



# DISCLAIMER

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- Statements contained in this document, particularly those concerning forecasts on future M6 Group performances, are forward-looking statements that are potentially subject to various risks and uncertainties.
- Any reference to M6 Group past performances should not be interpreted as an indicator of future performances.
- The content of this document must not be considered as an offer document or a solicitation to buy or sell M6 Group shares.



# TELEVISION

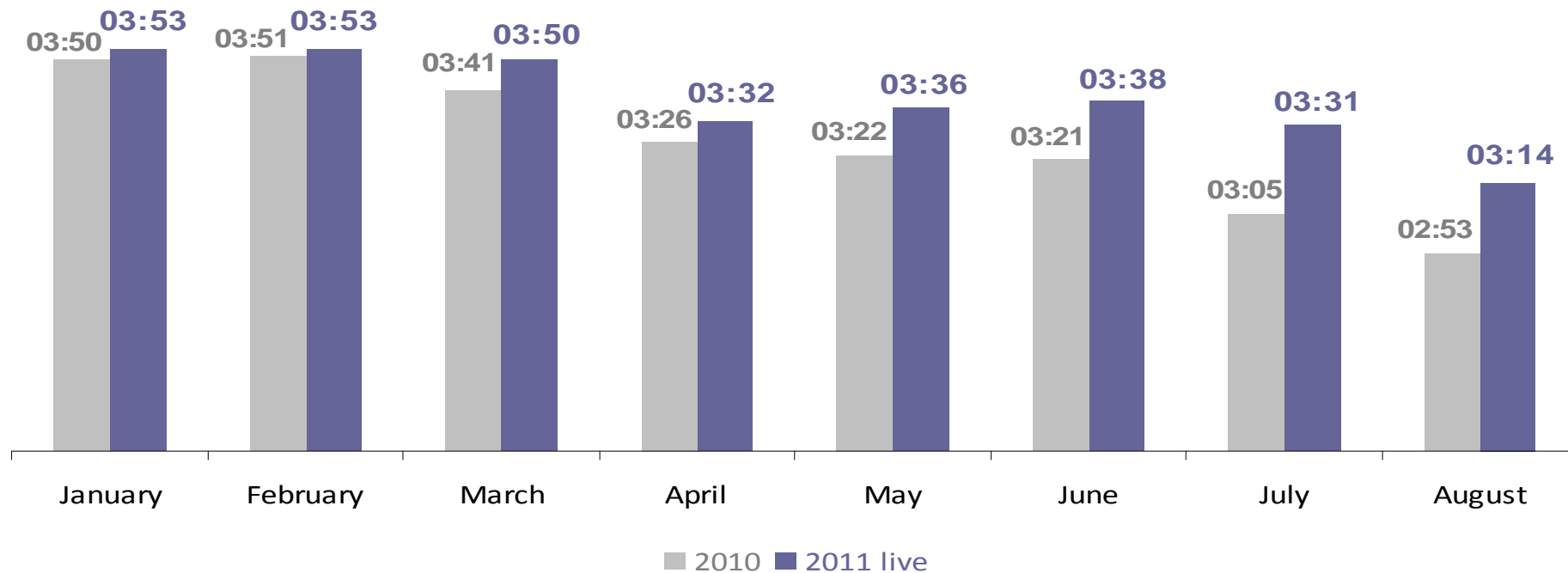
## Audience Ratings

## Television – Audience ratings

**January-August 2011 : Individual Watching Time up + 13 mn : TV is a buoyant media**



### Movement in watching time in France



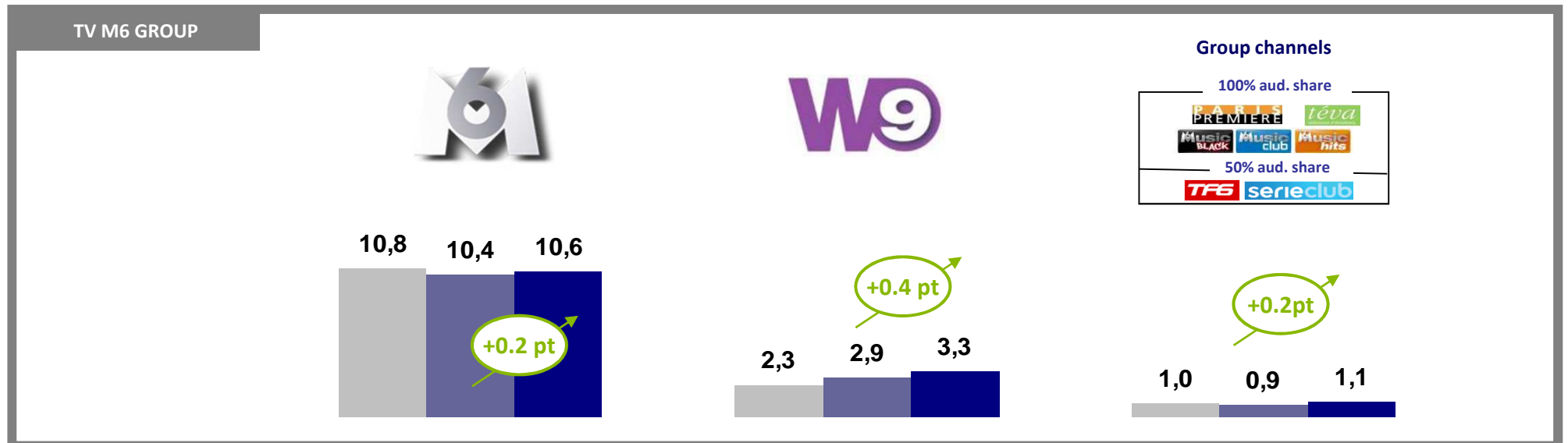
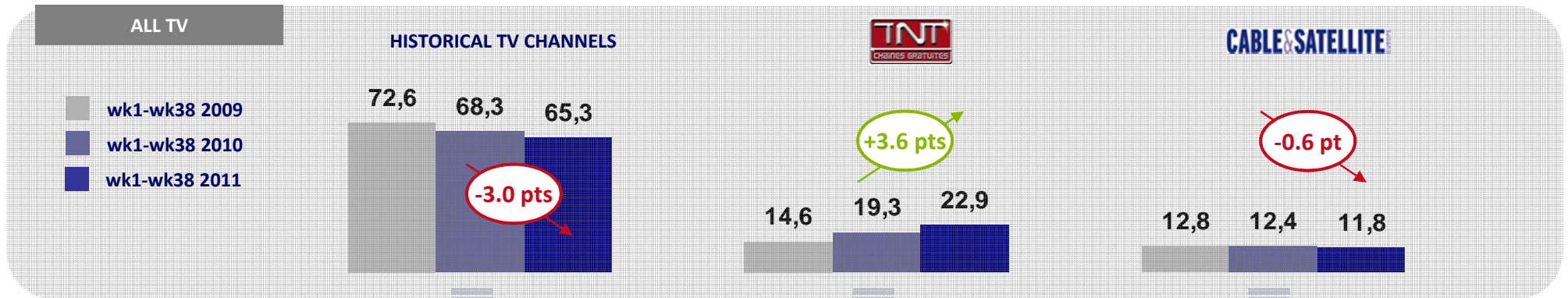
**In France, the individual watching time (without PVR consumption) increased every month in 2011 compared to 2010, and particularly during the summer**

# Television – Audience ratings

## January-September 2011 : The Group channels improve their position throughout the TV landscape



### 4+ y.o audience share (%)



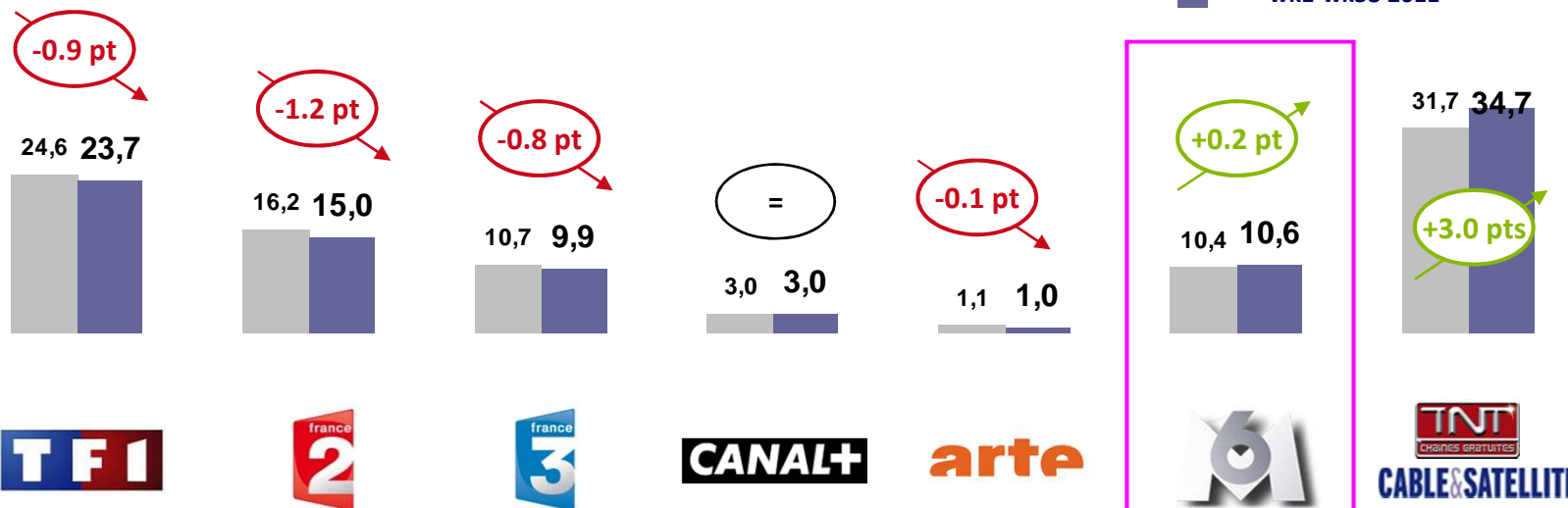
# Television – Audience ratings

January- September 2011 : 03h-27h: M6, only major channel to increase its ratings



■ wk1-wk38 2010  
■ wk1-wk38 2011

4+ y.o audience ratings (%)

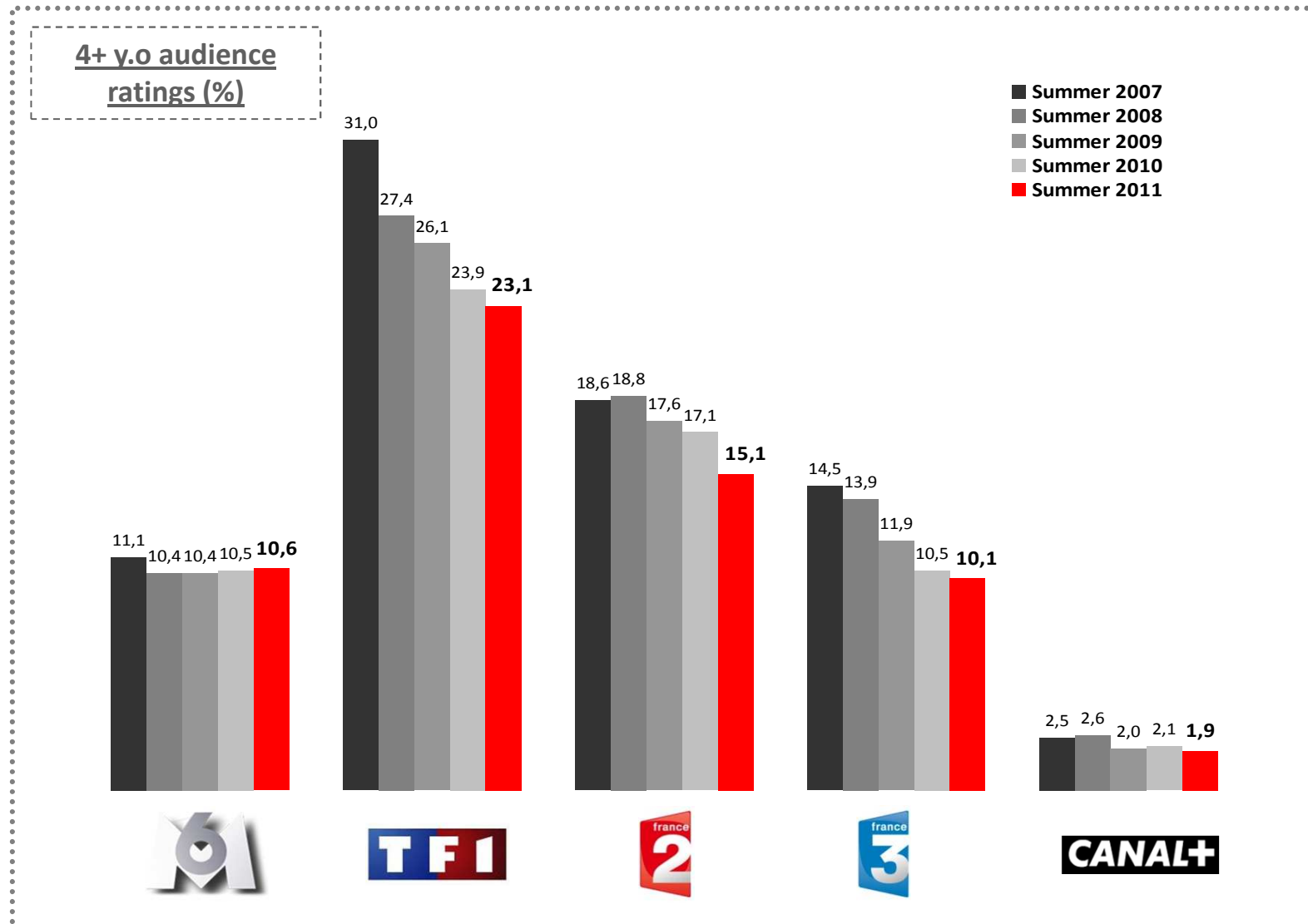


Housewives <50 y.o audience ratings



## Television – Audience ratings

M6 achieved an excellent Summer 2011 and reached its best market share since Summer 2007



## Television – Audience ratings

M6 is the only historical channel to improve its market share this summer thanks to powerful brands and programs



### PRIME TIME

#### L'AMOUR EST DANS LE PRÉ



Best ratings for a TV show on M6 since 2001 : **6.1 M° viewers** on average

M6 leader every week

#### NEWS MAGAZINES



CAPITAL has increased by **+ 600 000 viewers** compared to last summer



ZONE INTERDITE has increased by **+ 200 000 viewers** compared to last summer

#### FILMS



The programming of previously unreleased films was very successful : **+500 000 viewers** on average

### ACCESS PRIME TIME

#### 100% MAG



The magazine gained **+200 000 viewers** compared to last summer

#### SCENES DE MENAGES



The French series keeps on growing and improves by **+800 000 viewers** the weekend slot

The series reached its **best performances ever** during the 1st week of September

#### LE 19 45



Best increase among evening news : **+500 000 viewers** in one year

LE 19 45 broke a **new record** : **16.0% ms** among individuals 4+



## Television – Audience ratings

4 first weeks of September : M6 continues to improve its market share thanks to successes in all kinds of programs on strategic time slots



Audience ratings : 4+ y.o : 11.3% : +0,4pt vs 2010  
H<50 y.o : 17.7% : +0,2pt vs 2010

### RECORDS ON ACCESS



Broken records for  
**LE 19 45** and **Scènes de ménages**



since their respective launches

### RECORDS ON PRIME TIME

7,6 million viewers for  
**Le Petit Nicolas**  
on the 1st of September :  
best audience ever for a  
film on M6



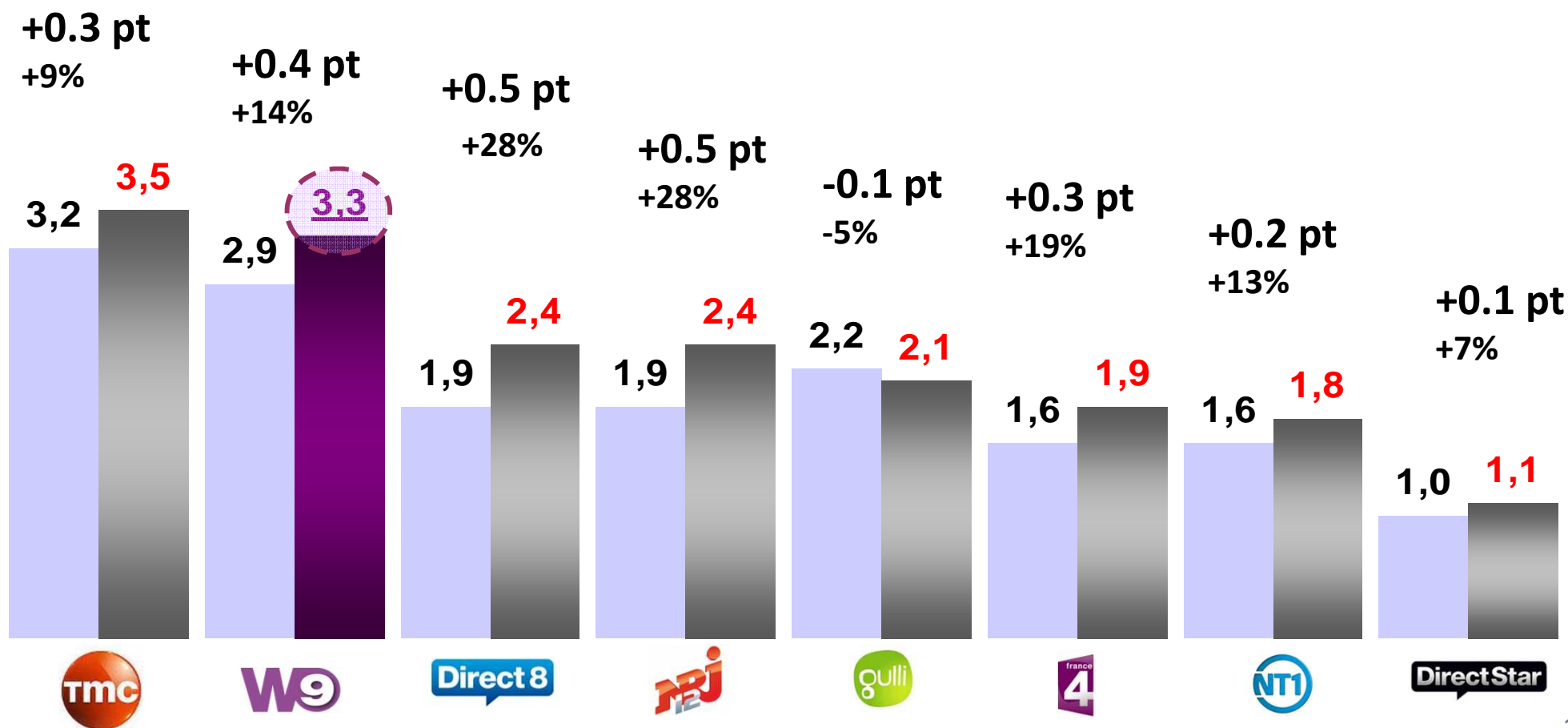
## Television – Audience ratings

### January-September 2011 : W9 catches up with TMC among the 4+ target



4+ y.o audience ratings (All France)

■ wk1-wk38 2010  
■ wk1-wk38 2011



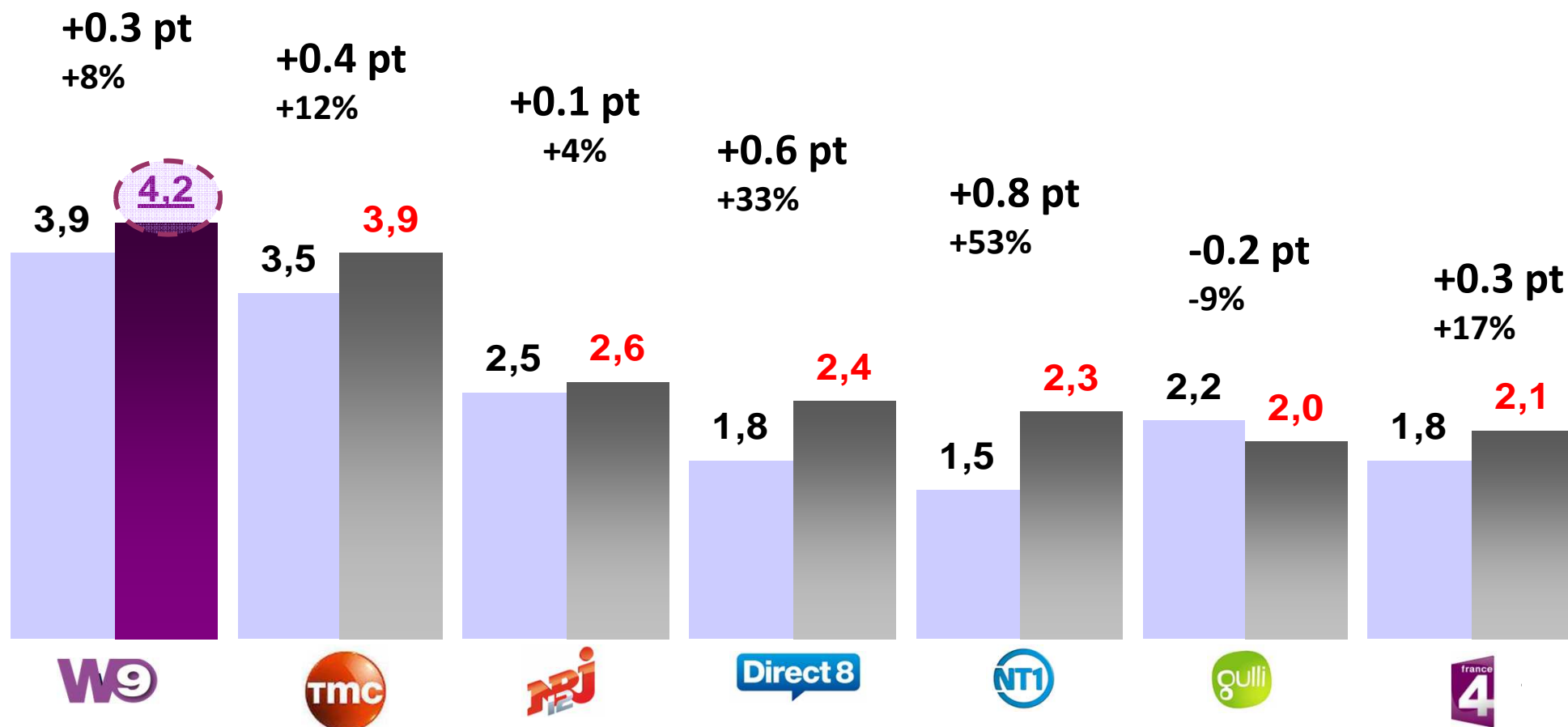
## Television – Audience ratings

### January-September 2011 : W9 reinforces its leadership on the commercial target



Housewives<50 audience ratings (All France)

■ wk1-wk38 2010  
■ wk1-wk38 2011



## Television – Audience ratings

### Broken records for W9 in August 2011

- > **3.8%** market share among individuals 4+ y.o. : best monthly result ever for W9
- > **4.8%** market share among Housewives-50 : best monthly result ever on the DTT network
- > W9 keys to success are its top brands and an original humorous programming



#### A successful youth film programming

##### Success for the ASTERIX film franchise

**Best ratings ever for an animated film on the DTT network : 1.7M° viewers**

**W9 first DTT channel every week**

**W9 national leader among children**



#### Success for entertainment programs

##### The combination of light entertainment programs in the afternoon increased W9 performances

##### **MY WIFE AND KIDS**

**W9 2<sup>nd</sup> national channel among ind. -25 y.o. with the US series**



**CARREMENT 80 & GENERATION TOP 50**  
**W9 DTT leader with both music entertainment shows**



#### Top brands strongly contribute to W9 success

##### W9's top brands maintain high scores this summer

**ENQUETE D'ACTION**  
**W9 DTT leader channel among ind. -50 y.o.**



**RAMSAY CAUCHEMAR EN CUISINE**  
**W9 DTT leader channel among ind. -50 y.o.**

