



FIFA WORLD CUP Qatar 2022



MEANS OF COMMUNICATION « RFI Afrique »
from November 20 to December 18, 2022



FIFA WORLD CUP QATAR 2022™ MEANS OF COMMUNICATION « RFI AFRIQUE »



FIFA WORLD CUP
Qatar2022

SOCIAL NETWORKS

A complementary editorial offer

Facebook Live Show Radio Foot International
Videos – immersive subjects, portraits
The web page France 24/RFI Sport

WEBSITE

**The page
« Sports »**

www.rfi.fr/fr/sports/



RADIO

Mondial Sports

at 09:10 PM UTC

from Saturday to Sunday

(according to the broadcasting of
the matches)



RADIO

Le journal des sports (Sports Journal)

2 broadcasts per day in the morning,
noon and evening news slots
From Monday to Sunday



RADIO

LIVE matches

Group Stage: the opening match, the 3
French team's matches + the matches
of African teams

Round of 16: 2 matches + French team's
match

Quarter-finals: 2 matches

2 semi-finals

The final

RADIO

Radio Foot International

at 03:10 PM UTC and 09:10 PM UTC

From Monday to Friday

(according to the broadcasting of the matches)





FIFA WORLD CUP QATAR 2022™ MEANS OF COMMUNICATION RFI



SOCIAL NETWORKS

An exhaustive and complementary editorial offer

Portraits of the players



Immersive subject



Facebook Live Show





FIFA WORLD CUP QATAR 2022™ DISPOSITIF RFI

RADIO (Sub-Saharan Africa only)

LIVE matches

Group Stage: the opening match, the 3 French team's matches + the matches of African teams

Round of 16: 2 matches + French team's match

Quarter-finals: 2 matches

2 semi-finals

The final

FIFA World Cup Qatar 2022™'s matches transmitted by RFI

Dates	Timetable GMT	Matches	Location
Sunday 20th November	5:00 PM	Qatar / Ecuador	Al Bayt Stadium
Monday 21st November	4:00 PM	Senegal / Netherlands	Al Thumama Stadium
Tuesday 22nd November	1:00 PM	Denmark / Tunisia	Education City Stadium
	7:00 PM	France / Australia	Al Janoub Stadium
Wednesday 23rd November	10:00 AM	Morocco / Croatia	Al Bayt Stadium
Thursday 24th November	10:00 AM	Switzerland / Cameroon	Al Janoub Stadium
	4:00 PM	Portugal / Ghana	Stadium 974
Friday 25th November	1:00 PM	Qatar / Senegal	Al Thumama Stadium
Saturday 26th November	10:00 AM	Tunisia / Australia	Al Janoub Stadium
	4:00 PM	France / Denmark	Stadium 974
Sunday 27th November	1:00 PM	Belgium / Morocco	Al Thumama Stadium
Monday 28th November	10:00 AM	Cameroon / Serbia	Al Janoub Stadium
	1:00 PM	South Korea / Ghana	Education City Stadium
Tuesday 29th November	3:00 PM	Equator / Senegal	Khalifa International Stadium
Wednesday 30th November	3:00 PM	Tunisia / France	Education City Stadium
Thursday 1st December	3:00 PM	Canada / Morocco	Al Thumama Stadium
Friday 2nd December	3:00 PM	Ghana / Uruguay	Al Janoub Stadium
	7:00 PM	Cameroon / Brazil	Lusail Stadium
Saturday 3rd December	3:00 PM	1st group A / 2nd group B	
	7:00 PM	1st group C / 2nd group D	
Sunday 4th December	3:00 PM	1st group B / 2nd group A	
	7:00 PM	1st group D / 2nd group C	
Monday 5th December	3:00 PM	1st group E / 2nd group F	
	7:00 PM	1st group G / 2nd group H	
Tuesday 6th December	3:00 PM	1st group F / 2nd group E	
	7:00 PM	1st group H / 2nd group G	
Friday 9th December	3:00 PM	1/4 final	
	7:00 PM	1/4 final	
Saturday 10th December	3:00 PM	1/4 final	
	7:00 PM	1/4 final	
Tuesday 13th December	7:00 PM	1/2 final	
Wednesday 14th December	7:00 PM	1/2 final	
Saturday 17th December	7:00 PM	3rd place	
Sunday 18th December	3:00 PM	Final	



FIFA WORLD CUP
Qatar 2022



AFRICA'S Radio Commercials Offers





FIFA WORLD CUP QATAR 2022™ RADIO SPOTS OFFERS



FIFA WORLD CUP
Qatar2022

Offer « Radio Foot International » Advertiser 1 = 60 spots

- ✓ **30 spots of 30s:** broadcasting of the spot at 03:10 PM UT and 03:59:30 PM UT from Monday to Friday (depending on the match schedule)
- ✓ **30 spots of 30s:** broadcasting of the spot at 09:10 PM UT and 09:59:30 PM UT from Monday to Friday (depending on the match schedule)

= 27 000 € HT

Offer « Radio Foot Internationale » Advertiser 2 = 30 spots

- ✓ **10 spots of 30s:** broadcasting of the spot at 03:59 PM GMT from Monday to Friday (depending on the match schedule)
- ✓ **20 spots of 30s:** broadcasting of the spot at 09:59 PM GMT from Monday to Friday (depending on the match schedule)

= 13 500 € HT

Offer 100% Match = 80 spots

- ✓ **50 spots of 30s** at matches time during the group phase
- ✓ **30 spots of 30s** at matches time from the 8th final

= 36 000 € HT



FIFA WORLD CUP QATAR 2022™ RADIO SPOTS OFFERS



FIFA WORLD CUP
Qatar2022

Option « Mondial Sports » = 15 spots on « RFI Afrique »

- ✓ **6 spots of 30s**: broadcast of the commercial at 09h10 PM UT
(Saturdays and/or Sundays according to the schedule of the matches)
- ✓ **9 spots of 30s** : broadcast of the commercial at 09h59 PM UT
(Saturdays and/or Sundays according to the schedule of the matches)

= 6 750 € HT

Option « Journal de la Coupe » = 60 spots on « RFI Afrique »

- ✓ **30 spots 30s** in morning prime time
- ✓ **30 spots 30s** in day time

= 27 000 € HT



RENDEZ-VOUS « Sport »

Only one possible advertiser



FIFA WORLD CUP QATAR 2022™ SPONSORSHIP OFFER « RENDEZ-VOUS SPORT »



FIFA WORLD CUP
Qatar 2022

✓ Sponsorship « Journal des sports » on RFI Afrique

1 radio tag per chronicle

60 radio tags x 10" over the period

✓ 30 spots of 30s on RFI Afrique

30 spots at matches time – 10 matches broadcasted

✓ Digital campaign IP Africa

TakeOver of rfi.fr/fr/sports during 1 month



TakeOver example

90 radio presences
from 20/11 to 18/12

100% SOV
Radio Sponsoring

TakeOver
100% SOV
from 20/11 to 18/12

= 37 500 € HT



RENDEZ-VOUS « Foot »

Only one possible advertiser



FIFA WORLD CUP QATAR 2022™

SPONSORSHIP OFFER: « RENDEZ-VOUS FOOT »



**FIFA WORLD CUP
Qatar 2022**

✓ **« Radio Foot internationale » + « Mondial Sports » sponsorship**

> 30 sponsor tags of 5s in pre-credits + 30 sponsor tags of 10s in post-credits

> 40 trailers

Expanded sponsor
tag broadcast:



Google
Podcast



Apple
Podcast



Deezer



RSS

✓ **30 spots of 30s on RFI Afrique**

> 30 spots at matches time - 10 matches broadcasted

✓ **Digital campaign in IP Africa**

1 month campaign via **rfi.fr**'s homepage : 1 million impressions on desktop/mobile/app

130 radio presences
From Nov 20 to Dec 18

100% SOV
Sponsoring radio
Sponsoring podcast

1 M impressions
Main box 300x250
IP Africa

= 35 000 € HT

For commercial information, please contact :

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Register on the website :

www.rfiadvertising.com

To make sure you don't miss any news

