



La radio
des Français
dans le
M^onde

FRENCH THROUGHOUT THE WORLD

Presentation file

Radio. Podcasts. Web.



Association à but culturel : Français dans le monde. 18 rue du Président Kennedy 62300 Lens.

Production & Marketing par 16DOUZE SAS - 18 rue Louis Constant. 59491 Villeneuve d'Ascq - N° TVA : FR82834907412 - Siret : 85268706000016

Marketing of spaces
advertising by ExpatRegie.fr

 ExpatRegie.fr
solutions de communication pour viser juste

// French throughout the world

Web-radio pioneer, StereoChic was launched on the 1st of January 2006 in Lille. Created by a radio passionate, Gauthier (Europe 2 regional director, Contact FM communication director, Grand Lille TV editor in chief), the radio benefits from more than 15 years of web presence, StereoChic has acquired all the necessary means for a maximum listening comfort experience in HD: website, mobile phone, TV, CarPlay, connected speakers.

Musically, the radio offers the perfect playlist: novelties and favorites alongside great classics, French and international pop music selected for his quality: our typical listeners are the 30-50 urban years throughout the world..

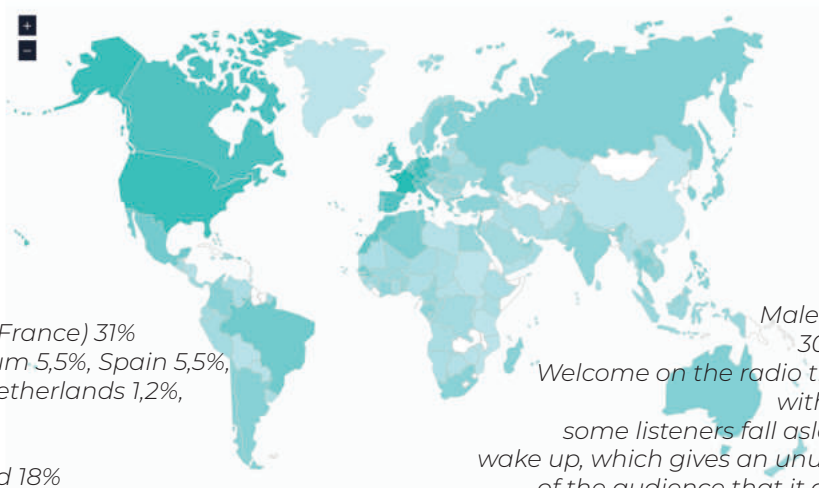
// The first radio for French expatriates

At the beginning of 2020, the station had a new positioning and became...

LA RADIO DES FRANÇAIS DANS LE MONDE

- The French Radio throughout the world -

- The COVID crisis has revealed how much we need to connect with our loved ones.
 - The French community abroad is a reality (more than 3 million people) which can be connected with a web-radio.
 - In the latest news light that exposed France on the international scene the soft power is a powerful tool at the service of the values that makes France (Freedom, Equality, Brotherhood)
 - Economy, culture, sports... France is a country that counts internationally.
- Its representatives are numerous. A tailor made radio service offer may be available for them to exchange and to support the communities.



France 28%
Europe (except France) 31%
UK 10,7%, Belgium 5,5%, Spain 5,5%,
Germany 4%, Netherlands 1,2%,
USA 14%
Canada 9%
Rest of the world 18%

Male 45% Female 55%
30-50 CSP+ Urban
*Welcome on the radio that never sleeps,
with the time zones,
some listeners fall asleep when others
wake up, which gives an unusual distribution
of the audience that it also never sleeps.*

Audience September 2022-connections IP analysis (RadioKing)
Average audience (constant progression) more than 30000 listeners each day



**30000
cumulative
listeners
every day**

// Ideal playlist !

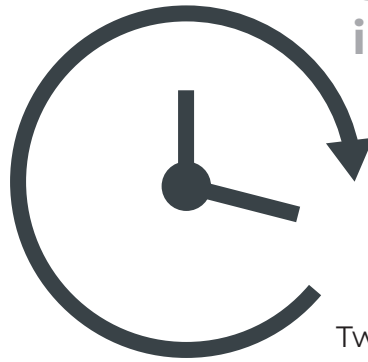
Every hour, the radio of « French in The World » offers a genuine content for French expats:

60 expats seconds

A news flash 100% reserved for French abroad with the editor :

Lesfrançais
.press

L'Info des expats par les expats



60 seconds in the world

A flash about French and international news every hour

Expats replay

Twice an hour, listen to a testimony from a French abroad or an expert to facilitate your expatriation

At noon Paris Time and midnight rebroadcasting, the radio is in live with its Flagship Show: The French speak to the French.

60 minutes to give microphone to the French abroad, to the artists, to the experts and to all those who make things happen.

Animated by Gauthier, also find the show in replay.

The Programm runs obviously 24 hours a day. It's the radio that never sleeps.



The pop programming offers the best of the 80's to today music and some surprises with the great classics of French songs.

An important place is offered to the new French talents with five times a day the program « **CocoricoPop** ».

The week-end, find the top 10 and special day: the ranking of the top 10 is animated by Olivier from London, it presents most broadcasted titles on the air and musical events specially reserved for Expats.

Top 10 at noon and midnight Paris time on Saturday and on Sunday at 6 am and 8 pm Paris time.

The French
speak to
the French

COCORICO
POP

TOP
10

// The expats podcasts

The radio of the French abroad offers several events on the air, all available in podcast format about ten minutes.

// **A FRENCH ABROAD**

The radio turns its microphone to a French who has an expatriation experience: his course, his decision of leaving, his life in the country, his difficulties and successes, the cultural change, his look at France now.

Already 500 portraits available of French living abroad.

// **PRATICAL EXPAT**

We meet a expatriation expert so that he gives us practical tips to live better your adventure:

In every country of the world and in all fields, health, education, business, economy, culture...

More than 500 episodes are classified by theme on francaisdanslemonde.fr

// **THE SPECIAL MONTH**

Several times a year, we propose on an important theme to find testimonies, authors, bloggers, experts... the partners, the interculturality, the first start or the way back to France, the multilingualism...

Strong synergy, find on the air of the radio and on the news site of the expats by the expats, interviews, podcasts and article on www.lesfrancais.press

Find twice an hour in Expat Replay the best part of these interviews.

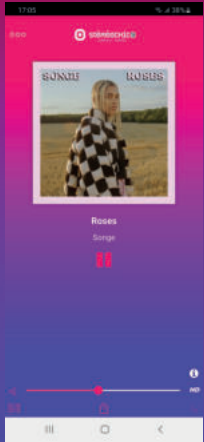
Every appointment can be sponsored : to have more information about that go on www.expatregie.fr



Nearly 2000 podcasts are available on the radio's website and on all main platforms !



La radio des français dans le monde



// Radio broadcast

To listen « la radio des Français » worldwide, here are the solutions

- Broadcasting 24 hour a day, every day continuously
- Streaming available on our website francaisdanslemonde.fr or on app available on Apple store or Android store
- With Android tv, Android car, Applecar and connected watches
- With every worldwide platforms such as: Tune in, Itunes, MyTuner, Radioline, Radio.fr , Deezer, Spotify
- With your internet providers and connected speakers, Amazon Echo Alexa , Apple home pod, Sonos, Google Home

The podcasts are available on the Radio official website, on Apple and Android podcast, Spotify, Deezer and the Replays on francaisdanslemonde.fr

Our Brand Is available on the main social networks: Facebook, Twitter, Instagram, YouTube, LinkedIn



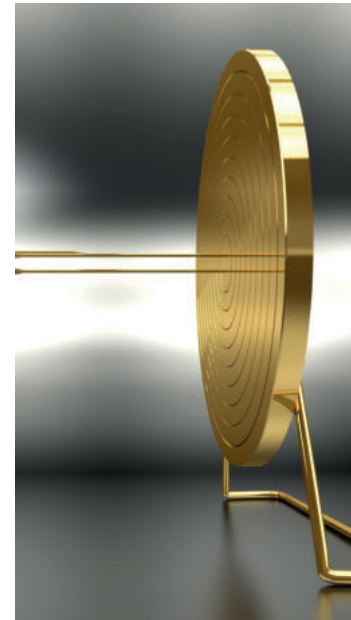
// How to communicate with us

With one million cumulative listeners per month worldwide , our radio, its podcasts, its digital networks are available to advertisers who want to reach the target of the French abroad.

The marketing of our media is entrusted to Expatrie.fr, expert on this field.

With several different ways and tailor made solutions, contact them to set up a powerful campaign:

www.expatregie.fr
info@expatregie.fr





La radio
des Français
dans le Monde
francaisdanslemonde.fr



// Help the association « Français dans le monde »

Français dans le monde is a free and indépendant media: we need you to ensure our development: our station is open to all those who make expatriation move throughout the world and in all fields. Contact us to go live or for a partnership

To help us, become a member or donate to the association

<https://www.helloasso.com/associations/stereo chic>

// Contact

Gauthier SEYS

station manager

gauthier@francaisdanslemonde.fr

+ 33 (0)6 03 03 11 85

// Networks



Association à but culturel : Français dans le monde, 18 rue du Président Kennedy 62300 Lens.

SASU 16DOUZE - Production & Marketing - 18 rue Louis Constant, 59491 Villeneuve d'Ascq - N° TVA : FR82834907412 - Siret : 85268706000016