



SPECIAL OFFERS

2026 WORLD CUP



FIFA WORLD CUP™ IS COMING!

From June 11 to July 19, 2026.

THE FIFA WORLD CUP



The **FIFA World Cup** is the most widely followed competition in the world

This **23rd edition** will be jointly hosted by the **United States, Mexico, and Canada** from **June 11 to July 19, 2026**

48 teams will compete for the title and attempt to dethrone the reigning champions, Argentina's national team, known as "La Albiceleste".

This sporting event represents a significant communication opportunity for advertisers, as their brand image and visibility are expected to be greatly enhanced.

THE GROUP STAGE



GROUP A

- Mexique
- Afrique du Sud
- Corée du Sud
- Tchéquie

GROUP B

- Canada
- Bosnie-Herzégovine
- Qatar
- Suisse

GROUP C

- Brésil
- Maroc
- Haïti
- Ecosse

GROUP D

- Etats-Unis
- Paraguay
- Australie
- Turquie

GROUP E

- Allemagne
- Curaçao
- Côte d'Ivoire
- Equateur

GROUP F

- Pays-Bas
- Japon
- Suède
- Tunisie

GROUP G

- Belgique
- Egypte
- Iran
- Nouvelle-Zélande

GROUP H

- Espagne
- Cap-Vert
- Arabie Saoudite
- Uruguay

GROUP I

- France
- Sénégal
- Irak
- Norvège

GROUP J

- Argentine
- Algérie
- Autriche
- Jordanie

GROUP K

- Portugal
- RD Congo
- Ouzbékistan
- Colombie

GROUP L

- Angleterre
- Croatie
- Ghana
- Panama



Our broadcast and digital audience



WEEKLY CONTACTS

105 million

More than 100 million radio & digital contacts every week!

70.8

million listeners

RADIO

WEEKLY AUDIENCE

21

million visits

ONLINE

MONTHLY VISITS

44.6

million followers on
RFI's social medias

rfi Advertising



A leading Pan-African Radio Station



1st FM network
in the world

96 FM RELAYS IN AFRICA

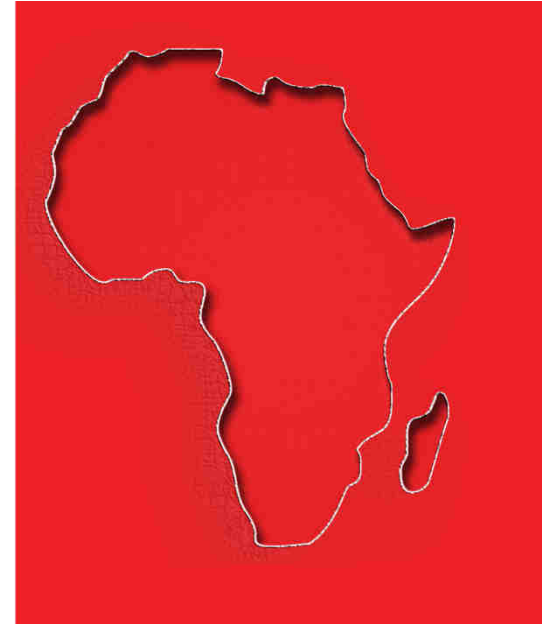


4 REGIONAL
RADIO STATIONS

- RFI MANDENKAN
- RFI SWAHILI
- RFI FULFULDE
- RFI HAUSA



599 RADIO PARTNERS
in Africa





A WELL-KNOWN & RESPECTED RADIO STATION

IN AFRICAN COUNTRIES WHERE RFI IS REGULARLY MEASURED



40.1 M

65% of Senior Executives

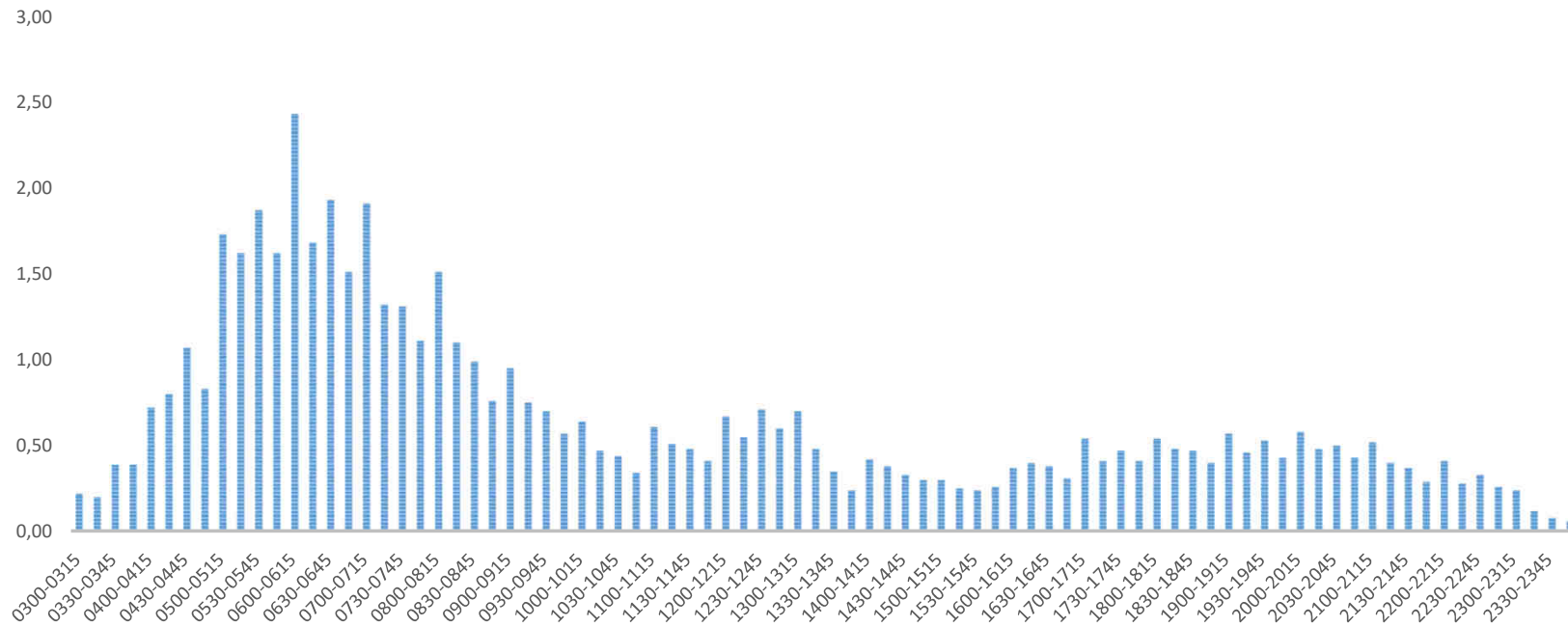
LISTENERS*
IN AFRICA
WEEKLY REACH

Source: Kantar Africascope 2025 en rouge (Africascope, Maghreboscope, Ad hoc, Afri'Kibaaru)
Radio listeners: *audience measured in 25 countries, no extrapolation



A HIGHLY ACCLAIMED MORNING PRIME TIME

Audience in %



(*) Time in UT

Source: Kantar Africascope 2025 - 8 countries (Congo, Ivory Coast, Cameroun, Gabon, DR Congo, Senegal, Congo, Guinea)

Base: Total individuals 15+

1% = 82 460 listeners



RFI.FR GLOBAL PERFORMANCES



13.2 M

Visits per month



30.3 M

Monthly audio & video launches



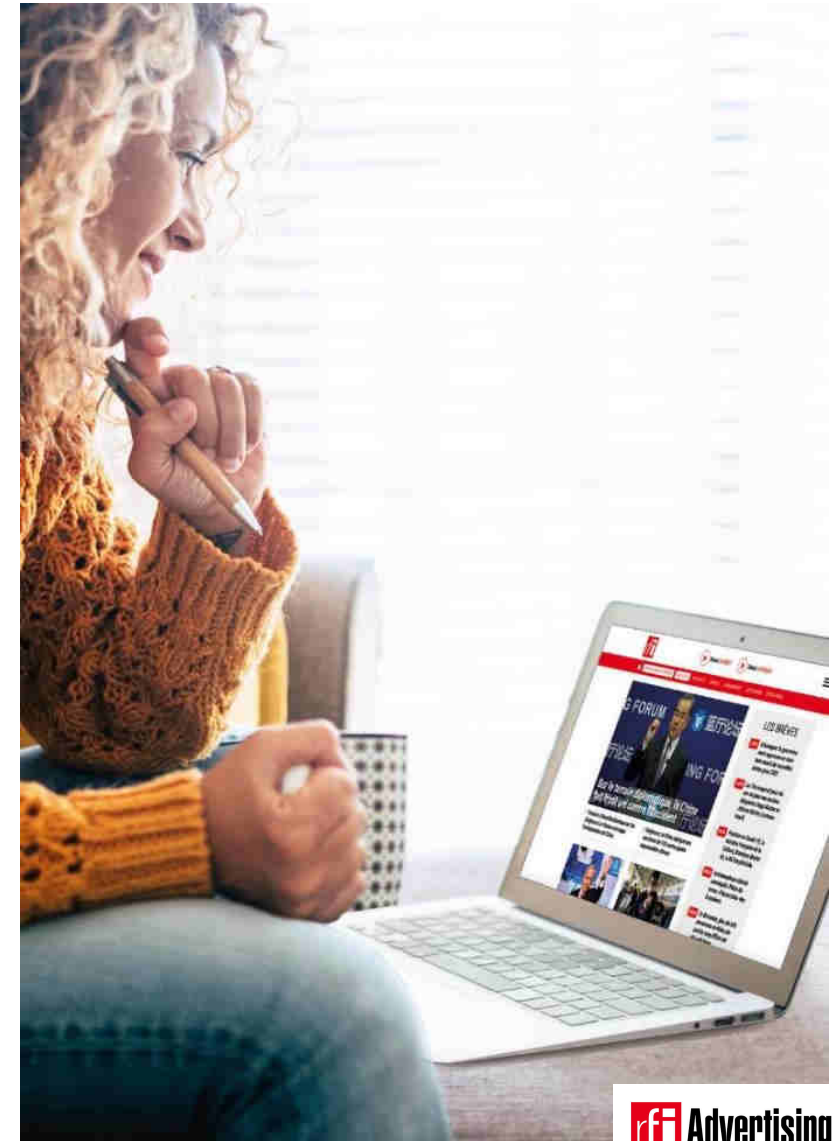
25.3 M

Average monthly page views

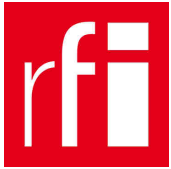


00:11:28

Time spent per visit



RFI Advertising



MAXIMIZE THE IMPACT OF YOUR CAMPAIGNS

WITH FORMATS RANGING FROM TRADITIONAL TO THE MOST INNOVATIVE AND PRECISE TARGETING

Véhicules électriques: le ministre chinois du Commerce Wang Wentao en visite en France

- Tesla prévoit de présenter son robot-taxi début août
- En France, les cryptomonnaies attirent un nouveau type d'investisseurs
- Pont effondré à Baltimore: une reconstruction à l'ombre de la campagne présidentielle
- Koko Nubukpo, économiste: «La jeunesse prendra le pouvoir partout en Afrique»

MOBILITY
HEALTHCARE
CONSUMER
INFRASTRUCTURE

Afrique

Sénégal: le président Bassirou Diomaye Faye dévoile les grandes orientations de sa politique

En direct

- 16:40 [Vos réactions] RDC : Judith Tuluka Suminwa nommée à la Primature
- 16:10 [Vos questions]
- 09:45 Afrique du Sud: la présidente du Parlement arrêtée dans le cadre d'une enquête pour corruption (parquet)

MOBILITY
HEALTHCARE
CONSUMER
INFRASTRUCTURE

Israël-Hamas Guerre en Ukraine Sénégal Rwanda

Union européenne: dernière ligne droite pour le vote du pacte asile et

Les brèves

- 16:34 La Russie qualifie de projet «des démocrates américains» la conférence en Suisse sur l'Ukraine
- 16:15 Cinq mois de prison ferme pour l'ex-directeur financier de

DESKTOP BANNERS

DESKTOP TAKEOVER

DESKTOP MAIN BOX



MAXIMIZE THE IMPACT OF YOUR CAMPAIGNS

WITH FORMATS RANGING FROM TRADITIONAL TO THE MOST INNOVATIVE AND PRECISE TARGETING



**APP
MAIN BOX**



**INTERSTITIAL
APP**



**MOBILE
BANNER**



44.6 MILLION FOLLOWERS ACROSS 6 SOCIAL MEDIA PLATFORMS



20,4M



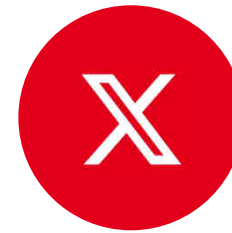
5,7M



4,2M



1,2M



10,6M



2,5M

Source: FMM Research Department - Facebook Analytics



PERFORMANCE 2025

EXCLUSIVE EDITORIAL CONTENT



49.8 million total views

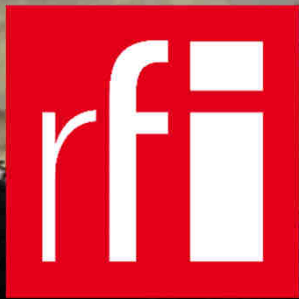
With an average of 162,000 views per video

7.1 million views

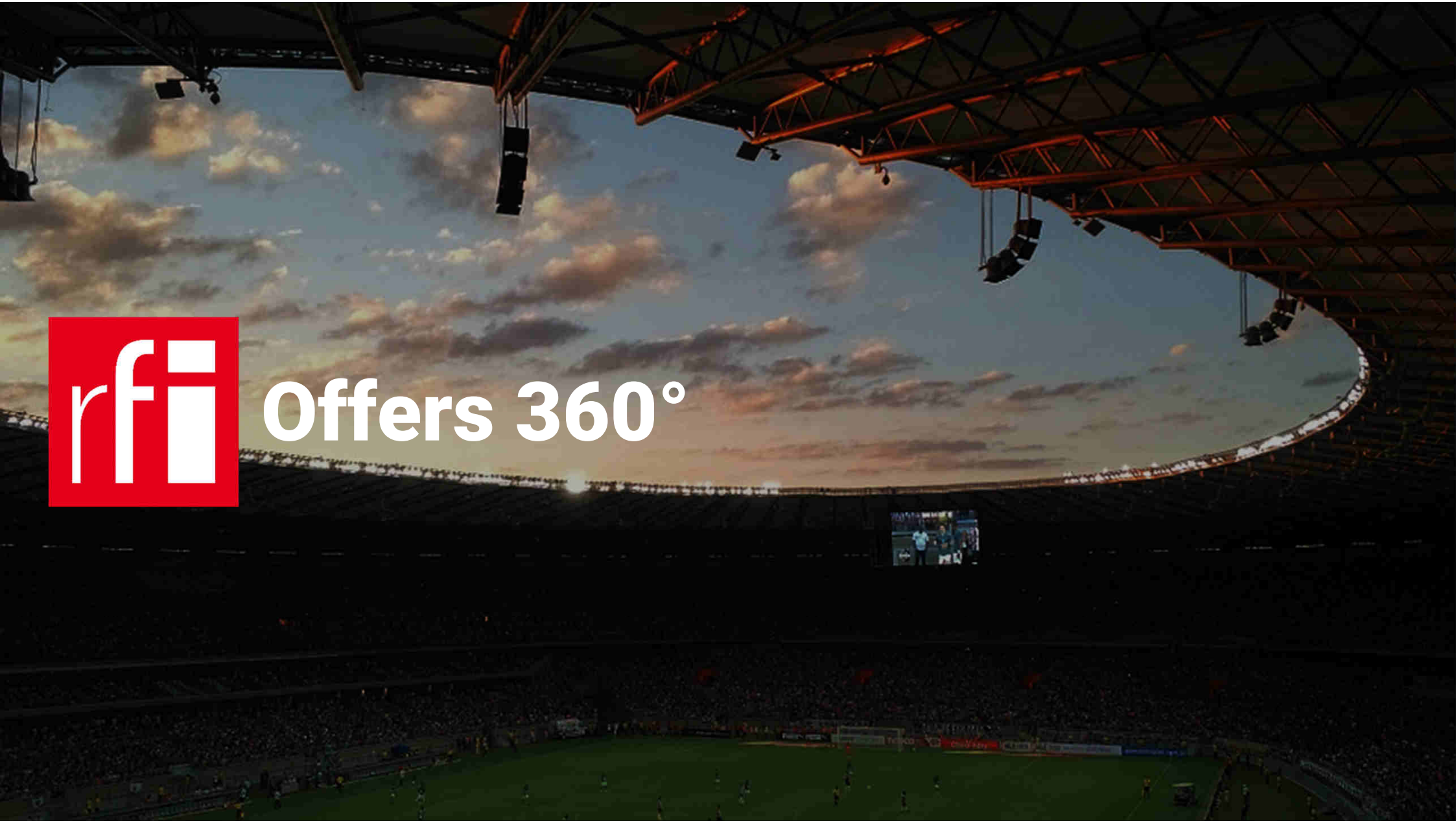
The most-viewed video



Source: FMM Research Department - Facebook Analytics



Offers 360°





2026 WORLD CUP PACKAGE DEAL



GOLD OFFER

“Cup Journal” Sponsorship

- 80 mentions on RFI Afrique, or 1 mention per column, or

150 30-second spots on RFI Afrique

- 30 spots featuring “Radio Foot Internationale”
- 90 spots featuring live matches
- 30 spots featuring the “Afrique matin” news programs

Global IP Web Campaign

- 1 month of page design for afriquefoot.rfi.fr

100% exclusive
Radio sponsorship

330 radio appearances

1 month takeover
Africa Soccer page
IP World

130 000€

Diapositive 16

MM1 A voir si on maintient les offres packagées ?

MONNOT Malika; 2026-05-04T13:42:09.312



2026 WORLD CUP PACKAGE DEAL



SILVER OFFER

Sponsorship of “Radio Foot Internationale”

- 80 quotes, or 2 per episode before and after the opening and closing credits
- 40 trailers (quotes introducing the sponsor)

150 30-second spots on RFI Afrique

- 60 spots during the “Cup Journal” (2 per day)
- 90 spots during live matches

Web campaign on IP Afrique (rfi.fr/fr/afrique-foot and rfi.fr)

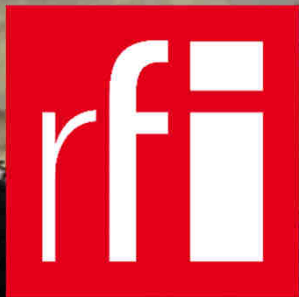
- 1 million impressions (banners and in-feed ads on desktop, mobile, and apps)

100% exclusive
Radio sponsorship
Podcast sponsorship

270 radio appearances

1M impressions
IP AfriCA

100 000€



RFI Afrique Special Offers





2026 WORLD CUP À LA CARTE SPOT OFFERS



100% Morning Prime
60 spots around the Cup Journal (2 spots per day during prime time)
20 spots during live matches in the group stage
30 spots around the live matches starting with the Round of 16
58 500€

100% World Cup
60 spots around the Cup Journal (2 spots per day during prime time)
36 000€



2026 WORLD CUP À LA CARTE SPOT OFFERS



100% Matches
30 spots around the matches during the group stage
30 spots around the matches starting with the Round of 16
26 000€

100% Football
30 spots at the start of the Radio Foot Internationale show, the go-to program for soccer
15 000€



2026 WORLD CUP À LA CARTE SPOT OFFERS



Sponsorship of the Cup Journal

80 appearances

From the “Journal de la Coupe” broadcast on RFI Monde twice a day during morning prime time

40 000€

Sponsorship of Radio Foot Internationale

100 appearances

at the beginning and end of the Radio Foot Internationale show, the go-to program for soccer

30 000€



2026 WORLD CUP À LA CARTE SPOT OFFERS



Digital Campaign On RFI Monde

40 days takeover
Of afriquefoot.rfi.fr page
June 10 to July 19, 2026

4 000€

Digital Campaign On RFI Afrique

Online campaign on IP Afrique
(rfi.fr/fr/afrique-foot and rfi.fr) June
10–July 19, 2026

1M impressions
(banner on desktop/mobile/app)

4 000€



OFFICIAL PARTNERS

