



PRESS RELEASE

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RISE IN TRAFFIC TO AUDIOVISUEL EXTERIEUR DE LA FRANCE'S WEBSITES

All of Audiovisuel Extérieur de la France's (AEF) Internet sites recorded an increase in traffic in December 2011 with over **15,000,000 visits (7.7 million unique browsers and a total of approximately 58 million pages viewed)**. *

Driven by an eventful month of December, with elections in the Democratic Republic of Congo, Laurent Gbagbo's transfer to the International Criminal Court and diplomatic tension between France and Turkey, [FRANCE 24](#) and [RFI](#)'s websites respectively recorded **6% and 4.5% increases in their traffic**, compared with the previous month.

Last December, the number of FRANCE 24 videos viewed and RFI audio programmes listened to also reached outstanding levels, with nearly **14 million FRANCE 24 videos viewed and over 2.2 million RFI audio programmes listened to**.**

All the [RFI](#) and [FRANCE 24](#) language versions have registered growth, with a particularly high increase for the Arabic versions of [FRANCE 24 / Monte-Carlo Doualiya](#) (+ 8%). December 2011 was also a particularly significant month for [FRANCE 24's Observers website](#) which notched up its largest audience since its launch with close to **800,000 visits**.

For the year 2011 as a whole, [The Observers](#), [FRANCE 24's collaborative platform](#), recorded a 40% increase in traffic on the previous year.

With an overall total of over 3 million visitors, AEF's mobile sites have also posted significant progress, **in particular RFI's site, which saw traffic increase by 55%**.

Last month, **nearly 75% of AEF sites traffic came from outside France**, with particular interest from the United States, Canada, the United Kingdom and Russia. In these countries traffic increased by between 12% and 86%.

Lastly, AEF's brands remain extremely strong on the social networks, with a range of multilingual pages that boast over **1.5 million fans on Facebook and over 500,000 Twitter followers**.

* Source: Digital Analytix/Comscore - December 2011.

** Figures including traffic on own sites and on partner platforms.

About the Audiovisuel Extérieur de la France (AEF) :

The Audiovisuel Extérieur de la France is a public holding company that ensures the development and promotion of French audiovisual media companies broadcasting to an international audience, making them more competitive and visible across the world. The company's subsidiaries include FRANCE 24, RFI (Radio France Internationale), and the Arabic language radio Monte Carlo Doualiya. The Audiovisuel Extérieur de la France is also the principal shareholder of TV5MONDE.

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