



The French website dedicated to the radio "All news, all finance"

**MARKET POSITION:**

This website is dedicated to the famous French news radio: BFM Radio. **BFM radio** has a 100% AB+ audience. It is also the radio station with the highest affinity on company executives and directors. 49% of the station's listeners are executives and directors. **BFM** audience is mainly male (69%), under 50 years old (74%) and urban (79%). 10% of **BFM** listeners belong to the top 2% income, 8% to the top 4% and 6% to the top 8%.

<b>BFM Radio</b>	
Number of Impressions	<b>2,885,592</b>
Unique visitors	<b>324,641</b>

Nielsen NetRatings April 2010

**WEBSITE PROFILE:**

The contents of the website are organised around 7 topics: *News, Stock Exchange, Topics, Radio, Company, Services, and Newsletter*. "All info, all economy" summarizes the editorial concept of **BFM**. **BFM** covers French and international economic news in real time.

**TECHNICAL SPECIFICATIONS:**

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