gas emissions reduction action plan** to be rolled out in 2024.

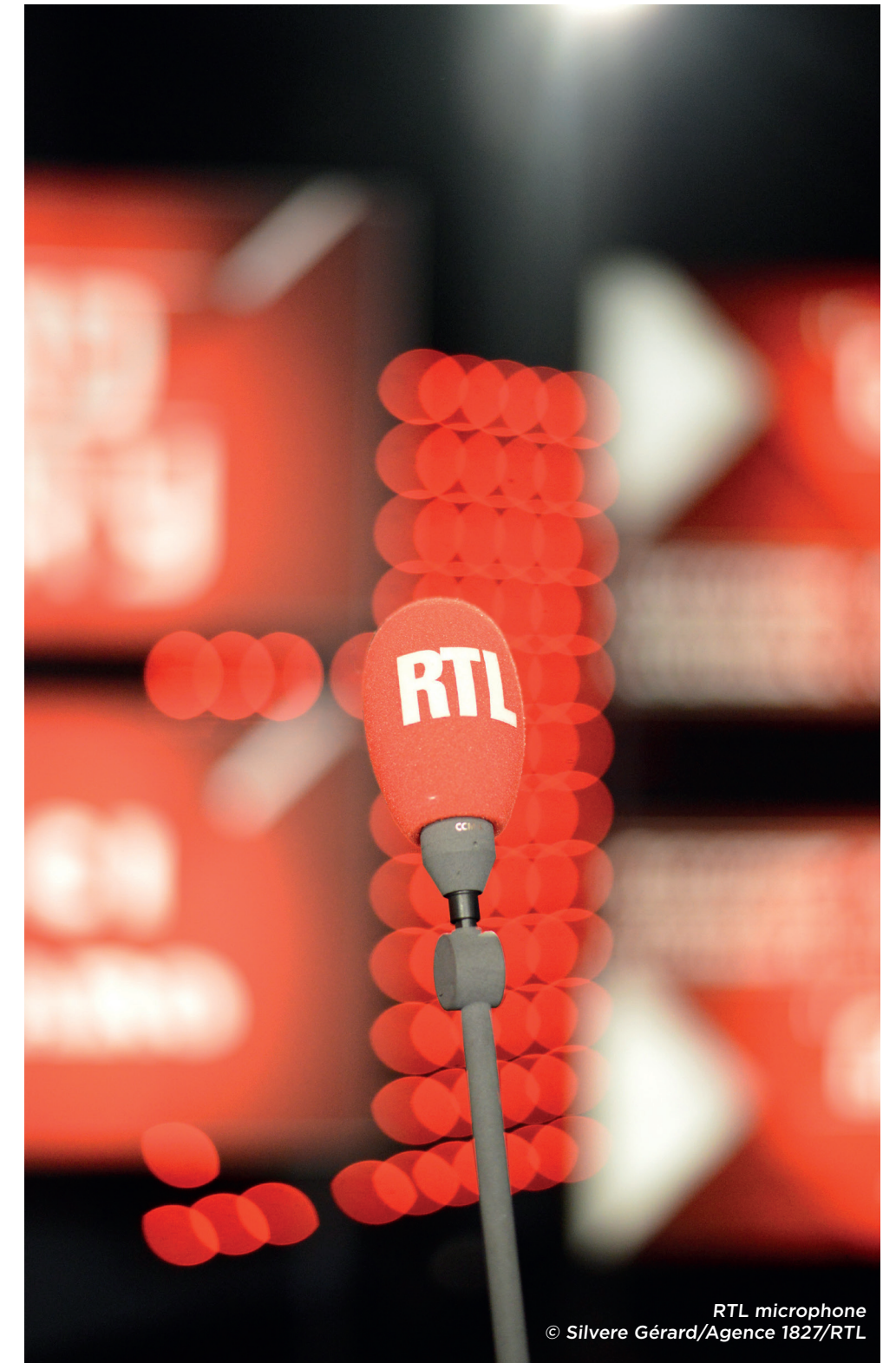
MEASURING THE CARBON FOOTPRINT OF ADVERTISING CAMPAIGN BROADCASTING ON OUR MEDIA ASSETS

To measure the carbon footprint of the **advertising campaigns broadcast** on its media assets, M6 Publicité uses the **measurement tools developed by DK consultants** in connection with the work of the **SNPTV** and **BDR**.

These tools incorporate a **common measurement framework** used by the members of the various inter-branch advertising organisations to calculate the carbon impact of advertisement broadcasting, namely **SNPTV, BDR, SRI and Alliance Digitale**.

The framework is based on methodologies established according to **jointly defined assumptions**, a **database averaged** across the various members of the inter-branch advertising organisations (SNPTV, SRI, Alliance Digitale and BDR) and on **market data** (ADEME, etc.).

These assessments are available on request. M6 Publicité plans to connect its in-house solutions with the carbon measurement tools developed by DK by 2025.





THE M6 PUBLICITÉ RADIO-AUDIO OFFER

03

A. M6 MEDIA BRANDS

THE M6 PUBLICITÉ RADIO AND AUDIO ECOSYSTEM



Radio: Médiamétrie. EAR - September 2023 to June 2024 - Mo-Fri 5am-midnight - Audience share 13+ target
 Online audio: ACPM combined Live radio, eStat Podcast, eStat Streaming (online radio); average Sept 23-June 24

RTL, RTL2, FUN RADIO, M RADIO

4 COMPLEMENTARY STATIONS



LIVING TOGETHER

Leading private radio station in France
5.2 million listeners per day

RTL is the leading general interest radio station in the audiovisual sector.

It targets all French people, providing objective information of reliable quality and a neutral editorial line.

For the first time ever, the morning show will run from 4.30 to 10 am this year. **RTL Matin** will be co-hosted by Thomas Sotto and Amandine Bégot. Meanwhile, Yves Calvi will take over the reins from 6 to 8 pm, alongside Agnès Bonfillon with the return of **On refait le monde**.

These info segments will continue to be interspersed with advice, stories and entertainment programmes, with the intention of remaining both educational and fun.



THE POP-ROCK SOUND

Leading young adult music provider
among 25-49 year olds and high earners
2.1 MILLION LISTENERS PER DAY

Since its creation, RTL2 has embodied the pop-rock sound, offering an irresistible mix of timeless classics from legendary artists like U2 and Coldplay and the latest popular hits on the current music scene. RTL2 also boasts iconic shows such as **Double Espresso** and experts like Eric Jean-Jean on **Le Drive**, Waxx on **Foudre** and Marjorie Hache and Francis Zégut on **Pop-Rock Station**, all of whom transport you into the heart of the pop-rock universe with their passion and knowledge.

Lastly, RTL2 offers you unique musical experiences with live studio performances and unforgettable concerts such as the **"Festival Essonne en Scène"** event.



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 focusing on three main pillars: electro music, the world's best DJs and lots of FUN!

This new season will revolve around two programmes hosted by Bruno on FUN RADIO: France's longest morning show running from 6 am to midday and the new programme, **La Team Fun Radio**, which has been extended to offer an extra hour of entertainment. Clément Lanoue is also joining the team. FUN RADIO also knows how to launch a hit event with the return of the **FUN RADIO Ibiza Experience** (FRIE), along with several other partner festivals such as the Touquet Music Beach Festival.



M RADIO

Number 1 for French chanson

As a warm, feminine, family station, M Radio attracts over 613,000 listeners each day thanks to its focus on French pop music. It is the only radio station to support French chanson from the 1980s to the present day, featuring artists such as Slimane, Santa, Calogero, Céline Dion, Vianney, Vitaa, Francis Cabrel, and more.

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, with plenty of laughter and singing! Play **"Le 3 sur 5"** at 7.15 and 8.15 am to see if you can win one of the many prizes on offer!

FLAGSHIP CONTENT

IN ONLINE AUDIO VERSION

REPLAY PODCASTS



ORIGINAL PODCASTS



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B. M6 ADVERTISING OFFERS

RADIO IS GOING DIGITAL



nearly
23%
of radio listening
is done on
DIGITAL devices



9pp
increase in coverage
thanks to online audio
(vs. radio)

Médiamétrie Global Radio - January-March 2024 - Mo-Fri - Digital media contribution to Radio total - 13+ target
Médiamétrie Global Audio 2024: Contribution of online audio vs. offline radio. Target: 15-80 age bracket

RADIO & AUDIO

OUR BRAND EXPOSURE SOLUTIONS



INSTANT IMPACT

Top Chrono



EXPOSURE

Springboard range
Audio channel voice
6break audio
Audio + display

INTERACTION

Shake me



RETENTION

EP1 Echo

EDUCATIONAL

Long format



ENGAGEMENT

6Green range
Responsible behaviour range
S6LIDAIRE range
Testimonial

TOP CHRONO, A UNIQUE COMMERCIAL BREAK DURING FRANCE'S LEADING PRIVATE MORNING SHOW

HOW IT WORKS

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 (one 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 2.8 million listeners every weekday and over 1.6 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 2023-June 2024 - Mo-Fri 7am-9am, Sat & Sun 6am-9.15 - 13+ target Average quarter-hour leader (16 commercial stations)
 ** Commercial breaks subject to revision

THE SPRINGBOARD RANGE IS ENHANCED BY THE AUDIO SPRINGBOARD SLOT

EXPOSURE

HOW IT WORKS

1st position during the commercial break on radio or before the audio podcast, preceded by a contextualised jingle.

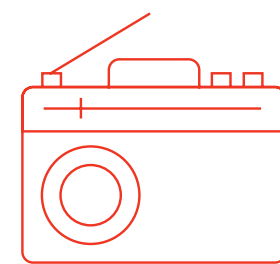
- Contextualise your message depending on a calendar highlight (new school term, Christmas, Mother's Day, etc.) or the weather.

NEW

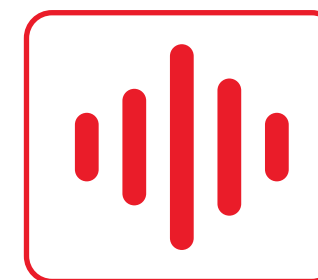
Link your brand to a key time of day with the **AUDIO SPRINGBOARD SLOT**:

- Your audio pre-roll or mid-roll advertisement will be preceded by a contextualised jingle depending on the time slot: morning, afternoon, after work and at the weekend (TV format also available).

SPRINGBOARD PPI



RADIO STREAM



CONTEXTUALISED JINGLE

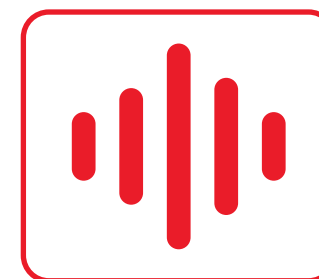
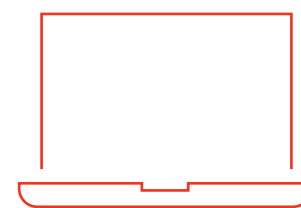


YOUR AD



OTHER ADS

AUDIO SPRINGBOARD



CONTEXTUALISED JINGLE



YOUR PRE-ROLL AD



LIVE RTL/RTL2/
FUN/ONLINE RADIO STATIONS & PODCAST

Also available in mid-roll on podcasts & online radio stations.

ECHO PP1

RETENTION

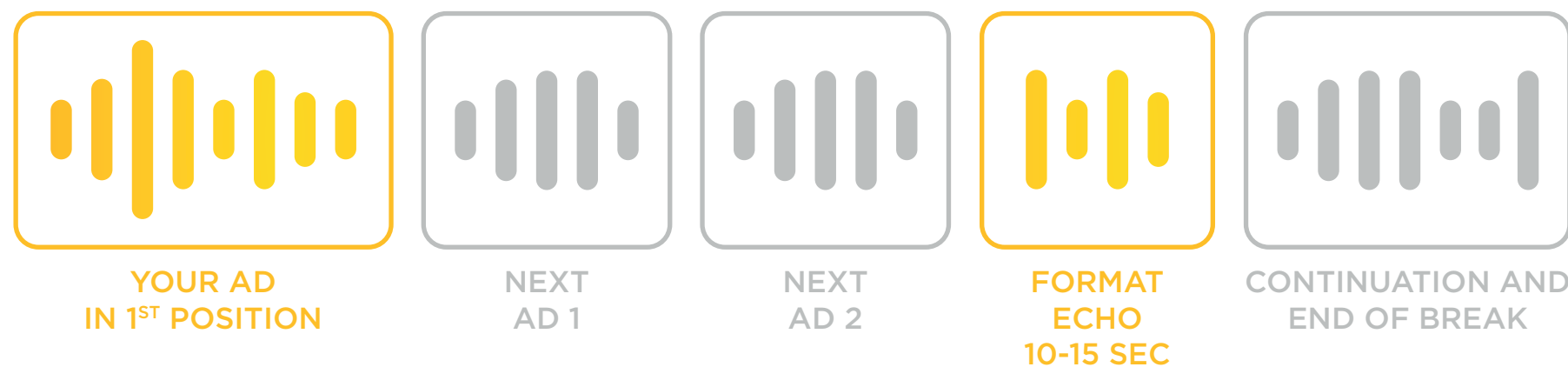
LEVERAGE AD REPETITION TO OPTIMISE RECALL

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.



GREEN FORMAT AVAILABLE

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

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.

- In online audio version (live)

Pricing: please contact us

© Adé Adjou/RTL



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



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



© Emilie Boutin/Agence 1827/RTL



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

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A WIDE RANGE OF TARGETING OPTIONS

TGI PREMIUM TARGETS



SMART CONTEXT

- Theme packs
- Listening context

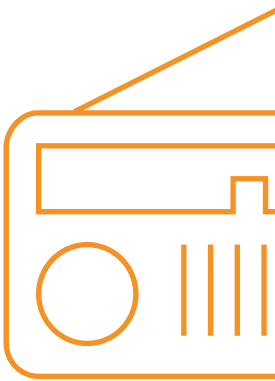
SMART AUDIO

- Socio-demographic
- Geolocation
- Lifestyle
- Affinity

OPTIMISE YOUR RADIO CAMPAIGNS

THANKS TO TGI PREMIUM TARGETS

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



Mediametrie



DIRECTLY ADDRESS YOUR TARGET AUDIENCE

THANKS TO OUR SMART AUDIO OFFERING



GEOLOCATION

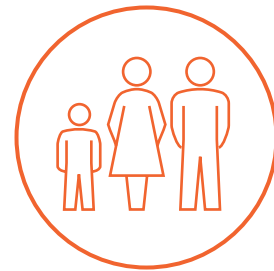
Ramp up your campaign in specific areas

GEOLOCATION TARGETING LEVELS

CATCHMENT AREA
POSTCODE
PROVINCE
REGION

DRIVE-TO-STORE RETARGETING

Kairos fire NEW



SOCIO-DEMOGRAPHIC

Maximise your target contacts

SEGMENTS ACROSS 2 CRITERIA

AGE
GENDER



LIFESTYLE

Target listeners based on their lifestyle

LIFESTYLE TARGETING PARAMETERS

SOCIO-PROFESSIONAL CLASS
INCOME LEVEL
GEOTYPE
HOUSING
HOUSEHOLD STRUCTURE



AFFINITY

Reach a target audience based on affinity to your brand

> 30 SEGMENTS AVAILABLE, INCLUDING:

SPORT
ECONOMICS
BUSINESS
CINEMA
ECOLOGY
HEALTH
CARS

STRONG OFFERING:
all formats and media

CERTIFICATION
Our RTL, RTL2 and FUN RADIO websites and applications have received "Digital Ad Ratings" certification.

AVAILABLE FOR SPOT BY SPOT AND PROGRAMMATIC PURCHASING

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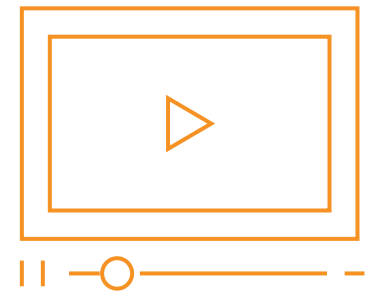
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BOOST YOUR EXPOSURE IN AN ULTRA AFFINITY LISTENING CONTEXT

THANKS TO OUR “SMART CONTEXT” OFFERING



PROGRAMME CONTEXT

**(CHOICE BETWEEN
10 PROGRAMME THEME PACKS)**

- TOP 15 RTL PODCASTS
- ENTERTAINMENT
- CULTURE
- NEWS & BUSINESS
- SPORTS & NEWS
- WELL-BEING
- PURCHASING POWER
- TRUE CRIME
- MORNING SHOW
- RTL AU FÉMININ



LISTENING CONTEXT

IN THE CAR

MEASURE THE EFFECTIVENESS OF YOUR CAMPAIGNS



POST-TEST & BRAND LIFT

M6 Publicité and its partners will help you analyse your radio campaigns using post-test & brand lift tools.

In partnership with:



NEW

DRIVE-TO-WEB

Thanks to our Audio Pixel tool, you can now follow the web browser paths of listeners who have been exposed to your advertisement.

For instance, visiting a website, adding an item to the cart, downloading an app, etc.

In partnership with:



NEW

BRAND LIFT

Throughout the year, M6 Publicité and its partners offer Brand Lift solutions tailored to online audio.

In partnership with:



CERTIFICATION

Certify your target contacts during a data activation process thanks to the Digital Ad Rating tool.

In partnership with:



SHAKE ME

STIMULATE YOUR AUDIENCE BY ENCOURAGING THEM TO SHAKE THEIR PHONES

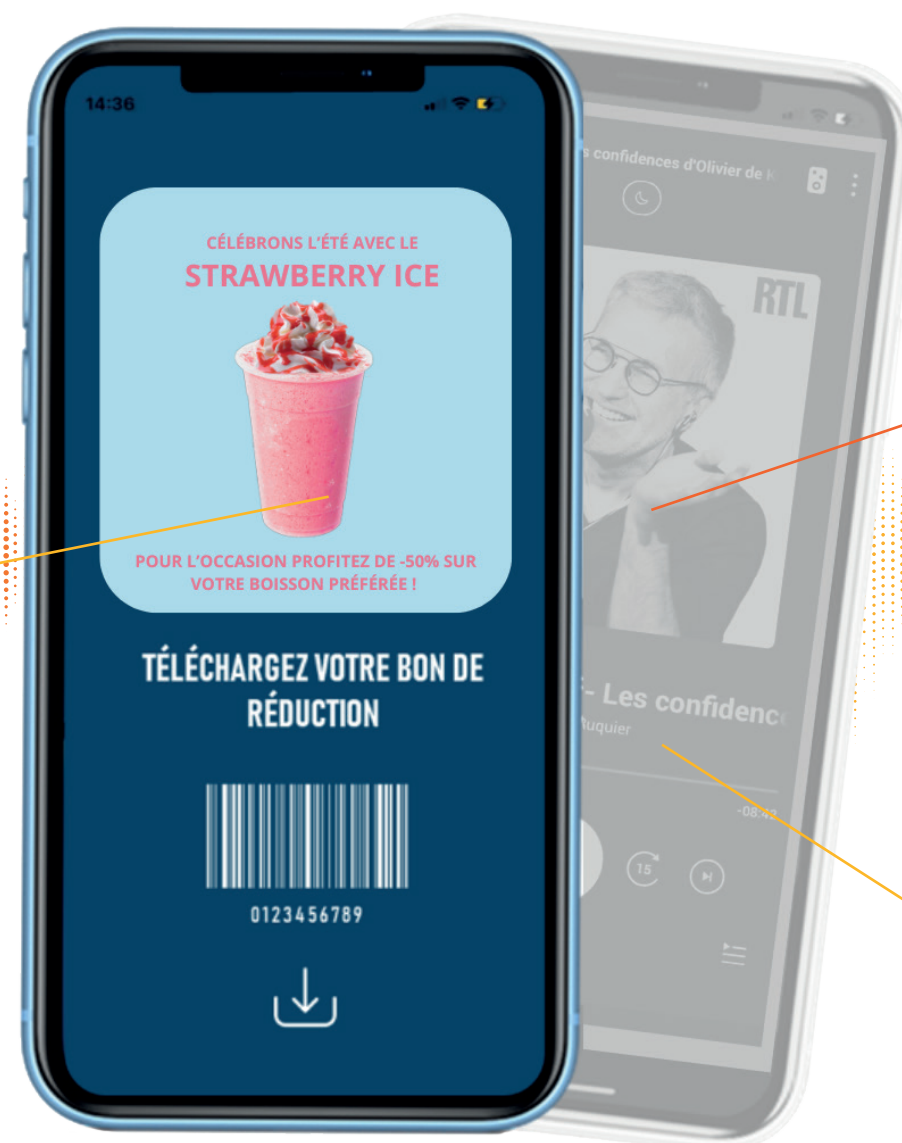
Invite the listener to shake their smartphone or tap on the screen to trigger an action without disrupting the listening experience of your advertisement, which is broadcast in tandem.

A format intended to enhance interaction and engagement.

NEW: FREE DESIGN*

BENEFITS

Interaction
Drive-to-web/store
UX-integrated



AVAILABILITY

Available on the apps for:
RTL, RTL2, FUN RADIO

INTERACTIONS

Redirecting to an app store or website
Downloading a voucher
Making a call

* Limited to one free advertising design per campaign

HOST-READ FORMAT

HAVE YOUR ADVERTISEMENT RECORDED BY AN ICONIC VOICE FROM **RTL**

CONVERSATIONAL STYLE

Ideal for online audio listening

TAILORED ADVERTISING

By recording multiple versions (depending on the weather, for a countdown, etc.)



ERIC JEAN-JEAN



VINCENT PERROT



JADE



ERIC DUSSART



GEORGES LANG



MURIEL GILBERT



ISABELLE PIANA
(RTL STATION VOICE)

TAKE A STEP FURTHER WITH OUR ONLINE AUDIO BRAND CONTENT SOLUTIONS



Audiomeans

Leverage the power of podcast networks thanks to Crosspod

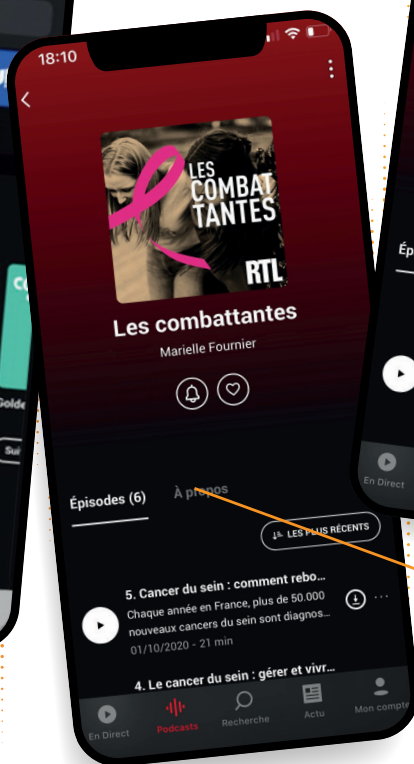
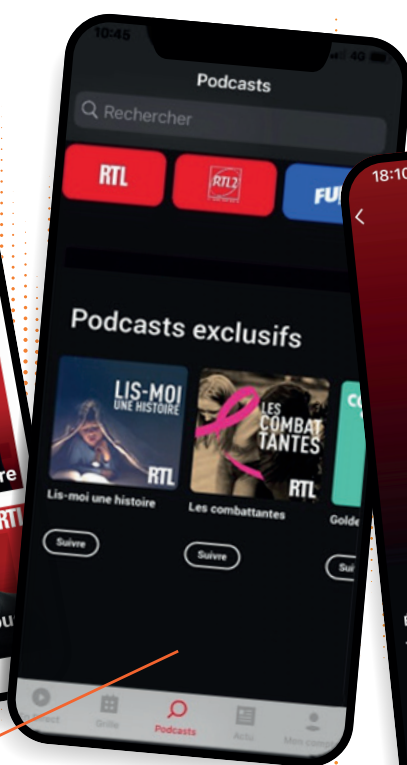
PODCAST SPONSORSHIP

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.



BRANDED PODCASTS

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

CO-PRODUCTION

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

M6 PUBLICITÉ HELPS YOU

BUILD YOUR RADIO-AUDIO CAMPAIGNS



Faustine Bollaert - Héros - RTL
© Adé Adjou/RTL



To best support the digital transition of the radio medium, M6 Publicité has partnered with Pop Radio in order to develop a radio media planning tool enhanced by online audio.

This allows you to build an audio plan that is either based on the same criteria as your radio campaign or completely independent.

You can also view the full output status of your radio-audio campaign.

CROSS AUDIO PACK

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

NEWS PACK



25 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



35 MILLION
CONTACTS

RADIO

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

ONLINE AUDIO

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

1-MONTH
CAMPAIGN*
BUDGET: €35,000

ENTERTAINMENT PACK



7.5 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



10 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



2.5 MILLION
CONTACTS

RADIO

- 9 ads per day
- 20" base

ONLINE AUDIO

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

1-WEEK
CAMPAIGN*
BUDGET: €10,000

* Médiamétrie EAR April-June 2024 - EAR Insights 2024 - red period - pricing at 26 August 2024 - net airtime fees excl. VAT inclusive up to 2 weeks for online audio/Radio: 13+ target, prices subject to revision

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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 and 8.25 am on RTL
12.30 pm on M6

RTL 6 **Ça peut vous arriver**
JULIEN COURBET



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

RTL2 W9 **Le Double Espresso**
GRÉGORY ASCHER
AND JUSTINE SALMON



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

Pricing: please contact us

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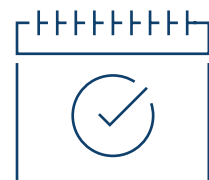
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CAPITALISE ON SPONSORSHIP

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 (podcast)



7.20 am LES BONS TUYAUX CONSO
D'OLIVIER DAUVERS



7.55 am & 8.25 am L'ŒIL DE...
PHILIPPE CAVERIVIÈRE



8.40 am ÇA VA BEAUCOUP MIEUX
JIMMY MOHAMED



8.45 am LA STAR DU JOUR
ANTHONY MARTIN

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

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CAPITALISE ON SPONSORSHIP

OPPORTUNITIES ON M RADIO



SPONSORSHIP	NUMBER OF ADVERTISEMENTS/DAY		NUMBER OF ADVERTISEMENTS/MONTH
	AUDIO BRANDINGS	SELF-PROMO	
Weather	Mo-Fri from 6-10 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 6-10 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 ADVERTISEMENTS/DAY	NUMBER OF ADVERTISEMENTS/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 2-9 pm: eight 7-sec ads "... tells you the time"	224 audio brandings

Pricing: please contact us

50



STCS 2025
AUDIO/RADIO

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

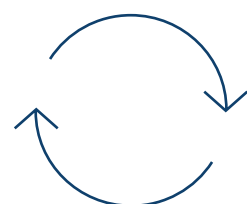
09 APPENDICES

EXPAND YOUR ADVERTISING REACH WITH OUR FIRST MUSIC OFFER

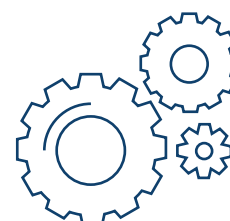
SIMULTANEOUS PURCHASE ON OUR 3 MUSIC STATIONS



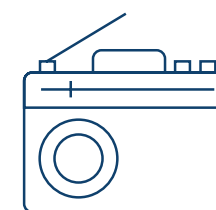
INTEGRATION IN THE SAME 1H SLOT - SINGLE RATE - SINGLE INVOICE



POWERFUL COUPLING



OPTIMISED COVERAGE



MINIMUM DUPLICATION



5.7M

listeners aged 25-49 each week



Contribution of

+749,000

listeners aged 25-49 vs. First coupling



Among 25-49 year olds

62%

of M Radio listeners listen to neither FUN nor RTL2

EAR Insights JM24 - 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

The background features a dark blue grid with various data points and lines. On the right side, there are vertical bars of varying heights and colors, including orange, red, and purple, suggesting a bar chart or data visualization. The overall aesthetic is modern and digital.

4 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 2025.

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 2025 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 2025 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 2025 Radio STCS.

ADJUSTMENTS

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

1. FORMAT INDICES

DURATION (seconds)	FORMAT INDEX
5	50
10	65
15	81
20	93
25	97
30	100
35	125
40	150
45	170
50	190
55	210
60	240

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

2. SEASONAL INDICES

2.1. NATIONAL RADIO

Revision of 2025 seasonal indices applicable across all stations managed by M6 Publicité.

PERIOD	RATE	SEASONAL INDEX
01/01 - 05/01	WHITE	100
06/01 - 19/01	ORANGE	120
20/01 - 02/03	WHITE	100
03/03 - 11/05	RED	140
12/05 - 13/07	VIOLET	150
14/07 - 24/08	WHITE	100
25/08 - 16/11	BLUE	170
17/11 - 30/11	BLACK	180
01/12 - 24/12	BLUE	170
25/12 - 31/12	WHITE	100

These provisions cancel and supersede the original terms, without affecting any other provisions of the M6 Publicité 2025 Radio.Audio Standard Terms and Conditions of Sale.

2.2. ONLINE AUDIO

Periods and seasonal indices for online audio purchasing will be created in 2025.

Seasonal indices will apply to all CPMs negotiated between M6 Publicité and an advertiser or its agent, with said CPMs being negotiated on a “base of 100”.

Depending on the share of sales invested in online audio within the total audio sales* generated by the advertiser, two sets of seasonal indices may be applied, with advertisers who invest at least 15% of their total audio budget in online audio receiving an improved index.

The improved seasonal index will be applied to the CPM of online audio purchases if an annual agreement is negotiated, provided that said agreement is approved **before the end of April 2025**.

PERIOD	SEASONAL INDEX	
	% online audio sales/ total audio sales* gen- erated < 15%	% online audio sales* generated ≥ 15%
01/01 - 02/03	90	85
03/03 - 11/05	100	95
12/05 - 13/07	105	100
14/07 - 24/08	80	75
25/08 - 31/12	115	110

* Total audio sales correspond to the sum of the standard national sales generated across the four stations managed by M6 Publicité (RTL, RTL2, FUN RADIO and M RADIO) and their online versions (spot-by-spot or programmatic) excluding sponsorships, OPS, display and sales generated by third-party resellers.

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, subject to schedule availability. 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, the surcharge applied is as follows:

- €60 net excluding VAT per advertisement on music stations
- €120 net excluding VAT per advertisement on RTL, excluding prime time Mo-Fri* (6-9 am)
- €250 net excluding VAT during RTL prime time Mo-Fri* (6-9 am)

48h Pass requests must be made at least 15 business days before the broadcast of the first advertisement covered by the Pass.

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.

* Mo-Fri: Monday to Friday



ADJUSTMENTS

© Franck Crusiaux/Agence 1827/RTL

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

4. PURCHASES 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 54);
- the online audio index, where applicable (see next page).

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.

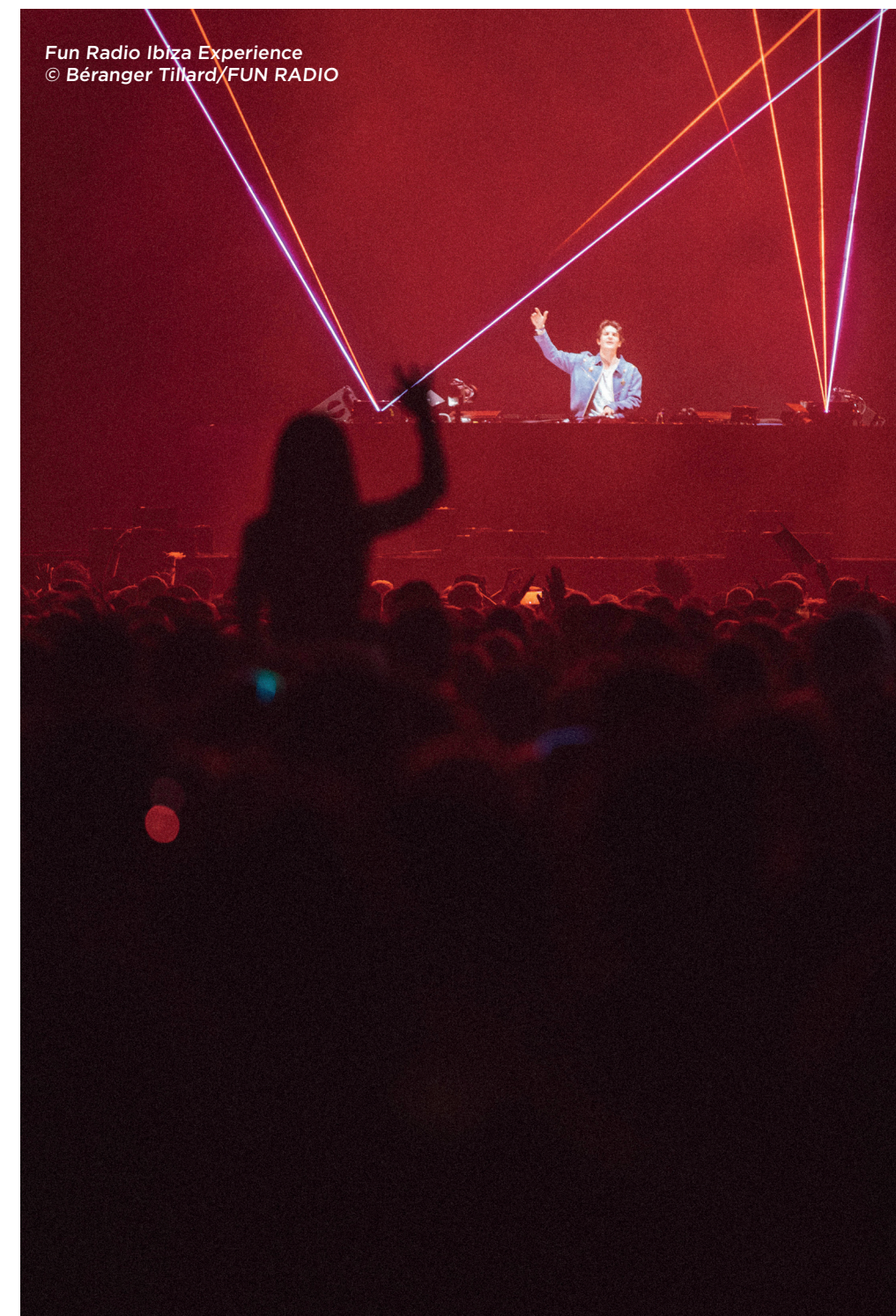
SPECIAL TERMS AND CONDITIONS FOR PURCHASES AT GUARANTEED NET COST PER GRP

- The maximum percentage of GRPs requested on RTL, RTL2 or FUN RADIO within the prime time slot (6-9 am Monday-Friday) may not exceed 50%.
- For any campaigns lasting more than 2 calendar weeks, M6 Publicité reserves the right to send a partial report every fortnight.

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, screening period, format, distribution by time slot and other details.



PURCHASE AT GUARANTEED NET COST PER GRP

ONLINE AUDIO INDEX

M6 Publicité will apply an "Online Audio" index on purchases at guaranteed net cost per GRP, which shall be valid across all M6 national radio stations, depending on the share of sales invested in online audio within the total audio sales* generated in 2025:

% online audio sales/total audio sales*	<5%	≥5%
INDEX	102	100

If necessary, M6 Publicité will adjust the advertiser's sales conditions during the financial year, it being specified that commitments shall be monitored quarterly by M6 Publicité and the relevant advertiser or its agent.

* Total audio sales correspond to the sum of the standard national sales generated across the four stations managed by M6 Publicité (RTL, RTL2, FUN RADIO and M RADIO) and their online versions (spot-by-spot or programmatic) excluding sponsorships, OPS, display and sales generated by third-party resellers.



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 2025 M6 Publicité will continue to implement 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 2025 Radio Audio STCS, these weeks are as follows:

2025 sales:

- 8 January - 11 February 2025
- 25 June - 22 July 2025

Black Friday 2025:

- 17-30 November 2025

Car Open Days 2025:

- 13-19 January 2025
- 10-16 March 2025
- 9-15 June 2025
- 8-14 September 2025
- 6-12 October 2025

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



PRICES

LIVE, ONLINE RADIO AND PODCASTS

SPOT BY SPOT	OFFER	FORMAT	CONTENT	NET PRICE BASE 100 (SEE SEASONAL INDICES ON PAGE 54)
	All			€12
PACKS	Entertainment Well-being News & business True Crime, Top 15 RTL, Sport, morning show, RTL au féminin	0-30"	Live, online radio & podcasts	€13
CUSTOM	À la carte		Choice between station, Live Player, online radio stations & podcast	€14
DATA TARGETING		Consult us		

Live



Podcasts





5 COMMERCIAL
DISCOUNTS

All the conditions described below apply to operations purchased on stations marketed by M6 Publicité in 2025 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 2025.

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 2025. 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
Less than €30,000	-20%
From €50,000	-21%
From €100,000	-22%
From €200,000	-23%
From €500,000	-24%
From €1,000,000	-25%
From €1,500,000	-26%
From €2,500,000	-28%
From €3,500,000	-30%
From €5,000,000	-32%
From €7,500,000	-36%
From €10,000,000	-40%

Reference base: Net sales.
Application base: Adjusted gross sales

2. DISCOUNT APPLICATION CONDITIONS

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

Thomas Sotto
© Stéphane Ruet/Agence 1827/RTL



and the use of less polluting products” within the meaning of the climate contracts. Campaigns not receiving this status for 2025 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

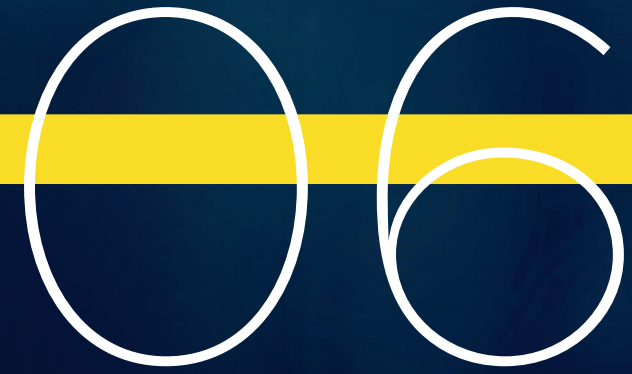
NET PRICE

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.



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.

3. CONTRACT CERTIFICATE

3.1. If the advertisement 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 2025 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.

4. ELECTRONIC SIGNATURE

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 M6 Publicité's approved service provider, "DocuSign"*.

*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.

5. 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.

6. 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.

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.

7. 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 2025 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.

8. 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.

9. CANCELLATION CRITERIA

NON-FORCE MAJEURE

9.1. 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 100% of the net amount of the cancelled advertisement(s) will be payable by the advertiser or its agent.

9.2. 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.

FORCE MAJEURE

9.3. If the cancellation is due to a force majeure event (see definition on p. 78), 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.

10. 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.



Mika - Concert très très privé RTL2
© Regis Duvignau/Agence 1827/RTL2

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 - 26 January 2025	September-October 2024	Thursday 14 November 2024	Friday 22 November 2024	Wednesday 1 January 2025
27 January - 4 May 2025	November-December 2024	Thursday 9 January 2025	Friday 17 January 2025	Monday 27 January 2025
5 May - 24 August 2025	January-March 2025	Tuesday 15 April 2025	Wednesday 23 April 2025	Monday 5 May 2025
25 August - 31 December 2025	April-June 2025	Tuesday 8 July 2025	Friday 18 July 2025	Monday 25 August 2025

11. INVOICING

11.1. 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.

11.2. Prices are stated excluding tax. The advertiser shall bear the taxes and levies applicable to the advertisement order at the time of broadcasting.

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

12. PAYMENT

12.1. 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.

12.2. Payment for the advertising campaigns broadcast shall be made 30 days after the invoice date of issue on the 10th of the month or 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:

■ all new advertisers and 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, whether through fault of the advertiser or its agent.

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.

12.3. 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.

12.4. 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 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.

12.5. 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, 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.

13. CONFIDENTIALITY

The advertiser, its agent, the broadcaster and M6 Publicité shall undertake, on their own behalf and on behalf of their respective employees, for whom they vouch, to keep strictly confidential all the written or verbal information exchanged as well as the provisions set forth in all of the contractual documents. The advertiser, its agent, the broadcaster and M6 Publicité expressly agree on the strictly confidential and commercially sensitive nature, within the meaning of competition law, of all written or verbal information exchanged, as well as on the provisions of all contractual documents (including invoices) and the financial, pricing and commercial information exchanged orally and/or in writing between M6 Publicité and/or the broadcaster and the advertiser and/or its agent in the context of the negotiation, preparation and performance of any contractual document (hereinafter the "Confidential Information").

Consequently, the advertiser, its agent, the broadcaster and M6 Publicité undertake not to directly or indirectly disclose Confidential Information in any manner whatsoever to a third party without the prior written consent of the party concerned.

14. RULES REGARDING PERSONAL DATA PROCESSING

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.), hereinafter “the agents”, 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”.

14.1. PROTECTION OF M6 SERVICES USER PERSONAL DATA

14.1.1. THE PRINCIPLE OF PROHIBITION

The advertiser is fully aware that, without the prior approval of M6 Publicité and the conclusion of a specific agreement, within the framework of a targeted advertising offer, as set out in the following paragraphs, the following acts are prohibited:

- any collection or recovery of personal data by any means whatsoever on M6 Group media services (TV channels, 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.

14.1.2. EXCEPTIONS

If M6 Publicité agrees to the collection and/or processing of personal data by the advertiser as part of an online audio targeted advertising operation offered by M6 (such as the SMART AUDIO offer or any other new offer made available and integrated into these STCS), 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, its service provider and/or its agent expressly acknowledge and accept.

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 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.

14.1.3. 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. Compliance with applicable data regulations

The Parties undertake 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 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"), Directive 2002/58/EC of 12 July 2002 as transposed into French law ("ePrivacy Directive"), 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 any 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 Parties undertake to comply with them.

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.

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.

d. 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. 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.

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.

14.2. PROTECTION OF INDIVIDUAL PERSONAL DATA

All information provided by all individuals acting on behalf of the advertiser and/or its agent 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 advertising space, whether traditional or in the form of sponsorship. 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/>

15. CODE OF ETHICS AND PROFESSIONAL CONDUCT

M6 Publicité declares, in relation to the performance of these STCS, that it adheres to the principles of the M6 Group Code of Ethics and Professional Conduct, available via the www.groupem6.fr website (in French only). In the Code of Ethics and Professional Conduct, 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).

The Code of Ethics and Professional Conduct includes a description of the whistleblowing system in place within the M6 Group, as well as the name and contact details of the Head of Ethics and Professional Conduct, to whom alerts may 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.).

16. GOVERNING LAW - JURISDICTION

These Standard Terms and Conditions of Sale, all correspondence and all contractual documents shall be governed by French law. Any dispute or litigation arising in connection with the interpretation or application of said Standard Terms and Conditions of Sale, correspondence and/or contractual documents shall be subject to the jurisdiction of the courts of Paris, including in the event of related cases, third-party proceedings or multiple defendants.

The STCS shall take effect from 1 January 2025. 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.



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.

1.12. M6 Publicité shall inform the advertiser of the sales communications broadcast by sending the advertiser a statement at the end of each advertising operation or a corresponding invoice at the end of each month, and/or by any other means, thereby proving the broadcast of said sales communications.

1.13. At the request of the advertiser or its agent, M6 Publicité will provide a linear broadcast summary indicating dates, broadcast times and commercial break labels, as well as the position of the advertisement during the break.

1.14. Following a specific request made within 3 months following the first broadcast of the advertisement in question, M6 Publicité may provide a screenshot of the advertisement in audio format (linear broadcasting). Each screenshot will be invoiced at a flat rate of €500 (excl. VAT) which is not subject to the discount scale.

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 identical to the title of the

campaign booked into the schedule and does not correspond to a product and/or service other than the product and/or service presented in the advertisement. 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 midnight to 4.59 pm
- 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.

7. SPECIAL TERMS AND CONDITIONS - ONLINE STANDARDISATION OF THE TECHNICAL SPECIFICATIONS OF ONLINE AUDIO ADVERTISEMENTS

In March 2024, the advertising sales houses of the **Bureau de la Radio** (Lagardère Publicité News, NRJ Global, M6 Publicité, RMC BFM ADS) announced their **first initiative** to **reduce the carbon footprint related to the broadcasting of online audio advertisements**.

The initiative aims to **limit the size of online audio advertisements** in order to reduce the carbon footprint of advertisement broadcasting. This reduces the impact of both **storing** and **broadcasting** advertisements.

As such, all the advertising sales houses have agreed on a maximum size of **1.5 MB** for **30-second** advertisements and **1 MB** for **20-second** advertisements.

Thanks to these new technical specifications, the carbon footprint should be reduced by around 10 to 20% respectively.

After an initial information and awareness-raising stage among agencies and advertisers in 2024, **these technical specifications will come into effect** as of **1 January 2025**.



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 2025, 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 2025 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.



09 APPENDICES

PROGRAMME SCHEDULE **RTL**

MONDAY-FRIDAY

04:30 - RTL PETIT MATIN

J. FLORIN & M. GIRAUDEAU

05:00 - NEWS

05:01 - Ad

05:10- LA VIZOCONFÉRENCE

05:11 - Ad

05:16 - RTL ÉVÈNEMENT

05:21 - Ad

05:24- LES PÉPITES RTL

05:28- WEATHER

05:30- NEWS

05:38- RTL AUTOUR DU MONDE

05:31 - Ad

05:41 - Ad

05:51 - Ad

05:42- 2 MINUTES POUR COMPRENDRE

05:47 - ÇA VA BEAUCOUP MIEUX

05:51- LE CONSEIL CONSO

05:58- HOROSCOPE, WEATHER

06:00- NEWS

06:00 - Ad

06:10- VOUS ALLEZ EN ENTENDRE

PARLER

06:01 - Ad

06:15- LES 3 QUESTIONS DE RTL PETIT

MATIN

06:11 - Ad

06:22- LVT PREMIÈRE

06:21 - Ad

06:30- NEWS

06:30 - Ad

06:31 - Ad

06:41 - 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

06:58- WEATHER

07:00 - RTL MATIN

T. SOTTO & A. BÉGOT

07:00 - NEWS

07:00 - Ad

07:01 - Ad

07:13 - RTL ÉVÈNEMENT

07:16 - L'ÉDITO D'ÉTIENNE GERNELLE

07:11 - Ad

07:20 - OLIVIER DAUVERS: LES

SECRETS DE LA CONSO

07:21 - Ad

07:29- WEATHER

07:30- LE TOUT'INFO

07:30 - Ad

07:00 - LENGLET-CO

07:31 - Ad

07:41 - Ad

07:44- L'INVITÉ DE RTL MATIN

07:51 - Ad

07:52- L'ŒIL DE P. CAVERIVIÈRE

08:00- NEWS

08:00 - Ad

08:15 - L'INVITÉ D'AMANDINE BÉGOT

08:01 - Ad

08:11 - Ad

08:25 - LE DEUXIÈME ŒIL DE P.

CAVERIVIÈRE

08:21 - Ad

08:31 - Ad

08:40 - ÇA VA BEAUCOUP MIEUX

08:41 - Ad

08:46- LA STAR DU JOUR

08:51 - Ad

08:51- LAURENT GERRA

09:00- NEWS

09:10- LA QUESTION PAS SI BÊTE

09:01 - Ad

09:11 - Ad

09:21 - Ad

09:20- LA QUESTION PAS SI BÊTE

09:40- L'INVITÉ DE 9H40

09:31 - Ad

09:41 - Ad

09:51 - Ad

09:50 - LA VIZOCONFÉRENCE/LA

RECETTE DE LIGNAC (FRI)

10:00- NEWS

10:00- ÇA PEUT VOUS

ARRIVER /J. COURBET

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

11:31 - Ad

11:41 - Ad

11:51 - Ad

12:00- RTL MIDI

C. LANDREAU/E. BRUNET/

V. PARIZOT

12:00- PRESENTATION + NEWS

12:01 - Ad

12:11 - Ad

12:09 - L'INVITÉ DE RTL MIDI

12:13 - FOCUS 1

12:21 - Ad

12:20 - L'INVITÉ DE RTL MIDI

12:30- NEWS

12:31 - Ad

12:40 - L'INVITÉ DE RTL MIDI

12:41 - Ad

12:52 - L'INVITÉ DE RTL MIDI

12:51 - Ad

13:00- LES AUDITEURS

ONT LA PAROLE

C. LANDREAU/E. BRUNET/

V. PARIZOT

13:01 - Ad

13:11 - Ad

13:21 - Ad

13:31 - Ad

13:41 - Ad

13:51 - Ad

14:00- NEWS

14:01 - Ad

14:10- LISTENERS

14:11 - Ad

14:18- LISTENERS

14:21 - Ad

Programme and commercial break schedule subject to change. If you have any questions, please contact M6 Publicité's Scheduling Department.

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PROGRAMME SCHEDULE **RTL**

MONDAY-FRIDAY

14:00- L'HEURE DU CRIME

J-A. RICHARD

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 - RTL SOIR

A. BONFILLON & Y. CALVI

18:00 - NEWS

18:01 - Ad
18:11 - Ad

18:17 - L'INVITÉ D'YVES CALVI

18:21 - Ad

18:40 - RTL INSIDE

18:31 - Ad

18:41 - Ad

18:51 - Ad

18:45- L'INVITÉ POUR TOUT
COMPRENDRE

18:53- LE BRET KING NEWS

19:00 - NEWS

19:01 - Ad

19:10 - LES DESSOUS DE L'ACTU

19:11 - Ad

19:15 - ON REFAIT LE MONDE (MONDAY-THURSDAY)/ILS REFONT LA FRANCE (FRIDAY)

Y. CALVI & A. BOUTON

19:21 - Ad

19:31 - Ad

19:41 - Ad

19:51 - Ad

20:00 - NEWS

20:00- HÉROS (MONDAY-THURSDAY) /F.BOLLAERT

20:00- RTL FOOT (FRI)

E. SILVESTRO

20:01 - Ad

20:11 - Ad

20:21 - Ad

20:31 - Ad

20:41 - Ad

20:51 - Ad

21:00- NEWS

21:00 - BONUS TRACK (MONDAY-THURSDAY)

/E. JEAN-JEAN

21:00 - RTL FOOT (FRIDAY)

21:01 - Ad

21:11 - Ad

21:21 - Ad

21:31 - Ad

21:41 - Ad

21:51 - Ad

22:00- NEWS

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

22:00 - RTL FOOT (FRIDAY)

22:01 - Ad

22:11 - Ad

22:31 - Ad

22:41 - Ad

23:00- NEWS

23:00 - PARLONS-NOUS (MONDAY-THURSDAY)/C. DUBLANCHE

23:00 - LA COLLECTION RTL (FRIDAY)

G. LANG

23:01 - Ad

23:11 - Ad

23:21 - Ad (Fri)

23:31 - Ad

23:41 - Ad

23:51 - Ad (Fri)

Programme and commercial break schedule subject to change. If you have any questions, please contact M6 Publicité's Scheduling Department.

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PROGRAMME SCHEDULE **RTL**

SATURDAY

04:30 - RTL PETIT MATIN WEEK-END

V. PERROT

05:00 - NEWS

05:01 - Ad

05:20- C'EST ÇA LA FRANCE

05:11 - Ad

05:21 - Ad

05:31 - Ad

05:50- RTL POP CINÉ

05:41 - Ad

05:51 - Ad

06:00- NEWS

06:07- WEATHER

06:01 - Ad

06:11 - Ad

06:21 - Ad

06:22 - HOROSCOPE

06:38 - LA FRANCE S'ENGAGE

06:31 - Ad

06:45 - BEST OF LAURENT GERRA

06:41 - Ad

06:52 - LES ANIMAUX

06:51 - Ad

06:58 - WEATHER

07:00 - RTL MATIN WEEKEND

S. CARPENTIER & V. QUINTIN

07:00 - NEWS

07:00 - Ad

07:01 - Ad

07:10- SHOPPING

07:11 - Ad

07:17 - LE JARDIN RTL

07:21 - HOROSCOPE

07:21 - Ad

07:30 - Ad

07:31 - Ad

07:40- LES LIVRES ONT LA PAROLE

07:41 - Ad

07:48 - RTL ÉVÈNEMENT

07:51 - Ad

07:52- LES BALADES DE J.S.

PETITDEMANGE

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 - Ad

08:28- WEATHER

08:30 - NEWS

08:30 - Ad

08:31 - Ad

08:40 - UN BONBON SUR LA LANGUE

08:41 - Ad

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

12:31 - Ad

12:41 - Ad

12:51 - Ad

13:01 - Ad

13:11 - Ad

13:21 - Ad

13:30 - CONFIDENTIAL

A. MARTIN

13:31 - Ad

13:41 - Ad

13:51 - Ad

14:00 - NEWS

14:01 - Ad

14:11 - Ad

14:21 - Ad

Programme and commercial break schedule subject to change. If you have any questions, please contact M6 Publicité's Scheduling Department.

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SATURDAY

14:30 - LE GRAND STUDIO RTL

E. JEAN-JEAN

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 - RTL SOIR

V. PARIZOT

18:01 - Ad
18:11 - Ad
18:21 - Ad

18:20 - L'INVITÉ DE RTL SOIR

18:40 - LE MAG DU SAMEDI SOIR

18:31 - Ad
18:41 - Ad
18:51 - Ad

18:48 - DESTINATION RTL

18:54 - AU COEUR DE LA CRÉATION

19:00 - NEWS

19:00 - ON REFAIT

LE MATCH/P. SANFOURCHE

19:01 - Ad
19:11 - Ad
19:21 - Ad
19:31 - Ad
19:41 - Ad
19:51 - Ad
20:01 - Ad
20:11 - Ad
20:21 - Ad

20:30 - RTL FOOT

E. SILVESTRO

20:31 - Ad
20:41 - Ad
20:51 - Ad
21:01 - Ad
21:11 - Ad
21:21 - Ad
21:31 - Ad
21:41 - Ad
21:51 - Ad
22:01 - Ad
22:11 - Ad
22:21 - Ad
22:31 - Ad
22:41 - Ad
22:51 - Ad

23:00 - LA COLLECTION RTL

G. LANG

23:01 - Ad
23:11 - Ad
23:21 - Ad
23:31 - Ad
23:41 - Ad
23:51 - Ad

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PROGRAMME SCHEDULE **RTL**

SUNDAY

04:30 - RTL PETIT MATIN WEEK-END/V. PERROT

05:00 - NEWS

05:01 - Ad

05:20- C'EST ÇA LA FRANCE

05:11 - Ad

05:21 - Ad

05:31 - Ad

05:50- RTL POP CINÉ

05:41 - Ad

05:51 - Ad

06:00 - NEWS

06:08- WEATHER

06:01 - Ad

06:11 - Ad

06:22- HOROSCOPE

06:21 - Ad

06:30- NEWS

06:38 - BOUVARD SE SOUVIENT

06:31 - Ad

06:45 - BEST OF LAURENT GERRA

06:41 - Ad

06:52 - LES ANIMAUX

06:51 - Ad

06:58- WEATHER

07:00 - RTL MATIN WEEKEND

S. CARPENTIER & V. QUINTIN

07:00- NEWS

07:00 - Ad

07:01 - Ad

07:10- SHOPPING

07:11 - Ad

07:17- LE JARDIN RTL

07:21- HOROSCOPE

07:21 - Ad

07:30 - Ad

07:31 - Ad

07:40 - AUTO-RADIO

07:41 - Ad

07:48 - RTL ÉVÉNEMENT

07:52 - LES BALADES DE J.S.

PETITDEMANGE

07:51 - Ad

07:58- WEATHER

08:00- NEWS

08:00 - Ad

08:01 - Ad

08:10- SHOPPING

08:12 - LE JEUDY DU DIMANCHE

08:11 - Ad

08:15 - L'ÉCO&YOU DU DIMANCHE

08:21 - Ad

08:30 - Ad

08:31 - Ad

08:40 - UN BONBON SUR LA LANGUE

08:42 - E=M6...AU CARRÉ

08:41 - Ad

08:48- L'INVITÉ RTL MATIN WEEK-END

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

12:30 - NEWS

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 - NEWS

14:00 - LE BON DIMANCHE SHOW/B. GUILLOIN

14:01 - Ad

14:11 - Ad

14:21 - Ad

14:31 - Ad

14:41 - Ad

14:51 - Ad

15:00 - NEWS

15:01 - Ad

15:11 - Ad

15:21 - Ad

Programme and commercial break schedule subject to change. If you have any questions, please contact M6 Publicité's Scheduling Department.

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SUNDAY

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 - RTL SOIR

V. PARIZOT

18:00- NEWS

18:01 - Ad
18:11 - Ad
18:21 - Ad

18:20 - L'INVITÉ DE RTL SOIR

18:30 - LE MAG DU DIMANCHE

18:31 - Ad
18:41 - Ad
18:51 - Ad

18:50 - ON REFAIT LA PLANÈTE

18:55 - L'INCONTOURNABLE DE RTL

19:00- NEWS

19:01 - Ad
19:11 - Ad

19:15 - ON REFAIT LE SPORT

I. LANGE

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

20:00 - RTL FOOT

E. SILVESTRO

20:01 - Ad
20:11 - Ad
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20:31 - Ad
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20:51 - Ad
21:01 - Ad
21:11 - Ad
21:21 - Ad
21:31 - Ad
21:41 - Ad
21:51 - Ad
22:01 - Ad
22:11 - Ad
22:21 - Ad
22:31 - Ad
22:41 - Ad
22:51 - Ad

23:00 - PARLONS-NOUS

J. AGOSTINI

23:01 - Ad
23:11 - Ad
23:31 - Ad
23:41 - Ad

Programme and commercial break schedule subject to change. If you have any questions, please contact M6 Publicité's Scheduling Department.



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