

M6 GROUP REVENUES (continued activities¹) :

- Q3 2006 : 259.1 M€, + 17.3 %²
- AS OF 30 SEPTEMBER 2006 : 922.9 M€, + 20.2 %³



in M€	2006	2005	% change
M6 advertising	351.4	334.5	+5.1%
Other activities	312.4	212.5	+47.0%
H1 consolidated revenues (continued activities)	663.8	547.0	+21.4%
M6 advertising	118.2	118.1	+0.1%
Other activities	140.9	102.6	+37.2%
Q3 consolidated revenues (continued activities)	259.1	220.7	+17.3%
M6 advertising	469.6	452.6	+3.8%
Other activities	453.3	315.1	+43.9%
9 months consolidated revenues (continued activities)	922.9	767.7	+20.2%

In the third quarter 2006, M6 Group achieved consolidated revenues of 259.1 M€, up by 17.3% (continued activities).

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In the third quarter 2006, advertising revenues reached 118.2 M€ (+0.1%), reflecting uneven expenditures trends by sectors, the decrease registered on mass consumption sectors being offset by the dynamism of Telco and Services notably. In the first nine months, M6 channel's advertising revenues amounted to 469.9 M€, up by 3.8%.

In a environment marked by the enlargement of the programme offering, M6 has confirmed since the beginning of the year its high levels of audience (12.6% vs. 12.8% audience share on 4 years and over, 19.5% vs. 19.4% audience share on housewives under 50 years old), and has achieved a successful back-to-school period (September-October 2006⁴) :

- attracting 500,000 new viewers on average in Prime Time,
- gathering more than 4 million viewers one Prime Time out of two,
- and ranking, almost one Prime Time out of two, as the second channel on all audiences (4 years and over).

The generalist channel's strategy, powerful and attractive for all audiences and advertisers, has been reinforced by the various programming successes of the back-to-school period (information magazines, documentaries, French fictions, series).

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In the third quarter, other activities' revenues increased by 37.2% to 140.9 M€, mainly including 16.8 M€ for digital channels and 122.4 M€ for diversification and audiovisual rights. In the first nine months, revenues from other activities posted a 43.9% growth.

¹ Continued activities include M6 Free to Air, digital channels, diversification and audiovisual rights. In accordance with IFRS 5, TPS is considered as an asset held for sale, implying that TPS stake is now only contributing to the Net Profit of the Group.

² On a constant scope (Mistergooddeal.com consolidated from 15 November 2005), Q3 2006 group revenues increased by 5.8%.

³ On a constant scope (SNC and Mistergooddeal.com respectively consolidated from 1st April and 15 November 2005), Group consolidated revenues increased by 11.1% in the first nine months 2006.

⁴ Source : Mediametrie, first 7 weeks of the back-to-school period



