



**TF1 Publicité enters radio market by winning
Les Indépendants call for tenders**

TF1 Publicité won a large majority of the vote on 20 June 2008 in the call for tenders launched by *Les Indépendants* to choose their advertising agency.

This is the first time a TV advertising agency will market a leading radio offer in France, and the agreement is in line with TF1 Group's strategy to offer advertisers the best communication tools in a multi-media landscape.

Les Indépendants is a group of **111 radio stations** from all over France. It is the **leading radio offer at national level** and **number-one among listeners aged 25-49***, with an aggregate audience reach of 20.5% in 2007. *Les Indépendants* has an attractive audience profile, with individuals aged 13-49* making up nearly 83%.

The decision will take effect on 1 January 2009, allowing TF1 Publicité to expand and optimise its offer by combining the two main levers of **advertising efficiency**: power and local reach.

**Source Médamétrie 126,000, Aggregate Audience, 2007 annual average, Monday through Friday 5.00am/12.00am.*

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