





STANDARD  
TERMS AND  
CONDITIONS  
OF SALE 2022

**RADIO**

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# 01 BRANDS AND CONTENT



## POWER AND DIVERSITY OF THE OFFERING

For over 30 years now the M6 Group has played an integral role in the lives of French men, women and children thanks to the strength and originality of its programmes.

By leveraging this same pertinence and know-how, M6 Publicité helps its customers successfully achieve their communication goals.

Offering a wide range of customised solutions, the M6 advertising sales house enables its customers to reach over 32 million French people every day via the Group's television, radio and digital media.

### TV

**M6, W9, 6TER, GULLI, PARIS PREMIÈRE, TÉVA, SÉRIECLUB, CANAL J, TIJI, M6 MUSIC, MCM, RFM TV**

The Group's 13 TV channels reach over 26 million people every day. This enables us to offer advertisers powerful commercial breaks broadcast in a high-quality environment in order to optimise the effectiveness of their campaigns.

### RADIO

**RTL, RTL2, FUN RADIO**

The advertising space on M6 Group's three radio stations, which boast 10 million daily listeners, enables advertisers to benefit from the reactivity, power and drive-to-store impact of radio media.

### ONLINE

**6PLAY, PURE PLAYERS, INFLUENCE**

Our digital offering comprises media brands from Group channels, pure-player websites and influence marketing.

These assets have delivered exceptional performances: best ever audience ratings in April 2020 for pure players with 30.2 million unique visitors, record subscriptions for an online television service with over 31.2 million subscribers on 6play.

Influence marketing is also an important development driver with M6 Unlimited Influence and the Ctzar agency, a pioneer in the sector with its exclusive Ctzar.io technology platform, an international network of over one million influencers.

### EVENTS

**WBA**

An events agency of recognised expertise, WBA – Wild Buzz Agency – is a market-leading pioneer of pop-up spaces for brands and institutions. WBA creates and orchestrates dramatised physical experiences for brands in order to arouse emotions, exploit disruptive potential and connect directly with consumers.

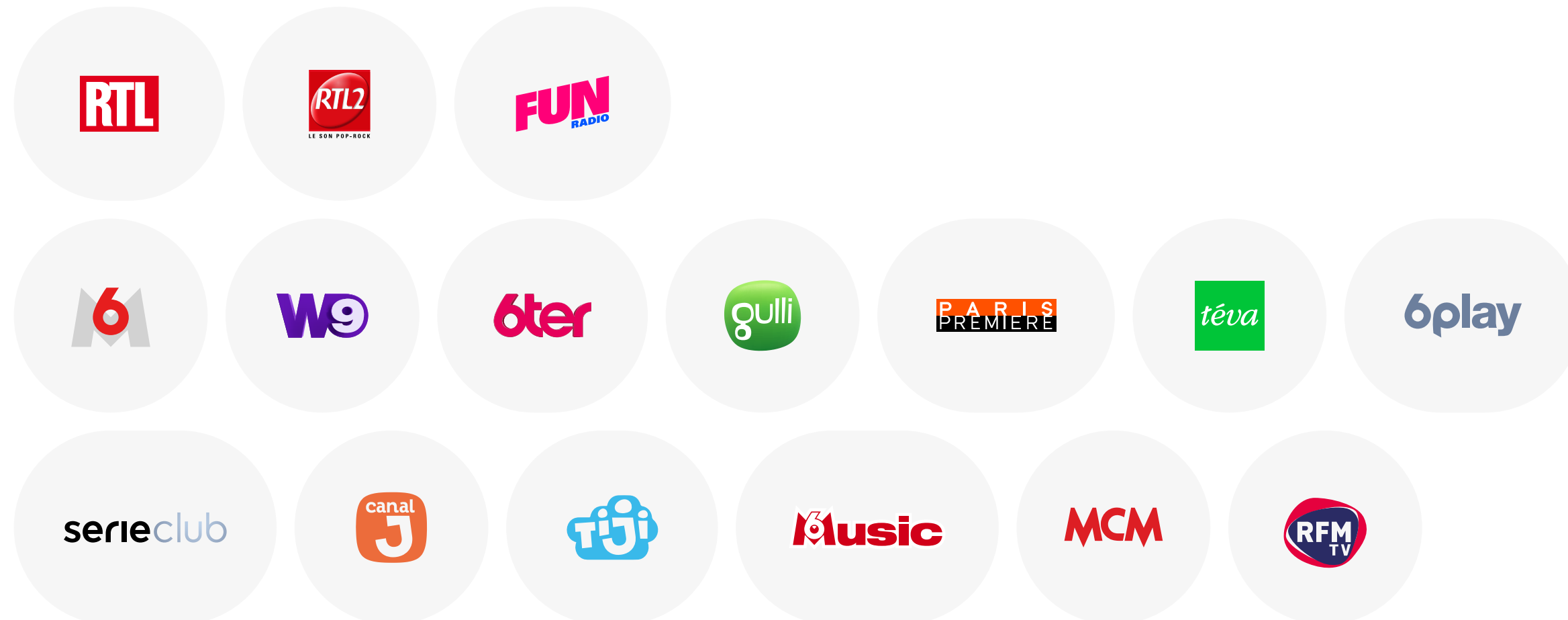


# 01 • BRANDS & CONTENT

STCS RADIO OFFER 2022 5

A RANGE OF COMPLEMENTARY AND LEADING BRANDS

## MEDIA:



## PURE PLAYERS



# 01 • BRANDS & CONTENT

STCS RADIO OFFER 2022 6

M6 PUBLICITÉ, A LEADING RADIO OFFER



# 10 MILLION

LISTENERS EVERY DAY\*

ADVERTISING AUDIENCE SHARE **28.2%**

\*Source: Médiamétrie EAR-National, Sept-Oct 2021, Mo-Fri 5am-midnight, 13+ audience covered and advertising audience share (16 commercial stations)





# 01 • BRANDS & CONTENT

STCS RADIO OFFER 2022 7

## RTL, RTL2, FUN RADIO: 3 COMPLEMENTARY STATIONS



### REVIVRE ENSEMBLE

**1<sup>st</sup>** French private radio station

**5.9M** listeners per day

For this 2021/2022 season, RTL is keener than ever to gather its listeners around positive values and offer them programmes that promote the idea of “Living Together Again”.

RTL puts information, humour, stories and debate at the heart of its programming to accompany its listeners on a daily basis and offer them a space for listening and exchange where all ideas and opinions are considered and discussed.

This season, we are once again joined by Yves Calvi, Julien Courbet and Laurent Ruquier. But there are also new faces: Lorant Deutsch for historical profiles, property with Stéphane Plaza, well-being with Marine Lorphelin, science with Mac Lesggy, and more.



### LE SON POP-ROCK

**1<sup>st</sup>** adult music for 25-49 yrs & high inc.

**2.4M** listeners per day

The RTL2 line-up comprises exclusive programmes, musical discoveries and live performances every day.

Flagship programmes and events return with *Le double espresso*, *Le drive RTL2* and exclusive concerts and events.

For this new year, RTL2 will continue to work with musical experts, with Carole Vega presenting *La Story Pop Rock Collection* on Saturdays and Waxe providing exclusive interviews and performances with his guests.



### ENJOY THE MUSIC

**2<sup>nd</sup>** Morning station for 25-49 yrs

**2.1M** listeners per day

FUN RADIO is innovating: a new visual and aural identity, new programmes, new talent... and of course smiles and good humour all day long!

Cartman, an iconic radio figure, makes his comeback, *What's fun* presented by Camille Cerf and Mila Rocchia arrives on Saturdays and Sundays, as well as *La story des Marseillais* once a month with Greg and Paga.

These new additions complement the team and the flagship programmes that have made the station so successful: *Bruno sur FUN RADIO* which is back for an 11<sup>th</sup> series, *Le Vacher Time* and *Le Studio FUN RADIO*.

\*Médiamétrie EAR-National, Sept-Oct 2021, audience covered and advertising audience share ranking (16 commercial stations)





# 01 • BRANDS & CONTENT

STCS RADIO OFFER 2022 8

## RTL, RTL2, FUN RADIO: ENGAGEMENT-GENERATING SCHEDULING

SURVEY

### RÉSONANCE RADIO

The Résonance monitoring centre measures the French public's attachment to M6 Group programmes and seeks to understand how a programme engages viewers and listeners by resonating with their daily lives, lifestyles and consumption habits.

The survey also highlights how programme engagement and audience consumption patterns impact brand advertising effectiveness.





# 01 • BRANDS & CONTENT

A COMPELLING ONLINE AUDIO OFFER

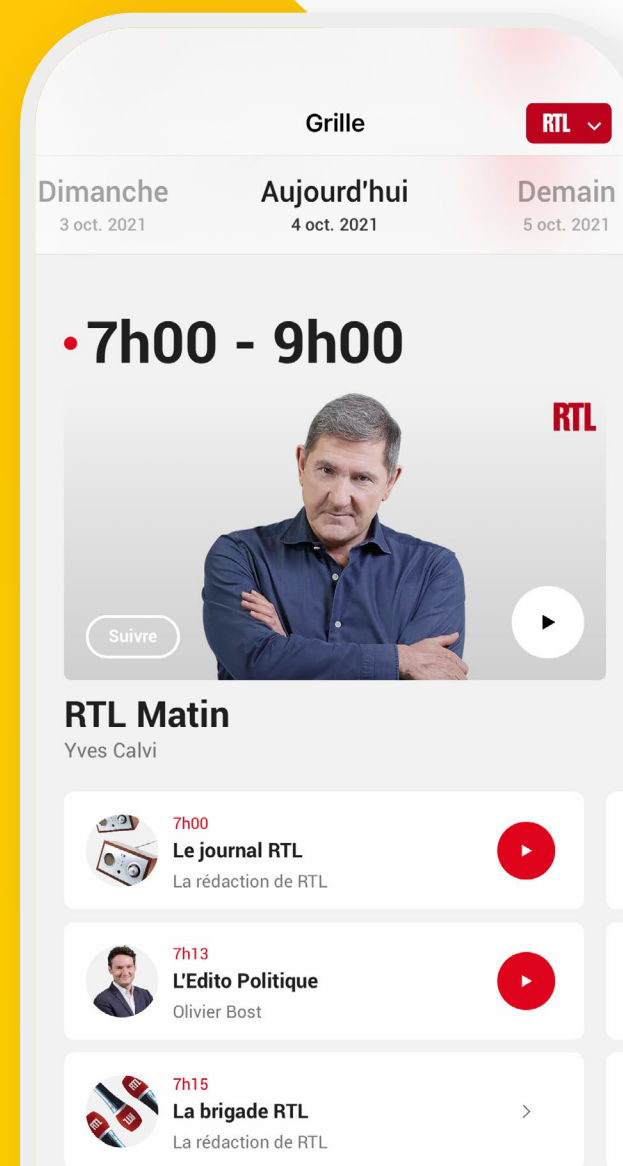


STCS RADIO OFFER 2022 9

**60M**  
**CONTACTS**  
**PER MONTH**  
IN ONLINE  
AUDIO

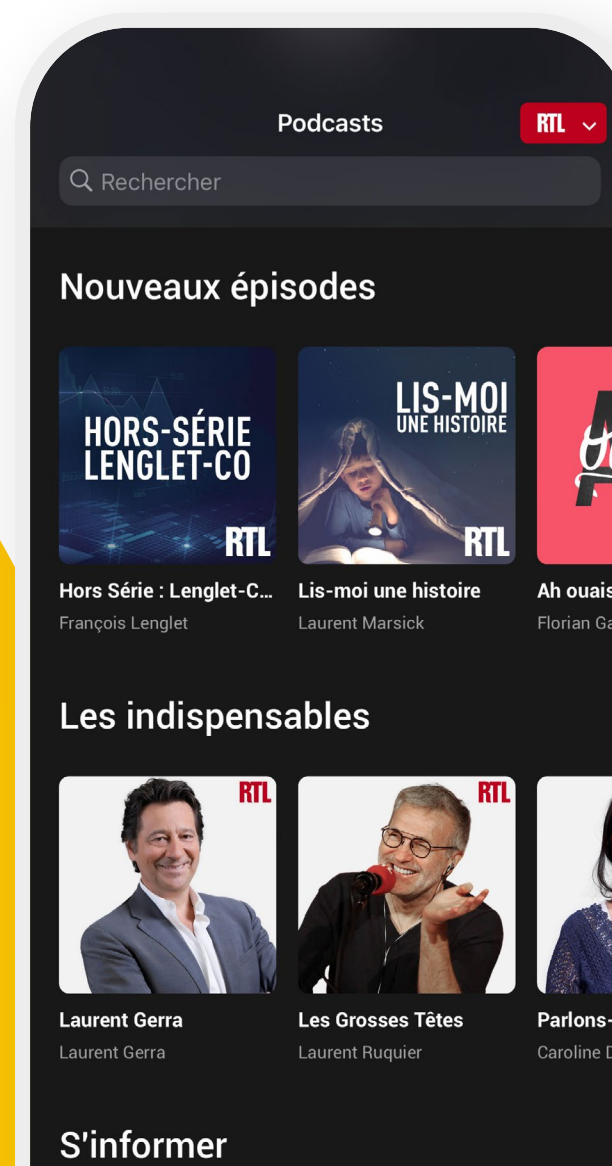
## LIVE

39 MILLION  
STREAMS



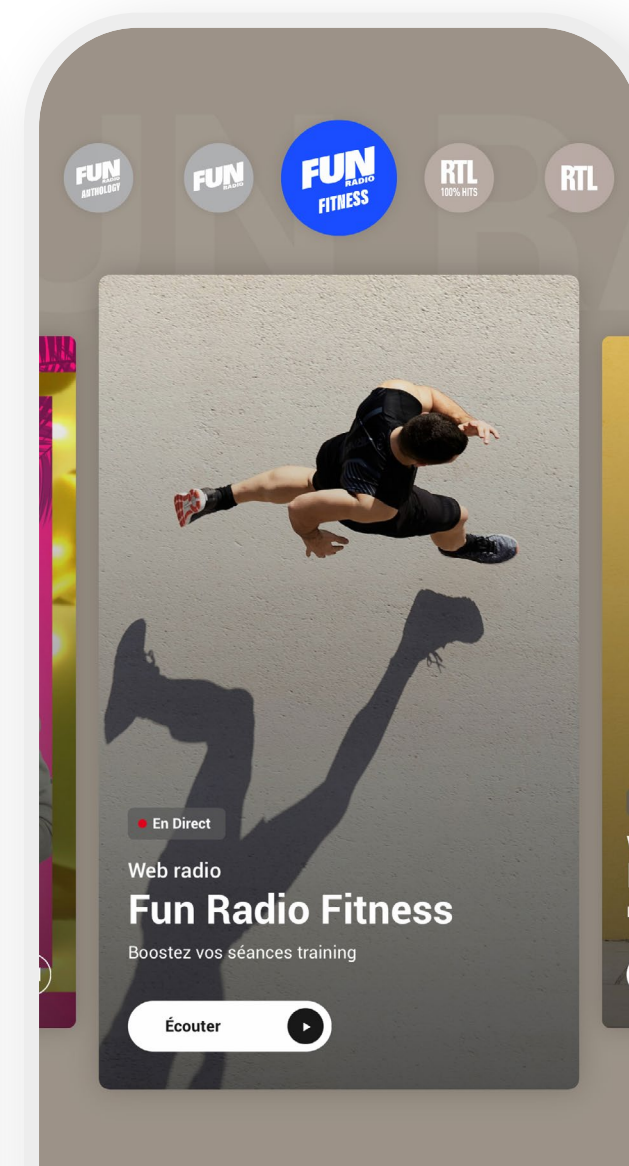
## ON DEMAND

23 MILLION  
SESSIONS



## WEB RADIOS

1.3 MILLION  
STREAMS PER MONTH





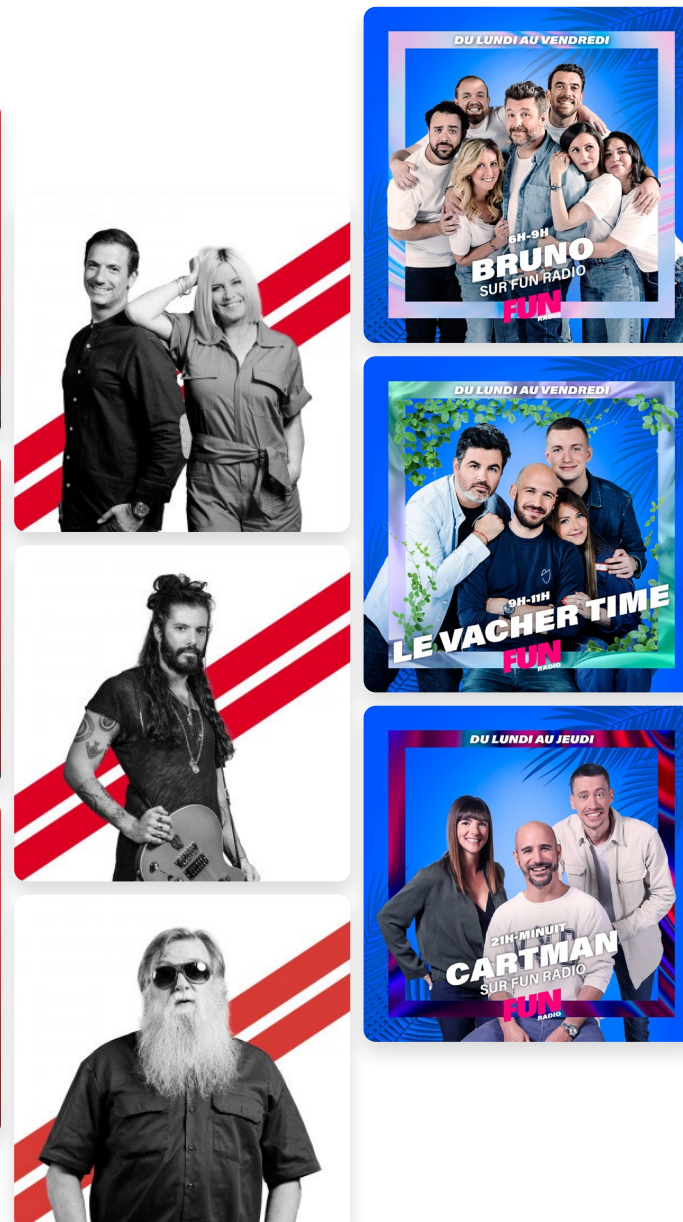
# 01 • BRANDS & CONTENT

## FLAGSHIP PROGRAMMES AND EXCLUSIVE DIGITAL CONTENT



STCS RADIO OFFER 2022 10

### REPLAY



### ORIGINAL PODCASTS





# 02 ADVERTISING OFFER



## 02 • **ADVERTISING OFFER** RADIO

OUR BRAND EXPOSURE SOLUTIONS



STCS RADIO OFFER 2022 12



INSTANT IMPACT  
**TOP CHRONO FORMAT**



CONTEXTUALISATION  
**SPRINGBOARD FORMAT**



RETENTION  
**SPRINGBOARD ECHO FORMAT**



PROMOTING YOUR ENGAGEMENT  
**GREEN FORMATS**



EDUCATIONAL  
**LONG FORMAT**



INSTANT IMPACT

## TOP CHRONO

THE MOST POWERFUL COMMERCIAL BREAK ON THE RADIO, JUST FOR YOU

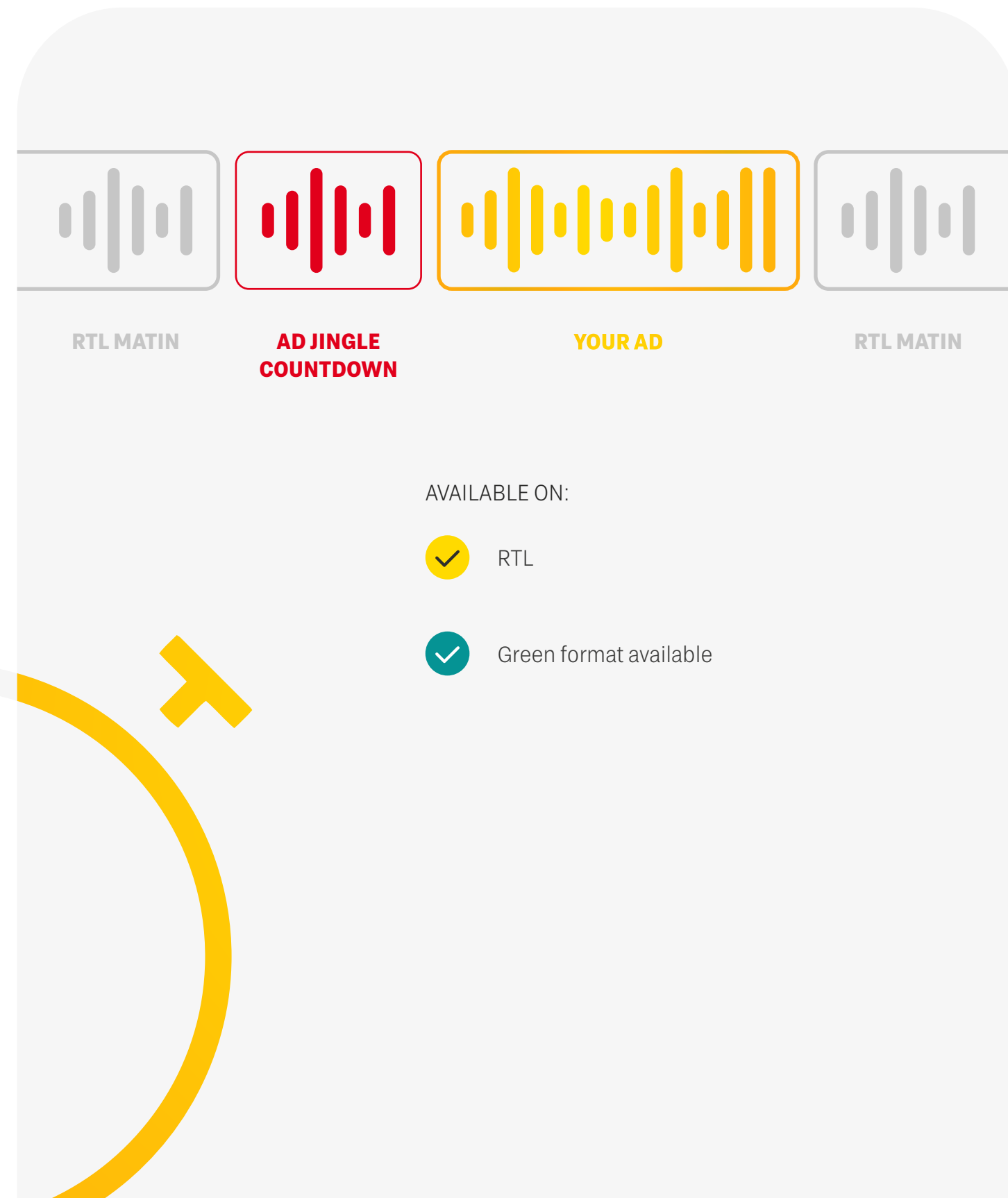
The Top Chrono commercial break is broadcast in prime time and reserved for a single advertiser. It is preceded by a “countdown” jingle announcing the return of the programme in less than 30 seconds.

### EXPOSURE

- Exclusive commercial break (1 advertiser, max. 30 sec.)
- Perfect integration within the editorial context
- Jingle countdown to capture and hold the listener’s attention

### POWER

- The most powerful 15 minutes on radio
- 1.7 million listeners between 8am and 8.15am



## CONTEXTUALISATION

# SPRINGBOARD

BOOST YOUR AD BY PUTTING IT AT THE START OF THE COMMERCIAL BREAK

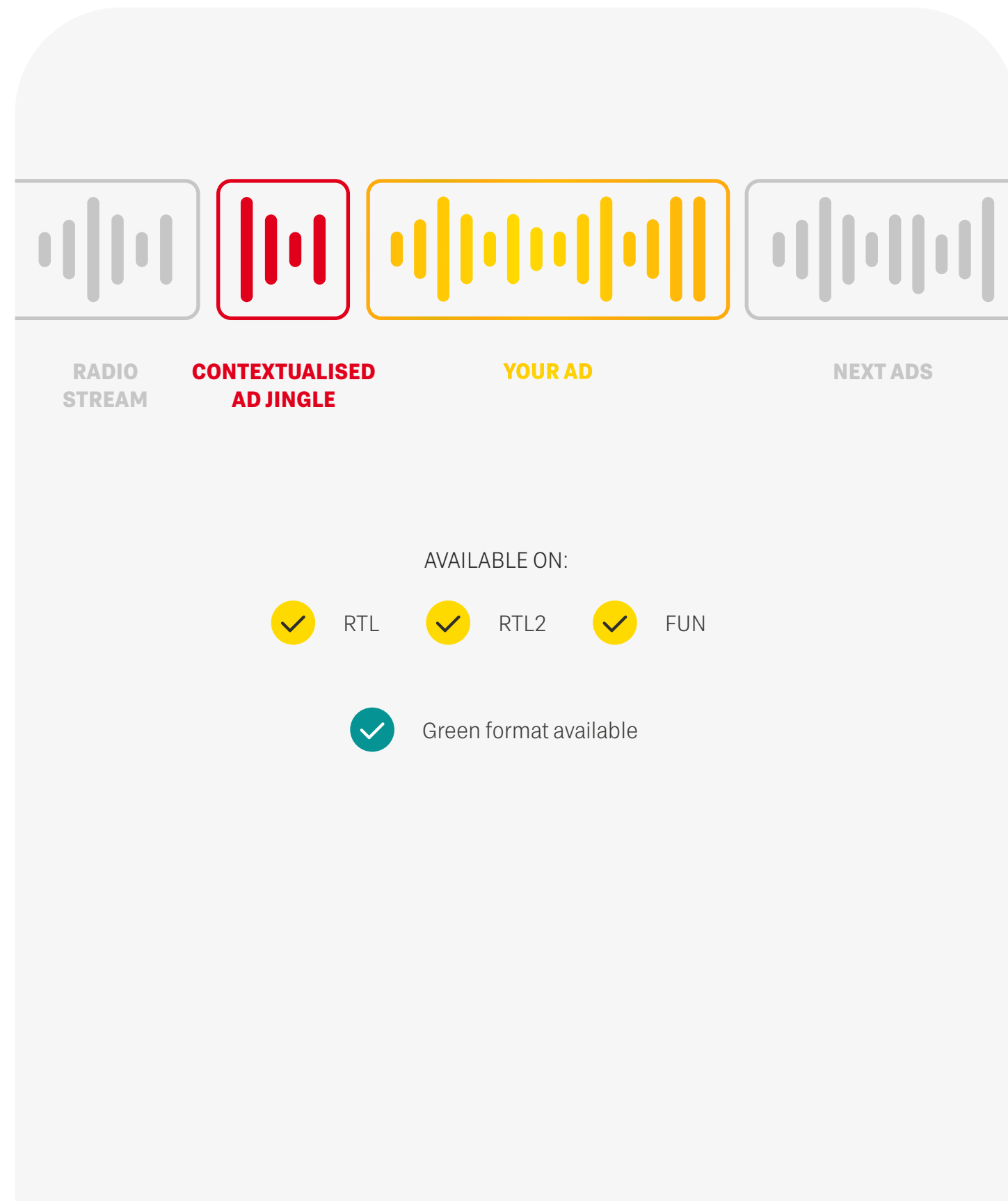
## HOW IT WORKS

Advertisement in 1<sup>st</sup> position preceded by a contextualised jingle according to a calendar highlight:

- Back to school
- Black Friday
- Christmas
- Valentine's Day
- Mother's Day
- Father's Day
- Summer

## BENEFITS

- +6 pts of spontaneous recall vs. 1<sup>st</sup> position
- x4 spontaneous recall vs. middle of break





RETENTION

## SPRINGBOARD ECHO

EXPOSURE, REPETITION

### CONCEPT

M6 Publicité allows advertisers to engage listeners with a contextualised jingle and broadcast of the advertisement in first position.

- The advertising message is then repeated during the same commercial break using the Echo format to boost awareness.
- +55% spontaneous recall vs. standard 1<sup>st</sup> position\*.

### THE ECHO MECHANISM

1. A listener calls the station's telephone operator
2. They ask a question about the advertisement they have just heard
3. The operator replies and repeats the key information in the message

\*Post-test conducted by CSA Research



CONTEXTUALISED  
JINGLE



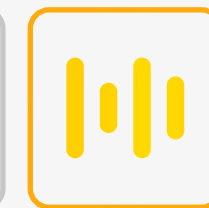
YOUR AD



NEXT AD 1  
SUIVANT 1



NEXT AD 2  
SUIVANT 2



ECHO  
FORMAT  
10-15 sec

AVAILABLE ON:



RTL



RTL2



FUN



Green format available

EDUCATIONAL

# LONG FORMAT

## TAKE TIME TO EXPLAIN

The long format is an advertisement longer than 40 seconds. It can be broadcast in first position, via springboard, outside commercial breaks, as a single-advertiser spot, etc.

### BENEFITS

- Ideally suited to corporate communications, CSR
- Allows explanation of an educational message without time constraints
- Offers the option of using customer testimonials to reinforce the credibility of your message

Subject to station confirmation.

### PLACEMENT AS A SINGLE-ADVERTISER SPOT (RTL ONLY)



AD  
JINGLE



YOUR AD



RADIO  
STREAM

### PLACEMENT OUTSIDE COMMERCIAL BREAKS



AD  
JINGLE



YOUR AD



AUDIO



OTHER  
ADS

FORMAT AVAILABLE ON:



RTL



RTL2



FUN



# A WIDE RANGE OF TARGETING OPTIONS

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
- Real estate
- Investment



### BUYERS

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

# M6 PUBLICITÉ LOCAL

DEDICATED IN-REGION SALES TEAMS TO RESPOND TO ALL YOUR ISSUES FROM LOCAL TO NATIONAL TARGETING.

### DIGITAL AUDIO AND RADIO



### SEGMENTED TV



### LOCATION-BASED DIGITAL MEDIA

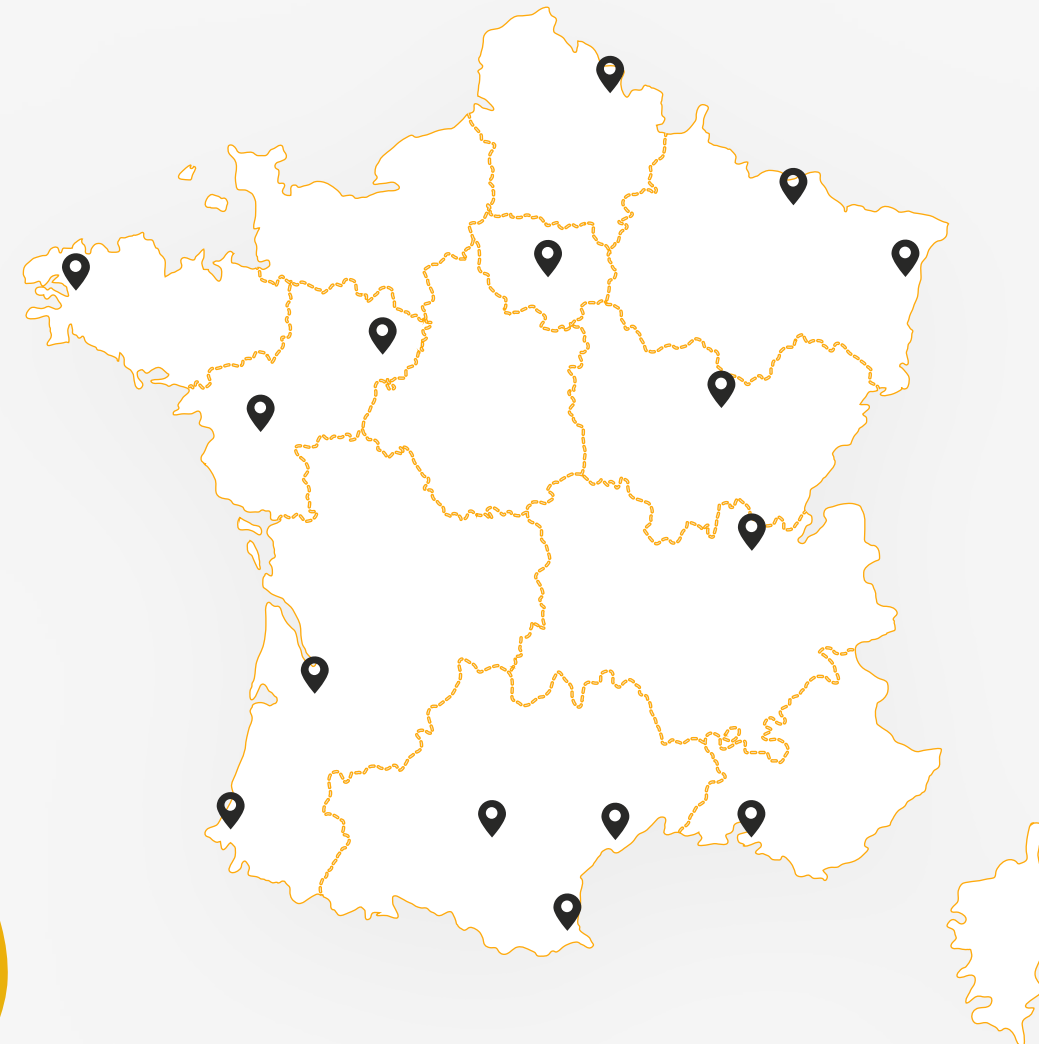


For more information, please contact

Yvan Coffignal

[yvan.coffignal@m6.fr](mailto:yvan.coffignal@m6.fr)

+33 (0)6 70 79 21 01





SERVICE

# EASY BRIEF

YOU PROVIDE THE BRIEF, WE DO THE PLANNING

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

It will be available from the end of 2021 on the **M6 Publicité** website and then on **My6**.

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

This form can be used to indicate:

- Communication period
- Net budget to be invested
- Preferred station(s)
- Target audience
- Advertisement format
- Preferred communication days
- Desired time slot weighting, etc.

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



## TARGETING

# SMART AUDIO

DATA AT THE HEART OF THE M6 ONLINE AUDIO OFFER

## CONCEPT

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

## BENEFITS

- Targeting variables
  - Socio-demographic
  - Household structure
  - Income level
  - Geolocation
  - Geotypes
  - Interests
  - DCO (weather)
- Data quality: 1<sup>st</sup> party targeting via the M6 Group 360° DMP (supplemented by 3<sup>rd</sup> party on external media)
- Strong offers: all formats and media





BRAND CONTENT

## PODCASTS FACTORY

A NEW FIELD OF COMMUNICATION

### CONCEPT

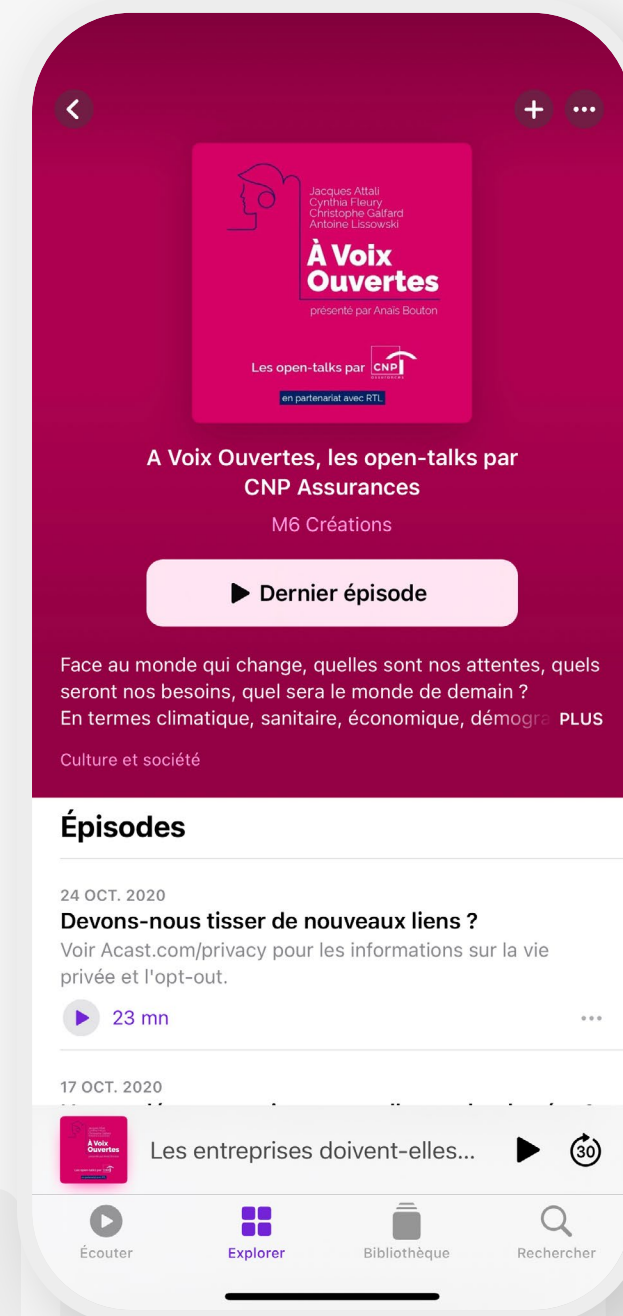
Express yourself on the subject and in the format of your choosing in cooperation with the M6 Group and M6 Unlimited radio teams. Define your objectives to design a concept that matches your ambition.

### BENEFITS

- Editorial and technical expertise
- Customised audio storytelling
- Power of the M6 Group

### AVAILABILITY

- Content: 1 trailer + number of episodes to be determined
- Distribution on the most popular download platforms
- Media coverage: radio, catch-up podcasts and social media



## 02 • ADVERTISING OFFER CROSS AUDIO

3 AFFINITY CONTEXTS TO TRACK YOUR AUDIENCES  
ACROSS ALL AUDIO TOUCHPOINTS



STCS RADIO OFFER 2022 22

### PACK NEWS



**37** 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**

### PACK GROSSES TÊTES EXTENDED



**24** MILLION  
CONTACTS

#### RADIO

- 15:30-18:00
- 4 ads per day
- 20" base

#### ONLINE AUDIO

- Grosses têtes podcast
- 100% Grosses têtes webradio

**1-WEEK CAMPAIGN\***

**BUDGET: €40,000**

### PACK ENTERTAINMENT



**12** MILLION  
CONTACTS

#### RADIO

- 9 ads per day
- 20" base

#### ONLINE AUDIO

- FUN RADIO Live player
- FUN RADIO Webradio
- FUN RADIO Podcasts

**1-WEEK CAMPAIGN\***

**BUDGET: €35,000**



## M6 UNLIMITED: THE CREATIVE AGENCY DEVOTED TO IMPROVING THE VISIBILITY OF YOUR BRANDS

As a partner to agencies and advertisers, M6 Unlimited creates original, powerful and engaging solutions for all media, including on-the-ground experiences.

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: a little, a lot, with passion...  
towards infinity!





AUDIO EXPERTISE SERVING BRANDS  
FOR OVER 20 YEARS

### MARKETING

- Deciphering of the main predictive efficiency levers
- Audio analysis of advertisements and sector audio benchmark
- Efficiency standards and good audio practices



### SCIENTIFIC

- “SoundBox” algorithm
- Measurement of aural awareness (auditory attention)
- Analysis of advertisements via a proprietary algorithm and audio recommendations





## STEP BY M6: THE TAILORED SOLUTION FOR YOUR FIRST CAMPAIGN

Build your brand and win new customers with the STEP BY M6 turnkey programme

For more information, please contact

Noémi Carpentier

[noemi.carpentier@m6.fr](mailto:noemi.carpentier@m6.fr)

+33 (0)6 30 63 20 51



## POWER

### BOOST YOUR BRAND PERFORMANCE!

- Unique multimedia ecosystem: TV, radio and online
- 9 out of 10 people in France reached every month
- Leading brands: M6 (No. 2 national channel\*), RTL (No. 1 private radio station in France\*\*), 6play (31 million subscribers)\*\*\*

## RELEVANCE

### TO SUPPORT YOU BEFORE, DURING AND AFTER YOUR CAMPAIGN

- Dedicated contact person
- Experts for each stage: marketing, legal, creation, planning, etc.
- Performance commitment and media scheduling for your campaign on **My6**

## EXPERTISE

### TO MAXIMISE YOUR ADVERTISING EFFICIENCY

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

\*Médiamétrie / Médiamat / 2019-2020 season on principal commercial targets

\*\*Médiamétrie 126 000 January-March 20, M-F 05:24, Average quarter-hour and advertising audience share leader based on 16 commercial stations \*\*\*6play - DMP M6





# 03

## **PRICE TERMS & CONDITIONS**



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 2022.

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 2022 Radio STCS.

## 2. FIRST MUSIC

First Music is a single price that allows you to buy national FUN RADIO and national RTL2 at the same time. This price must be validated at the time of booking with the M6 Publicité sales department and is subject to schedule availability.

It corresponds to an average discount of 10% on the combined unit amount for the two stations. This discount may be revised each time a national audience survey is published 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.

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 2022 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 2022 Radio STCS.



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

1. FORMAT INDICES

DURATION (seconds)	INDEX
5	50
10	60
15	80
20	90
25	95
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

PERIOD	PRICES	INDEX
01/01 - 06/03	WHITE	100
07/03 - 17/04	RED	130
18/04 - 08/05	ORANGE	120
09/05 - 17/07	VIOLET	135
18/07 - 21/08	WHITE	100
22/08 - 25/12	BLUE	140
26/12 - 31/12	WHITE	100

For each period, the valid prices are those indicated in the document “M6 Publicité Radio Prices 2022” available on the **M6 Publicité** website.

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







## 3. POSITIONING CONDITIONS

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

### 3.1 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.

### 3.2 PREMIUM PASS

The Premium Pass guarantees you a service that is 100% the same as your booking request and enables you to lock in the scheduling, even well in advance of the broadcast.

With the Premium Pass, a surcharge of €90 net per advertisement is applied to the wave.

Premium Pass requests must be made at least 6 weeks before the broadcast and cannot be changed less than 4 weeks before broadcast.

The plans requested under the Premium Pass are reviewed and confirmed within 72 hours of the booking request.

Subject to schedule availability.

Requests are processed in order of receipt by the Scheduling Department.

### 3.3 J-10 PASS

The J-10 Pass allows you to receive the schedule 10 days prior to broadcast, to make adjustments and to lock in the advertisements comprising the schedule. No changes at the initiative of M6 Publicité will be made to the plan provided.

With the J-10 Pass, a surcharge of €30 net per advertisement is applied to the wave.





## 3.4 PREFERRED POSITIONING

Placing an advertisement at the beginning or the end of a commercial break gives the advertiser greater visibility. Preferred positioning is priced according to the following scales for first position in the commercial break (T1), 2<sup>nd</sup> position (T2), 3<sup>rd</sup> position (T3) and end of commercial break (F1):

- Prime and drive\*: **+10%**
- Outside prime and drive: **+5%**

## 3.5 CUSTOMISED POSITIONING

Choice of position in the commercial break, including preferred positioning

- Prime and drive\*: **+15%**
- Outside prime and drive: **+10%**

## 3.6 "SPRINGBOARD"

1<sup>st</sup> position with thematic jingle.

- All time slots: **+20%**

## 3.7 PLACEMENT OUTSIDE COMMERCIAL BREAKS

Service available on request.

## 3.8 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.

## 3.9 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).

\*Prime and drive: 06:00-09:29 and 16:00-18:59, Monday to Friday



# 04 • PRICE TERMS & CONDITIONS

## PURCHASE AT GUARANTEED NET COST PER GRP



Purchase at guaranteed net cost per GRP 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:

- formats
- seasonal timing

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 two 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 20% of the GRPs requested in the brief on a station other than the station specified in the brief.

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

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

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

LIVE AND WEB RADIO: PRE-ROLL

OFFER	FORMAT	SPOT BY SPOT PRICE (CPM NET)	PROGRAMMATIC FLOOR (CPM NET)
Puissance (RTL + RTL2 + FUN RADIO)	0-30"	€12.5	€10.0
Station (RTL or RTL2 or FUN RADIO)		€12.5	€10.0
Theme pack: NEWS & BUSINESS ENTERTAINMENT MUSIC		€13.5	€11.0
Data targeting		+€1 for 1 segment	

PODCASTS: PRE-ROLL AND MID-ROLL

OFFER	FORMAT	SPOT BY SPOT PRICE (CPM NET)	PROGRAMMATIC FLOOR (CPM NET)
Puissance (RTL + RTL2 + FUN RADIO)	0-30"	€13.0	€10.0
Theme pack: NEWS & BUSINESS ENTERTAINMENT MUSIC ADVICE, WELL-BEING		€14.0	€11.0
Data targeting		+€1 for 1 segment	



# 04 COMMERCIAL DISCOUNTS





All the conditions described below apply to operations purchased on stations marketed by M6 Publicité in 2022 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 before agent discount generated by an advertiser’s purchase of traditional advertising space, excluding products and commercial offers, on all stations marketed by M6 Publicité (RTL, RTL2 national, FUN RADIO national) between 1 January and 31 December 2022.

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, RTL2 national, FUN RADIO national) between 1 January and 31 December 2022.

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	DISCOUNT
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 before agent discount

APPLICATION BASE: Adjusted gross sales

2. ONLINE AUDIO DISCOUNT

Any advertiser investing more than 10% of its total national net budget in online audio will receive an additional 5% discount.

It shall be applied to the adjusted gross sales less the volume discount scale provided for in these STCS.

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

3. 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
- are not cumulative with each other
- are eligible for the agent discount
- 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.



## 4. CONDITIONS FOR COOPERATIVE AND GOVERNMENT CAMPAIGNS

“Cooperative” and “government” campaigns benefit from a 45% discount on the gross price.

These campaigns are not eligible for any other sales conditions apart from the agent discount.

## 5. AGENT DISCOUNT

The 3% agent discount shall apply to the adjusted gross sales generated between 1 January and 31 December 2022 less the discounts provided for in these STCS, generated on all M6 Publicité stations (RTL - RTL2 national - FUN RADIO national).

Multiple mandate discounts apply to all paid campaigns, excluding penalties, invoiced via M6 Publicité and purchased through any agent providing:

- advertising space purchase consolidation;
- order management consolidation.

## 6. CASCADE FROM GROSS PRICE TO ADJUSTED NET PRICE

### GROSS PRICE

- Format index

### FORMAT GROSS PRICE

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

### ADJUSTED GROSS PRICE

- Volume discount

### ADJUSTED GROSS PRICE AFTER VOLUME DISCOUNT

- Online audio discount

### NET PRICE

- Agent discount

### ADJUSTED NET PRICE

Amounts related to the Premium Pass and the J-10 Pass will be invoiced separately.

## 7. 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.



# 05 **STANDARD TERMS & CONDITIONS**





## 1. ACCEPTANCE OF THE STANDARD TERMS AND CONDITIONS OF SALE (STCS)

By placing an advertisement 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.

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

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



## 2. CONTRACT CERTIFICATE

**2.1.** 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 [m6pub.fr](https://m6pub.fr). The contract certificate is valid for 2022 only. It must be sent by e-mail in PDF format to the following address: [adv@m6.fr](mailto: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.

**2.2.** 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.

**2.3.** 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.

**2.4.** Advertisement 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.

**2.5.** 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.

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

\*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.

## 3. 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 clients and sell the stations' advertising space.

## 4. BOOKING PROCEDURES

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

Booking requests shall be the subject of a purchase order sent by M6 Publicité to the advertiser and/or its agent no later than 7 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 two 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 20% of the GRPs requested in the brief on a station other than the station specified in the brief.



## 5. ORDER EXECUTION

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

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

- if it considers that such order fails to comply with the legislation, regulations and practices governing advertisements and broadcast radio sales communications or conflicts with the interests of 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 CSA (French Higher Council for the Audiovisual Sector) 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.

## 6. COMMERCIAL BREAK SERVICE

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

as part of this service are included in the M6 Publicité Radio 2022 volume discount base.

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

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

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

## 7. SPECIAL SERVICES - SPECIAL OPERATIONS (OPS)

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

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





## 8. CANCELLATION CRITERIA

### NON-FORCE MAJEURE

**8.1.** Any modification or cancellation of an order, even partial, must be notified by post or e-mail within these deadlines. Any request for changes to a plan may result in a complete overhaul of said plan. Requests for changes will only take effect once the advertising sales house has acknowledged receipt.

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

For any modification or cancellation received within 10 business days (Mon-Fri) of the planned start date, a penalty equal to 50% of the net amount of the cancelled advertisement(s) will be payable by the advertiser or its agent. For any modification or cancellation received within 4 business days of the planned start date, a penalty equal to 100% of the cancelled advertisement(s) will be payable by the advertiser or its agent.

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

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

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

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

### FORCE MAJEURE

**8.3.** If the cancellation is due to force majeure (i), the advertiser or its agent must notify M6 Publicité of the event

in writing within 5 days of its occurrence, indicating the nature of the event and giving an

estimate of its 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 of the cancelled campaign must be reinvested by the advertiser within

a time period to be defined by agreement with M6 Publicité.

(i) 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.



9. AUDIENCE RATINGS

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

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

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 - 30 January 2022	September-October 2021	Thursday 18 November 2021	Tuesday 30 November 2021	Saturday 1 January 2022
31 January - 8 May 2022	November-December 2021	Thursday 13 January 2022	Friday 21 January 2022	Monday 31 January 2022
9 May - 21 August 2022	January-March 2022	Thursday 21 April 2022	Friday 29 April 2022	Monday 9 May 2022
22 August – 31 December 2022	April-June 2022	Thursday 21 July 2022	Friday 29 July 2022	Monday 22 August 2022

## 10. INVOICING

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

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

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

## 11. PAYMENT

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

For the purposes of receiving payments, M6 Publicité shall indicate its bank details on its invoices. In the event that the advertiser receives a request to modify M6 Publicité's bank details, the advertiser must ensure that this is a genuine request from M6 Publicité by sending an e-mail to **validation.coordonnees.bancaires@m6pub.fr** for confirmation of said request. Confirmation from this e-mail address only shall be deemed valid by the advertiser.

**11.2.** Payment for the advertising campaigns broadcast shall be made 30 days after the invoice date of issue on the 10<sup>th</sup> of the following month. Failure to meet this requirement

shall result in the automatic application of penalty fees and sanctions as set forth below. M6 Publicité reserves the right to request up-front payment, a bank guarantee or any other form of guarantee prior to any broadcast, in particular in the case of:

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

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

**11.3.** M6 Publicité will automatically invoice the following charges, without prior notice, for any payments made after the 10<sup>th</sup> 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 10<sup>th</sup> of the month 30 days after the invoice date;
- a fixed charge for recovery expenses amounting to 40 euros. If the expenses for the recovery process initiated by M6 Publicité are higher than the amount of this fixed charge, M6 Publicité will request an additional charge from the advertiser in question, and will provide supporting documents.

**11.4.** In the event the advertiser fails to comply with the payment terms for the invoices issued to it by M6 Publicité, M6 Publicité shall reserve the right to exclude the advertiser from the benefit of all or part of its sales conditions and to suspend

any discounts awarded in respect of a given invoice, as well any discounts due at the end of the year, and to cancel any ongoing orders, without any requirement to provide notice or pay damages in respect thereof; the advertiser shall pay the amounts owed in respect of advertisements broadcast up to the effective date of cancellation of the ongoing orders, pursuant to the invoices issued by M6 Publicité.

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

- the invoice to which the credit note is related, or
- if the invoice has already been settled, the earliest outstanding invoice issued to the advertiser,

the credit note may be sent to the agent if the advertiser has authorised the agent via a contract certificate to receive such credit note. In such event, the payment made to the agent shall release M6 Publicité from any liability to the advertiser.

## 12. CONFIDENTIALITY

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





## 13. PROTECTION OF INDIVIDUAL PERSONAL DATA

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.

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.

Such information, which may contain personal data, is used by M6 Publicité (i) for sales prospecting to allow M6 Publicité to issue offers and invitations to the advertiser and/or its agent in relation to its activities and to provide relevant information regarding sales offers, media outlets and the advertising market in general and (ii) in order to provide the services requested by the advertiser or agent in relation to purchases of advertising space or sponsorship operations.

Within the framework of all statutory, regulatory, inter-trade and/or ethical provisions regarding the protection of user data, the processing of electronic communications data, the use of tracking technology 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 movement of such data, effective as of 25 May 2018 (the "GDPR") and the French Data Protection Act No. 78-17 of 6 January 1978 as amended by Act No. 2018-493 of 20 June 2018 on the protection of personal

data (all of the foregoing referred to herein as "Applicable Data Protection Regulations"), the individuals concerned (data subjects) have the right to access and rectify their personal data and to have their personal data erased, the right to object for legitimate reasons, the right to data portability and the right to restrict processing of their personal data.

They also have the right to issue instructions on what happens to their personal data after their death.

All of the aforementioned rights may be exercised by writing to [dpo@m6.fr](mailto:dpo@m6.fr).

## 14. JURISDICTION

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

The STCS shall take effect from 1 January 2022. M6 Publicité and the broadcaster reserve the right to amend all or part of these STCS over the course of the year, in line with statutory requirements.

Said amendments shall be published on the **M6 Publicité** website.



# 06 MATERIALS





## 1. MATERIALS TO PROVIDE

- **WAV or MP3 audio files (256 kbit min).**  
**Noise level: -9db.**
- **Scripts**
- **Detailed broadcasting schedule per station**
- **Music credits: title, author-composer, publisher**

**These elements must be provided via the website [copiestation.com](http://copiestation.com)**

In case of emergency, please send an e-mail to:  
[diffusionpubradio@m6.fr](mailto:diffusionpubradio@m6.fr) (do not send via .zip file).

M6 Publicité reserves the right to refuse any advertisement of poor quality or which it deems unsuitable for broadcast.

## 2. DEADLINE FOR DELIVERY OF MATERIALS

At least 3 business days before the first broadcast.

## 3. BROADCASTING INSTRUCTIONS

**Broadcasting instructions (audio tracks, broadcasting schedules, scripts, etc.) must be sent via the secure platform used by all radio advertising sales houses: [copiestation.com](http://copiestation.com).**

The scripts of the audio 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 audio tracks (any music used must be declared) for all stations concerned by the booking.

**Musical references must be specified** to enable M6 Publicité to fulfil its duty of disclosure to the SACEM.

The duration of the audio 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 the time of booking.

In addition to the instructions, all queries should be sent to [diffusionpubradio@m6.fr](mailto:diffusionpubradio@m6.fr).

## 4. LIABILITY

The broadcasts are made under the responsibility of the advertiser or its agent and must comply with ARPP recommendations and the prevailing laws of France and the countries in which the stations are broadcast. The stations and the advertising sales house are released from any liability in this regard. Any damage suffered by the stations or the advertising sales house in this regard will give rise to a claim for damages.





## 5. INSERTION RULES

Technical materials must be sent directly to the advertising sales house, which will take charge of inserting them on the station in accordance with the legislation in force and the general conditions applicable to media.

Scripts and recordings must be delivered within the deadlines and standards specific to each medium and indicated in the media technical documentation or pricing.

In the event of non-compliance with these deadlines and standards, the advertising sales house and the stations accept no liability for the total or partial execution of the order or for the delay in the start of the campaigns, although the advertising spaces initially reserved will continue to be invoiced according to the terms and conditions of the order confirmation.

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.

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 audiovisual sales communications or conflicts with the interests of the M6 Group or one of its companies;
- if the CSA (French Higher Council for the Audiovisual Sector) 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 audiovisual sales communications.

The advertiser or its agent shall undertake to promptly submit these documents.

## 6. 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 the 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.

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

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.



# 07 DEFINITIONS



### RADIO CAMPAIGN

Simultaneous broadcast of an identical advertisement on M6 Publicité Radio (RTL and/or RTL2 national and/or FUN RADIO national), 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 2022, by the same natural person 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, RTL2 national and FUN RADIO national.

### 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, RTL2 national and FUN RADIO national).

### 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 2022 less the discounts provided for in these STCS.

### FORCE MAJEURE (I)

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

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

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

(i) 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.



08

# APPENDICES



# 08 . APPENDICES PROGRAMME SCHEDULE MONDAY-FRIDAY



STCS RADIO OFFER 2022 50

## 05:00AM: RTL PETIT MATIN

### NEWS

05 01: AD

05:09: WEATHER

05:11: UNE HISTOIRE, UNE CHANSON

05 11: AD

05:15: BRIGADE RTL

05:18: À SUIVRE

05:18: LISTENERS

05 21: AD

05:23: LES GROSSES TÊTES

05:25: JEU DU PETIT MATIN

05:26: DANS LE RÉTRO

05:28: WEATHER

### 05:30: NEWS

05 31: AD

05:39: VOUS ÊTES COMME ÇA

05:43: WEATHER

05 41: AD

05:45: RTL AUTOUR DU MONDE

05:49: LISTENERS

05:51: SOCIAL MEDIA

05 42: AD

05:53: ON EST BIEN

05:56: HOROSCOPE

05:58: WEATHER

### 06:00 NEWS

06 09: SINGLE-ADVERTISER SPOT

06 11: AD

06:10: WEATHER

06 21: AD

06:14: BRIGADE RTL

06:16: L'INVITÉ

06 22: AD

06:24: LVT PREMIÈRE

06:27: LES GROSSES TÊTES

06:28: WEATHER

06 39: SINGLE-ADVERTISER SPOT

### 06:30: NEWS

06 41: AD

06:40: WEATHER

06 42: AD

06:44: LE SURF DE L'INFO

06:46: LISTENERS

06:48: SOCIAL MEDIA

06 51: AD

06:52: ÉCO AND YOU

06:55: UN AIR DE CAMPAGNE

06:58: WEATHER

### 07:00: RTL MATIN

#### NEWS

07 09: SINGLE-ADVERTISER SPOT

07:11: L'ÉDITO DE RTL MATIN

07 11: AD

07:15: CASE INFO

07 21: AD

07 22: AD

07:24: LA PÉPITE MUSICALE

07:27: LES GROSSES TÊTES

07:29: WEATHER

### 07:30: LE TOUT' INFOS

07 39: SINGLE-ADVERTISER SPOT

07 41: AD

07:38: LENGLET-CO

07 42: AD

07:43: L'INVITÉ DE RTL MATIN

07 51: AD

07:56: L'ŒIL DE...

### 08:00: NEWS

08 09: SINGLE-ADVERTISER SPOT

08:13: BRIGADE RTL

08 11: AD

08 12: AD

08:17: LE SURF DE L'INFO

08 21: AD

08:23: INVITÉ

08 31: AD

08:34: RTL AUTOUR DU MONDE

08:37: LA FACE CACHÉE DE LA UNE

08:40: VOUS ÊTES COMME ÇA

08 41: AD

08:46: LAURENT GERRA

08 51: AD

08:56: L'ASTUCE DU CHEF

### 09:00: LAISSEZ VOUS TENTER

09 01 / 09 09: AD

09:12: LES EXPRESS DE LVT

09 11: AD

09:21: LES AUDIENCES ET LA TV

09 21: AD

### 09:30: ÇA PEUT VOUS ARRIVER

09 31: AD

09 41: AD

09 51: AD

### 10:00: NEWS

10 01 / 10 09: AD

10 11: AD

10 21: AD

10 31: AD

10 41: AD

10 51: AD

### 11:00: NEWS

11 01 / 11 09: AD

11 11: AD

11 21: AD

11 31: AD

11 51: AD

### 12H00: NEWS

12 01: AD

12 21: AD

### 12:30: RTL MIDI

#### 12:32: NEWS

12 31: AD

12:44: L'INVITÉ DE RTL MIDI

12 32: AD

12:53: NEWS

12:56: AUDIENCE TRAILER

12:57: WEATHER

12 33: AD

### 13:00: NEWS

#### 13:10: LES AUDITEURS ONT LA PAROLE

13 11 / 13 19: AD

13 21: AD

13 22: AD

13 31: AD

13 41: AD

13 51: AD





# 08 • APPENDICES PROGRAMME SCHEDULE MONDAY-FRIDAY



STCS RADIO OFFER 2022 51

## 14:00: NEWS

14:02: WEATHER

14 01: AD

14 11: AD

14 21: AD

## 14:30: L'HEURE DU CRIME

14 31: AD

14 41: AD

14 51: AD

## 15:00: NEWS

15 01 / 15 09: AD

15 11: AD

15 21: AD

## 15:30: LES GROSSES TÊTES

15 31: AD

15 41: AD

15 51: AD

## 16:00: NEWS

16 01 / 16 09: AD

16 11: AD

16 21: AD

16 31: AD

16 41: AD

16 51: AD

## 17:00: NEWS

17 01 / 17 09: AD

17 11: AD

17 21: AD

17 31: AD

17 41: AD

17 51: AD

## 18:00: RTL SOIR

### 18:00: NEWS

18 01: AD

18 11: AD

18:17: BRIGADE RTL

18:19: L'INVITÉ DE RTL SOIR

18 21: AD

### 18:30: NEWS HEADLINES/WEATHER

18:32: LES DESSOUS DE L'ACTU

18:35: LVT DERNIÈRE

18 31: AD

18:40: ON DÉFAIT LE MONDE

(MONDAY-THURSDAY)

18:40: ON REFAIT NOS RÉGIONS

(FRIDAY)

18:42: ODLM ALLUME LA LUMIÈRE

(MONDAY-THURSDAY)

18:42: ORNR LE WINNER DE LA SEMAINE

(FRIDAY)

18:44: ORNR L'HISTOIRE POUR BRILLER EN

RÉGION (FRIDAY)

18H46: ODLM SOUS LES RADARS

(MONDAY-THURSDAY)

18 32: AD

18:48: ORNR LE COMBATTANT DE LA

SEMAINE (FRIDAY)

18:49: ODLM L'HISTOIRE POUR BRILLER 1

(MONDAY-THURSDAY)

18:50: ODLM WINNER / LOSER

(MONDAY-THURSDAY)

18:50: ORNR LA SPÉCIALITÉ DU VENDREDI

(FRIDAY)

18:55: ORNR LA CULTURE PRÈS DE CHEZ

VOUS (FRIDAY)

18:57: ODLM L'HISTOIRE POUR BRILLER 2

(MONDAY-THURSDAY)

18:58: ODLM MARCHE OU RÊVE

(MONDAY-THURSDAY)

18:58: ORNR L'EXPATRIÉ DU VENDREDI

(FRIDAY)

18 33: AD

### 19:00: NEWS

19 01 / 19 09: AD

19:01: WEATHER (MONDAY-THURSDAY)

19 11: AD

19:02: TOP HORAIRE (MONDAY-FRIDAY)

19:15: ON REFAIT LE MONDE (MONDAY-

THURSDAY)

19:15: ILS REFONT LA FRANCE (FRIDAY)

19 21: AD

19 31: AD

19 41: AD

19 51: AD

## 20:00-21:00: JOUR J

(MONDAY-THURSDAY)

## 20:00-23:00: RTL FOOT

(FRIDAY)

20 01: AD

20 02: AD

20 03: AD

20 31: AD

20 32: AD

20 33: AD

## 21:00-22:00: BONUS TRACK

(MONDAY-THURSDAY)

21 01: AD

21 02: AD

21 03: AD

21 31: AD

21 32: AD

21 33: AD

## 22:00-00:30: PARLONS-NOUS

(MONDAY-THURSDAY)

22 01: AD

22 02: AD

22 31: AD

22 32: AD

## 23:00-00:00: LA COLLECTION

RTL (FRIDAY)

23 01 / 23 09: AD

23 11: AD

23 21: AD

23 31: AD

23 41: AD

23 51: AD



# 08 . APPENDICES PROGRAMME SCHEDULE SATURDAY



STCS RADIO OFFER 2022 52

## 05:00: RTL PETIT MATIN WEEKEND

### 05:00: NEWS

05 01: AD

05 21: AD

05 22: AD

05 31: AD

05 51: AD

05 52: AD

### 06:00: RTL MATIN WEEK-END

06 01: AD

06 21: AD

06 22: AD

06:28: LE TEMPS DE VOTRE WEEK-END

### 06:30: NEWS

06 31: AD

06 51: AD

06 52: AD

### 07:00: NEWS

07 01: AD

07:10: LES COURSES

07:12: LA GROSSE COTE

07 11: AD

07:18: LE JARDIN RTL

07:21: HOROSCOPE

07:24: LES GROSSES TÊTES

07 21: AD

07:28: LE TEMPS DE VOTRE WEEK-END

### 07:30: NEWS

### 07 31: AD

07:40: LES LIVRES ONT LA PAROLE

### 7 41: AD

07:48: LAURENT GERRA

07:52: UN BONBON SUR LA LANGUE

### 07 51: AD

07:58: WEATHER

### 08:00: NEWS

### 08 01: AD

08:13: RDV CLIMAT

### 08 11: AD

08:20: BALADES GOURMANDES

### 08 21: AD

08:28: WEATHER

### 08:30: LE TOUT'INFO

### 08 31: AD

08:39: BIEN CHEZ SOI

### 08 41: AD

08:48: L'INVITÉ DE RTL MATIN

### 08 51: AD

08:58: WEATHER

### 09:00: NEWS

### 09 01: AD

### 09 11: AD

## 09:15: NOUS VOILÀ BIEN

### 09 21: AD

### 09 31: AD

### 09 41: AD

### 09 51: AD

### 10:00: NEWS

10 01 / 10 09: AD

### 10 11: AD

## 10:15: RTL VOUS RÉGALE

### 10 21: AD

### 10 31: AD

### 10 41: AD

### 10 51: AD

### 11:00: NEWS

11 01 / 11 09: AD

### 11 11: AD

### 11 21: AD

## 11:30: ON REFAIT LA TÉLÉ

### 11 31: AD

### 11 41: AD

### 11 51: AD

### 12:00: NEWS

12 01 / 12 09: AD

### 12 11: AD

### 12 21: AD

## 12:30: LE JOURNAL INATTENDU

### 12 41: AD

### 12 51: AD

### 12 52: AD

### 13 01: AD

### 13 11: AD

### 13 21: AD

## 13:30: ENTREZ DANS L'HISTOIRE

### 13 31: AD

### 13 41: AD

### 13 51: AD

### 14:00: NEWS

14 01 / 14 09: AD

### 14 11: AD

### 14 21: AD

## 14:30: LE GRAND STUDIO RTL

## 14:30: ON NE RÉPOND PLUS DE RIEN (MONTHLY)

### 14 41: AD

### 14 51: AD

### 15:00: NEWS

15 01 / 15 09: AD

### 15 11: AD

### 15 21: AD

## 15:30: LES GROSSES TÊTES

### 15 31: AD

### 15 41: AD

### 15 51: AD

### 16:00: NEWS

16 01 / 16 09: AD

### 16 11: AD

### 16 21: AD

### 16 31: AD

### 16 41: AD

### 16 51: AD

### 17:00: NEWS

17 01 / 17 09: AD

### 17 11: AD



# 08 . APPENDICES PROGRAMME SCHEDULE SATURDAY



STCS RADIO OFFER 2022 53

17 21: AD

17 31: AD

17 41: AD

17 51: AD

**18:00: RTL SOIR WEEK-END**

**18:00: NEWS**

18 01: AD

18 21: AD

18 22: AD

**18:30: ON REFAIT LE MATCH**

18 31: AD

18 51: AD

18 52: AD

**19:00: NEWS**

19 01: AD

19 21: AD

19 22: AD

19 31: AD

19 51: AD

19 52: AD

**20:00: RTL FOOT**

20 01: AD

20 21: AD

20 22: AD

20 31: AD

20 51: AD

20 52: AD

21 01: AD

21 21: AD

21 22: AD

21 31: AD

21 51: AD

21 52: AD

**22:00: FLASH**

22 01: AD

22 21: AD

22 22: AD

22 31: AD

22 51: AD

22 52: AD

**23:00: LA COLLECTION RTL**

23 01: AD

23 21: AD

23 22: AD

23 31: AD

23 51: AD

23 52: AD

# 08 . APPENDICES PROGRAMME SCHEDULE SUNDAY



STCS RADIO OFFER 2022 54

## 05:00: RTL PETIT MATIN

### WEEKEND

#### 05:00: NEWS

05 01: AD

05 21: AD

05 22: AD

05 31: AD

05 51: AD

05 52: AD

05:48: QUESTIONS AU SAUT DU LIT

#### 06:00: RTL MATIN WEEK-END

06 01: AD

06 21: AD

06 22: AD

06:30: NEWS

06 31: AD

06 51: AD

06 52: AD

#### 07:00: NEWS

07 01: AD

07:10: LES COURSES

07:12: L'ILLUSTRE INCONNU

07 11: AD

07:21: HOROSCOPE

07:24: LES GROSSES TÊTES

07 21: AD

07:28: LE TEMPS DE VOTRE WEEK-END

#### 07:30: LE TOUT'INFO

07 31: AD

07:40: RTL AUTORADIO

07 41: AD

07:48: LAURENT GERRA

07:52: UN BONBON SUR LA LANGUE

07 51: AD

07:58: WEATHER

#### 08:00: NEWS

08 01: AD

08:13: C'EST NOTRE PLANÈTE

08 11: AD

08:20: BALADES GOURMANDES

08 21: AD

08:28: WEATHER

#### 08:30: LE TOUT' INFO

08 31: AD

08:37: LE TOUT' SPORTS

08 41: AD

08:48: L'INVITÉ DE RTL MATIN

08 51: AD

08:58: WEATHER

#### 09:00: NEWS

09 01: AD

09 11: AD

#### 09:15: ÇA VA BEAUCOUP MIEUX, L'HEBDO

9 21: AD

9 31: AD

9 41: AD

9 51: AD

#### 10:00: NEWS

10 01 / 10 09: AD

10 11: AD

#### 10:15: STOP OU ENCORE

10 21: AD

10 31: AD

10 41: AD

10 51: AD

#### 11:00 NEWS

11 01 / 11 09: AD

11 11: AD

11 21: AD

#### 11:30: STOP OU ENCORE

11 31: AD

11 41: AD

11 51: AD

#### 12:00: LE GRAND JURY

12 21: AD

#### 12:30: NEWS

12 31: AD

12 51: AD

#### 13:00: L'HEURE DU CRIME

13 01: AD

13 11: AD

13 21: AD

13 31: AD

13 41: AD

13 51: AD

#### 14:00: BON DIMANCHE SHOW

14 01: AD

14 11: AD

14 21: AD

14 31: AD

14 41: AD

14 51: AD

#### 15:00: NEWS

15 01 / 15 09: AD

15 11: AD

15 21: AD

#### 15:30: LES GROSSES TÊTES

15 31: AD

15 41: AD

15 51: AD

#### 16:00: NEWS

16 01 / 16 09: AD

16 11: AD

16 21: AD

16 31: AD

16 41: AD

16 51: AD

#### 17:00: NEWS

17 01 / 17 09: AD

17 11: AD

17 21: AD



08 . APPENDICES PROGRAMME SCHEDULE SUNDAY

17 31: AD  
17 41: AD  
17 51: AD  
**18:00: RTL DIMANCHE SOIR**  
**18:00: RTL DIMANCHE SOIR**  
18 01: AD  
18 21: AD  
18 22: AD  
18 31: AD  
18 51: AD  
18 52: AD  
**19:00: NEWS**  
19 01: AD  
19 11: AD  
19 21: AD  
**19:30: ON REFAIT LE SPORT**  
19 31: AD  
19 51: AD  
19 52: AD

**20:00: RTL FOOT**  
20 01: AD  
20 21: AD  
20 22: AD  
20 31: AD  
20 51: AD  
20 52: AD  
21 01: AD  
21 21: AD  
21 22: AD  
21 31: AD  
21 51: AD  
21 52: AD  
22 01: AD  
22 21: AD  
22 22: AD  
22 31: AD  
22 51: AD  
22 52: AD

**23:00: LA COLLECTION RTL**  
23 01: AD  
23 21: AD  
23 22: AD  
23 31: AD  
23 51: AD  
23 52: AD

# CONTACT

M6 Publicité  
107 Avenue Charles de Gaulle  
92200 Neuilly-sur-Seine

**[m6publicite@m6.fr](mailto:m6publicite@m6.fr)**

+33 (0)1 41 92 38 88