

THE M6 GROUP - MAY 3, 2002



# THE M6 GROUP

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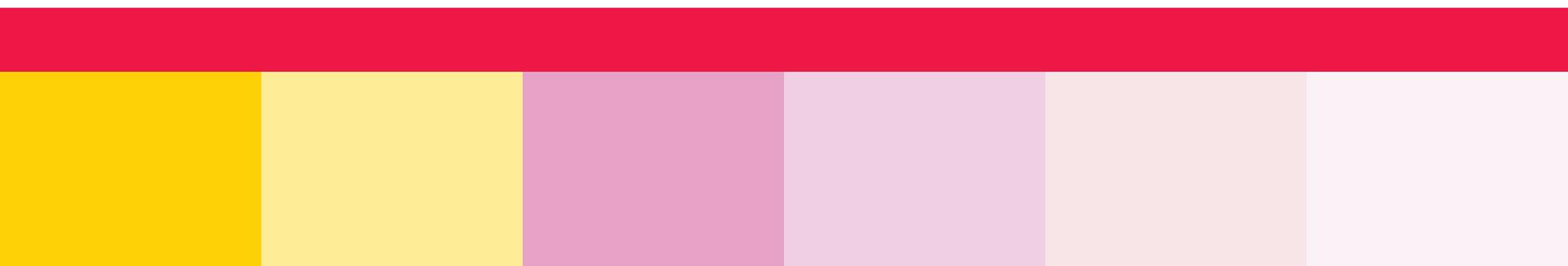
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# MESSAGE FROM THE CHAIRMAN OF THE SUPERVISORY BOARD



## Many paths to growth

M6's fifteenth birthday celebration offered occasion to take stock of progress to date, to see how the network and its group have adapted to changing leisure-market trends by accompanying and even getting ahead of changes in technology and consumer taste. The strategy followed has not only been fruitful, but has positioned us to meet the challenges of a future charged with change, equal to any in satellite television or the digital revolution where, through TPS, M6 is a key player.

A new adventure is already under way, terrestrial digital broadcasting (TDB). Despite still unresolved problems raised by this new broadcasting technique, thanks to the group's theme channels, M6 will not miss it.

The challenge of digital thus returns, with new competition from a growing number of channels whose audience ratings

already total 10%. The phenomenon is inevitable and M6 is a participant via its specialty channels.

Other sources of competition are emerging from new individual leisure media, today DVD and tomorrow high-speed Internet. There again, M6 is present with its diversified operations, now representing 35% of turnover, and its successful launch of Internet activity.

Everything points to M6 having found the formula in these new conditions to continue its growth trajectory.

Indeed, despite this new competition, the network still the heart of the group can increase its audience share. In a market destined to shrink, it is the only generalist station that can broaden its public contact. Its creativity, versatility, and commitment to its format will enable M6 to achieve its objective of a 15% general audience rating, and 20% for viewers under 50.

Furthermore, the channel's strong profitability provides a solid financial basis for seizing attractive opportunities.

Lastly, and more than ever, the unfailing support since the beginning of M6's ambitious business strategy by our two long-standing shareholders, the SUEZ and RTL groups, constitutes a major advantage.

Jean Drucker

A handwritten signature in black ink that reads "Jean Drucker". Below the signature is a short horizontal line.

## WORD FROM THE MANAGEMENT BOARD CHAIRMAN



### **M6 will continue focusing on content to meet tomorrow's challenges.**

If the group's results improved in 2001, it was once again, as always, thanks to the strength of the network on which it was built and which, in 2001, recorded the greatest increase in audience ratings of any French television station, to 13.5% of the general public.

Furthermore, while for the past three years M6 has been the second most popular French television network among audiences under the age of 50, in 2001 it also became the second most popular station among housewives under 50. This occurred, moreover, at a time when viewing time per day increased by 4 minutes and leisure-time distractions proliferated, particularly DVD and the Internet.

Financial results thus rose, with over EUR 845 million in consolidated turnover, 35% of which attributable to diversified operations and 65% to advertising income. Second media in terms of advertising revenues since 1998, M6 was the station that made the greatest gain in market share, up 1.5% to 22.9% in a declining market. Given its share price, which increased ten-fold in seven years, the M6 group is worth EUR 4.5 billion today.

This is another way of saying how successful in 2001 were the four families of activity developed by the group: commercial television improvements; improvement in pay TV, with the growing importance in particular of TPS (satellite television); improved brand diversification operations – discs, DVDs, home shopping; and expanded interactive Internet services.

Finally, and always, M6 focused on content development: programs and their derivative products. The network's programs were enhanced this year by new offerings for wider audiences. To guarantee its independence and its capacity to thrive and produce, M6 tackled two challenging areas: drama production and Tuesday night magazines. To enhance the viewer's experience with a program, the group built up its Internet site content, promoted high-speed access, and developed new interactive techniques such as short message service (SMS) and audiotel, so the viewer can influence his or her program.

At the heart of this action plan stood out the cardinal virtues of M6: perseverance and innovation and careful respect for a very strong cultural identity.

These qualities will be indispensable in coming years which will be pregnant with change, particularly in technology, creating new leisure tastes, stimulating greater competition therefore among the major general-interest channels.

In this context, M6 has the means to ensure its growth. First of all, its format will promote its audience share growth, at least to its 15% general audience target, and to 20% for viewers under 50. Furthermore, in a universe where leisure is destined to fragment, where consumer tastes will change rapidly and substantially, the group not only has the new competition under control but, via the parent network, will retain its extraordinary capacity to draw its audiences to loyalty-building events, as only a general-interest television station can do.

M6 thus views the challenges of coming years with serenity, with a constant emphasis on its content offerings, no matter what changes in technology occur in the various vehicles of leisure distribution.

Nicolas de Tavernost

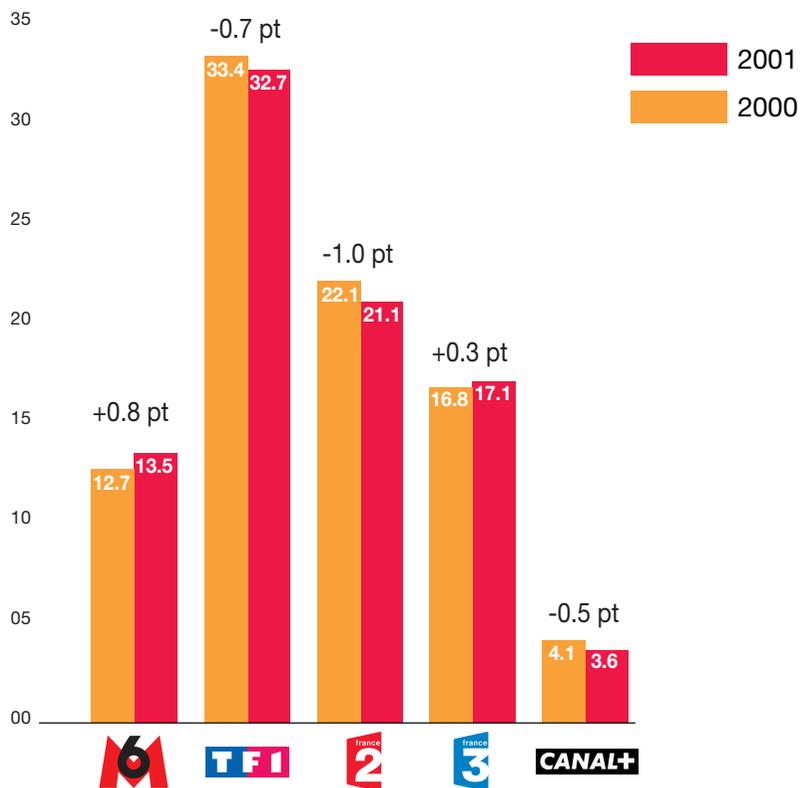


# AUDIENCE RATINGS

## THE NETWORK THAT GAINED THE MOST IN 2001

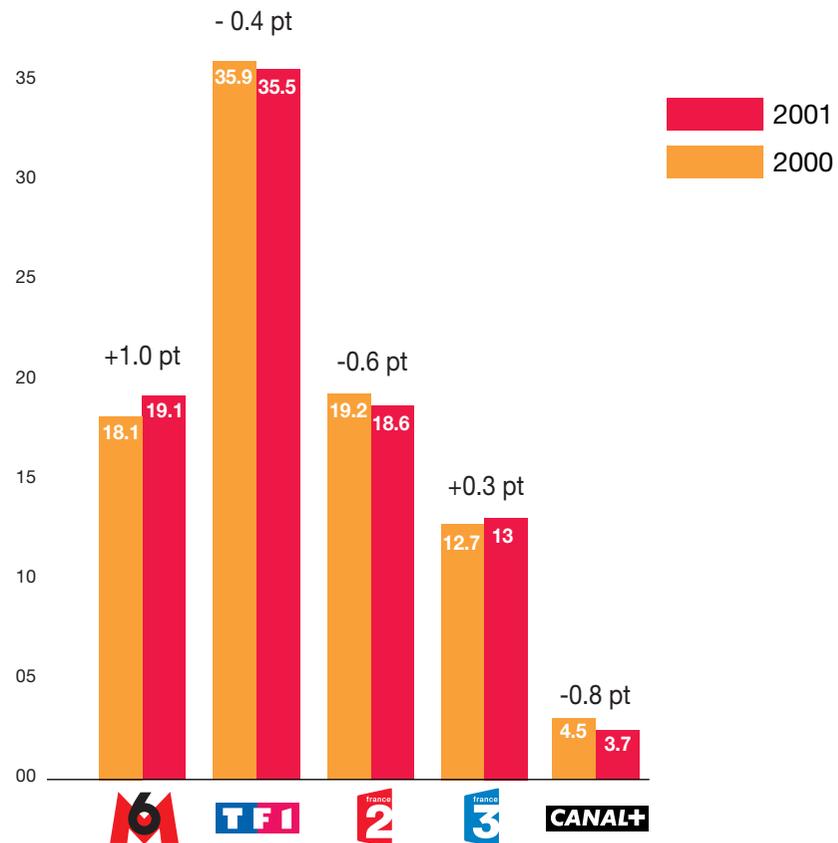
In 2001, M6's audience share grew more than that of any other French television network in 2001, to 13.5% of viewers 4 years and over.

Network audience rating comparison, viewers 4 years and over, 2000 vs. 2001 (in %)



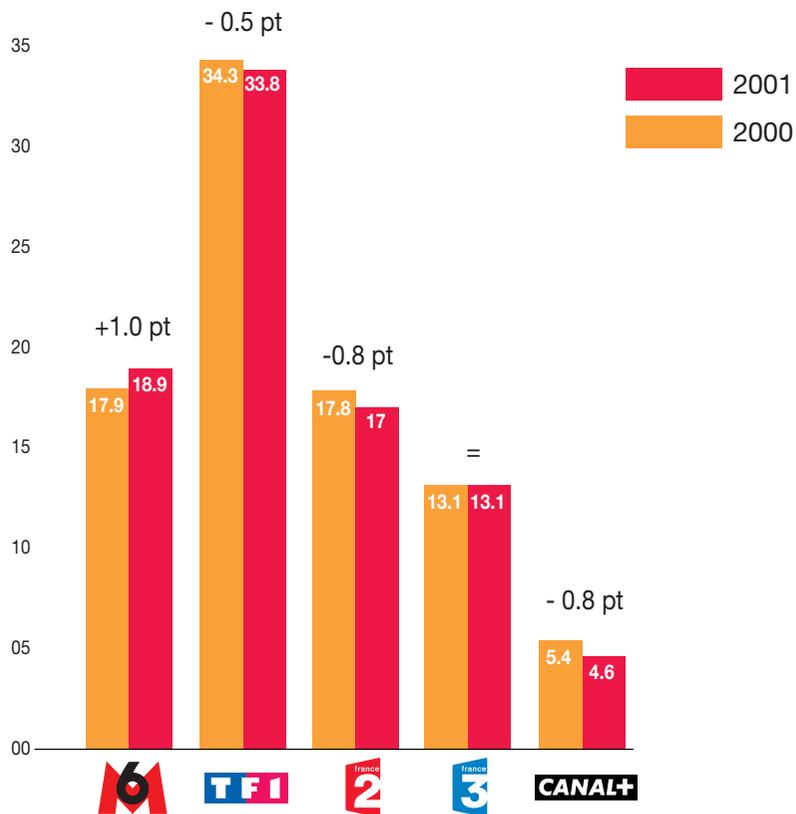
In 2001, M6 became the second most watched television network for housewives under 50.

Network audience rating comparison, housewife viewers under 50, 2001 vs. 2000 (in %)



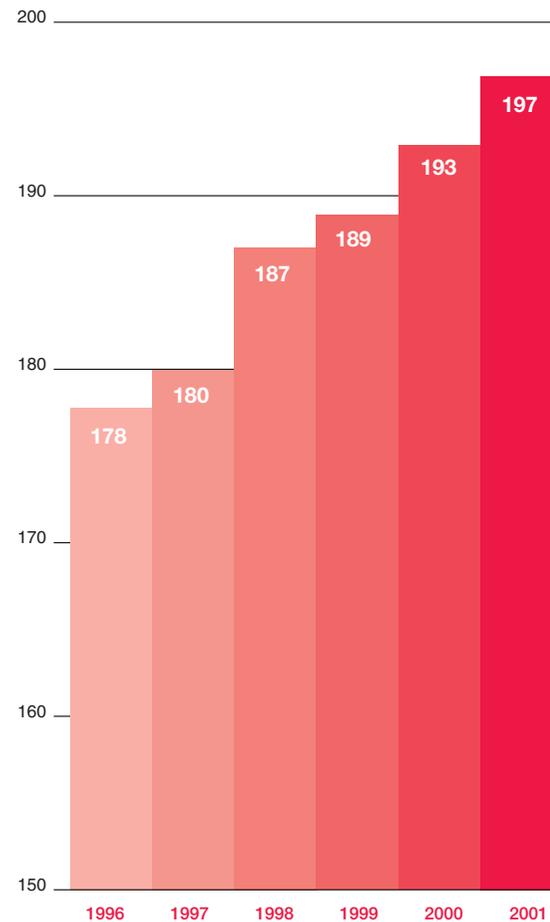
For the third successive year, M6 held onto its 2nd place rating among general audiences under 50.

Network audience rating comparison, 4 to 49 years, 2001 vs. 2000 (in %)



Television viewer time breaks all records in 2001.

Television viewer time in France in minutes per day



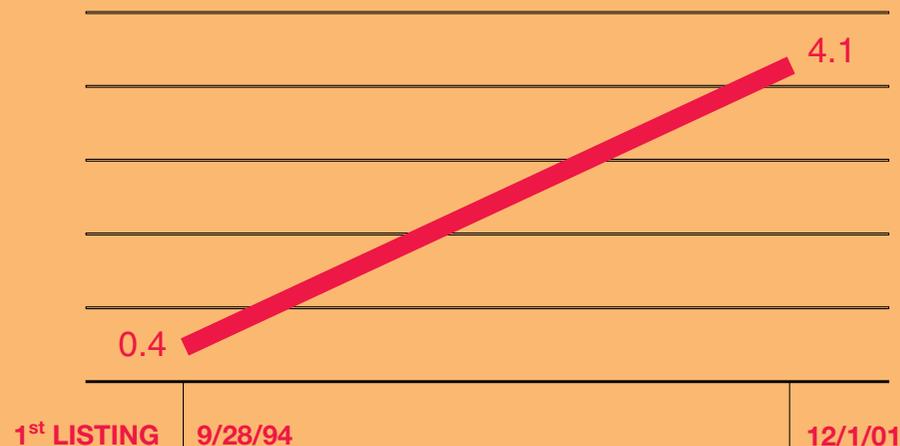
# FINANCIAL HIGHLIGHTS

IN EUROS MILLIONS	2001	2000	1999	1998
CONSOLIDATED TURNOVER	845.3	742.5	629.0	525.8
OF WHICH ADVERTISING	551.0	537.1	434.7	368.8
OF WHICH DIVERSIFICATION OPERATIONS	294.3	205.4	194.3	157.0
GROUP NET PROFIT	116.2	103.5	77.0	61.5
EBIT	183.0	180.3	127.0	101.0
FREE CASH FLOW	147.3	121.1	13.7	61.9
SHAREHOLDERS' EQUITY	324.9	275.0	225.0	191.0

## MARKET CAPITALIZATION (in euro billions)

The M6 share price increased nearly ten-fold in seven years.

Today the M6 group is valued at EUR 4.5 billion. This makes M6 the 70<sup>th</sup> largest company in France and a benchmark stock in major market indexes: the SBF 120 and the Euronext 100.



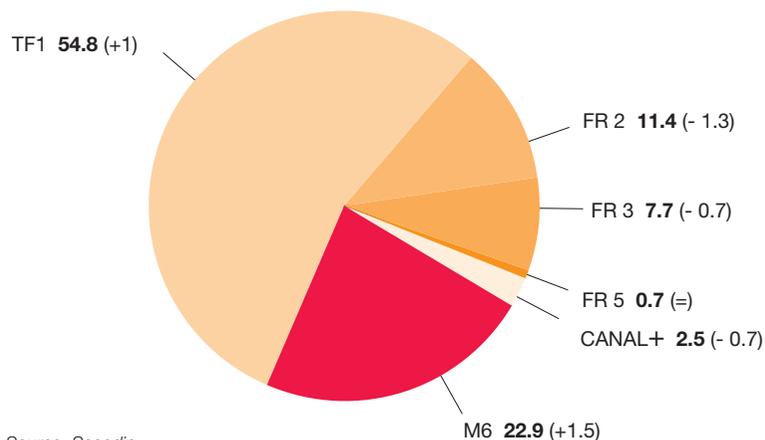
# ADVERTISING HIGHLIGHTS

M6 audience ratings successes made it an increasingly effective and valued advertising medium: since 1998 it has ranked second in terms of advertising among French media with, at the end of 2001, a 19.3% market share among housewives under 50. In 2001, M6 was the fastest growing network in France, despite a sluggish market.

## ADVERTISING MARKET SHARE

	2001	2000	1999	1998	1997	1996	1995	1994
M6	22.9%	21.4%	19.1%	17.9%	17.0%	16.7%	16.1%	15.8%
TF1	54.8%	53.8%	51.1%	50.2%	50.2%	51.6%	52.4%	54.3%
FRANCE 2	11.4%	12.7%	16.3%	17.6%	18.4%	17.7%	17.5%	18.2%
FRANCE 3	7.7%	8.4%	10.2%	11.1%	11.5%	11.3%	11.2%	8.9%

## ADVERTISING MARKET SHARE BREAKDOWN BY TELEVISION NETWORK IN 2001, IN % (VS 2000 IN POINTS)



Source: Secodip

# SIGNIFICANT EVENTS 2001 AND EARLY 2002



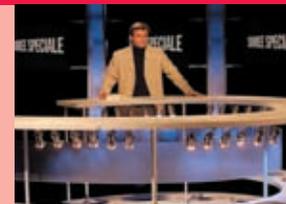
**January 8, 2001**  
Introduction of a new information slot, '6 minutes midi', Monday through Friday at 11:54 a.m.



**January 29, 2001**  
'E=M6' celebrates its 10<sup>th</sup> anniversary.



**February 19, 2001**  
M6 associates with the RTL Group, taking a 20% share in RTL Shop whose purpose is to develop home shopping in Germany.



**April 10, 2001**  
First evening special documentary devoted to sects.



**June 21, 2001**  
Home Shopping Service partnered with AB Groupe to broadcast 'Club Téléachat' programs on RTL Shopping.

**July 18, 2001**  
M6 acquired SND (Société Nouvelle de Distribution), the film distribution company, from the RTL Group.

**August 31, 2001**  
CSA renewed M6's broadcasting license for five years.

**September 20, 2001**  
Kick-off broadcast of 'Popstars'.



**January 1, 2002**  
In 2001, M6 became the second most popular TV channel with housewives under 50 and held onto its 2<sup>nd</sup> place rating among general audiences under 50.

**January 20, 2002**  
'Zone Interdite' celebrates its 200<sup>th</sup> broadcast.



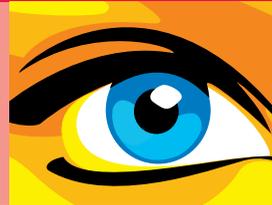
**January 30, 2002**  
M6 increased its ownership interest to 100% in the soccer club 'Les Girondins de Bordeaux'.



**February 8, 2002**  
Start of casting for the second season of 'Loft Story'; 200,000 hopefuls take up the challenge.



**April 26, 2001**  
Launch of France's first reality television show, 'Loft Story'.



**May 17, 2001**  
'Loft Story' propels M6 to record heights, over 7.7 million viewers.



**June 5, 2001**  
M6 introduces 'Demain, tous...?' an event-driven TV magazine in the Tuesday evening slot. The first installment was entitled 'Demain, tous obèses?'



**September 28, 2001**  
M6 launches 'C'est la jet set', a televised magazine presented by Benjamin Castaldi.



**October 28, 2001**  
M6 awarded three 7 d'Or for 'Loft Story', 'Capital', and 'E=M6'.



**November 26, 2001**  
'Zone Interdite' is recognized by the Angers Scoop Journalism Festival for its documentary 'Terreur en Afghanistan'.



**December 18, 2001**  
The L5s, of the Popstars series, established a one-week album sales record with 230,000 copies sold.



**February 11, 2002**  
The program 'Graines de Star' celebrates its sixth year.



**March 1, 2002**  
Happy birthday! M6 blows out 15 candles on its cake. A special birthday program propels the station to the front rank among all general audiences under 50.



**March 28, 2002**  
Entertainment-event broadcast, 'QI, le grand test'. Six million viewers.

# FOUR FAMILIES OF ACTIVITY

## TERRESTRIAL BROADCASTING

M6 Publicité	100%
M6 Droits Audiovisuels	100%
Métropole Production	100%
C. Productions	100%
M6 Films	100%

## INTERACTIVE SERVICES

M6 Web	100%
Ticketnet	33%

## DIVERSIFIED OPERATIONS

M6 Interactions	100%
M6 Editions	100%
M6 Evénements	100%
SND	100%
Home Shopping Service	100%
RTL Shop	20%
M6 Foot (Girondins de Bordeaux)	99%



DIGITAL TELEVISION

> Specialty channels

M6 Music	100%
Fun TV	100%
Téva	51%
Série Club	50%
TF6	50%
Club Téléachat	100%
Paris Première	11%
Teletoon	25%
TPS Star	25%
Cinestar 1	25%
Cinestar 2	25%
Cinetoile	25%
Cinefaz	25%
Infosport	25%

> Satellite television

TPS	25%
TCM	41.25%

# MANAGEMENT BOARD



Nicolas de Tavernost,  
Chairman



Thomas Valentin, Vice Chairman  
and Director of Programs



Catherine Lenoble, Member  
and Executive Vice President, M6 Publicité

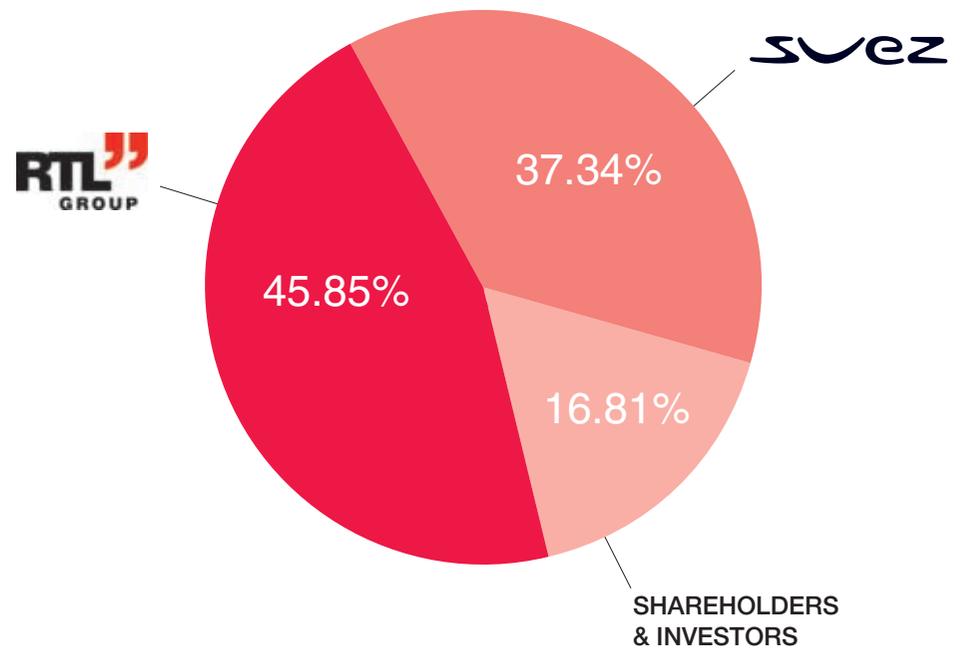


Jean d'Arthuys, Member  
and President of M6 Thématiques, TF6, and Série Club



Laurent Agrech, Member  
and Finance Director

- Jean Drucker
- Didier Bellens
- Valérie Bernis
- Albert Frère
- François Jaclot
- Jean-Charles de Keyser
- Gérard Mestrallet
- Xavier Moreno
- Rémy Sautter
- Gérard Worms
- Gerhard Zeiler



# HUMAN RESOURCES





## “I’ve never seen people who love their jobs so much!”

Enthusiastic, progressive, motivated, and young: these are the qualities that best describe the M6 workforce.

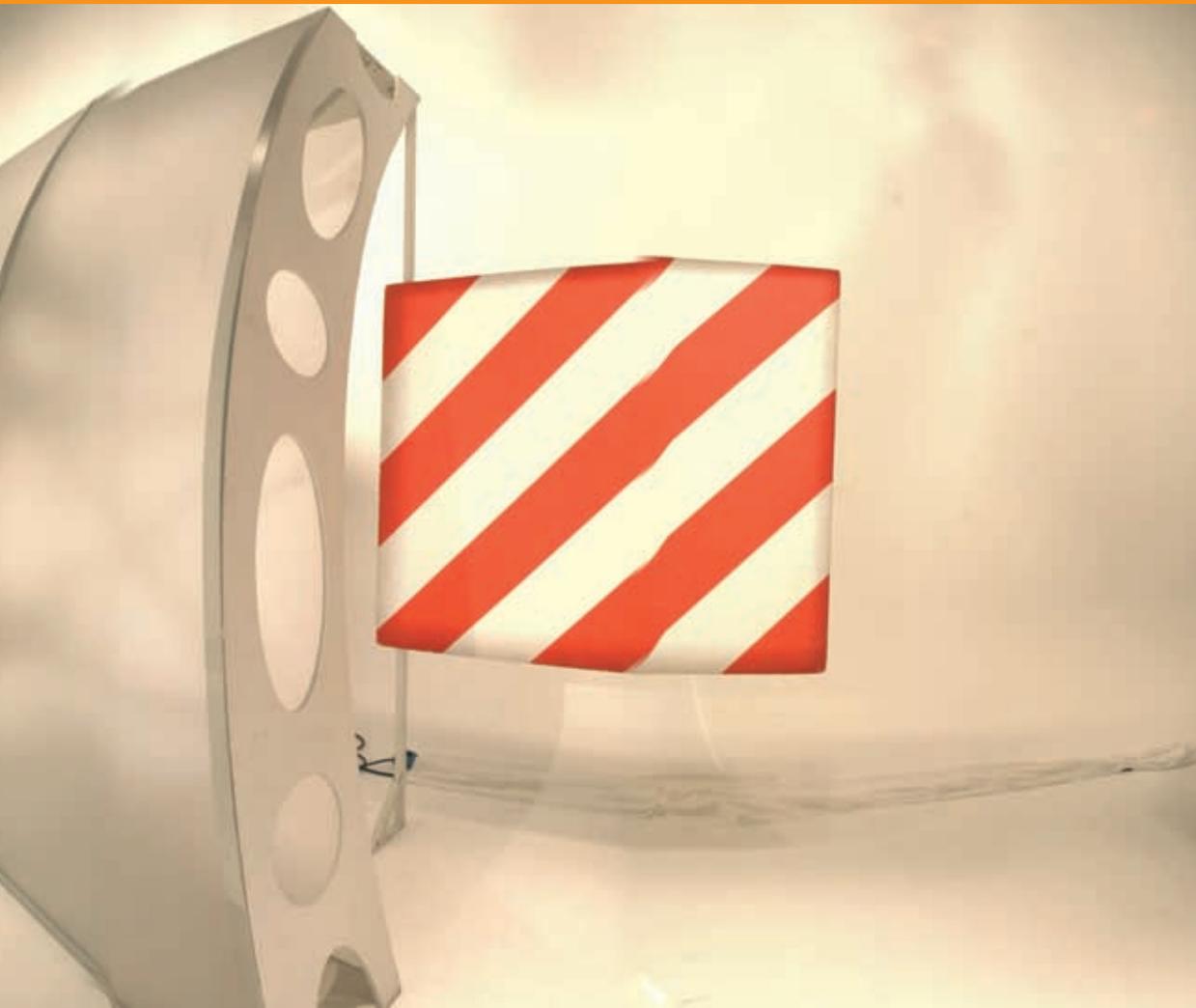
At the end of 2001, the number of permanent employees working for the M6 group reached 900; 54% of these are women. This year, an additional 500 people worked indirectly for M6 through partnership and outsourcing arrangements. The group also provides internships to many trainees – 450 in 2001 – who make a significant contribution to the company’s talent pool.

Despite a global market in recession, 2001 profit-sharing distributions represented 11% of the total payroll.

The group’s Director of Group Organization and Human Resources, Delphine Cazaux, has set promoting job mobility within the group as a primary goal for 2002. A recent addition to the M6 family, Cazaux marvels at the pervading attitude: “I’ve never seen people who love their jobs so much – and that goes for every department, not just the glamorous ones like programming! That’s really rare.”

# TERRESTRIAL BROADCASTING





### **2001: M6 BREAKS NEW GROUND**

In 2001, M6's broadcast license was renewed for another five years. For M6, this was a validation not only of its ongoing success in attracting new audiences, but also of its creative, groundbreaking programming. This year, **M6 decisively joined the ranks of the major networks.**

The two **great events** in 2001 were, of course, Loft Story, which was the biggest television event of the year in France, giving M6 its biggest audience ever, and Popstars, which attracted an average of 5 million viewers per show, generating album sales of record proportions.

M6 loves **to take risks**, and they often pay off. In 2001 it introduced many new evening magazines and entertainment programs to prime time slots, each of them meeting with the anticipated success.

**This success in attracting new audiences** continues to make M6 a popular network among advertisers. Ranked n°2 among French advertising media since 1998, M6 received 22.9% of all French advertising revenues in 2001, up from 21.4% in 2000, **making it the fastest-growing network of the year** despite a sluggish market.

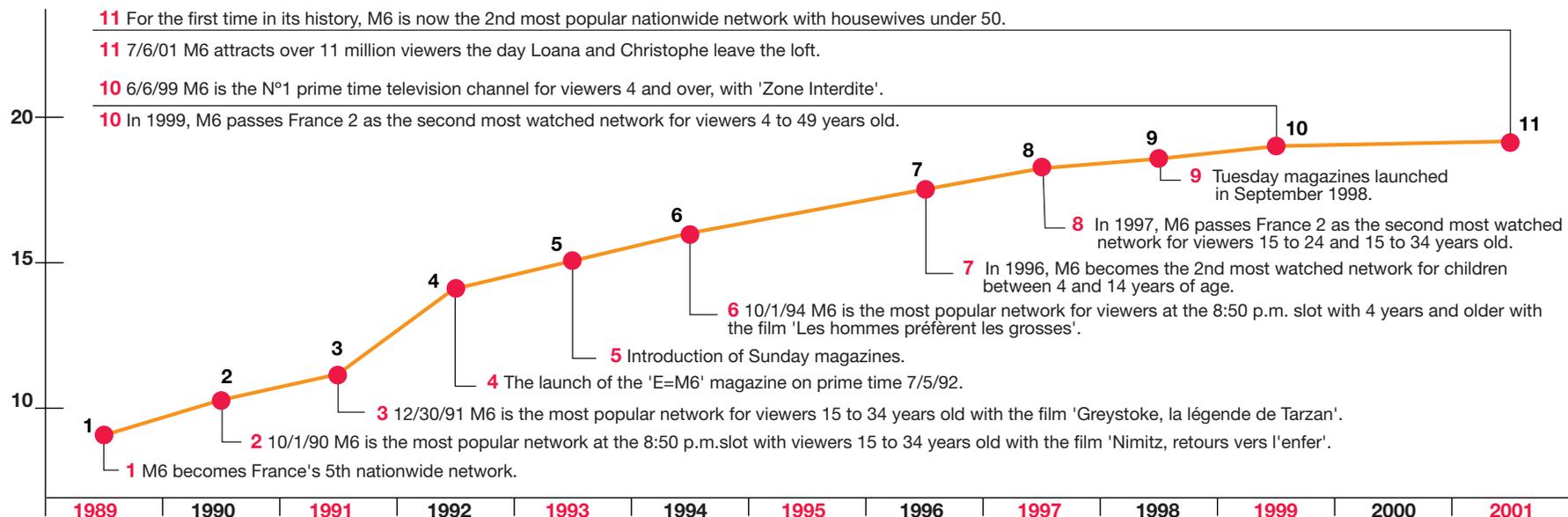
# M6 : IMAGINATIVE AND PERSEVERANCE

Unusual, **innovative**, and progressive quality programming have made M6 one of France's favorite television stations, and one of most important networks on the French broadcasting scene. 2001 was a pivotal year for the group, crystallizing its success in terms of both image and audience. The March 2002 Ipsos-Stratégies survey ranked M6 as the n°1 station among viewers aged 35 and under, who gave it an approval rating of 72%.

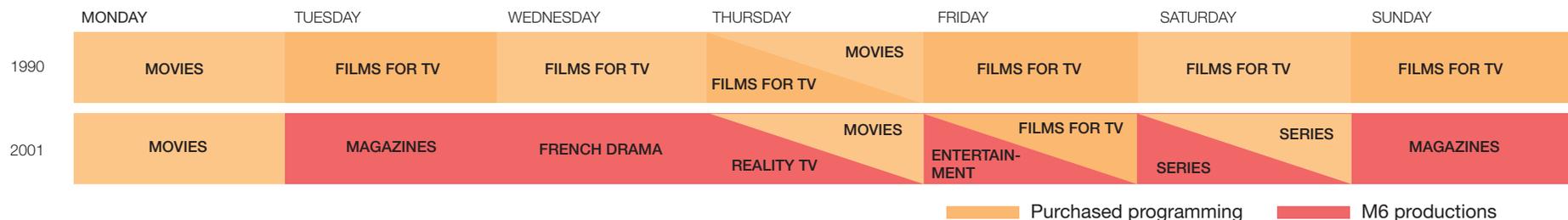
In fact, M6's audience share grew more than that of any other French television station in 2001, to 13.5% of viewers over the age of 4, up from 12.7% en 2000. And, **for the first time, the network was rated n°2 among housewives under 50**, the group's commercial target, with an audience share of 19.1% in this viewer category. M6 also held onto its second-place rating among general audiences under 50, with 18.9% of the 4- to 49-year-old audience.

In 2001, M6 created the "television event" not only by ushering in the advent of reality television in France, but also by successfully launching new, innovative and original entertainment programs and magazines while continuing to make existing programs even more attractive to viewers. Its efforts were rewarded by the presence of six original productions that garnered among the ten best audiences in 2001.

## AUDIENCE SHARE TREND



In 1990, M6 evening programming consisted exclusively of dramas. In 2001, evening time slots were filled mainly by original productions.



## SIX M6 PRODUCTIONS AMONG THE TOP-10 BEST AUDIENCES FOR 2001

CATEGORY	PRODUCTION	DATE	AUDIENCE (in millions)
 ENTERTAINMENT	LOFT STORY	MAY 17	5.7
MOVIE	LE CERVEAU	MARCH 18	6.0
MOVIE	BAD BOYS	JANUARY 22	6.0
 ENTERTAINMENT	POPSTARS	OCTOBER 25	5.7
MOVIE	MONEY TRAIN	FEBRUARY 5	5.7
MOVIE	SENS UNIQUE	FEBRUARY 26	5.6
 MAGAZINE	DEMAIN, TOUS OBÈSES	JUNE 5	5.5
 MAGAZINE	ZONE INTERDITE: TOUS CHAUFFARDS	FEBRUARY 26	5.4
 MAGAZINE	CAPITAL: LES PIÈGES DE L'ARGENT FACILE	JANUARY 28	5.4
 DRAMA	COLLECTIONS VERTIGES: UNE FEMME PIÉGÉE	FEBRUARY 26	5.2



 M6 productions

# DISCOVERY MAGAZINES



“Educational reporting and discovery magazines are in our genes.”

## AN AMAZING DIVERSITY

Since its inception, M6 has forged its reputation on educational reporting and discovery magazines aimed at the widest possible audiences, convinced that success would be inevitable if it could manage to interest television viewers in subjects seldom – if ever – dealt with on television. “The diversity of our subjects has not ceased growing since 1987,” affirms Mike Le Bas. A diversity culminating in an evening devoted entirely to the Roman Empire in a special edition

of ‘E=M6’ that was watched by more than 4 million viewers. This “first” for a private French television network will not be the last: succeeding reports will each explore an era of history.

Some subjects are difficult to treat seriously without succumbing to excess. Paranormal phenomena fall into this category. Yet M6 met the challenge successfully, launching a new program aimed at discovering whether various phenomena observed by experts (and...

others) were real or fake: since it went on the air in 2001, ‘Normal ou Paranormal?’ has been watched by over 3.5 million viewers. “The program has blown the lid off some notorious scams, and also shed light onto some questions scientists still can’t answer.”

(culturepub)

GRAND  
ECRAN

CINÉ SIX



### AMBITION REWARDED

Science had all but disappeared from television, especially during prime time, until M6 took a chance a few years ago that paid off big in 2001 when 'E=M6' and 'E=M6 Découverte' brought home a 7 d'Or award. Organizing the equivalent of 1,000 classes of 30 students under the age of 15 in front of their sets every Sunday night at 8 p.m. was a feat well deserving of such recognition. 'E=M6' and 'E=M6 Découverte' now attract more than 3.5 million prime time viewers each month.

It is often said that the hardest thing to achieve in television is longevity. But at M6, three traditional magazines have managed it: 'Culture Pub', 'Turbo' and 'Ciné 6' celebrated their 15<sup>th</sup> anniversaries this year, with between 1 and 1.5 million faithful viewers tuning in every week.

## MAGAZINES AND NEWS



“Magazines and news are complementary venues and should feed one another.”

### THE STORY ON M6 MAGAZINES

Part of M6's success in establishing its identity is due to the quality of its magazines.

2001 saw the launching of 4 new prime time news magazines: 'Demain tous', 'Ça me révolte', 'Les Soirées spéciales de l'information', and 'C'est la jet set', all of which are shown on Tuesday night, which, like Sunday night, is devoted exclusively to prime time magazines. Philippe Labi expects great things from 'Demain Tous',

a program geared toward women, whose premiere episode attracted 5.5 million viewers, the largest audience ever for the Tuesday time slot.

Launched in 2000, 'Secrets d'Actualité', a program "totally in keeping with M6's specialty: making information accessible to the viewer," also received high ratings in 2001.

### “BIG SELLERS”

M6's major prime time news magazines continue to attract some of the network's best audiences. 'Capital' and 'Zone Interdite' are, as Philippe Labi, Director of News and News Magazines, puts it "big sellers". In 2001, 'Capital' received a 7 d'Or. This year an average of 400,000 viewers tuned in to every episode of 'Zone Interdite', a clear increase over 2000; this investigative reporting magazine just celebrated its 200<sup>th</sup> episode.



## “Six minutes, a household name”

This daily newscast all in pictures is a real news program, shot without anchor or studio. The program was expanded in 2001 to include an edition broadcast Monday through Friday at 11:54 a.m.: ‘Six minutes midi’.

Since 1998, ‘Six minutes’ has been the second most-watched evening newscast among audiences under the age of 50. In 2001, it held onto this position and attracted 100,000 new viewers, giving it an average of 3.3 million regular viewers.

M6’s news reporting has always had a local focus, with local news teams located in 12 major cities: Bordeaux, Tours, Lille, Marseille, Nantes, Montpellier, Lyon, Nancy, Grenoble, Rennes, Nice, and Toulouse. In all, eleven million viewers

receive the local version of ‘Six minutes’. In 2001, an average of three million viewers, half of whom are between the ages of 15 and 29, tuned in every night to one of the twelve local editions of ‘Six minutes’.

# MUSIC AND ENTERTAINMENT



**popstars**



## M6: SUCCESS STORY

2001 was, of course, the year of 'Loft Story' and 'Popstars', two programming events that enabled M6 to set new records in viewing audiences: when Loana and Christophe emerged as the final winners on July 5, 2001, 11 million viewers were watching. And more than 5.5 million people followed the adventures of the future 'L5' on the reality series Popstars.

Taking the initiative in introducing reality television to France, M6 successfully adapted the initial format of 'Loft Story' to its public, creating family programming that truly appealed to all audiences and is now synonymous with "real TV" in France. "We did it the M6 way," explains Alexis de Gémini, Assistant Director of Variety, Music, and Special Operations, "by bringing society together". 'Loft Story' demonstrated M6's growth potential; 'Popstars' kept the momentum going.

## GRAINES DE POPSTARS

M6 is not new to the business of realizing the dreams of promising talents. 'Graines de Star' has been providing a different approach to variety programming since 1996. "We were the first television network to bring young, unknown talents to prime time, and their talent has been confirmed over time: Alizée, Cécilia Cara, Eve Angeli, and Cylia, are all former "graines de star".

"The program has continued to evolve, in particular by welcoming new types of

talent to its stage," confides Yann Goazempis, Assistant Director of Entertainment programming. The program continues to break new ground by expanding its format to include new categories. This constant evolution has paid off: in 2001, 'Graines de Popstars' registered its biggest audience in history: 4.4 million viewers.

Another entertainment program that broke new records in 2001 despite its status as a television old-timer was 'Fan De', which



attracted an average of 1.2 million viewers every week.

As the French music industry's biggest partner, M6 knows how to create and develop quality programming for wide audiences. 'Plus vite que la musique' and 'Fréquenstar' also attracted faithful viewers in 2001, who tuned in more and more regularly. And 'Hit Machine' attracted an average of 100,000 more viewers in 2001 than it did in 2000.

**HUMOR:  
ANOTHER INNOVATION ARENA**

2001 will also be associated with the provocative spirit of Michael Youn who, with 'Morning Live' indeed succeeded in waking up his neighbors – and morning television in general! Thanks to him and his team, M6 became the n°1 network among viewers under 35, capturing more than 30% of the 7 – 9 a.m. audience.

Other innovative humor-inspired programming includes 'Caméra Café',

which scored a big hit with its short daily format starring Yvan le Bolloch' and Bruno Solo in a series that takes a comic look at the conversations of a group of employees during their coffee break. The program demolished every record at the end of March 2002, attracting 5.6 million viewers, 78% of them under 50.

**THE BIG 2002 M6 EVENT: 'QI, LE GRAND TEST' ('IQ, THE BIG TEST')**

M6's force is its aptitude to break new ground. This willingness to offer

unexpected programming in an unexplored area for television led to the kick-off of 'QI, le grand test', an interactive intelligence quotient test, broadcast live nationwide at the end of March 2002. Six million viewers, 66% of all French youth and 46% of all French women with children watched what was hailed as a great family program.

## DRAMA



“The realistic, original staging and story-lines of M6 French dramas are attracting renowned performers more and more.”

### 2001: THE CONQUERING HEROES OF M6

Over the past two years, M6 has developed hour-long prime time series featuring the same company of heroes: the “cops” of ‘Police district’, the high-school teachers of ‘Lycée’ and, since the beginning of 2002, the attorneys of ‘Duelles’ and ‘Sami le Pion’, played by

Faudel, whose pilot episode drew close to 4 million viewers.

M6 will soon welcome another new pilot, ‘Les enfants d’abord’..., which depicts the lives of an educator and court judge, both of whom deal with children. It will star Hippolyte Girardot and Julie Depardieu. M6’s drama offering was enriched this year with a new collection of films for television. Following on the heels of ‘Combats de femme’, taken from real-life situations, and the ‘Vertiges’ suspense thrillers, M6 is now producing the ‘Carnets d’Ado’ series, whose heroes, all under the age of 18, struggle to overcome difficulties stemming from illness, divorce, absent parents, unknown birth mothers, and more. ‘Les P’tits Lucas’, shown on February 27 as part of this series, set a new viewing record for M6 TV films, registering an

audience of 5.4 million viewers. This compelling drama won the award for best television screenplay at the FIPA 2001 festival, and the Grand Prize at the Luchon 2002 festival.

Another new programming concept will make its way onto M6 screens in 2002: the summer series. ‘L’été de tous les dangers’ is a mini-series unlike any other before it, an agonizing suspense thriller in three parts starring well known actors such as Sophie Duez and Feodor Atkine, in addition to young talents like Mareva Galanter.

M6 has had a presence in the international co-production market since the end of the 1990s, co-producing very high caliber series. The most recent of these is ‘Largo Winch’, a major European production that

traces the adventures of the famous comic strip character of the same name. The series, which premiered in January 2001, now has 4 million regular viewers. In the works for 2002: ‘Tessa, à la pointe de l’épée’, centered around a heroine cast in the mold of Zorro.

The vampires of ‘Buffy’ the Vampire Slayer, the witches of ‘Charmed’ and the extraterrestrials of ‘Roswell’ continued to enchant M6 viewers in 2001, as the network pursued its policy of acquiring “with-it” series, many with cult followings. The latest addition is ‘Alias’, which is already highly acclaimed in the U.S., receiving a People’s Choice Award and two Golden Globes in 2002!

# PROGRAMMING FOR CHILDREN - CINEMA



## PROGRAMMING FOR CHILDREN

Since 2001, a new moderator, Karine Lima, is hosting 'M6 Kid', which received another award from the 'Fondation pour l'Enfance' this year. M6 Kid has made M6 the number two network among viewers between the ages of 4 and 14. Through 'M6 Kid' and 'Disney Kid', M6 presented 410 hours of animated features in 2001, 50% of which were French co-productions. 'Sakura, chasseuse de cartes' was the year's biggest hit. The big event in 2002 will be the premier of 'Yu-Gi-Oh', already a major hit in Japan and the United States.

M6 Kid also provided M6 with a forum for presenting many short films in 2001 aimed at teaching children about the effects of violence, a subject close to the network's heart.

## CINEMA

M6 Films prides itself on being in step with its young audience of active, urban adults. Pierre Jolivet, director of 'Ma petite entreprise' and 'Frère du guerrier' describes M6 as "a network on the cutting edge, that tries new things, that doesn't mind straying from the beaten path. What M6 aims for is quality cinema, films that matter." Among the big film events of 2001 was the huge box office success of *La Vérité si je mens 2*, which sold nearly 8 million tickets. M6 DA, the M6 subsidiary that handles foreign sales of M6 programs, has been marketing 'La Vérité si je mens 2' abroad, and has already concluded sales to some thirty countries in Latin America, Eastern Europe, Scandinavia and elsewhere.

2001 was also the year of 'Sexy Boys' and 'Portes de la Gloire', and the year for which M6 Films received two nominations at the 2002 César awards. Among the 14 films co-produced or pre-acquired this year, half were full-length feature film premiers. In 2002, viewers can look forward to the release of 'Frère du Guerrier' and 'Riders' by Gérard Pirès (Taxi).

## SND

M6 co-produces or pre-acquires not only French films, but also foreign films from throughout the world, through its subsidiary Société Nouvelle de Distribution (SND), which it acquired in 2001 from the RTL Group. The SND team specializes in film and video distribution. It gets involved

at the outset of a project, during the scripting stage, purchasing all media rights to films, which it then releases first in French cinemas, then in the video/ DVD market (260,000 DVD units were sold in 2001), then on pay TV and, finally, on commercial television.

One of the more popular SND films appearing in cinemas in 2001 was 'The Wedding Planner', starring Jennifer Lopez, which racked up nearly 700,000 admissions.

Some prestigious engagements await SND in 2002: the release of the next Scorsese, 'Gangs of New York', starring Leonardo di Caprio, and the new Lelouch, 'And Now Ladies and Gentlemen', with Jeremy Irons and Patricia Kaas.

# PRIZE-WINNING M6 PROGRAMS IN 2001

Nicolas de Tavernost was elected Man of the Year 2001 by Broadcast magazine.

## 7 D'OR

- > Best documentary: **'Capital'**
- > Best educational program: **'E=M6'**
- > Best entertainment: **'Loft Story'**

## FIPA

- > Best scenario: Grand Prix for best television scenario: **Samantha Mazeras** for **'Les P'tits Lucas'** (Carnets d'ado)

## FESTIVAL DE MONTE CARLO

- > Prix Amade-UNESCO : Best production: **Marian Handwerker** for **'L'enfant de la nuit'** (Combats de femme)

## ST TROPEZ TV DRAMA FESTIVAL

- > Best new, young actor: **Adrien Aumont** for **'Le Divin Enfant'**
- > Best scenario: **Jean-Luc Goossens** for **'Le Divin Enfant'**
- > Best hour-long series: **'Le Lycée'**
- > Best director: **Didier Le Pêcheur** for **'Sang d'encre'** (Vertiges)
- > Best music: **Nicolas Gerber** for **'Sang d'encre'** (Vertiges)

## ANGERS SCOOP JOURNALISM FESTIVAL

- > Grand Prix Jean-Louis Calderon : **'Terreur en Afghanistan'** for **Zone Interdite**

7 D'OR

**CAPITAL**

**e=m6**



**FESTIVAL DE MONTE CARLO**



'L'enfant de la nuit' (Combats de femme).

**FESTIVAL DE LA FICTION TV DE ST TROPEZ**



'Sang d'encre' (Vertiges).



'Le divin enfant'.

FIPA



'Les P'tits Lucas' (Carnets d'ado).

**FESTIVAL DU SCOOP ET DU JOURNALISME D'ANGERS**



'Terreur en Afghanistan', (Zone Interdite).





**FONDATION  
POUR  
L'ENFANCE**

'Vivre avec son handicap'.



**LA NUIT  
DES  
YEUX D'OR**



200<sup>e</sup> 'Zone Interdite' studio.

**FONDATION POUR L'ENFANCE**

> Young audience prize: **Lorraine Subra**  
Lorraine Subra for producing the  
documentary 'Vivre avec son handicap'  
for M6 Kid

**LA NUIT DES YEUX D'OR**

> Prix des Yeux d'Or : '**Bébé je t'aimerai  
toujours**' for Zone Interdite

**PRIX DAUPHINE – HENRI TEZENAS  
DU MONTCEL**

> Prix d'Honneur : '**Toujours moins cher**'  
for Capital



**FESTIVAL  
DE LUCHON  
2002**



'Les P'tits Lucas' (Carnets d'ado).

**PRIX  
DAUPHINE –  
HENRI  
TEZENAS  
DU MONTCEL**

'Capital' studio.

**FESTIVAL DE LUCHON 2002**

> Best film for television: '**Les P'tits Lucas**'  
(Carnets d'ado)

## ADVERTISING MANAGEMENT: M6 PUBLICITÉ



M6: the n°2 network in the French advertising market

With a 22.9% market share in 2001, up 1.5 points over 2000, M6 has attracted record levels of advertising investment. Despite the year's lackluster market (down 3.6%, according to raw Secodip data), **M6 saw an increase in its gross advertising revenues (+3.6%), and was alone among the unique terrestrial broadcasters to do so.** The increase came primarily from the publishing,

services, transport, and cosmetics sectors, which grew by 22%, 19%, 16%, and 15%, respectively, between 2000 and 2001.

In order to ensure continued growth, 'M6 Publicité' also pursues a strategy of diversification, managing advertising for **specialty TV** networks such as Paris Première, Série Club, Téva, Fun TV, M6

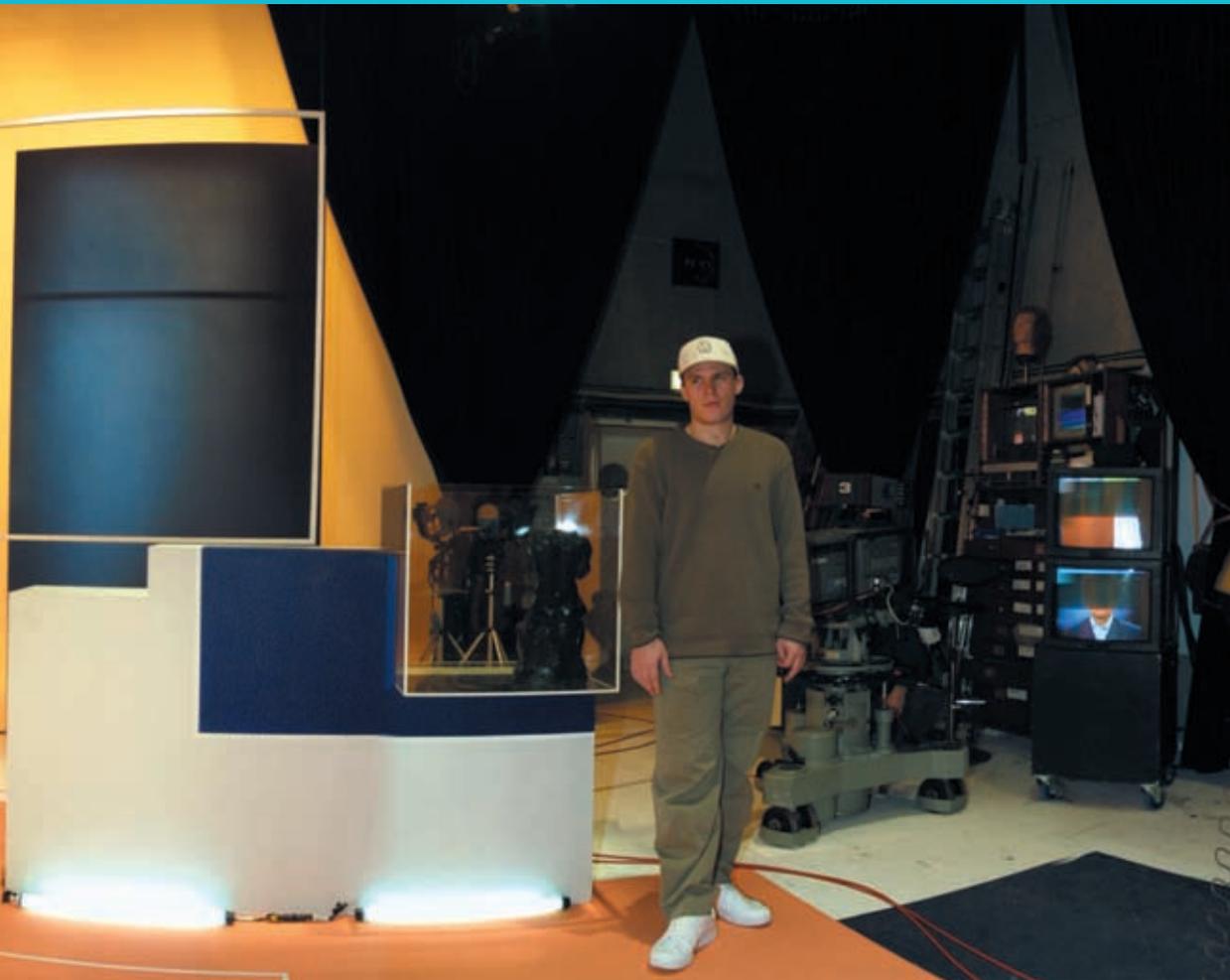


Music, Club Téléachat, Infosport, TPS Star, Cinéstar 1, Cinéstar 2, Cinétoile, Cinéfaz, Fox Kids, Disney Channel, Antilles Télévision, La Une Guadeloupe, and Antenne Créole Guyane. In addition, it markets web space for some fifteen Internet sites, and handles all the interactive services of TPS (satellite television).

With a staff of over 100 employees, 'M6 Publicité' was better equipped than ever in 2001 to stay in tune with the needs of advertisers.

# INTERACTIVE SERVICES





Created on January 17, 2000, M6 WEB now handles all the multimedia activities of the M6 group. Owned 100% by M6, M6 web has, since the beginning of 2002, had some 20 web sites up and running, registering **45 million page views** each month. Its access provider service now has over 650,000 subscribers.

In 2001, M6 became the **n°1 French media site accessed from home**, and was ranked 15<sup>th</sup> among French web sites of all categories.

Part of M6 Web's mission is also to develop technical resources of all sorts that will enable viewers to interact with television programs: these include the Internet, of course, but also SMS, the Minitel and the Audiotel. As Xavier Spender, Executive Vice President of M6 WEB, puts it, **"Multimedia services are really a means for extending the viewer's relationship with a program or theme."**

## In 2001, M6 became the n°1 French media site accessed from home

With a monthly average of 13.8% of all French web users connected from home, M6 has become the n°1 French media Internet site. In one year, this yearly average grew by 200%. On the average, every month 1.3 million different individual visitors consulted M6.fr or one of its related specialty sites (source: Netvalue – Web users from home).

M6.fr, the gateway to all group web sites, recorded a steady increase in visits in 2001. The penetration of M6.fr web sites in the French Internet more than doubled in 2001, increasing from 7.1% in 2000 to 13.8%.

**M6 jumped from 33<sup>rd</sup> position to 15<sup>th</sup> among all French web sites.**

### THE TOP 20 FRENCH WEB SITES IN 2001

RANK	SITES	UNIQUE VISITORS	COVERAGE
1	Wanadoo	6,069,261	65.6%
2	Lycos	4,883,482	52.8%
3	Free	4,086,683	44.2%
4	Yahoo	3,909,538	42.2%
5	Tiscali	3,730,679	40.3%
6	MSN	3,417,037	36.9%
7	AOL Time Warner	3,375,281	36.5%
8	Microsoft	3,285,721	35.5%
9	Vivendi Universal	2,558,090	27.6%
10	t Online	1,945,953	21.0%
11	Ulimit (.com)	1,641,497	17.7%
12	Lagardere Active	1,522,190	16.4%
13	Ebay	1,320,363	14.3%
14	Groupe PPR	1,277,314	13.8%
15	Groupe M6	1,276,398	13.8%
16	Google	1,264,931	13.7%
17	Gouv (.fr)	1,208,552	13.1%
18	Infonie	1,099,468	11.9%
19	Fortunecity	1,051,216	11.4%
20	Carpe Diem	1,042,227	11.3%

### M6, THE TOP MEDIA WEB SITE IN 2001

1	GROUPE M6	1,276,398	13.8%
2	Groupe TF1	1,031,998	11.1%
3	Canal Numedia	629,667	6.8%
4	Groupe France Télévision	577,627	6.2%

# INTERNET AND M6, IDEAL COMPLEMENTS

In the words of Xavier Spender, Executive Vice President of M6 Web, “M6’s commitment to the Internet, meets a real need. Net surfers are in M6’s cross hairs. **There’s a close relationship between the two media;** it was hard to conceive not being on the Internet.”

M6.fr provides access to every group web site, including the TV stations, special editorial theme web sites, and the Internet access provider, M6net.fr.

In 2001, M6 Web introduced two new specialty leisure portals: cine6.fr and em6.fr, rounding out its other offerings: m6music.fr, m6game.fr, m6eco.fr, m6villee.fr, and turbo.fr.

Today, the group counts some **20 permanent web sites, to which are added short-lived sites linked to new programs**, such as ‘Popstars’ and ‘Loft Story’. It was this last that, with 280 million page views led M6 to break all records for 2001 web site visits in France. In May, M6 became the 7<sup>th</sup> most popular French web site.

The web site for ‘QI: le grand test’, which went on line March 18, 2002, attracted 600,000 visitors in ten days, 270,000 of them during a single broadcast March 29.

The end of 2001 was notable for **strong growth in special editorial theme web sites**. In just one year, the music portal m6music.fr increased its traffic by a factor of more than ten to nearly 13 million page views (Source: *Cybermétrie*, December 2001).

Turbo.fr, the automobile sector web site leader recorded 4.5 million page views and over 500,000 hits a month (Source: *Web ans Stats*). In 2002, with its new version, turbo.fr will become the leading automobile web site. During coming years, the group’s web sites will increasingly serve as program standard bearers.



# INTERACTIVE TELEVISION

The purpose of M6 Web is to **facilitate increased involvement in M6 programs for each viewer.**

For example, web users have become increasingly interested in videos. In December 2001, there were some 1.7 million video downloads, especially at the 'Popstars' site.

Thus, as Xavier Spender confirms, on the heels of the Loft Story phenomenon, M6 is strengthening its **leadership in high-speed content.** "High-speed is of considerable interest to the distributors and owners of audiovisual rights." Expanding high-speed access offerings is thus one of M6 Web's principal development thrusts.

M6 Web has successfully managed all of the M6 group's interactive services. **Audiotel, minitel, and short message service (SMS)** are in full development. For instance, M6 Web operated 'Loft Story' voting which was well managed: 350,000 viewers voted.

Audiotel is developing extremely rapidly. M6 Web recently enjoyed considerable success with its offer to web users for downloading portable pager and mobile rings and L5 logos.



These multi-support program promotion products have very powerful **consumer-stimulation** effect. The viewer has the feeling of becoming part of the program.

All these new technical developments provide M6 ways of drawing the audience back to the channel, enabling it to

establish a **close viewer relationship.** M6 seeks to solidify this relationship in coming years.



**JULIE**  
**08 97 66 00 03\***



## DIVERSIFIED OPERATIONS





Youthful, modern, and powerfully attractive, the magnetism of the M6 brand is increasingly in demand. Since 1992, the M6 group has embarked on an important, brand-focused diversification program.

**In 2001, diversification operations accounted for over one-third of M6's turnover**, including the co-production and distribution of discs, video cassettes, DVDs, and CD-ROMs; newsstand-distribution of composite publications; newsmagazine publishing; show production; home shopping; and championship soccer.

# M6 INTERACTIONS



**“It’s not by chance that M6 Interactions is plural.”**

M6 Interactions, the M6 subsidiary created in 1992, manages M6 brand publishing activities.

**With a 60% jump in turnover, 2001** was a most productive year for the subsidiary.

In today’s booming home leisure market, M6 Interactions has increased its coverage of the various publication sectors, all the while respecting the M6 image, brand and audience. In the words of Régis Ravanas,

the subsidiary’s CEO, “Our first job was to market the channel’s derivative products. Now, our business is broader, though always consistent with the station’s culture, programs, and our marketing team’s advertising strategy.”

This synergy shows up in global projects. ‘Popstars’ and ‘Loft Story’ in 2001, ‘QI: Le grand test’ in 2002 were **broadcast successes topped with marketing successes in sales** of discs, magazines and derivative products.

Over the years M6 Interactions has expanded into several different trades and become a full-fledged publisher in such areas as discs, composite publications,

newsmagazines, show production, and distribution of film rights. As Régis Ravanas says, “Every year or so, M6 Interactions would like to create one new activity. In 2001, the SND acquisition helped launch our film distribution business.”

M6 Interactions, a true success story.

**A RECORD YEAR FOR DISCS**  
**Eleven million discs were sold in 2001**, compared to four and a half million in 2000! Discs represent 40% of M6 Interaction’s business.

2001 was the year M6’s in-house production became stronger. Its label rose to number one in the singles market with three M6 Interactions titles in the year’s top five: L5, Daddy DJ and Lofteurs.

**Three questions for Régis Ravanas**

**Is M6 only interested in young talent?**

*“Of course, M6 Interactions is basically interested in young artists who are still unknown to the public, and among them are future stars like Cylia, who was n°4 in*



the top 50. But we're not only interested young artists; in 2001 we were proud to sign on Johnny Hallyday for a duo with young Clémence. It was a tremendous success.

"Of course, we are also looking to lay the groundwork for long-term careers."

#### Can your label be exported?

"In 2001, for the first time, one of our productions enjoyed considerable success in non-French-speaking countries: Daddy DJ was number one in Scandinavia and number seven in Germany."

#### Let's get back to the 'Loft Story' and 'Popstars' phenomena.

"I have to say that income from these two brands generated 'only' 12% of the subsidiary's turnover, which shows that we had many other successes. It's true that the Lofteurs and the L5s discs were real earth-shakers. The L5s hold the one-week sales record for a disc with 230,000 copies sold, and their second single, which came out in February 2002, immediately hit the top 10."

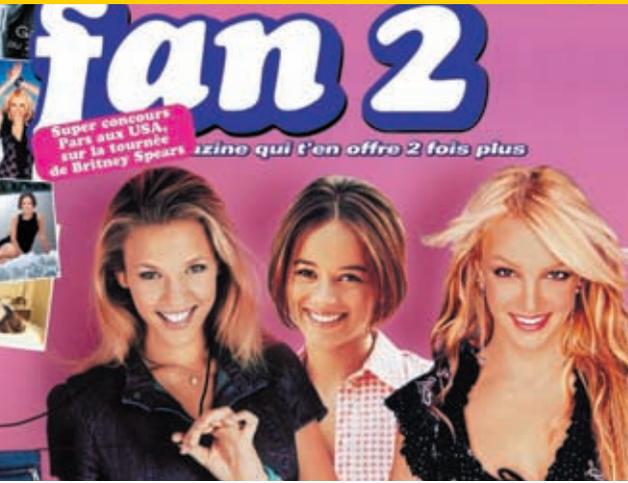
#### M6, LEADER AND INNOVATOR IN THE COMPOSITE PUBLICATIONS MARKET

In 2001 M6 Interactions remained one of the leaders in the composite publications market (brochure/booklet + CD/CD-ROM/video cassette/DVD sold at newsstands) with a dominant position in DVDs, where it has a 63% market share. 'Mission Impossible 2', 'Star Wars', 'Yamakasi' and 'Stalingrad' are some of the high growth potential films marketed by M6.

M6 Interactions is also well positioned in the CD market, with a 40% share and titles such as 'Monopoly', 'Taxi 2', and 'Rallye Championship'.

In early 2002 M6 Interactions launched a new product on the market: newsstand-marketed theme encyclopedias. At present, two collections have begun to roll out: one is of Jean-Paul Belmondo's films, the other a multimedia offshoot of the science program 'E=M6'. According to Régis Ravanas, it is a whole new business. "You might call it 'encyclopedia activity". These are newsstand-marketed collections of CDs, DVDs or video cassettes that differ from traditional composite publications in two ways: their well-honed marketing technique focusing on building customer loyalty and their more significant front-end investment."

Sales of the first titles are already doing well.



**NEWSMAGAZINES:  
'FAN 2', A SUPERSTAR**

M6 became a newsmagazine publisher with 'Fan 2', and today is leader in the youth segment. 'Fan 2' is now produced in-house and its content follows the show whose name it bears.

Result: In 2001 'Fan 2' sales exploded to an average of 180,000 copies per issue. Issue N°35, which came out in August 2001, even broke the record with 230,000 sales. In 2001, M6 Interactions also published other magazines directly inspired by M6 programs. The three issues of 'Loft Story' magazine and the magazine devoted to 'Popstars' each sold more than 200,000 copies.

All M6 Interactions magazines are produced in-house from A to Z, ensuring their responsiveness to the latest trends.

**LICENSING:  
CHILDREN FRONT ROW, CENTER  
Two questions for Pascale Breysse, in charge of M6 Interactions licensing**

**Licensing was M6 Interactions' first business. How has it developed over the years?**

"Licensing started with the development of M6 promotional items. Today, it's a business in its own right. We capitalized on certain leading M6 programs like 'E=M6' and 'Hit Machine'. In 2001 we had 'Popstars' and 'Loft Story'. These two programs really sparked the public's attraction to derivative products."

**Who are your customers?**

"Derivative products today are essentially targeted to the youth market, especially children. In 2001 we acquired the merchandising rights to two cartoons: 'Yu Gi Oh!', a Japanese program, and 'Zentrix', a 3D animated film, which should enable us to develop a good-size range of derivative products in 2002."



## M6 ÉVÉNEMENTS M6-TRADEMARK EVENTS

With its strong, sought-after trademark, recognized hosts, and highly popular artists, M6 opened up a new market in 1999: production and management of sports and musical events. That marked the birth of M6 Événements which makes available to outside companies and groups the know-how acquired in organizing M6 events.

In 2000-2001, M6 events benefited from all types of communications skills in the organization of private events, applying leading M6 concepts to such affairs as 'Nuit du net' or 'Morning Night', including show production and partnering (Anne Roumanoff, Stéphane Rousseau) and

sponsoring musical comedies such as 'Les dix commandements' and 'Les 1001 Vies d'Ali Baba'. In 2002 M6 Événement is participating in two big musical comedies: 'Le petit prince' and the new version of 'Emilie Jolie'.

Since 2000, M6 Événements has developed a special partnership in Paris with the new Club Med World of Bercy where live concerts are performed, castings are held, and programs are filmed and broadcast live.

New territory in 2002: in May, M6 Événements begins an L5 tour and in the fall will embark on a stage play co-production.

# HOME SHOPPING SERVICE: A BUSINESS THAT GARNERS CLOSE TO € 100 MILLION

In 2001, fourteen years after the launch of the program 'M6 Boutique', Home Shopping Service (HSS), a wholly-owned M6 subsidiary, produced more than 200 hours monthly of international programming. Programs air over partner television networks, mainly in Canada where HSS has expanded greatly. M6 is a partner of the TVA Quebec network, the n°1 private French-speaking television station in Canada.

In France and Belgium, in 2001, 1,500,000 items were delivered to millions of customers won over by HSS's eight French and Belgian programs and by the programs of the Club Téléachat channel. 'Club Téléachat' is the only continuous-broadcast home shopping channel in operation on the TPS and Canal Satellite cable networks. Since the summer of 2001, every morning from six to noon its programs are beamed live by RTL9, the leading cable and satellite channel in France, Luxembourg, and Belgium.

The bestsellers in 2001 were traditional home shopping products, such as fitness, beauty and do-it-yourself items, but also new digital devices (cameras, DVD players, etc.). These products are also sold on line on the HSS web site, one of the first in France to use a secure payment system.

Today products can even be ordered from an Orange WAP mobile phone. In 2001, after Belgium and Canada, HSS acquired a 20% share of RTL Shop in Germany which airs three home shopping programs over RTL, VOX TV and NTV and has launched a round-the-clock home shopping channel that has made a promising start.

"Our aim over the next few years is **to make home shopping a full-fledged distribution channel and spread our know-how to other countries,**" says HSS Director Jérôme Dillard.



## LES GIRONDINS DE BORDEAUX: A TOP-FLIGHT TEAM



In June 1999, M6 took over 'Les Girondins de Bordeaux', a professional soccer club. Its choice was made for several reasons:

- Soccer is more popular than ever and fits in with M6's youth-oriented channel image.
- Although M6 broadcasts no soccer matches at present, it does not exclude the idea of retransmissions in the future.
- M6 is entertainment-oriented and soccer is both show and entertainment.

Those reasons are more valid than ever. **As of December 2001, M6 owns 99% of the club.**

In 2001, for the 10<sup>th</sup> consecutive season, the Girondins played a leading role in the French championships. In the same year, the Girondins created one of Europe's most modern training centers and in 2002 the outstanding player Camel Meriem joined the team.

As club president Jean-Louis Triaud says, "Like M6, a soccer club is based both on ambition, and on a desire to grow and progress, calmly and confidently."

## DIGITAL TV





In France today five million homes (22% of the nation) can receive a digital multi-channel program, two million via cable and three million by satellite.

The M6 group has been a strong contributor to the development of this market. Since launching the theme channel Série Club in 1994, M6 has been a **network television producer**. And since its TPS investment in 1966, M6 has also been a **satellite TV operator**.

Today M6 offers a wide range of products: **14 theme channels**, held directly or via TPS. In their competitive universe, they are among TPS's most watched channels. In 2001, their advertising revenues grew.

By the end of 2001, the number of TPS subscribers had increased to **1,100,000**. Turnover continued to grow and the company expects to break even by the end of 2003, reaching an anticipated 1,400,000 subscribers.

## 14 SPECIALTY CHANNELS: PART OF THE M6 MOSAIC



The M6 specialty channels have developed as natural offshoots of the know-how the group has acquired over the course of its history and, as natural offspring, they inherit much from their parent network. Like all of M6's peripheral activities, they share in the network's strategy of consistency, reflecting the network's identity and gaining support from its core programs and talents.

The M6 family of channels has grown over time to include 5 specialty TV channels produced or co-produced directly by M6: TF6, Série Club, Téva, M6 Music, and Fun TV, all of which are among the most watched channels on TPS (satellite television).

### **SERIE CLUB (50%)** **The best series on television**

Created in 1993 and jointly owned with TF1 since 2000, Série Club has been hugely successful, a real profit-maker for six years now. According to the latest MédiaCabSat survey, which appeared in March 2002,\* coverage has grown by 20%. The channel now boasts nearly 3 million viewers and **has become the 2<sup>nd</sup> most-watched specialty channel among viewers between the ages of 15 and 49 who subscribe to the channel via cable.**

### **Two questions for Jérôme Fouqueray,** **Executive Vice President of Série Club.**

#### **What does Série Club offer viewers?**

*The answer to that is simple: all television series, all the time, the best of each genre, in both dubbed and original versions, with a specific type of presentation offered each night. Série Club offers different types of series: the extremely popular audience vectors, such as 'Buffy the Vampire Slayer' and 'Roswell'; ground-breaking series like 'Oz' and 'Falcon'; and the so-called classics, such as 'Starsky and Hutch' and 'The Avengers'.*

### **How is Série Club positioned for 2002?**

*Série Club's goals for next year include maintaining our position as "the" station for series, continuing to grow our audience share, and further establishing our identity through both new series and Screenings, a concept that is unique to this station: viewers are shown one episode of selected series that have never been seen before in France. They are then allowed to vote, and the series that get the most votes are put on the air.*

\* Source Médiamétrie: MédiaCabSat Survey, September 2001/February 2002.



**TF6 (50%)**  
**The oh-so TV channel**

The team that puts together TF6, which is jointly owned by M6 and TF1, must be thrilled with the results of the recent MediaCabSat\* survey! After just one year on the air – the channel was launched in December of 2000 – TF6 has risen to become the number one specialty television channel among those households that receive it. In the non-terrestrial category, TF6 was also the TPS channel ranked first by viewers aged 4 years and older, and has established itself as the leading channel among both 15 to 34 and 15 to 49-year-old viewers.

In the combined cable and satellite channel category, TF6 is now ranked third by viewers between the ages of 15 and 34, and sixth among all categories of viewers combined.

In addition to its TPS distribution, Numericâble, and Canal satellite (in the overseas French territories), TF6 has been available since the fall 2001 season on the Noos and France Telecom cable networks. The channel has 1.3 million subscribers.

**Two questions for Jérôme Fouqueray, Executive Vice President of TF6.**

**What is TF6's mission?**

*In an extremely fragmented market, TF6 offers something different of general interest to young adults: music, movies, films for television, TV series, and magazines. It is a bold, ambitious channel that offers unifying themes for general audiences and aspires to become no less than the number one station in the supplementary offering category.*

**What can you tell us about its slogan, "the oh-so TV channel"?**

*TF6 aspires to provide the best of the best in each television programming category. In the musical category, it airs the famous*

*'Top 50'. In the drama category, it presents very recent TV series and films. The programs produced for TF6 are all innovative, original, and of the never-before-seen variety, such as 'Aventures sur le net', the first interactive reality TV game ever shown in France, and 'Bandes à part', the new show by Michel Field.*

\* Source Médiamétrie: MediaCabSat Survey, September 2001/ February 2002.

# téva



## TÉVA (51%)

### Life from a woman's point of view

With 1.5 million subscribers, **Téva continued in 2001 to increase its audience share among both women in general and housewives under 50.\***

With a 60% female viewing audience, Téva is clearly the most “feminine” of all the major cable and satellite networks.

But audience growth is only half the story: the station also succeeded in doubling its advertising revenues between 2000 and 2001.

Téva has its finger on the pulse of every aspect of the feminine experience. Its offering includes new flagship programs (‘Sexe in the TV’, ‘Laure de Vérité’, and

‘L’œil de téva’), never-before-seen cult series (‘Ally McBeal’, ‘Alias’, and ‘Once and Again’), popular magazines (téva déco, téva cuisine), two full-length feature films per week, and many films for television.

**Téva was created in 1996 as “television for women.”**

### Does this include all women?

*Women lead interesting lives, and Téva accompanies them in their lives by adapting itself to their family, social, and friendship environments. The channel’s programming evolves throughout the day to suit the lifestyles of all women: mothers, working and non-working women, students, retired women, etc.*

*But Téva is for general audiences, geared toward women yet not excluding those with whom they share their lives, so that they, too, can see “life from a woman’s point of view.”*

**What were the big events for Téva this year?**

*This year, Téva established its tone and made its mark, receiving two 2002 lthèmes awards for some of its new programming. The first was awarded by the public in the “Debate or talk show program” category for ‘Sexe in the TV’. Moderated by Gaël Leforestier, this frank talk show discusses sexual issues openly, and isn’t afraid to challenge preconceived notions. The other was awarded by the professionals in the “New audiovisual talent, female” category to Laure de Lattre, who interviews a different personality she admires each week, in her bold, spontaneous style, on ‘Laure de Vérité’.*

\* Source Médiamétrie: MediaCabSat Survey, September 2001/February 2002.



## FUN TV (100%)

### The all-live TV channel

**FUN TV was the most-watched television channel in 2001 among 15 to 24-year-olds** in both the morning and noon-to-1-pm time slots.\* It was ranked n°4 out of all specialty television channels by its target audience of 15 to 24-year-olds. FUN TV is an all-live entertainment channel. Its viewership has increased by 1.1 million households since its creation in 1997.

**Two questions for Frédéric de Vincelles, Director of Fun TV.**

### How would you describe Fun TV today?

*Everything on our programming grid shares three essential characteristics, the main one being the live broadcasting format: all of the programs on Fun TV are original productions broadcast live in a single studio by its own in-house team. These productions represent 8 hours of air-time per day. The second characteristic is the broad interactivity offered by the live programming format. The public can participate in the various programs in three different ways: by telephone, via the web site funtv.fr, which is also a portal for teenagers that receives 2 million page*

*views per month, and by audiotel or SMS. The third essential characteristic of Fun TV is content, which includes entertainment – the most well-known example being 'Morning Live', which won the 2002 Ithème award for "Best Entertainment Program" – magazines, and music. Fun TV broadcasts 115,000 video clips per year.*

**Fun TV is often referred to as a sort of laboratory.**

*The flexibility of the programming grid and the presence of the in-house technical team definitely make it possible to respond very rapidly and to test programs. Fun TV has an additional vocation of being a breeding-ground for moderators.*

\* Source Médiamétrie: MediaCabSat Survey, September 2001/February 2002.

## M6 MUSIC



### **M6 MUSIC (100%) 100% Hits, 100% Clips**

In 2001 M6 Music confirmed its excellent ratings, **consolidated its status as the n°1 music channel among viewers 4 years old and older who subscribe to the channel, and was ranked the n°2 music channel of the entire cable/satellite offering.**\* M6 Music is also the leading cable or satellite music channel among 15 to 34-year-olds in television viewer time, which attests to the loyalty of its audience.

The channel has 1.3 million subscriber-households.

The M6 Music universe is devoted exclusively to video clips, offering the best of the current hits and current musical trends. Once a month, M6 Music presents 48 hours

of special programming devoted to a single star in 48 Hours, which received the 2002 Ithème for best Music Magazine.

### **Two questions for Frédéric de Vincelles, Director of M6 Music.**

#### **How did the channel's format evolve in 2001?**

*We made changes to better meet viewers' expectations and to make the grid simpler and more accessible, which is one of the keys to success in the world of specialty television. M6 Music used to broadcast music and talk about it. Now it's all music, which means it delivers exactly what it promises: "100% Hits, 100% Clips".*

## CLUB TÉLÉCHAT



### **How do you view the enormous success of this new format?**

*It can be explained, among other things, by the fact that it meets a specific demand clearly expressed by the public, which wants to hear recent hits and watch video clips, not listen to anyone talk about it.*

### **CLUB TELEACHAT (100% VIA HSS)**

Since its introduction in 1998, 'Club Téléachat' is entirely devoted to home shopping, 24 hours a day. It is the only French home shopping network broadcast by TPS, Canal Satellite, and the major cable operators.

In 2001, Home Shopping Service and AB Group partnered to create a joint subsidiary devoted to home shopping, TV Store.

TV Store transmits 'Club Téléachat' programs live daily between 6:00 a.m. and noon on RTL Shopping which shares its transmission channel with RTL9, France's largest cable and satellite television channel. This partnership enables 'Club Téléachat' to increase significantly the number of households already receiving its programs: 3,745,000 households covered by cable and satellite service.

The home shopping channel also benefits from a terrestrial broadcasting audience of 700,000 home shopper households in the eastern part of France and Luxembourg six hours a day, as well as the 3,500,000 households receiving RTL Shopping via cable and satellite.

\* Source Médiamétrie: MediaCabSat Survey, September 2001/February 2002.

## READY FOR TERRESTRIAL DIGITAL BROADCASTING

“No one contests the need for step by step replacement of analog television broadcasting with digital.”

Jean Drucker, Supervisory Board Chairman of the M6 group.

“We see terrestrial digital broadcasting as a complement to cable and satellite transmission, and we will be candidates for this mode of broadcasting for our channels that already use digital.” Nicolas de Tavernost, M6 group Management Board Chairman.

March 22, 2002 was the date by which candidates for French terrestrial digital broadcasting licenses had to submit their proposals.

The M6 group submitted five candidate files: M6 digital, M6music as an extra free channel (commercial television), Têva (pay TV), Fun TV (pay TV), and Club Téléachat (commercial television). In addition, TF6 also made a submission (pay TV).

Each of these channels is a top performer in its field and competitive cohort, financially viable, and responsive to the needs of a wide audience.



**MUSIC**

*téva*



**club**  
téléachat

**TF6**

## PARIS PREMIÈRE

The logo for Paris Première, featuring the word 'PARIS' in white letters on an orange background, and 'PREMIÈRE' in black letters on a white background below it.

### PARIS PREMIÈRE (11%)

**The station that gives people the urge to go out.**

Paris Première is the pace-setting television station blending culture with pleasure. Plugged in to Paris cultural life and events and in the Paris swim of things, Paris Première offers its viewers exclusive, rich, and varied programming, such as magazines presented by headline artists, and exclusive live transmissions of cinema, fashion, and show-business soirées.

**With 4.2 million subscriber-households, and turnover on the rise,\*** Paris Première is one of the most aired and watched channels in France.

## INFOSPORT

The Infosport logo, featuring the word 'infosport' in a blue and yellow stylized font.

### INFOSPORT (TPS) (25%)

**Every score in record time**

The continuous, live sports news channel was created in 1998 and at year-end 2001 had over 4 million individual subscribers. It is France's n°1 sports info channel and **in 2001 enjoyed one of the fastest audience increases.\***

## TELETOON

The Teletoon logo, featuring the word 'TELETOON' in blue letters with a white outline, and the slogan 'ÇA TOON LA VIE !' in red letters below it.

### TELETOON (TPS) (25%)

**Friends for life**

This all-cartoon network for children from 2 to 12 was launched in 1997 and today counts 1.8 million subscriber-households.

In the cable and satellite transmission universe, throughout the day as well as during children's viewing hours, **Teletoon ranks 1<sup>st</sup> for the 4 to 10 year-old age group, 1<sup>st</sup> for boys aged 4 to 14, and 2<sup>nd</sup> for all children 4 to 14.\***

\* Source Médiamétrie: MediaCabSat Survey, September 2001/February 2002.

## TPS CINEMA OFFERINGS



### **TPS STAR, CINESTAR 1, CINESTAR 2, CINEFAZ, CINETOILE (TPS) (25%)**

#### **TPS STAR: The excitement of cinema, the passion of soccer**

TPS STAR, the mass market family movie channel, is the latest TPS creation, launched in September 2001 and combining the two mainstays of French pay TV: movies and soccer. Since its introduction, **TPS Star has become France's most popular satellite and cable channel.\***

Each month, 30 recently new films or films under new-release exclusivity are shown on Cinéstar 1 and 2 thanks to major contracts with the movie industry. Cinéfaz offers a selection of the best films based on event-related themes. Finally, Cinétoile

offers viewers cinema's great classics in color and in black and white.

Nearly 1 million households are subscribers to the TPS Cinéma offering, **making it France's most watched cable and satellite movie channel.**

TPS's five movie channels are all ranked among the top ten cable and satellite stations on the basis of cumulative day audiences.

\* Source Médiamétrie: MediaCabSat Survey, September 2001/February 2002.

M6 has been **operator and shareholder of the TPS digital television package** since the latter's creation in December 1996, sharing 50% of the package with its lead shareholder Suez. Thanks to the youthful, modern TPS image, and to its price competitiveness, the company recorded a strong subscriber increase in 2001: 240,000 new subscriptions in 2001 alone. In five years, TPS gained 1.1 million subscribers.

TPS Télévision Par Satellite (satellite television) **offers over 170 digital-quality channels and services**, including exclusive transmission rights with all the national digital channels, five cinema channels, 400 soccer matches per year (242 at the 1<sup>st</sup> Division level) and every other sport, plus 30 specialty channels, a choice of 16 optional channels, 71 international channels, 7 pay-per-view channels, 42 radio stations broadcasting CD-quality sound, and 53 permanent interactive services.

The TPS challenge is to **recruit new subscribers while continuing to improve its program and service offerings**. In 2002, TPS continued to develop its own in-house programs and to highlight movies and soccer, the three keys to Pay TV success. The September 2001 introduction of TPS Star illustrates the strategy: a channel produced in house which combines movies and soccer, two major subscriber enticements to Pay TV. The strategy is paying off; right from the start, the channel ranked n°1 in France for cable and satellite transmission.

Four new channels also appeared on TPS in 2001: TFJ, in April; Cinéinfo, in May; and the two event-related channels, 'Loft Story' and 'Star Academy'. In 2001, TPS strengthened its position as world leader



in interactive television, registering a total of 26.05 million hits per month from September 2001 through February 2002, an increase of 30% over the March-July 2001 period.\*

The top four TPS Interactif portals are: 'TPS Le Guide', a TPS navigation tool; 'Meteo Express', weather à la carte, 24 hours a day; 'Bandiagara', an interactive games arcade with network support; and 'infoexpress', the generalist and specialty information portal.

These successes underscore the "must" position of interactive television in the audiovisual landscape.

In 2002, with its 40% market share, TPS will continue its crusade to gain new subscribers.

\* Source Médiamétrie: MediaCabSat Survey, September 2001/February 2002.

**Design:** View

**English version:** Broccoli in California Inc.

**Photos:**

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Club Med World, FUN TV, HSS, M6 Interactions, M6 Music, M6 Web,  
Série Club, Téva, TF6, TPS