

## Business and Products

Science Hebdo is a French-speaking podcast available since January 2007 for free. Two science experts discuss the latest research works published in highly respected journals such as Science or Nature with groundbreaking implications for the future of our modern society. Each science and technology news broadcast lasts for about half an hour. Two to three broadcasts are typically performed every month.

Whereas a dozen high quality English-speaking science podcasts exist, Science Hebdo is the only such science news podcast for French-speaking listeners.

## Market

Science Hebdo is aggressively advertised in the Google network (Adwords), to universities, research laboratories and podcast listeners all over France. We rank among the top podcasts talking about science in the French podcast reference directory "podemus"<sup>1</sup> and are listed in most international podcast directories and the iTunes store. Science Hebdo was referenced in June 2007 by the major French public radio "Radio France"<sup>2</sup>. It was also advertised in April 2007 on a prominent English-speaking science news podcast<sup>3</sup>. This has brought many new listeners, with an audience growing exponentially to more than 2,000 downloads of each new broadcast as of October 2007. More than 10,000 downloads of the first 15 episodes recorded have been performed (godaddy.com statistics available).

New advertising opportunities are currently pursued among influential scientist think-tanks and French universities through the personal network of the scientists who co-host the podcast, as well as through internet networking. The creation of a section of the website as an encyclopedic transcript summary presenting the latest developments on a medicine or science topic is expected to create extra exposure and advertisement sources.

## Distribution

Listeners have so far primarily been science professionals and a technology advanced public to whom the podcast was advertised.

The connections to the website come in great majority from France (according to statistics from the server host).



## Leadership Team<sup>4</sup>

Drs. Sébastien Cornet<sup>5</sup> and Olivier Faure<sup>6</sup>, both holding a Ph.D. in medical sciences, are professionals of the biotech and pharmaceutical industry, with a strong background in



<sup>1</sup> <http://podemus.com/feed/sciencehebdocom/e22e2874a2b30f2c53d95dc320dcecee/>

<sup>2</sup> <http://www.radiofrance.fr/franceinter/em/ruedesentrepreneurs/index.php?id=56418>

<sup>3</sup> <http://www.twis.org/audio/2007/04/05/114/> see "TWIStributor #1"

<sup>4</sup> <http://www.sciencehebdo.com/quicest.html>

<sup>5</sup> <http://www.linkedin.com/pub/0/885/19b>

<sup>6</sup> <http://www.linkedin.com/pub/0/b87/585>

engineering sciences. Due to their separate localization in Europe and North America, they can catch technology trends early, irrespective of where they stem from.

**Financial**

Science Hebdo is currently starting advertisement opportunities, and has not started to generate a cash flow yet.

**Deal**

This advertisement opportunity proposes to advertise to a French-speaking public interested in science and versed in technology and the internet, by sponsoring one or multiple episodes of Science Hebdo, in the amount of USD 100.00 per thousand of episode downloaded. Bills will be issued for a period starting when the episode is posted and finishing when the next episode is posted. Download numbers are tracked with the mp3 statistics section provided by the server host godaddy.com. Numbers documentation is communicated to the sponsor. The advertisement consists in an acknowledgement of sponsoring by the hosts and a message from the sponsor that is limited to 30 seconds and is placed at the beginning of the show. Requests will be served in the order of reception.

**Request for sponsoring - section to be filled by the advertiser**

Requester _____	Title _____
Organization _____	Phone _____
Address _____	E-mail _____
_____	Date _____
Number of episodes sponsored _____	Signature _____
Purchase order number _____	

Please choose one :

- Play audio file (please provide in mp3 or wav format, maximum 30 seconds)
- Advertisement message to be read by hosts (include below, can be translated to French)

Please address sponsoring requests to Dr. Olivier Faure, Science Hebdo, 30041 Tessier St. #30, Laguna Niguel, CA, USA or [sebastienetolivier@sciencehebdo.com](mailto:sebastienetolivier@sciencehebdo.com)

**Science Hebdo agreement - to be returned to advertiser upon approval**

Approver _____	Phone _____
Address _____	E-mail _____
_____	Date _____
Number of episodes granted _____	Signature _____