



*Africa's Radio Station*

**MARKET POSITION:**

*RFI* is the leading radio station for news in French speaking Africa.

*RFI* is a national and local radio which provides to opinion leaders the comprehensive and impartial daily national and international news in order to remain ahead of the game.

*RFI* targets mainly an AB+ male audience aged between 25 and 39 years of age.

		<b>RFI</b>
<b>Worldwide Listeners each week</b>	Médiamétrie 2014	34,500,000

**PROFILE:**

*RFI* broadcasts daily news in 13 languages that is responsive and reliable due to 392 correspondents around the world.

*RFI* provides opinions analyses with magazines that cover a wide variety of subjects: Politics, Business, Culture, Sport, Science, Environment...

*RFI* is recognized for its expertise and reliability and has a very strong bond with its listeners.

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