

PARIS LIVE RADIO

**PARIS YOUR CITY, PARIS LIVE YOUR RADIO
NEWS, INFO, WHAT'S ON & GREAT MUSIC**

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CONTENTS

PARIS LIVE RADIO IS....	3
PARIS LIVE RADIO LISTENERS	3
THE PARIS LIVE STORY	4
THE PARIS LIVE TEAM	4
PARIS LIVE PROGRAMMING	5
PARIS LIVE PROGRAMME SCHEDULE	7
WWW.PARISLIVE.FM	8
MUSIC	8
PARIS LIVE MARKETING – creating the buzz	10
HOW TO LISTEN	11
PARIS LIVE IN THE PRESS	12
FACTS & FIGURES	13

**THE ONLY RADIO STATION TARGETING
1 000 000 ENGLISH SPEAKERS IN ILE DE FRANCE &
15,000,000 ENGLISH SPEAKING TOURISTS**



The only English Radio Station in France

PARIS LIVE RADIO IS....

PARIS LIVE RADIO is the only commercial radio station in France to broadcast exclusively in English.

Since launching on May 11th 2004 Paris Live has been lauded in the French and International Press from Le Figaro to Newsweek for its welcome arrival on the Paris international scene.

Paris Live Radio is already attracting a **daily audience of 30,000 listeners** and over **120,000 hits per month** on its website.

Over the last few months the Paris Live team have been timelessly building relationships with the Anglophone community in Paris, the millions of English speaking Franciliens and our advertising partners.

Paris Live Radio has firmly established itself as the local English language radio of Paris and indeed France. Thousands of listeners tune in daily to the news, hear our local presenters talk of things effecting daily lives in Paris, and to listen to great music, what's on and special interest shows.....**there's something for everyone.**

What's more over the coming months we will be adding mores segments and features to amuse and interest our listeners, as well as continually developing the www.parislive.fm website. All these efforts are designed to build on our objective of becoming an essential part of the day for the English speaking population of Paris and for Paris lovers around the world.

PARIS LIVE RADIO LISTENERS

Created to respond to the untapped market of the **1 000 000 English speakers** in Ile de France, this station serves both the Anglophones, who have no access to radio in their language, and the Anglophiles, who are keen to learn English.

Paris Live Radio market research revealed what the Anglo-Saxon community wants: local news, what's on and Paris info. There is no way for English speaking Parisian's to get this essential information. Now Paris Live Radio is giving them this on air and through www.parislive.fm.

The Anglophones of Paris are great customers. New to town they have higher purchasing needs, they must buy everything when they arrive.

They are well educated and are more likely to be professionals.

They travel more, use the internet more, telephone more. They buy more cars and more furniture.

They are actively seeking products and do not have pre-existing loyalty to French brands.

They are waiting for your message.

Paris Live Radio is the perfect complementary media. Running alongside existing campaigns advertisers have a unique opportunity to tap into this wealthy market.



Cité Veron the home of Paris Live



Located next to the Moulin Rouge

The participants stressed that they find it difficult to find out about local information, e.g. info on an English speaking real estate agent or mobile phone provider. – **Insead Survey June 2004**

Wahoo! Paris Live is really great! My English is not progressing much but now I can use Paris Live Radio to improve with my first son who is also learning – **a French listener**

The only English Radio Station in France

THE PARIS LIVE STORY

The idea to launch an English radio station first came to Renzie Duncan, founder of Paris Live, in 1994 during a brief visit to Paris. It wasn't until the end of 2001 that the project started in earnest – and 2 years later the dream was realised with the launch of Paris Live Radio on May 11, 2004.

“When I first started to live here I was shocked that I couldn't find any English radio in Paris,” he explains. “I didn't speak much French and I just wanted to find out what was going on in the city. Now I have changed that.”

The last two years have been spent obtaining CSA, French Broadcasting Authority, approval and assembling the team of journalists, technicians and marketers from all over the world. The final step was installing the Paris Live studio in the old MCM café and broadcast facility at Cité Veron (92, boulevard de Clichy, 75018 Paris) underneath O'Sullivans by The Mill, two doors down from the Paris landmark of the *Moulin Rouge*.

Since Paris Live Radio went to air at 7am on May 11th, interest, recognition and audience has grown in leaps and bounds. The International Herald Tribune summed it up in their report on July 12th with .. **“Live from Paris, at last, it's all English radio”**.

The Paris Live website www.parislive.fm has also firmly taken it's place as a critical part of the Paris Live story. www.parislive.fm is well on it's way to becoming a major portal and source of information in English about Paris and France. www.parislive.fm is the only website where visitors can read up to date, bar, restaurant and club reviews see the Paris events calendar and listen to a radio dedicated to having fun in Paris at the same time. With 120 000 unique visitors in just it's second month of going live www.parislive.fm is well on it's way to becoming an essential calling point for all English speakers interested in Paris.



Renzie Duncan – Founder Paris Live

Paris Live Radio in it's first few months of operations has already achieved listener levels equal or greater than many established FM radio web sites. A great performance. – **Com Fm**

THE PARIS LIVE TEAM

A project such as Paris Live Radio would not be possible without a really fantastic team. All the team members are passionate about Paris and France and most being either experienced radio presenters, journalists or music business trained are thrilled about Paris' first local radio station for English speakers of all nationalities.

The Paris Live Broadcasting team is a truly international and talented group of Anglophones, including Australians, British, Americans, French, Swedes, Japanese, Greeks and Egyptians. Together they work to share their love for Paris, France and the more intriguing aspects of life in the French capital with their listeners.

The News team ensures Paris Lives listeners are up to date with breaking stories, “we are dedicated to bringing our listeners the news of the day in Paris and France as well as the international news that affects them at home. With news on the hour and half hour we are the only local news source in English”, says Hélène Papper, Paris Live's News Director.



Production Studio

The only English Radio Station in France

PARIS LIVE PROGRAMMING

Paris Live Radio is an essential and fun part of daily life for the Paris English speaking community and provides a stimulating alternative for French radio listeners wanting to practice their English or hear a different music mix from the existing Paris radio stations

The 740 000 English speaking residents of Ile de France currently have no radio station in their language providing the sort of content they would expect from a local radio. Paris Live now delivers this content linked together by fun and talented radio DJs;

NEWS

On the hour in English

Half-hour English and French headlines

Midday News

The Paris Live newsroom keeps Paris Live listeners updated with what's happening on a local, national and international level. They know what stories are important to our listeners and they bring it to them as it happens. The main stories are also updated on the website.

SPORT

Included in News bulletins

Sport is an essential part of life for many of our listeners and Paris Live keeps them up to date with scores from the major international tournaments and sporting leagues.

WHAT'S ON AND GOING OUT

Concerts, Theatre, Art Exhibitions, Family and Free shows

Throughout the day

The Paris Live team works constantly to find out what's happening in the French capital and also at a National level and what will be of interest to our listeners. The fruit of their labour is communicated to our listeners several times a day and is also available on-demand at www.parislive.fm . The What's On team also reviews many shows.

FEATURES & INTERVIEWS

All day

The English speaking celebrities that pass through like to speak to the radio that talks their language; already **James Taylor**, **Rob Smith** of **The Cure**, and **Ken Springfield** of **R.E.M.** have been guests at Paris Live as well as up and coming French acts like **Sporto Kantés**, **Gordon Sanchez** and **Tryo**.

COMPETITIONS AND GIVEAWAYS

Paris Live Radio has plenty of prizes to giveaway on air and on www.parislive.fm

This summer prizes given away included free air tickets with Ryan Air, golf green fees, CDs, theatre tickets and free entrance to theme parks and tourist attractions.



Helene Papper – News Director



Interviews with visiting celebrities

The only English Radio Station in France

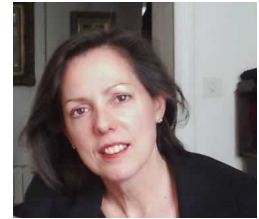
REGULAR SEGMENTS

Segments giving a slice of life from Paris and around France

ART BEAT

Tuesday and Thursday • 12:15pm

Exhibitions and unexplored corners of Paris come to life with the Art Beat, hosted by Rosemary Flannery. A short program giving a taste of what's new on the art scene, Rosemary's interviews with artists, experts and curators make for lively and interesting listening.



ROSEMARY FLANNERY Art Beat

THE JAZZ SHOW

Friday and Sunday • Midnight and 20:00

Don Foster plays some great classic and new jazz tunes from around the world. The breadth of Jazz is well covered in this stimulating and entertaining one-hour show.

CLASSICAL PARIS

Saturday • 15:00

Sundays • 12 Noon and again at 17:00

A unique classical music magazine with features on the legendary musical history of Paris and exclusive interviews with today's international celebrity artists. Hosted and produced by award-winning international broadcaster, writer and former musician Jon Tolansky.



JON TOLANSKY Classical Paris

FRANKLY SPEAKING

Saturday • 12 noon

Sunday • 15:00

FRANKLY SPEAKING is a lively talk show featuring "engaging writers, cutting-edge artists, original thinkers, and engaging cultural personalities." The program celebrates the eclectic, the diverse and the stories of passionate people doing impressive and creative things (a David Applefield production for Paris Live Radio).



DAVID APPLEFIELD Frankly Speaking

TOP 20 SHOW

Throughout the week • coming soon

Paris Live Radio looks over the charts of the U.S., the U.K. and all around the English-speaking world and plays the best of the best. Keeping all listeners in touch with what is going on back home.

Paris Live is always working on new show proposals and reviewing proposals from listeners so stay tuned for upcoming shows this Fall.

"I want to feel like I 'live' in Paris. I need an up to date Paris based information source for news and info. It would be a big bonus if that source also offered good music" – respondent Insead survey June 2004

The only English Radio Station in France

PARIS LIVE PROGRAMME SCHEDULE

Paris Live Radio

Weekly Programming schedule - Rentrée 2004

		Mon	Tues	Wed	Thurs	Fri
1am to 9am	1am to 9am	Paris Live music mix	Paris Live music mix	Paris Live music mix	Paris Live music mix	Paris Live music mix
09:00	09:00	NEWS	NEWS	NEWS	NEWS	NEWS
	09:15	What's On - Concerts	What's On - Concerts	What's On - Concerts	What's On - Concerts	What's On - Concerts
	09:30	News 90 seconds around the world - in English & French	News 90 seconds around the world - in English & French	News 90 seconds around the world - in English & French	News 90 seconds around the world - in English & French	News 90 seconds around the world - in English & French
	09:40	ASTRO GIRL	ASTRO GIRL	ASTRO GIRL	ASTRO GIRL	ASTRO GIRL
	09:45	What's On - Community	What's On - Community	What's On - Community	What's On - Community	What's On - Community
10:00	10:00	NEWS	NEWS	NEWS	NEWS	NEWS
	10:05	Paul Vincent presents 10:00 - 12:00	Paul Vincent presents 10:00 - 12:01	Paul Vincent presents 10:00 - 12:02	Paul Vincent presents 10:00 - 12:03	Paul Vincent presents 10:00 - 12:04
	10:15	What's On - Art World	What's On - Art World	What's On - Art World	What's On - Art World	What's On - Art World
	10:20	Language Tip	Language Tip	Language Tip	Language Tip	Language Tip
	10:30	News 90 seconds around the world - in English & French	News 90 seconds around the world - in English & French	News 90 seconds around the world - in English & French	News 90 seconds around the world - in English & French	News 90 seconds around the world - in English & French
11:00	10:45	What's On - Kids	What's On - Kids	What's On - Kids	What's On - Kids	What's On - Kids
	11:00	NEWS	NEWS	NEWS	NEWS	NEWS
	11:15	What's On - Concerts	What's On - Concerts	What's On - Concerts	What's On - Concerts	What's On - Concerts
12:00	11:45	What's On - Community	What's On - Community	What's On - Community	What's On - Community	What's On - Community
	12:00	NEWS AT NOON	NEWS AT NOON	NEWS AT NOON	NEWS AT NOON	NEWS AT NOON
	12:10	Music LUNCH MIX (no talk) to 14:00	ART BEAT with Rosemary Flannery	Music LUNCH MIX (no talk) to 14:00	ART BEAT with Rosemary Flannery	Music LUNCH MIX (no talk) to 14:00
14:00	12:15	Music LUNCH MIX (no talk) to 14:00	Music LUNCH MIX (no talk) to 14:00	Music LUNCH MIX (no talk) to 14:00	Music LUNCH MIX (no talk) to 14:00	Music LUNCH MIX (no talk) to 14:00
	14:00	Paris Life	Paris Life	Paris Life	Paris Life	Paris Life
15:00	15:00	NEWS	NEWS	NEWS	NEWS	NEWS
	15:05	Lawrence Collins presents to 17:00	Lawrence Collins presents to 17:00	Lawrence Collins presents to 17:00	Lawrence Collins presents to 17:00	Lawrence Collins presents to 17:00
	15:15	What's On - Art World	What's On - Art World	What's On - Art World	What's On - Art World	What's On - Art World
	15:30	NEWS	NEWS	NEWS	NEWS	NEWS
16:00	15:45	What's On - Kids	What's On - Kids	What's On - Kids	What's On - Kids	What's On - Kids
	16:00	NEWS	NEWS	NEWS	NEWS	NEWS
	16:15	What's On - Concerts	What's On - Concerts	What's On - Concerts	What's On - Concerts	What's On - Concerts
	16:30	NEWS	NEWS	NEWS	NEWS	NEWS
17:00	16:45	What's On - Community	What's On - Community	What's On - Community	What's On - Community	What's On - Community
	17:00	NEWS	NEWS	NEWS	NEWS	NEWS
	17:05	Robbie Nock presents to 19:00	Robbie Nock presents to 19:00	Robbie Nock presents to 19:00	Robbie Nock presents to 19:00	Robbie Nock presents to 19:00
	17:15	Live at 5	Live at 5	Live at 5	Live at 5	Live at 5
	17:20	Language Tip	Language Tip	Language Tip	Language Tip	Language Tip
	17:30	NEWS	NEWS	NEWS	NEWS	NEWS
18:00	17:45	What's On - Concerts	What's On - Concerts	What's On - Concerts	What's On - Concerts	What's On - Concerts
	18:00	NEWS	NEWS	NEWS	NEWS	NEWS
	18:15	What's On - Community	What's On - Community	What's On - Community	What's On - Community	What's On - Community
	18:40	ASTRO GIRL	ASTRO GIRL	ASTRO GIRL	ASTRO GIRL	ASTRO GIRL
19:00	18:45	Live at 5	Live at 5	Live at 5	Live at 5	Live at 5
20:00	19:00	Paris Live music mix	Paris Live music mix	ART BEAT with Rosemary Flannery	Paris Live music mix	Paris Live music mix
22:00	20:00	PARIS JAZZ with Don Foster	Paris Live music mix	Paris Live music mix	Paris Live music mix	Paris Live music mix
Midnight	22:00	Paris Live music mix	Paris Live music mix	PARIS JAZZ with Don Foster	Paris Live music mix	Paris Live music mix
	Midnight	Paris Live music mix	Paris Live music mix	Paris Live music mix	Paris Live music mix	PARIS JAZZ with Don Foster

The only English Radio Station in France

WWW.PARISLIVE.FM

The site is the information portal for the Anglophone community. It gives them access to the radio and much more. The Paris Guide section offers English speakers access to information that can't be found elsewhere. With more sections coming online throughout September.

The site added **120 000 unique visitors** in just its second month. On www.parislive.fm you will find:

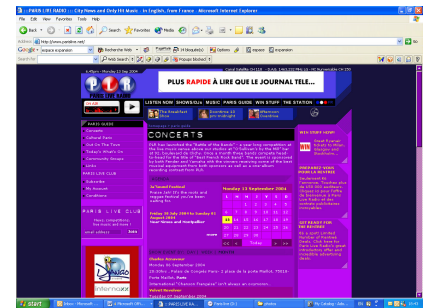
- **Paris Live Radio player:** Listen to Paris Live Radio via the web. With **60 000 cumulative listeners per month**, Comm.fm say we are now streaming at the rates of some well established FM stations.
- **Giveaways:** Paris Live prizes are all driven through the website to increase traffic and familiarise Parisians with www.parislive.fm.



The Paris Guide

The Paris Guide is everything that you need to know to get out and about in Paris. www.parislive.fm is updated daily while other guides are prepared two years in advance,

- **Concerts:** find out the hottest acts coming to town in the only English concert site.
- **Cultural Paris:** we review exhibitions, museums, community and cultural events
- **Today's What's On:** a daily look at all that is happening:
 - Concerts, Gigs, Clubbing, Freebies, Community Events and Arts section
- **Links:** a listing of useful services for English speaking Parisians.
- **Community Groups:** this listing puts Paris Live at the heart of the English speaking Community



*I like hearing familiar songs and French ones for the first time.
I haven't been in Paris for that long and my French isn't that great, so
I also appreciate hearing the news and weather – Lucy Lindner,
listener*

The only English Radio Station in France

MUSIC

Paris Live programming features classic hits, hip-hop, new French hits and live recordings. In addition Paris Live has special programmes designed for our jazz and classical music enthusiasts.

Our Music Director receives hundreds of new records from labels every month as well as requests from listeners and based on this input updates all music on a continual basis.

English:

- | | |
|--|--|
| <ul style="list-style-type: none">• BLACK EYED PEAS• QUEEN• DAVID BOWIE• THE DARKNESS• RED HOT CHILI PEPPERS• FUN LOVING CRIMINALS• COLDPLAY• STEREOPHONICS• EMINEM• THE CURE• BEATLES• U2• KYLIE MINOGUE• GUNS N ROSES• OUTKAST• ROLLING STONES• LENNY KRAVITZ• THE CLASH• Go?• THE STROKES• USHER featuring LUDACRIS | <ul style="list-style-type: none">• Shut up• We Will Rock You• Young Americans• A Thing Called Love• Under the Bridge• Up on the Hill• Yellow• Have a Nice Day• Stan• Friday I'm in Love• Eleanor Rigby• Sunday Bloody Sunday• Spinning Around• Sweet Child Of Mine• Hey ya• Start Me Up• American Woman• Should I Stay or Should I• Reptilia• Yeah |
|--|--|

French:

- | | |
|--|--|
| <ul style="list-style-type: none">• AIR• INDOCHINE• NADIYA• DIONYSOS• MC SOLAAR / GURU• M• SINGUILA• CIRQUE DE MILLENIUM• CORNEILLE• CALI | <ul style="list-style-type: none">• Cherry Blossom Girl• Electrastar• Parle-moi• When I was a Jedi• Le Bien / Le Mal• Je dis aime• Aicha• Kangaroo Nomad• Parce qu'on vient de Loin• Elle m'a dit |
|--|--|

LIVE EVENTS

Paris Live has launched the "**Battle of the Bands**" - a year long competition at the live music venue above our studios at "O'Sullivan's by the Mill" bar at 92, boulevard de Clichy. Once a month three bands compete head-to-head for the title of "Best French Rock Band". The event is sponsored by both Fender and Yamaha with the winners receiving some of the best musical equipment from both sponsors as well as a one-album recording contract from Paris Live Radio.



O'Sullivan's

The only English Radio Station in France

PARIS LIVE MARKETING – creating the buzz

Paris Live Radio is all about bringing a fresh and exciting perspective to the city of Paris. Accordingly, Paris Live has a strategy to attract listeners that differentiates it from the traditional radio stations by focusing primarily on the English-speaking community who are starved for quality English language media.

PARIS YOUR CITY. PARIS LIVE YOUR RADIO

PARIS LIVE RADIO – AN ESSENTIAL PART OF THE DAY

Being the first radio station to broadcast in English, our goal is naturally to be a communication medium for the broad international population that lives, works and travels to Paris. Paris Live seeks to partner with cultural and community organizations by participating and supporting the myriad of English speaking groups in Paris from schools, to business associations to community groups.

www.parislive.fm - THE PARIS WEBSITE IN ENGLISH

The Paris Live website offers a unique opportunity to listen to What's On in Paris live from English speaking presenters while also searching for a great concert, restaurant, or cultural event or simply entering a contest for free tickets. www.parislive.fm will become the site *par excellence* for seeking information about Paris.

COMPETITIONS & PROMOTIONS

Paris Live Radio has plenty of competitions – during programmes and shows and also on the dedicated section of our website at www.parislive.fm. Feeling lucky? Then tune into Paris Live and get ready to win.

LIVE EVENTS

Paris Live organizes and participates in a number of live events both participating in and contributing to the Paris music and cultural calendar. Events may include “La Fete de la Musique” or sponsoring shows and visits by English speaking artists from all over the world.



Paris Live Radio :
Your guide to Paris by night

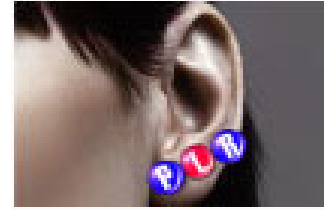
“I want to feel like I am up to date with what’s happening in Paris. I don’t want to miss out on cool events, and when I’m speaking with my friends I want to be seen as someone who knows what’s going on. Also, I want to avoid things that cause unnecessary hassle, e.g. traffic problems, strikes, national holidays” – Focus Group, June 2004 conducted by Insead

The only English Radio Station in France

HOW TO LISTEN

You can listen to Paris Live Radio in the following ways:

- On the internet at www.parislive.fm
- Via Canal Satellite and Canal Plus (Ch 118)
- Via cable on NOOS (radio button Ch 35)
- Via cable on NC Numericable
- Via Satellite receiver from Astra 1H 19.2° E
- Paris Live Radio is also available on DAB (Digital Audio Radio) on band LG in western Paris.
- Soon in all 1400 Accor hotels in France



Paris Live Radio :
Listen at work, at home, on holiday

AM programming

Paris Live programming will be available on the AM band from November 2004.

Paris Live's objective is to have an AM frequency during 2005.



PARIS LIVE IN THE PRESS

Date	Press	Headline
9/5/04	The Sunday Independent	A brand new sound on the airwaves of Paris: English
12/5/04	BBC Online	Paris wakes up to English radio
19/5/04	Time Out	Paris Live Radio on Air
27/5/04	Agence France Presse	New radio station brings sweet sound of English to France
3/6/04	Sydney Morning Herald	Radio madman puts an accent on French airwaves
Aug/Sep 2004	Riviera Reporter	Another English Speaking Radio for the Cote d'Azur
10/7/04	Le Figaro	Paris Live Radio – une station pour les Anglophones de la capitale
12/7/04	International Herald Tribune	Live from Paris, at last, it's all-English radio
11/8/04	Telerama	Une radio parisienne pour les Anglophones
23/8/04	Newsweek	Cross-Channel Fusion

The station epitomizes an exciting “get up and go” atmosphere – connecting newcomers to Paris with a positive message about France and Paris in English and to promote understanding between French and Anglophone cultures. – Paris Live Radio, Business Plan



FACTS & FIGURES

THE PARIS LIVE RADIO AUDIENCE ...

- totals more than 30,000 daily listeners via the internet, satellite & cable
- is attracted to WWW.PARISLIVE.FM with more than 120,000 hits per month

PARIS LIVE RADIO LISTENERS ARE...

- people who enjoy speaking & listening to English
- confident
- adventurous
- fun loving
- independent
- people with an above average disposable income

PARIS LIVE RADIO IS...

- fresh, edgy, informative
- in English ... the second most spoken language in Ile de France
- your first source of City News updated hourly
- innovative
- your guide to fun

PEOPLE WHO LISTEN VIA SATELLITE AND CABLE

- 60% of 5.92 million subscribers regularly listen to radio via Canal Satellite ¹
- 50% of 1.11 million subscribers regularly listen to radio via NOOS²
- 50% of 790, 974 subscribers regularly listen to radio via NC Numericable ³
- 8.1% of all radio listeners listen via cable⁴
- Total Reach: 7.83 million people

RADIO LISTENERS ON THE INTERNET

- Over 3 million people listen to the radio via the internet in France (weekly) ⁵
- Paris Live's streaming partner COMFM - receives 2.4 million visitors per month ⁶
- Average listening time to live programs on COMFM – 35 minutes⁷
- 2.1% of all listeners listen to radio via the internet⁸
This equals 840,000 daily listeners in 2000 (latest figures)

¹ MediaMetrie, MediaCabSat Feb 2004

² NOOS 2004

³ NC Numericable 2004

⁴ MediaMetrie Equipement Radio April-June 2000

⁵ Mediametrie, 2004

⁶ Mediametrie, CyberStat Feb 2004

⁷ COMFM 2004

⁸ Mediametrie Equipement Radio April-June 00

TARGET MARKET ESTIMATES

Paris Live Radio's immediate audience goals are to:

- Attract a 50,000 listener cumulative daily audience by 2005
- Attract a 250,000 listener cumulative weekly audience by 2005
- Attract a 500,000 listener cumulative weekly audience within 12 months based on a 6% monthly growth rate

PERCENTAGE OF ENGLISH SPEAKERS BY AGE IN ILE DE FRANCE

More than 1 in 10 Franciliens are English speakers, INSEE, AOUT 2003

