

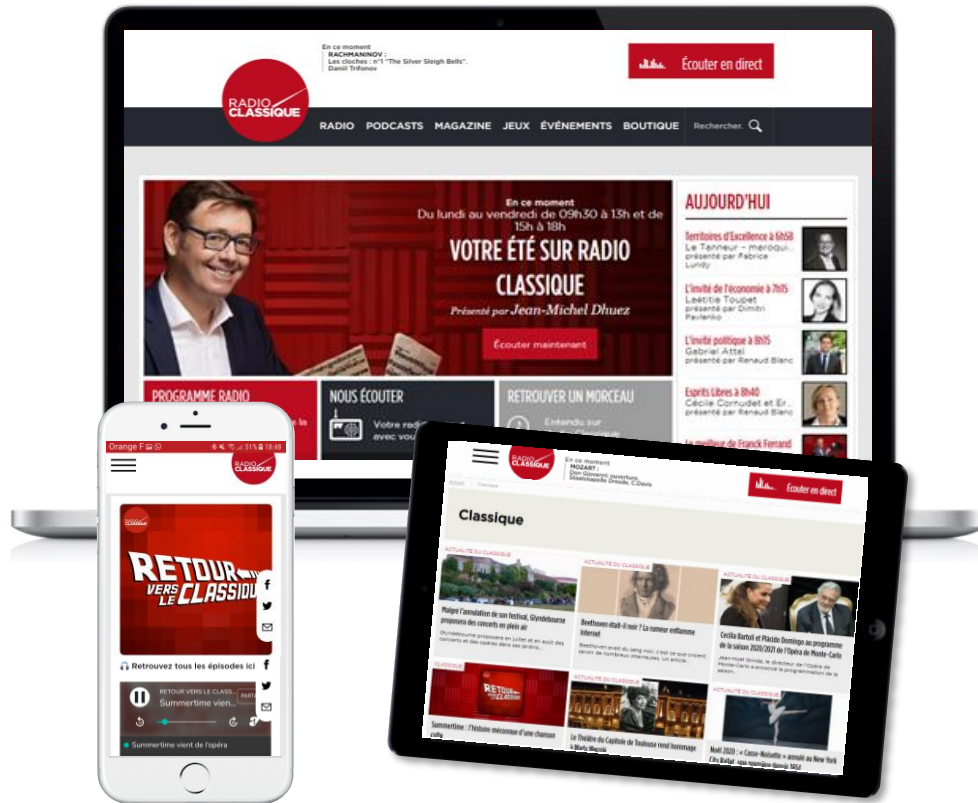


# EMOTION, DISCOVERY AND SHARING

Radio Classique is a bi-media platform for Radio and Digital, offering a mixed programming combining **classical music and economic**, general and cultural information.

The brand is adopting a bold strategy to combine, throughout the year of the day opening and accessibility, **with elegance and simplicity**.

- **A rich audio program** available live or in replay, hosted by renowned journalists (Dimitri Pavlenko, David Abiker, Guillaume Durand...) and the greatest performers, such as Rolando Villazón and Gautier Capuçon.
- **A specific editorial offer on digital** with +200 articles produced per month and native podcasts.



**+ 1 M**  
**listeners / day**  
 60% top 5 income  
 66% of fans of cultural activities



**2,3 M**  
**listening / month**  
**on digital**



Franck Ferrand explains  
 2 M listening / month



Story in music  
 +700 000 listening / month

**+2,8 M podcasts download / month**