Presentation of 2009 annual results

12 February 2010

Disclaimer

- 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.
- The information, tables and financial statements included in this document, especially in the appendices are under review by the auditors and pending the AMF registration (reference document inclusive of the annual financial report).

Contents

1 INTRODUCTION

A responsive Group in a disrupted environment

Constraints, economic climate and new costs

- Deteriorated advertising environment
- Additional tax
- Extension of DTT coverage: increased costs and audience fragmentation

  ~89% of French people had access to a multi-channel offering at 31 December 2009
- Producer decrees

A "deregulation" potential that could not be optimised

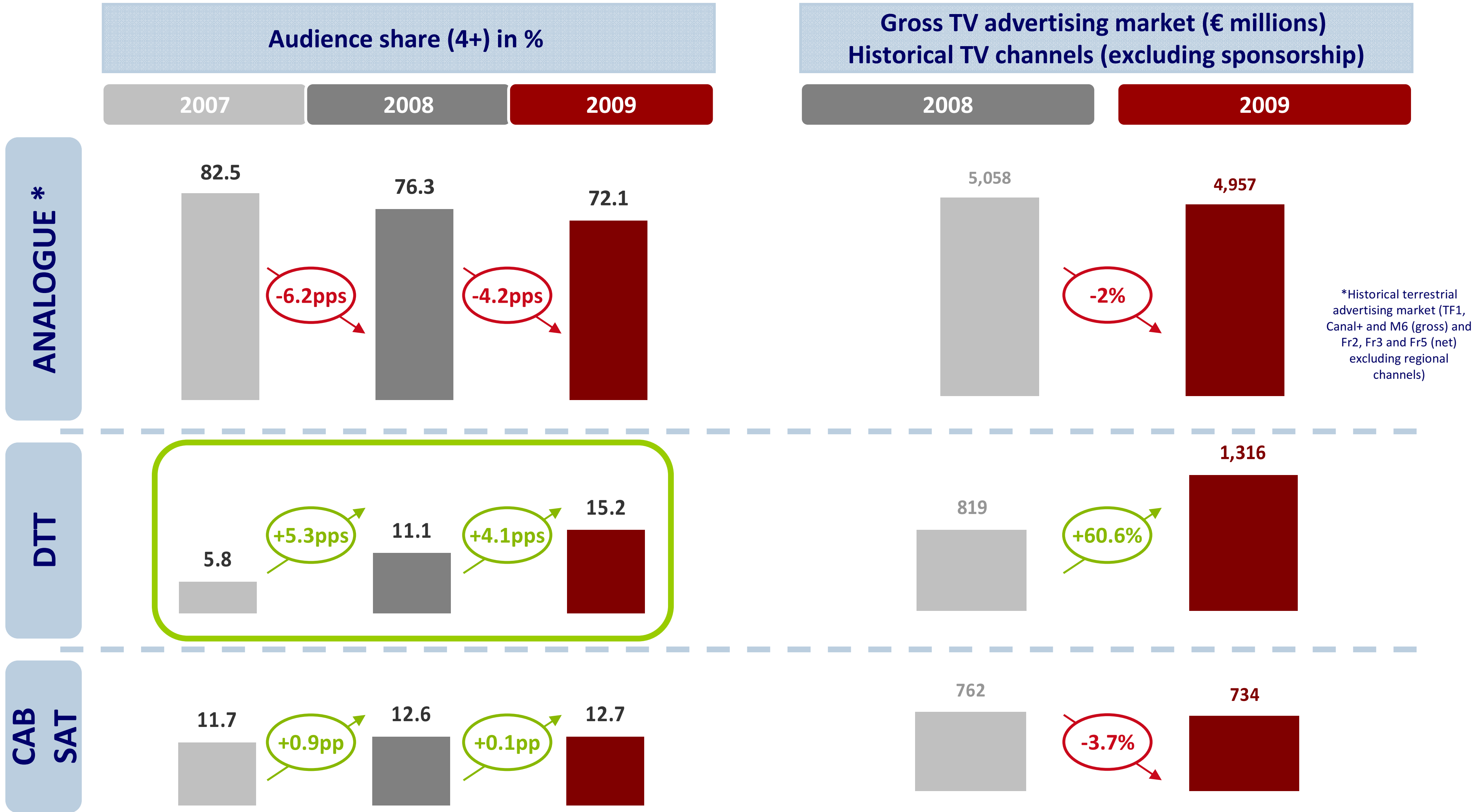
- Ban of advertising on FTV after 8 pm
- Switch to clock time
- Cap on daily advertising time removed

  M6 = 94 days in excess of 2h 24 min of advertising per day in 2009
- 2nd advertising break in audiovisual works

A Group that demonstrates its adaptation and resilience capacities

- + Advertising outperformance, diversification model ► Growth in consolidated revenues: **up 1.6%**
- + Programming cost flexibility: **down € 31.2 million** ► While maintaining M6's audience and growing that of W9
- + Preserved profitability ► Virtually unchanged consolidated EBITA: **€ 190.3 million**

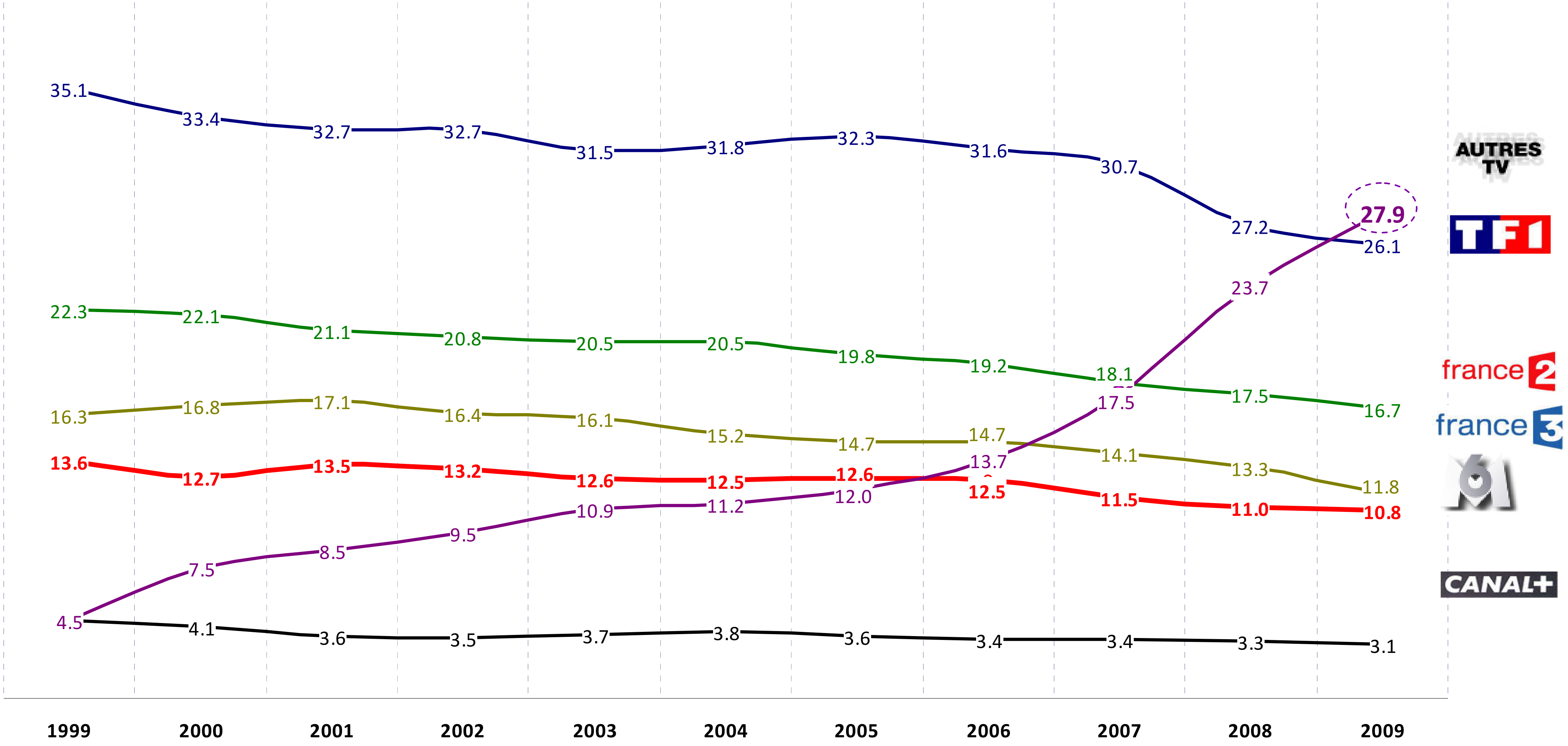
DTT concurrently increased its audience and advertising market share



Sources: Médiamétrie, Kantar Media

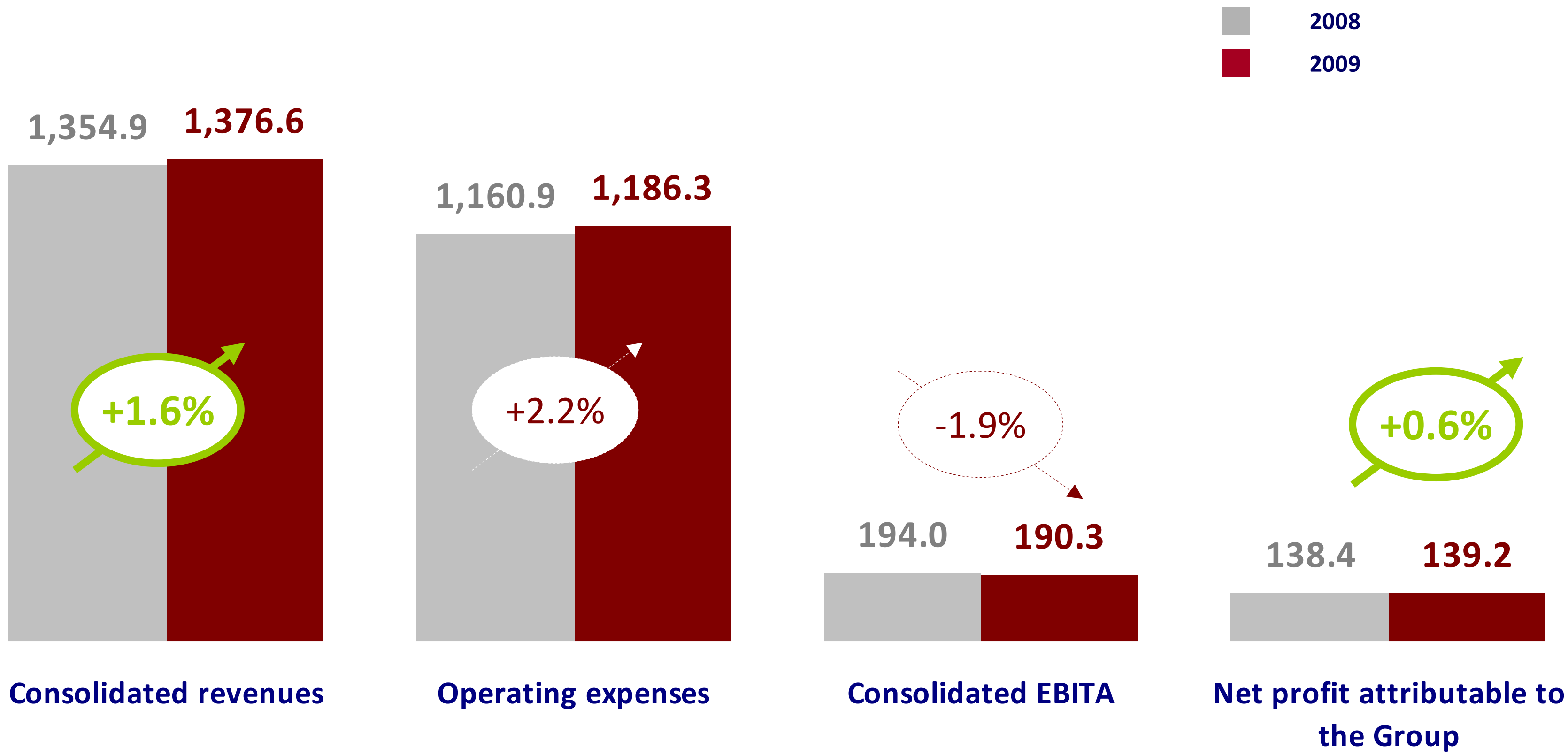
2009: OTHER TV are leading in terms of audience share for the 1st time

Annual audience share, in %
4-PLUS YEAR-OLD INDIVIDUALS



The Group's business model bore fruit against this deteriorated economic background

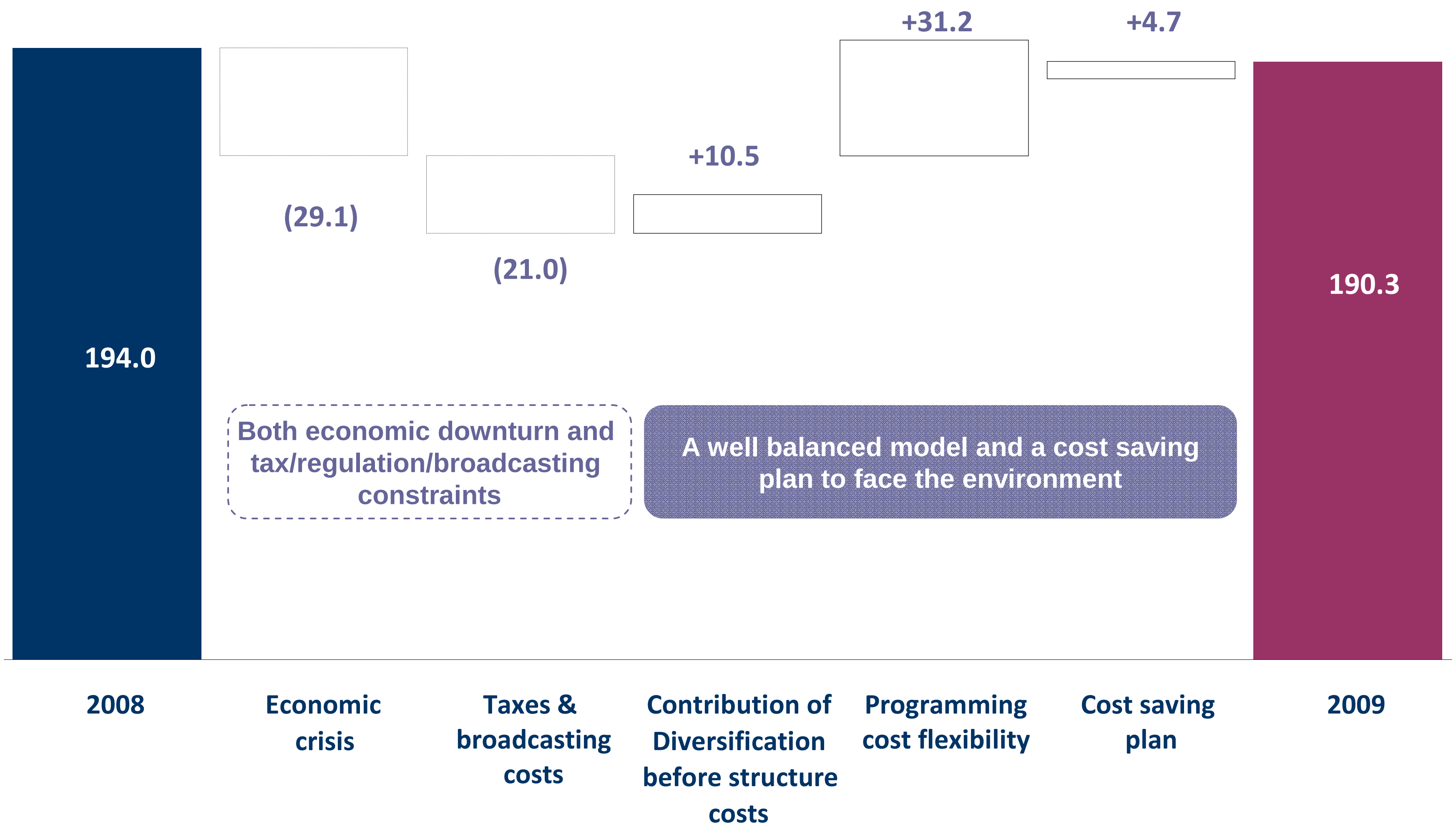
Key figures (€ millions)



	EBITA margin		Net profit margin	
Margin resilience (as % of revenues)	14.3%	13.8%	10.2%	10.1%

The Group's business model bore fruit against this deteriorated economic background

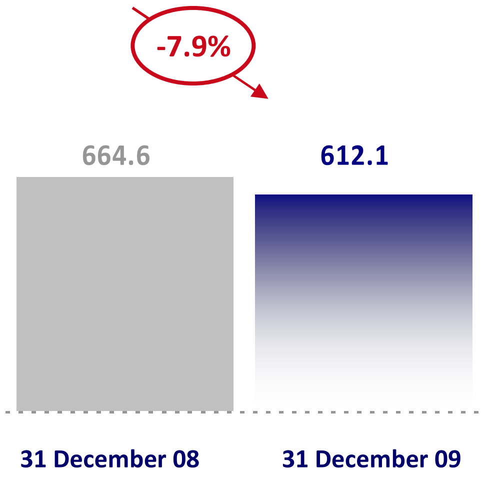
Change in consolidated EBITA 2009 vs. 2008 (€ millions): main effects



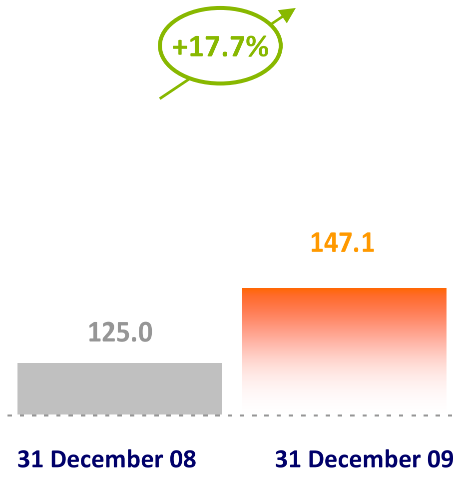
Consolidated revenues growth of 1.6 % to € 1,376.6 million

Contribution to revenues by segment (€ millions)

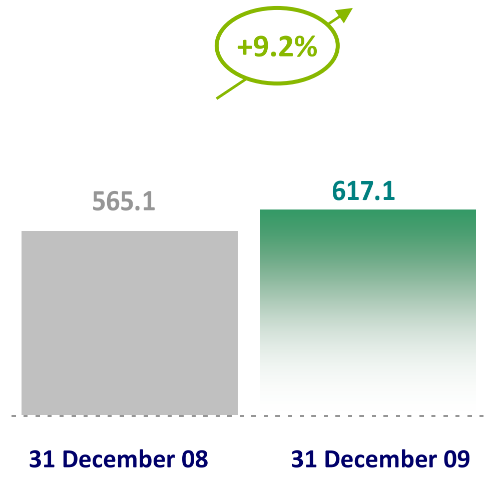
M6 TV Network



Digital Channels



Diversification and Audiovisual Rights



Consolidated revenues growth of 1.6 % to € 1,376.6 million

A balanced revenue model

Advertising revenue: € 724.6 million	Non-advertising revenue: € 652.0 million
52.6%	47.4%

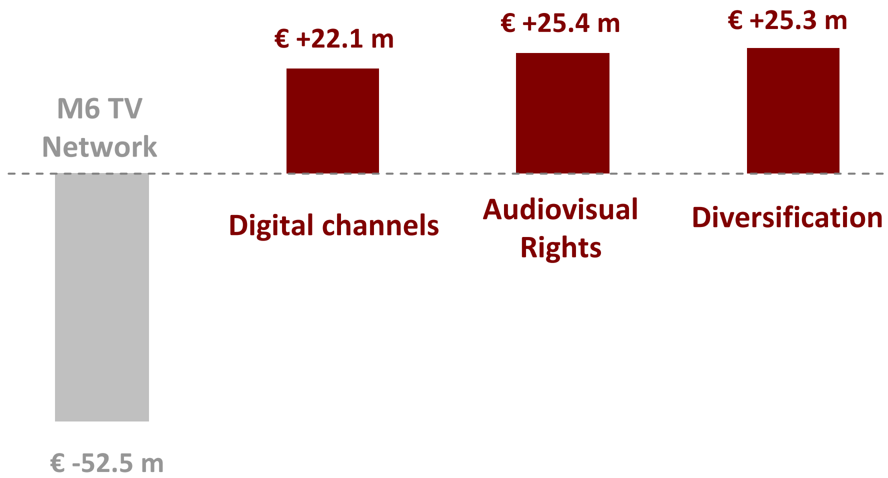
vs. 55.6 % / 44.4%
at 31 December 2008

Decline limited to 3.8%

A 8.3% growth

Future growth drivers

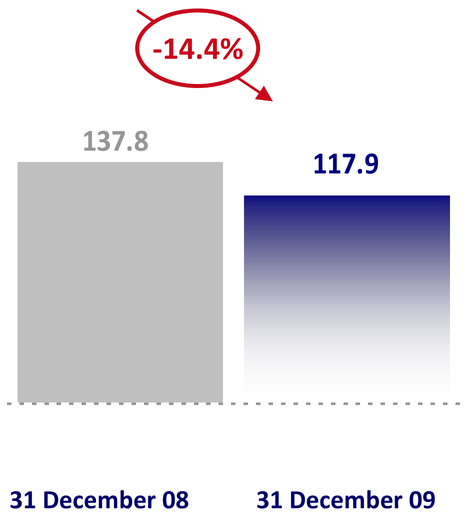
Change in contributions to consolidated revenues



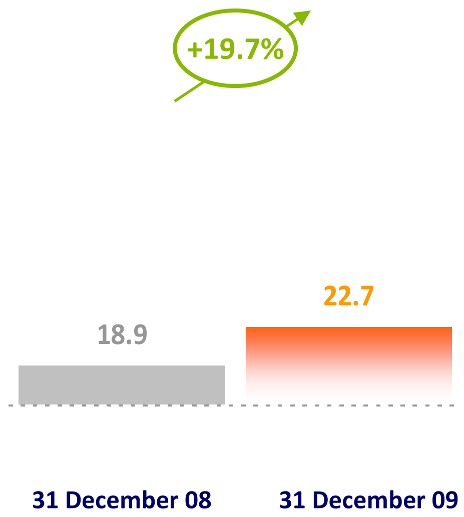
Consolidated EBITA virtually unchanged at € 190.3 million

Analysis of contributions to Group profit from operations (EBITA) - (€ millions)

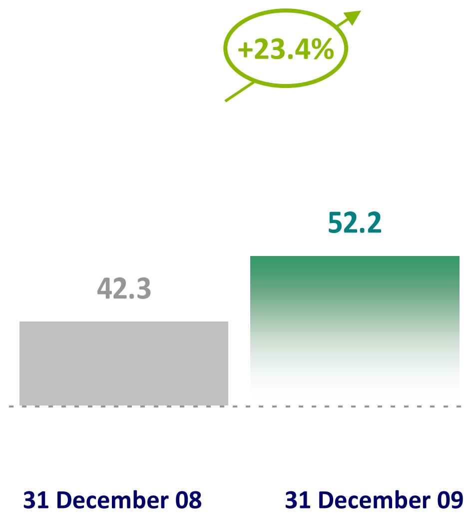
M6 TV Network



Digital Channels

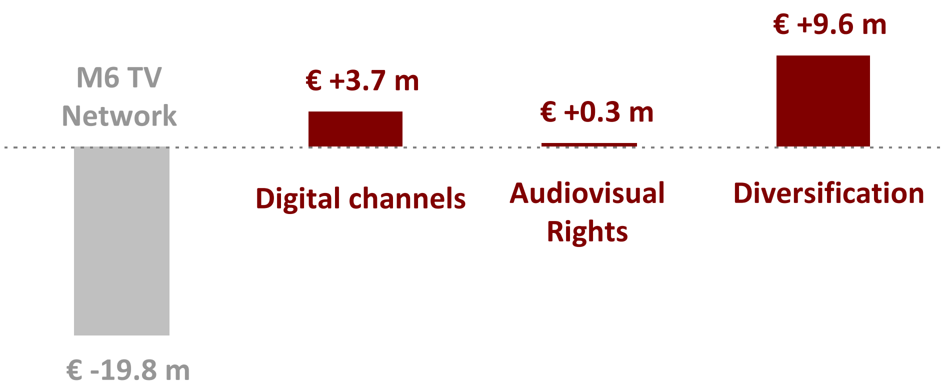


Diversifications and Audiovisual Rights



Consolidated EBITA virtually unchanged at € 190.3 million

EBITA: All segments reported growth except for the M6 TV Network



Preserved EBITA margins

	2008	2009	margin
M6 TV Network	20.7%	19.3%	-1.4pp
Digital Channels	15.1%	15.4%	+0.3pp
Diversification and Audiovisual Rights	7.5%	8.5%	+1.0pp

Financial ratios at 31 December

Financial ratios

(€ millions except data expressed in %)	2007	2008	2009
Profitability / Cash Flows			
FCF excluding growth investments	236.9	204.5	219.7
Operating margin (EBITA / revenues)	17.4%	14.3%	13.8%
Adjusted Cash Conversion Ratio	100.4%	105.4%	115.5%
Net margin (Net profit / revenues)	12.4%	10.2%	10.1%
Statement of Financial position			
Capital employed and other net assets	356.1	393.8	351.4
C+ France	342.9	363.0	384.2
Net cash position	89.0	38.3	85.2
Equity - Group share	*788.0*	*795.1*	*820.8*

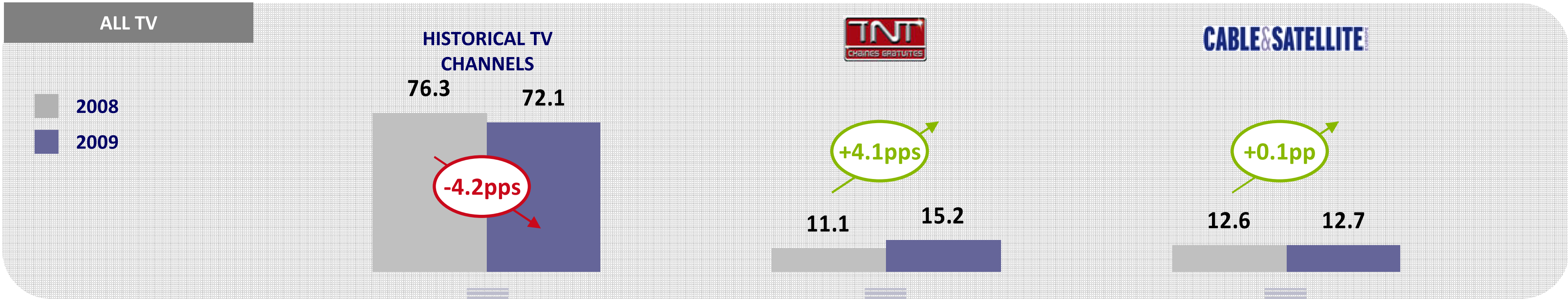
2 TELEVISION

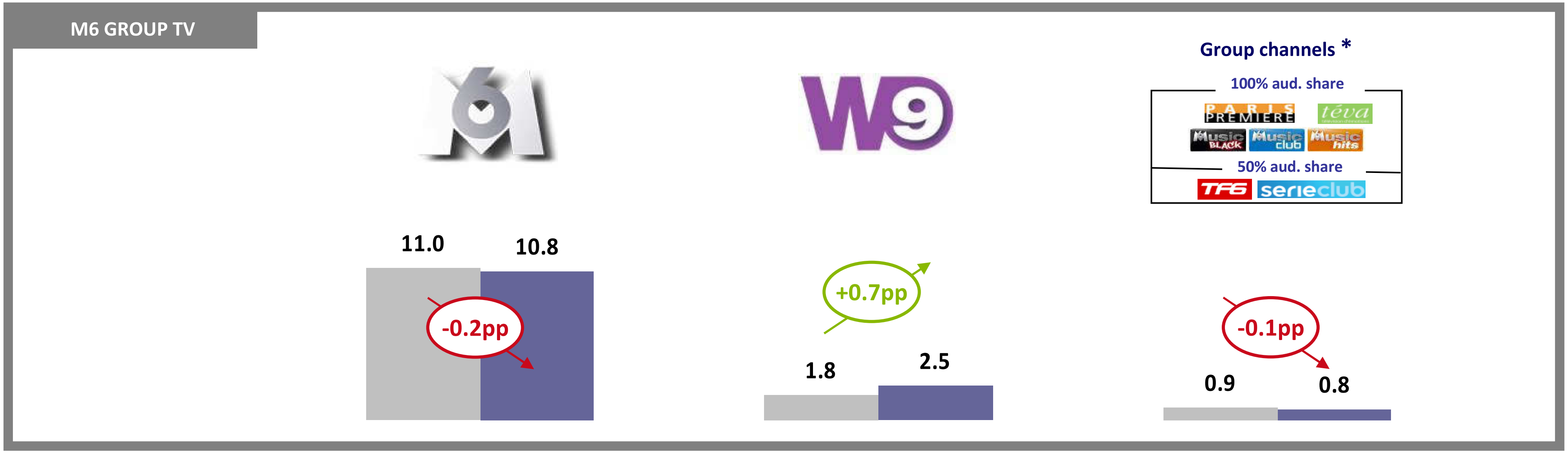
2

Television - Ratings

Group channels confirmed their positioning across all TV audience categories

4+ year old audience share (in %)





* 4+ year old audience share - MediaCabSat 2008 and January-June 2009

Sources: Médiamétrie / MediaCabSat

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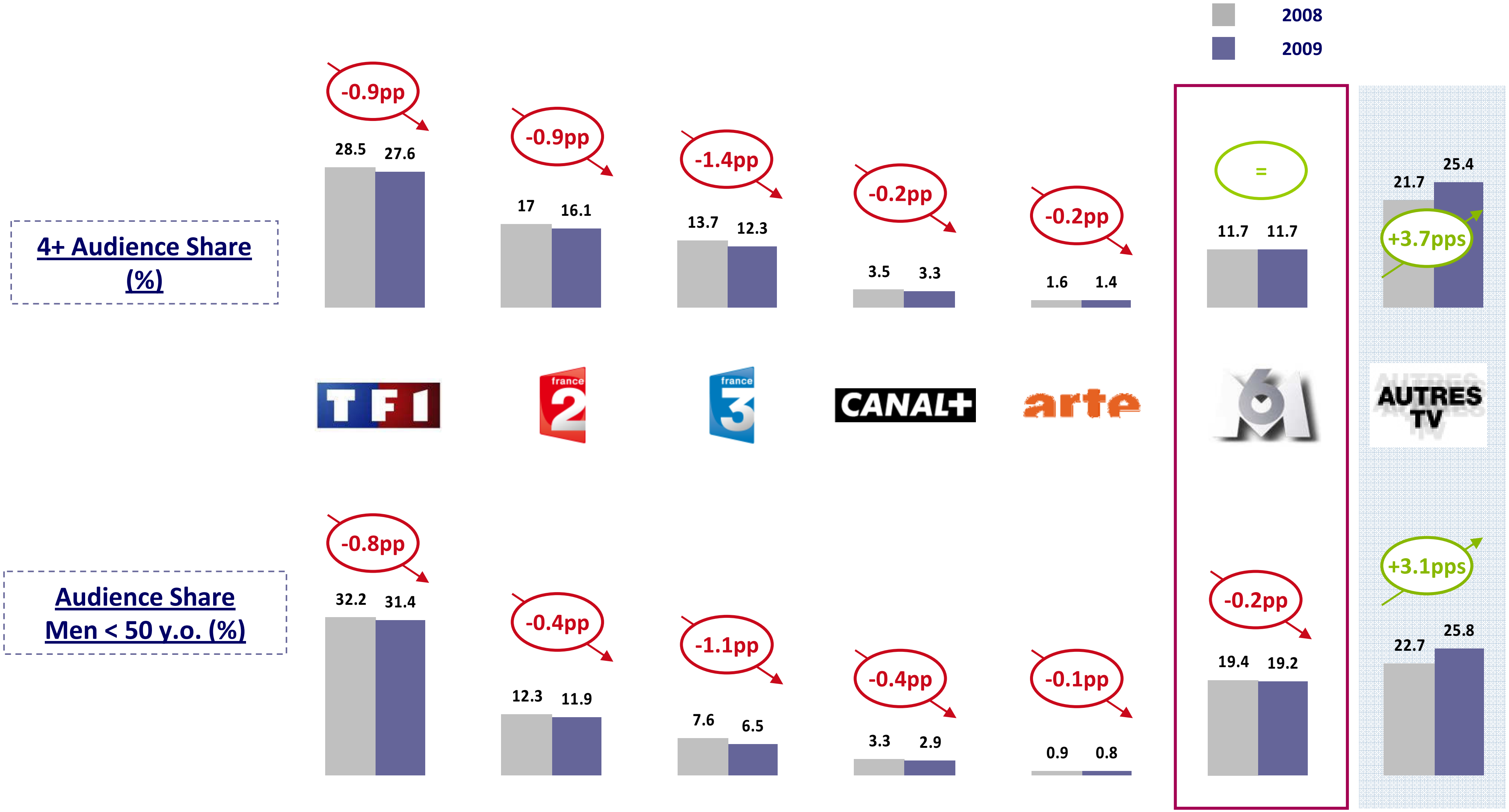
Free-to-air TV - Ratings

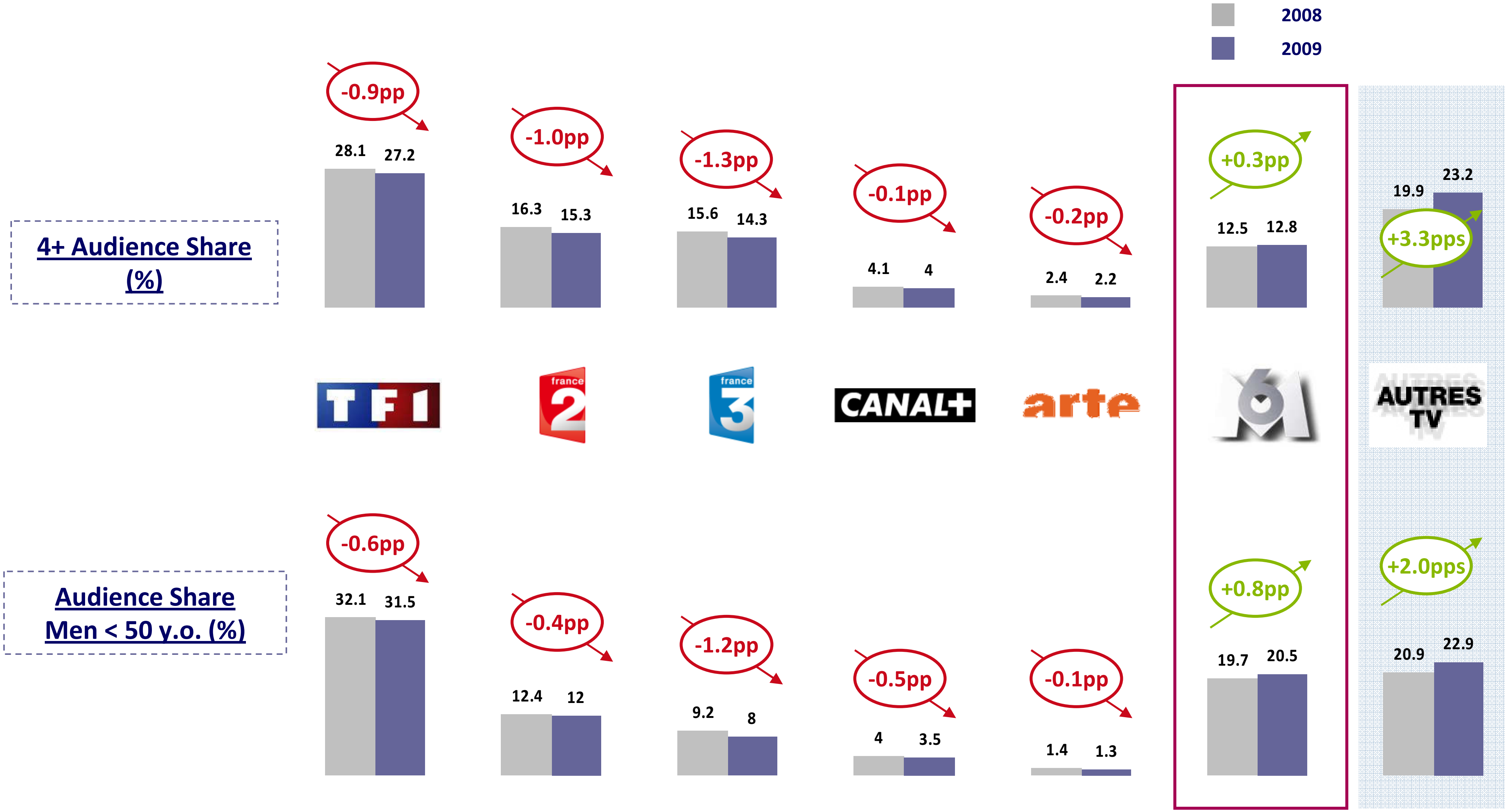
M6, the only major channel to withstand the rise of Other TV (12pm-12am)



2008 / 2009 Ratings

Source: Médiamétrie

M6, the only channel to grow despite the rise of Other TV in the strategic 6pm – 11pm time slot



2008 / 2009 Ratings

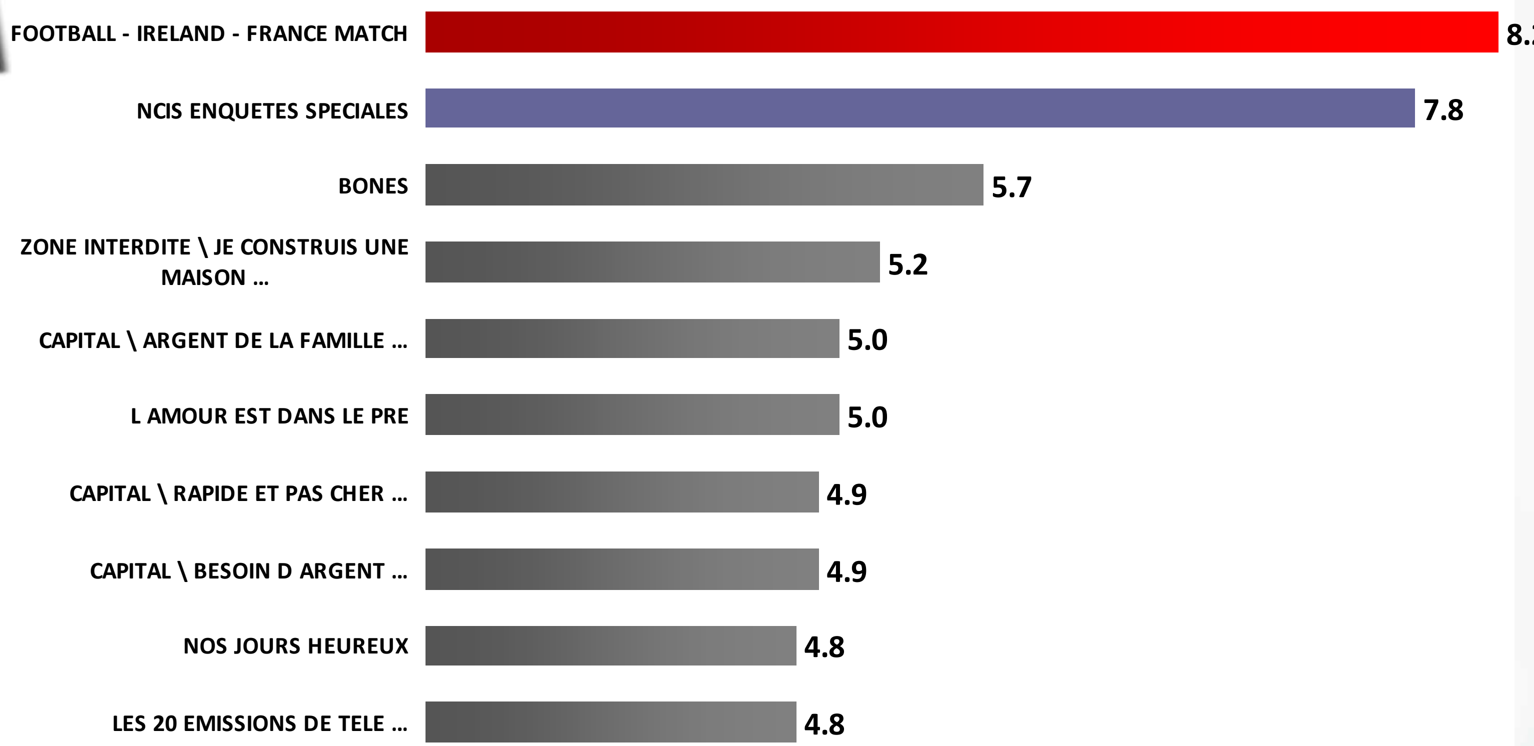
Source: Médiamétrie

8.2 million viewers: record audience of the year

8.2 m viewers Record 2009 audience for M6

M6 leader in all audience categories

M6 – 2009 TOP AUDIENCE (MILLIONS OF VIEWERS)



Strong brands in all programme types

NCIS ENQUETES SPECIALES

6.6 m viewers

M6, 4+ leader on Friday nights

L'AMOUR EST DANS LE PRE (season 4)

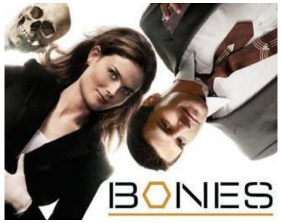
4.6 m viewers

300,000 more viewers versus season 3

PEKIN EXPRESS (season 4)

3.5 m viewers

Record 4+ audience share for a season (16.4%)



BONES (season 4)

4.5 m viewers

100,000 more viewers than season 3

NOUVELLE STAR (season 7)

4.2 m viewers

200,000 more viewers versus season 6

Sunday night news magazines

3.9 m viewers

100,000 more viewers in 2009 (compared to 2008)

Source: Médiamétrie

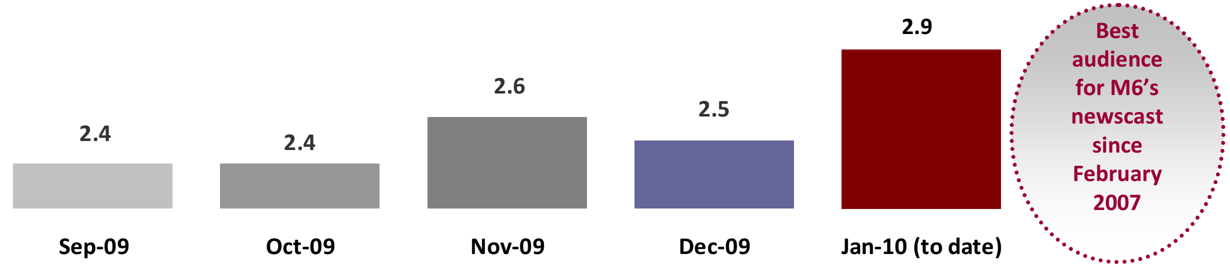
LE 19.45, a new high-performance newscast

Since the launch, a strong increase in audience month after month

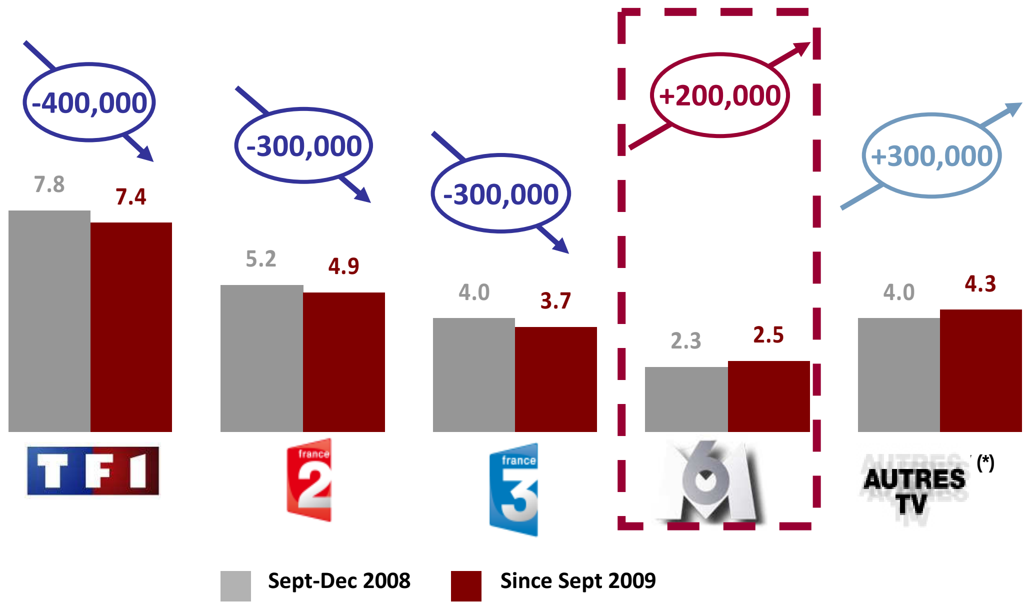
January 2010: record with 2.9 m viewers on average to date

FOCUS: LE 19.45

Le 19.45 audience growth since its launch (millions of viewers)

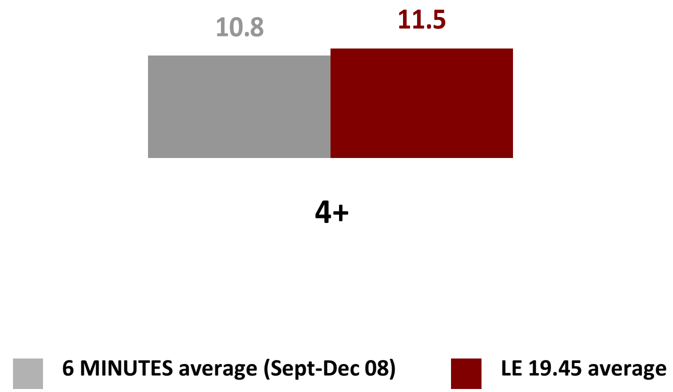


Audience in millions of viewers



* Other TV: total audience over the 7.45pm-8.30pm time slot

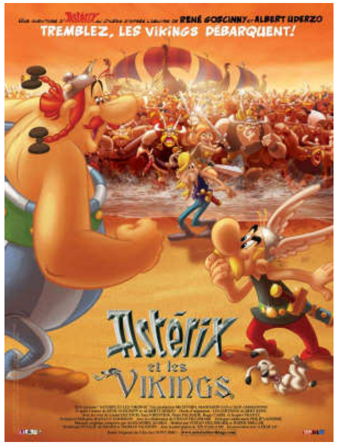
Audience Share (%)



Source: Médiamétrie

The Group's movie expertise (purchases, catalogues and co-productions) was reflected in successful audience levels

	M6 / 2009 Top Movie audiences	AUDIENCE (million)
Thu 23/04/2009	NOS JOURS HEUREUX	4.8
Mon 06/04/2009	OSS 117 LE CAIRE NID D'ESPIONS	4.6
Thu 05/11/2009	MILLION DOLLAR BABY	4.4
Thu 01/10/2009	DA VINCI CODE	4.3
Thu 26/03/2009	SIXIEME SENS	4.1



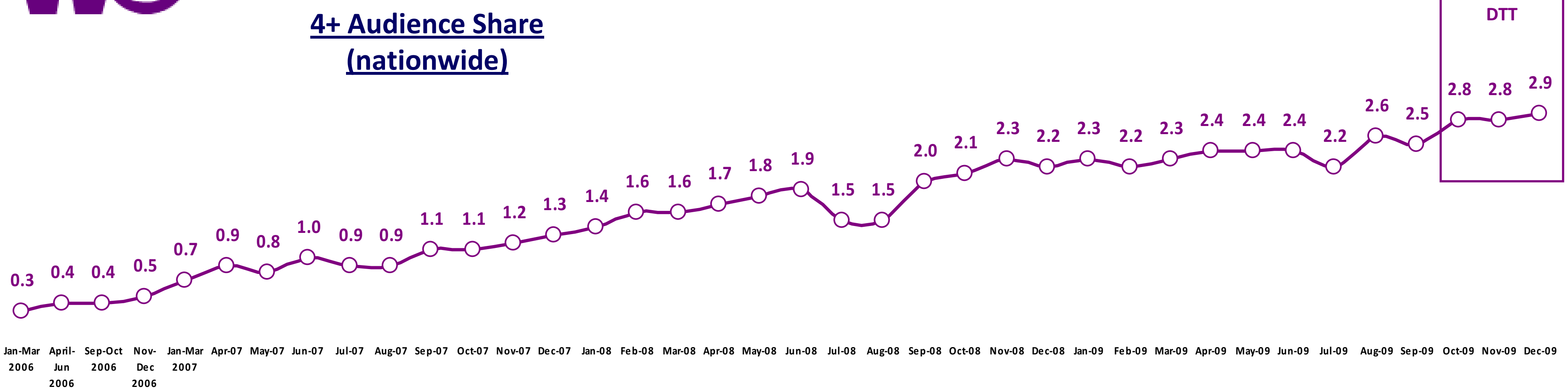
	W9 / 2009 Top Movie audiences	AUDIENCE (million)
Tue 27/10/2009	ASTERIX ET LES VIKINGS	1.5
Mon 09/03/2009	MR. AND MRS. SMITH	1.4
Tue 13/10/2009	OSS 117 LE CAIRE NID D'ESPIONS	1.2
Tue 08/12/2009	ROCKY IV	1.2
Thu 26/11/2009	LES CHEVALIERS DU CIEL	1.2

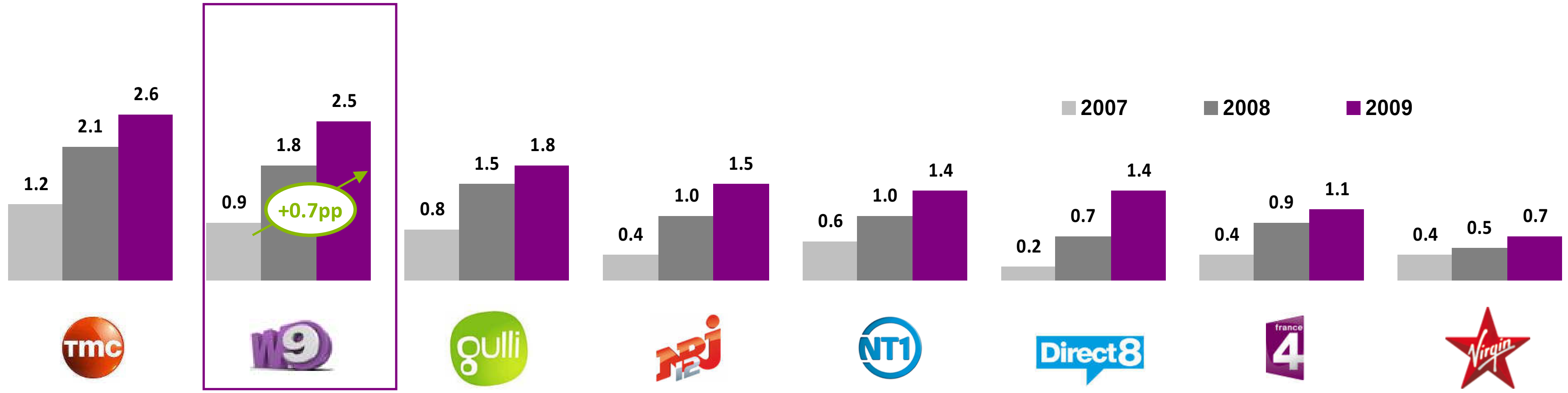
Movies produced, co-produced or distributed by M6 Group

Source: Médiamétrie

W9 – At the forefront of DTT

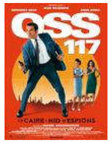
W9 joint leader for DTT channels in October / November / December





W9 – Increased power, reporting 9 of the 15 best DTT audiences in 2009





2009				2008			
Date	Channel	Programme	Audience	Date	Channel	Programme	Audience
Tue 27/10/09	W9	ASTERIX ET LES VIKINGS	1,529,000	Tue 09/12/08	TMC	ALLO MAMAN ICI BEBE	1,389,000
Mon 09/03/09	W9	MR. AND MRS. SMITH	1,441,000	Mon 24/11/08	TMC	CROCODILE DUNDEE	1,262,000
Tue 02/06/09	TMC	NEW-YORK POLICE JUDICIAIRE	1,346,000	Tue 14/10/08	France 4	FBI PORTES DISPARUS	1,195,000
Mon 09/11/09	TMC	DIRTY DANCING	1,292,000	Sun 16/03/08	TMC	PREUVE A L APPUI	1,152,000
Thu 29/01/09	W9	LE CONVOI DE L EXTREME	1,261,000	Sun 21/12/08	W9	LE GARDIEN DU MANUSCRIT SACRE	1,127,000
Wed 16/12/09	TMC	NEW-YORK POLICE JUDICIAIRE	1,244,000	Mon 01/09/08	W9	COUVRE FEU	1,077,000
Thu 29/01/09	W9	LE CONVOI DE L EXTREME	1,243,000	Mon 29/09/08	TMC	LE CHACAL	1,066,000
Thu 15/10/09	TMC	ROBIN DES BOIS PRINCE DES VOLEURS	1,234,000	Wed 19/11/08	TMC	NEW-YORK POLICE JUDICIAIRE	1,060,000
Tue 13/10/09	W9	OSS 117 LE CAIRE NID D ESPIONS	1,232,000	Wed 13/08/08	Direct 8	FOOT-MATCH BRANN BERGEN - OM	1,046,000
Tue 08/12/09	W9	ROCKY IV	1,232,000	Mon 01/12/08	TMC	CROCODILE DUNDEE II	1,042,000
Thu 26/02/09	TMC	FOOT-MATCH GALATASARAY BORDEAUX	1,225,000	Wed 22/10/08	W9	LES SIMPSON	1,028,000
Thu 26/11/09	W9	LES CHEVALIERS DU CIEL	1,225,000	Mon 15/09/08	W9	RAMBO	1,004,000
Sun 18/10/09	W9	LES SIMPSON	1,225,000	Fri 12/12/08	TMC	LES CORDIER JUGE ET FLIC	997,000
Mon 05/10/09	TMC	JURASSIC PARK III	1,203,000	Thu 14/02/08	TMC	GHOST	987,000
Thu 27/08/09	W9	LE GENDARME A NEW YORK	1,203,000	Thu 20/11/08	W9	KYLE XY	979,000

Source: Médiamétrie, audience in number of viewers

Supported by the expansion of DTT and numerous successful programmes, W9 continues to grow

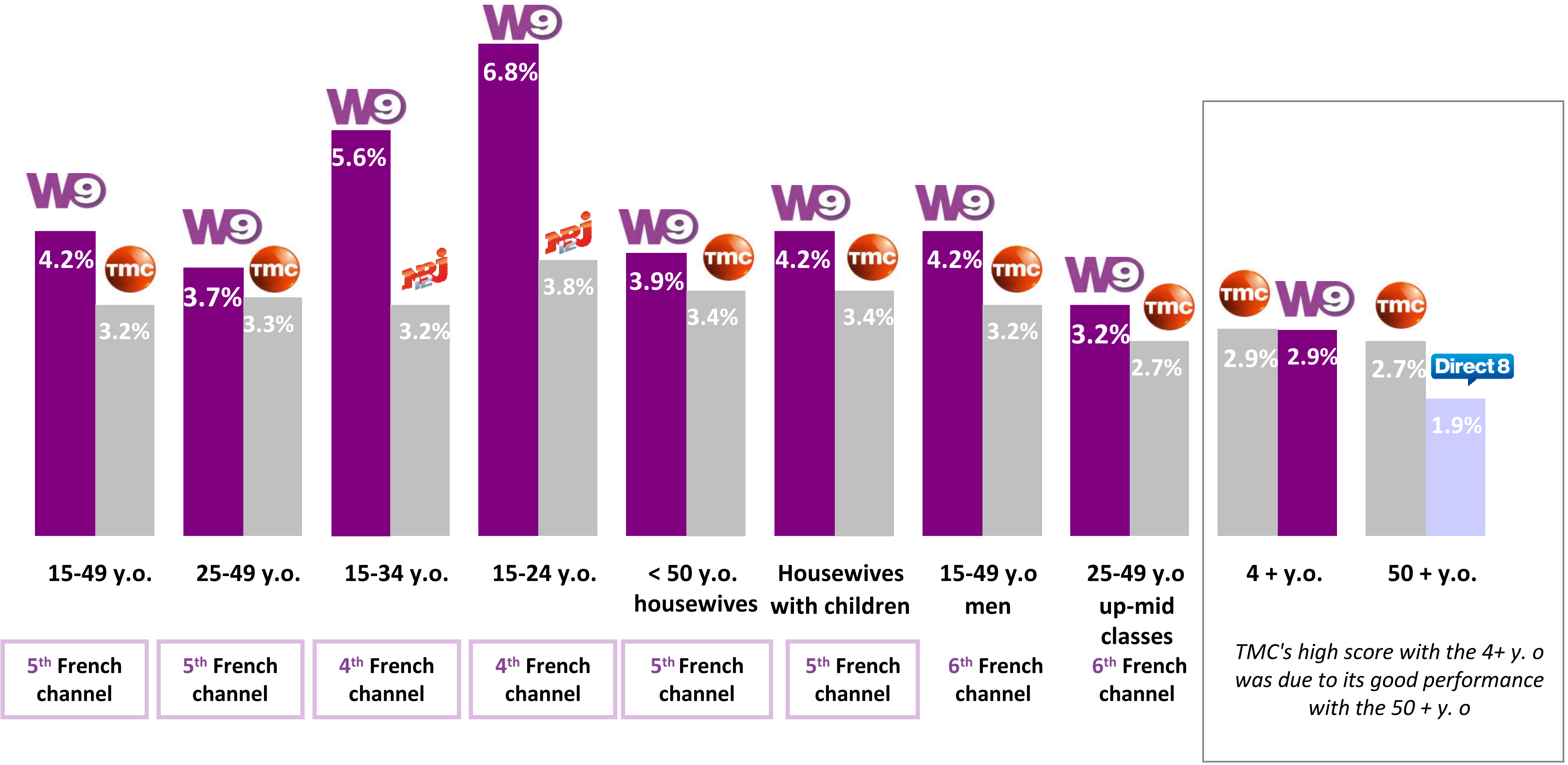
Number of programmes having exceeded each number of viewers threshold

	Season 2006-2007	Season 2007-2008	Season 2008-2009	September-December 2009
> 1,500,000				1
> 1,400,000			1	1
> 1,200,000			3	5
> 1,000,000			41	47
> 800,000		3	255	179
> 600,000	1	75	729	485

Source: Médiamétrie / Médiamat

W9 is the leading digital channel for major advertising targets

Estimated nationwide audience shares – 1st vs 2nd digital channel for each advertising target



Source: Médiamétrie / Mediaplanning file - November-December 2009

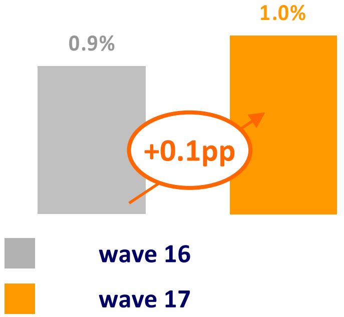
2

Pay channels - Ratings

Confirmed leadership of Paris Première and Téva

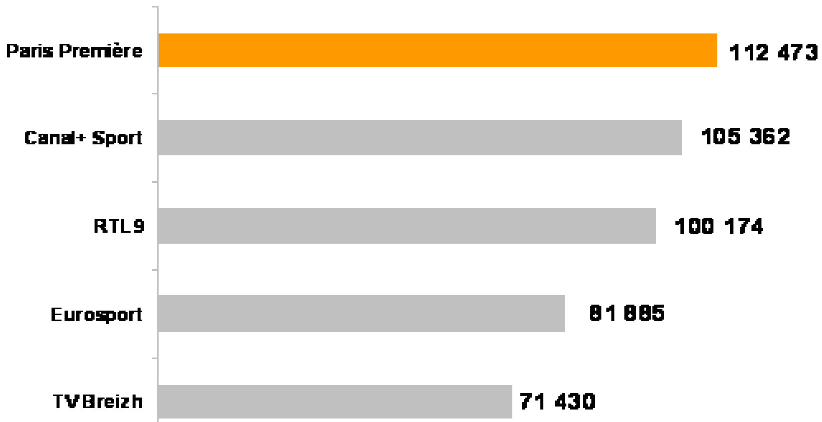
PARIS PREMIERE

Audience Share up-mid class individuals



Paris Première was the leader in HY1 2009 for up-mid class individuals out of all 74 cable and satellite channels

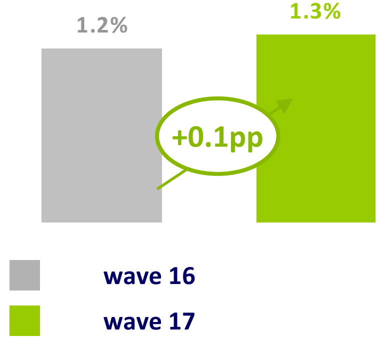
Paris Première is the most uniting cabsat channel at prime time*:



* Top 5 average audiences on the 8.30pm -10.30pm time slot – Pay digital channels
January-June 2009 / Based on 4+ year old individuals

téva

Housewives < 50 Audience Share



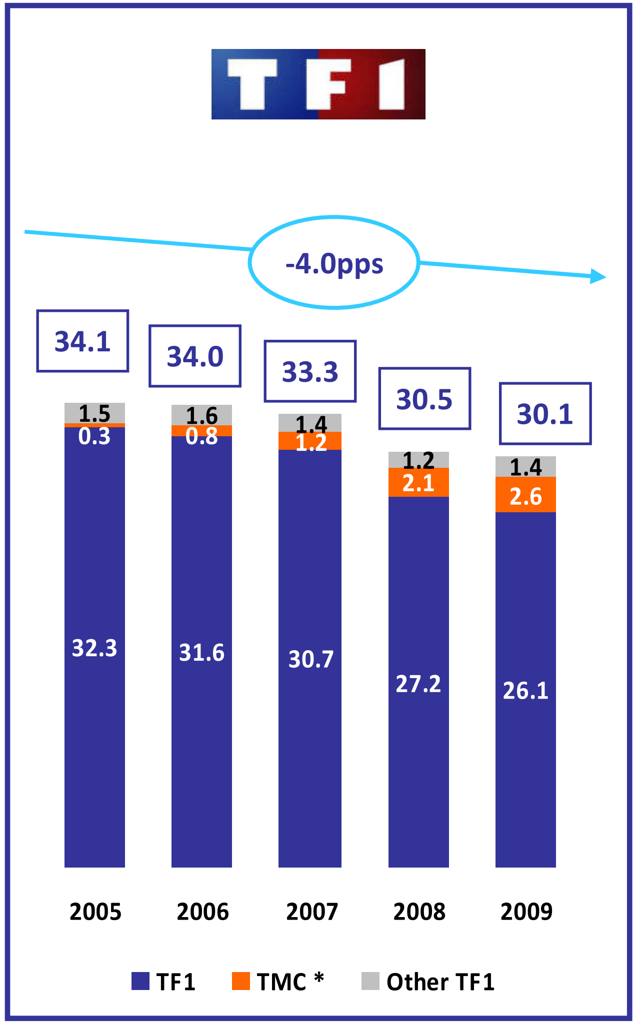
In HY1 2009, Téva confirmed its position as leader for Housewives < 50 and Housewives with children

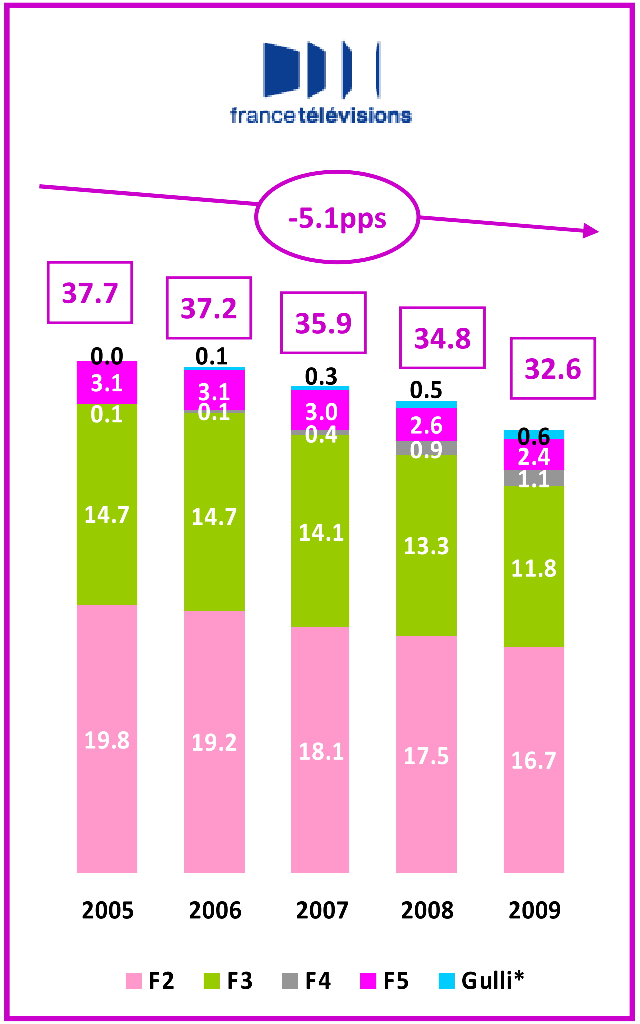
Success of programmes that are powerful, focused on women and family-oriented :

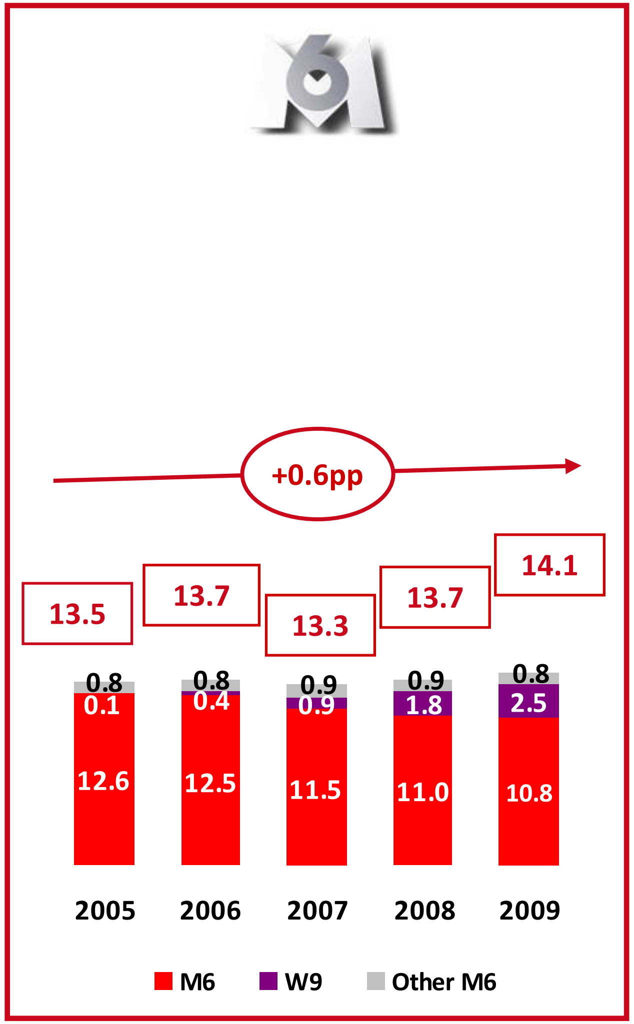
Sources: Médiamétrie / MediaCabSat (wave 16 , Sept 08-Feb 09 and wave 17, Jan 09-June 09)

M6 Group gained audience shares in spite of the fragmentation and achieved its best 4+ performance since the launch of DTT

TF1 Group and France Télévisions were in marked decline, M6 reported growth, driven by W9







* TMC fully consolidated

*Gulli: 34%-owned by France TV

Full-year 4+ audience share, except for the "Other" caption in 2009

Source: Médiamat - Médiamétrie

2

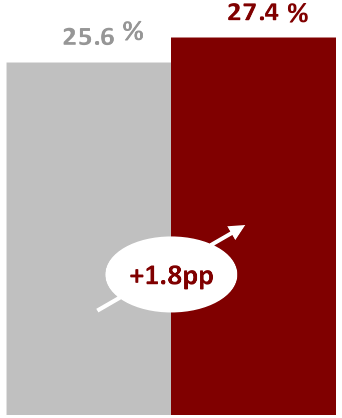
Television – Advertising market

M6 Group's market share increased across all segments

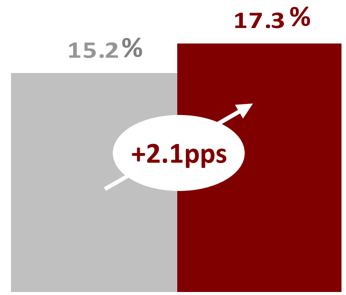
M6 Group Gross Advertising Market Revenue Share across all segments

TOTAL TV (terrestrial + DTT + Cab-Sat): € 7,007.6 million in 2009 (up 5.5% vs 2008)

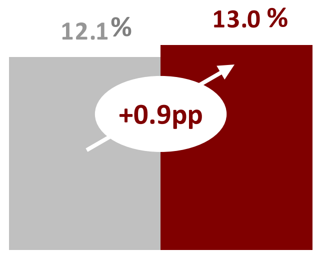
TERRESTRIAL CHANNELS
€ 4,957.1 million -2% vs 2008



DTT CHANNELS
€ 1,316.0 million +60.6% vs 2008



CAB / SAT CHANNELS
€ 734.5 million -3.7% vs 2008



100% of revenues

50% of revenues

Total M6 Group market share

2008	2009
22.8 %	24.0 %

+1.2pp

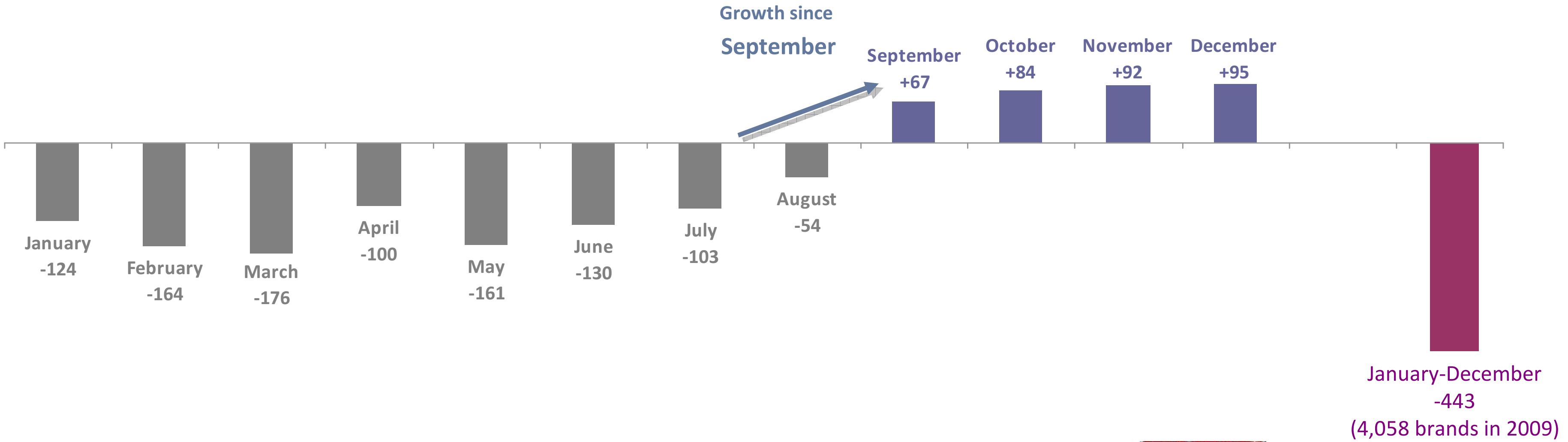
January-December 2008
January-December 2009

Terrestrial channels excluding sponsorship and regional channels
Terrestrial channels.: TF1 gross, TF1 Cristal net in 2008, FTV net, Canal+ gross and M6 gross.
Therefore, care should be taken in interpreting changes in historic terrestrial TV and all TV 2009 revenue

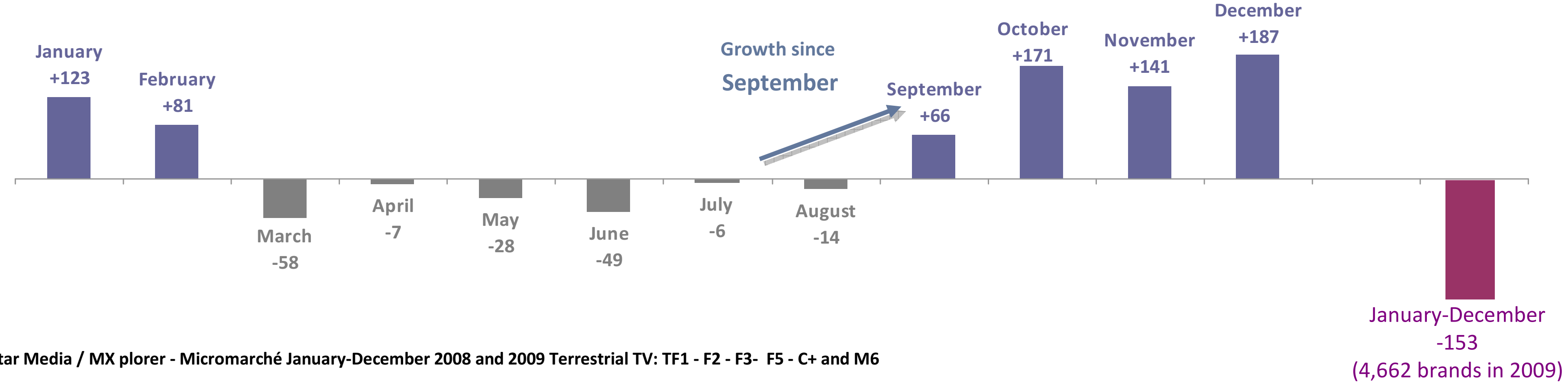
Source: Kantar Media

The number of brands advertising on historical terrestrial TV channels decreased by 10%, compared with a 3% decline for DTT channels

Monthly change in number of brands between 2009 and 2008 – Terrestrial TV



Monthly change in number of brands between 2009 and 2008 - DTT

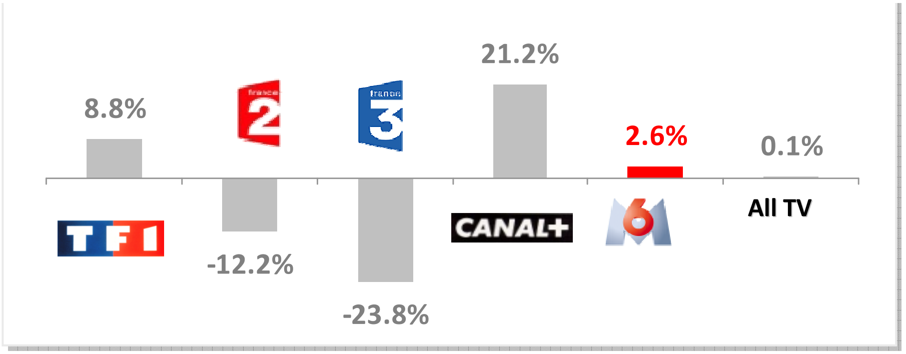


Source: Kantar Media / MX plorer - Micromarché January-December 2008 and 2009 Terrestrial TV: TF1 - F2 - F3- F5 - C+ and M6

TV ad time on major FTA channels was stable

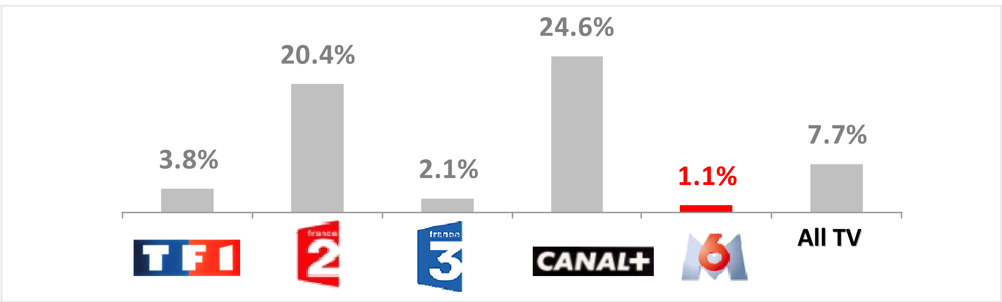
Change in advertising time by channel – January-December 2009 vs January-December 2008

FULL DAY TOTAL



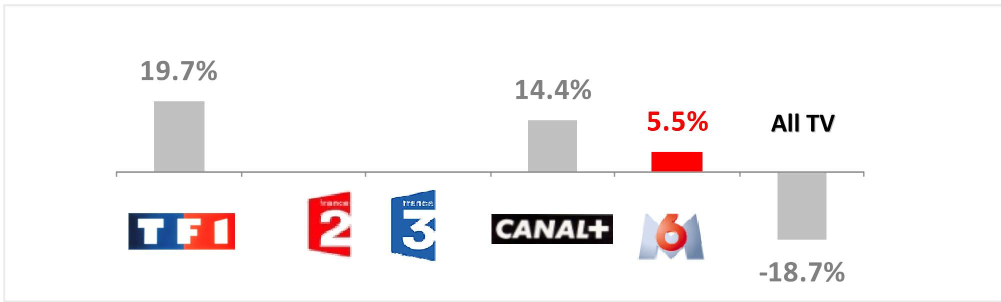
BEFORE 8 PM

France 2 and Canal+ were the 2 channels that recorded the strongest rise in advertising time before 8 pm



AFTER 8 PM

TF1 and Canal+ were the 2 channels that recorded the strongest rise in advertising time after 8 pm



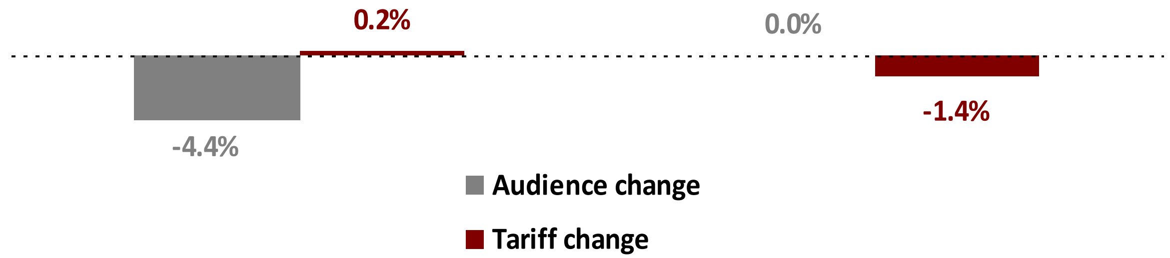
Source: Micromarché January-December 2008 and 2009

M6 cost/GRP stabilised with no abrupt change

In 2009, M6 stabilised its cost/GRP due to good audience resilience

Target: Housewives < 50 years old

	2008 vs 2007	2009 vs 2008
Change in M6 cost/GRP	**+4.8%**	**-0.4%**



	2008 vs 2007	2009 vs 2008
Change in TF1 cost/GRP	**+10.9%**	**-5.5%**

Source: Popcorn -2007-2008 and 2009

2

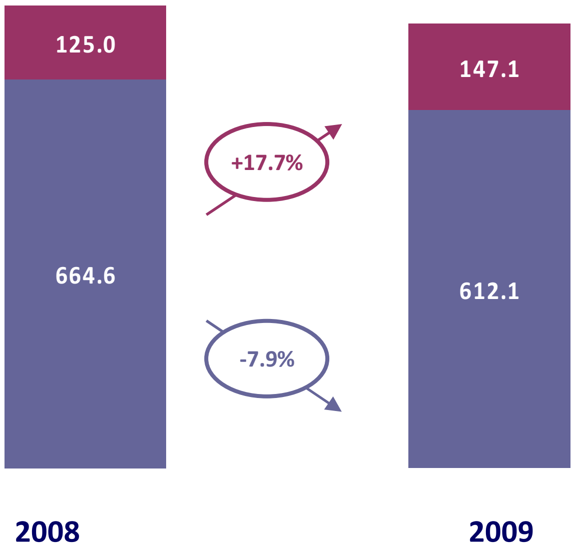
Television – Key figures

In a tough environment, the TV division proved resilient

TV revenues

a. TV revenues down 3.9%

€ 789.6 m → -3.9% → € 759.2 m



TV EBITA

b. EBITA experienced a limited decline

€ 156.7 m → -10.3% → € 140.6 m

M6 TV Network   Digital channels

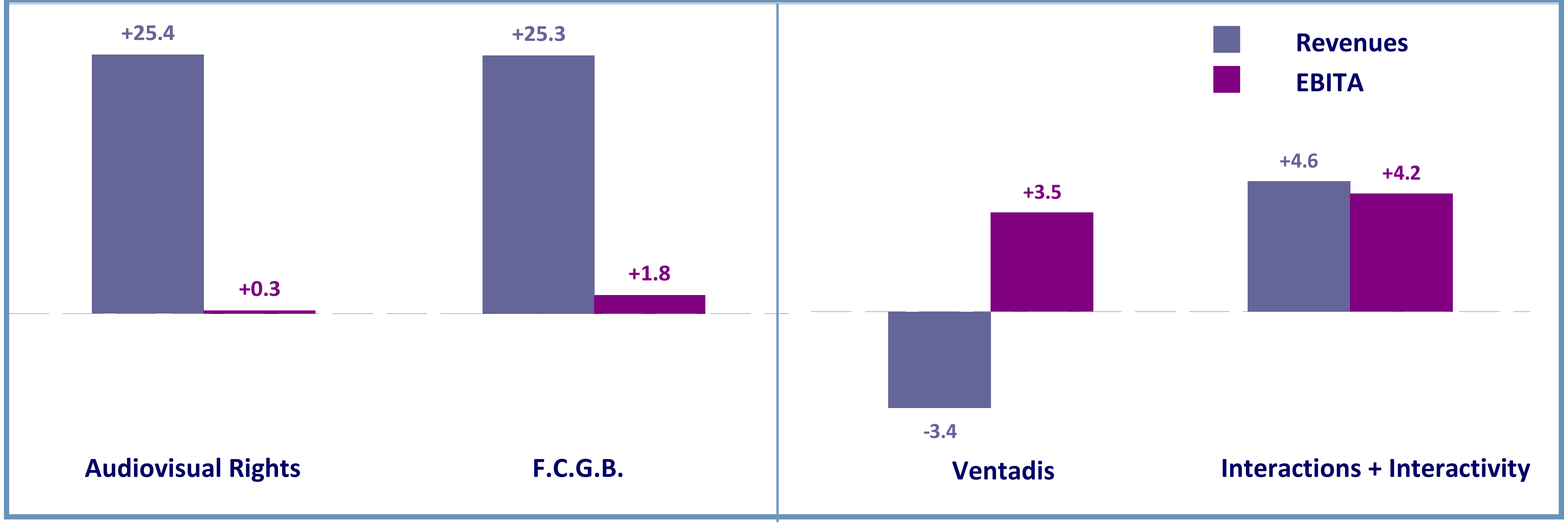
c. Profit from operations (EBITA) was 18.5% of revenues in 2009

3 DIVERSIFICATION AND AUDIOVISUAL RIGHTS

Increased profitability

	2008		2009
Diversification and Audiovisual Rights Revenues	€ 565.1 m	+9.2%	€ 617.1 m
Diversification and Audiovisual Rights EBITA	€ 42.3 m	+23.4%	€ 52.2 m
Diversification and Audiovisual Rights EBITA as % of revenues	7.5%	+1.0pp	8.5%

Changes in Revenues and EBITA - 2009 versus 2008 (€ millions)



High performance in all areas

AUDIOVISUAL RIGHTS

LICENCES AND DERIVED PRODUCTS

Record revenues for Audiovisual Rights

A year of stabilisation for licences & derived products

CINEMA: Historic record with

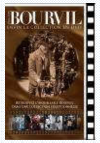
12.4 million box office sales

4.2 m box office sales | **2.8 m box office sales** | **1.4 m box office sales**

Leading independent publisher (excluding subsidiaries of major industry players) on traditional network

Success of DVD sales: Twilight 1 (top 2009 sale), The Incredible Hulk, Kaamelott VI, Knowing, etc.

Publishing



460,000 copies sold

Music & Shows

Press - Publications

Licences

High performance in all areas

VENTADIS

Revenues	EBITA
€ 269.8 million	€ 12.4 million

A **4.6%** EBITA margin, up **1.3 point** compared to 2008

- **Satisfactory performance of home shopping due to a more vibrant brand:**
  - enhanced brand stimulation, more live shows and event-driven sales
- **Mistergooddeal: sales recovery over the 3rd and 4th quarters**
- **Optimisation of purchasing terms, cost control, favourable mix effect**

High performance in all areas

INTERACTIVITY

Revenues

€ 90.6 million

A **29.7%** operating profit margin (EBITA), up **1.1 point** compared to 2008

M6 & msn Actualités

Partnership for interactive news

Drive for innovation in news consumption media

M6 Mobile

- ✓ A **1.6 million-strong customer base** due to a comprehensive and diversified phone offering (Postpaid, Prepaid, 3 G, etc.)
- ✓ **The leading alternative operator** for the 15-25 year old target

Theme-based portals and TV channel websites

M6.FR · W9.FR · teva.fr · clubic.com

achetezfacile.com: 2.1 million Unique Visitors (December 2009)

TURBO.FR: 1 million Unique Visitors (December 2009)

deco.fr: 1.5 million Unique Visitors (December 2009)

Sources: Médiamétrie / NetRatings December 2009

The first fully comprehensive online video offering

REPLAY

free

March 2008

M6, a pioneer in the catch-up TV market with 20 million videos viewed each month. Service available today on PC, IPTV Orange, IPTV SFR, Mobile Orange and CanalSat (DualS and le Cube)

REPLAY

free

Dec' 2009

W9 expanded its offering and launched its catch-up TV service, now available on PC.

BONUS

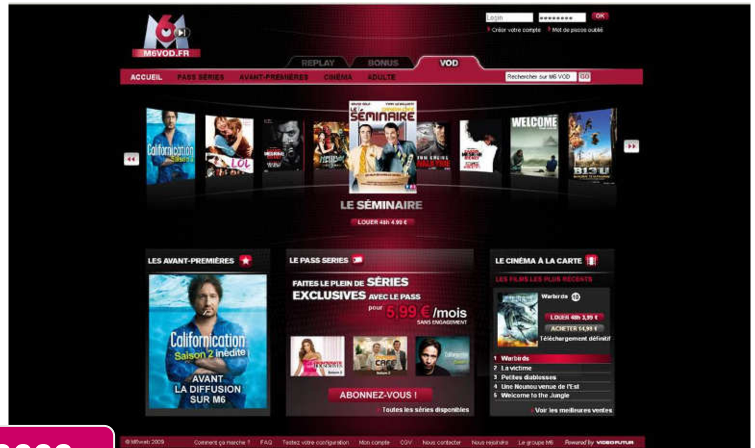
free

Oct' 2009

Programs derived from major shows, featuring highlights and backstage reports, available on PC

VOD

pay



Oct' 2009

Premium service that features the best series on demand for € 5.99 per month, available on PC and IPTV SFR

High performance in all areas

GROUPE

F.C.GIRONDINS DE BORDEAUX

Revenues **€ 103.8 million**

€ 7.4 million EBITA,

up **€ 1.8 million** compared to 2008

French Ligue 1 champions for the 2008/09 season

(30 May)

Autumn champion

(31 December)

French League Cup winners

(25 April)

Qualified for the last 16 of the Champions' League

Next match (2 legs)
Olympiakos FC – F.C.G.B

23 February and 17 March 2010

4 FINANCIAL STATEMENTS

Summarized consolidated statement of financial position

In M€	31 December 2008	30 December 2009	Change (M€)
Goodwill	83.0	74.3	(8.7)
Non-current assets	654.2	287.2	(367.0)
Current assets	651.3	1 028.6	377.3
Cash and cash equivalents	40.5	85.6	45.1
TOTAL ASSETS	**1 429.0**	**1 475.7**	**46.7**
Equity	795.1	820.8	25.7
Minority interests	(0.1)	(0.1)	(0.9)
Non current liabilities	26.3	16.3	(10.0)
Current liabilities	607.7	638.7	31.0
TOTAL EQUITY AND LIABILITIES	**1 429.0**	**1 475.7**	**46.7**

Summarized and consolidated cash flow statement

In M€

	31 December 2008	31 December 2009	Change (M€)
Cash Flow from operations (self-financing capability)	276.0	312.0	**36.0**
WCR movements	23.9	(6.3)	**(30.2)**
Taxes	(74.0)	(53.2)	**20.8**
Cash flow from operating activities	**225.8**	**252.6**	**26.8**
Cash flow from investing activities	**(119.5)**	**(85.5)**	**34.0**
Cash flow from financing activities	**(155.0)**	**(121.9)**	**33.0**
Net change in cash and cash equivalents	**(48.6)**	**45.1**	
Cash and cash equivalents - opening balance	**89.1**	**40.5**	**(48.6)**
Cash and cash equivalents - closing balance	**40.5**	**85.6**	**45.1**
Net cash position at closing	*38.3*	*85.2*	*46.9*

Return to shareholders and investments

The Group was able to strengthen its positioning while facing a combination of structural and cyclical pressure

The Group benefits from many strengths to continue to grow and consolidate its operations and business model

Including a strong positive net cash position

- **Net cash position at 31 Dec. 2009: € 85.2 million**
- **Exercise of C+ France option (February 2010): an additional € 384.2 million**

Proposition of payment of dividends subjected to the AGM of May 04th, 2010

Ordinary	Exceptional	Total
€ 0.85 per share	€ 1.50 per share	€ 2.35 per share
~€ 109.5 m	~€ 193.4 m	~€ 303.0 m
Pay out ~80 %	~ 50% of put	Yield* ~13%

* Share price as of 31.12.2009

5

APPENDIX

Consolidated statement of profit and loss

€ Million	31/12/2009	31/12/2008	2009 / 2008 change (€ milion)	(%)
M6 TV Network				
Revenues - advertising revenues	605.6	658.0	(52.4)	-8.0%
Other revenues	6.5	6.5	(0.0)	-0.4%
EBITA	117.9	137.8	(19.8)	-14.4%
Digital Channels				
Revenues	147.1	125.0	22.1	17.7%
EBITA	22.7	18.9	3.7	19.7%
Diversification & Audiovisual Rights				
Revenues	617.1	565.1	52.0	9.2%
EBITA	52.2	42.3	9.9	23.4%
Other revenues	0.2	0.2	0.0	7.1%
Eliminations and unallocated items	(2.6)	(5.0)	2.4	-48.7%
Revenues from continuing operations	**1 376.6**	**1 354.9**	**21.7**	**1.6%**
EBITA from continuing operations	**190.3**	**194.0**	**(3.8)**	**-1.9%**
Brand amortisation charges & Impairment of non-amortisable assets	(6.3)	(11.6)	5.4	
Capital gains on the disposal of non-current assets	(0.0)	1.8	(1.8)	
Operating profit (EBIT) from continuing operations	**184.0**	**184.2**	**(0.2)**	**-0.1%**
Net financial income/ (expenses) from continuing operations	1.0	(0.1)	1.2	
Fair value movement of the Canal+ France asset	21.2	20.0	1.2	
Share of associates' net profit	(1.5)	(9.9)	8.4	
Profit before tax from continuing operations	**204.8**	**194.3**	**10.5**	**5.4%**
Income tax on continuing operations	(65.7)	(55.9)	(9.7)	
Net profit from continuing operations	**139.1**	**138.4**	**0.8**	**0.6%**
Net profit from discontinued operations	-	-	-	
Profit and loss for the period	**139.1**	**138.4**	**0.8**	**0.6%**
Non-controlling interests	0.1	0.0	0.0	
Profit and loss for the period - Group share	**139.2**	**138.4**	**0.8**	**0.6%**

Detail of segment contributions – M6 TV Network

€ Million	31/12/2009 Business segment total sales	31/12/2009 External sales	31/12/2009 EBITA	31/12/2008 Business segment total sales	31/12/2008 External sales	31/12/2008 EBITA	change 2009/2008 Business segment total sales	change 2009/2008 External sales	change 2009/2008 EBITA
M6 TV Network*	684.1	607.0	121.5	742.1	660.7	139.4	(58.0)	(53.7)	(17.9)
Audiovisual and film production subsidiaries	97.2	5.1	(3.6)	94.3	3.9	(1.7)	2.9	1.2	(1.9)
Intra-group eliminations	(132.7)	-	-	(137.0)	-	-	4.3	-	-
Total M6 TV Network	**648.6**	**612.1**	**117.9**	**699.4**	**664.6**	**137.8**	**(50.8)**	**(52.5)**	**(19.8)**

** including M6 Publicité (advertising agency)*

Accounting segment contributions presentation – M6 TV Network

€ Million	31/12/2009	31/12/2008	2009 / 2008 change (€ million)	2009 / 2008 change (%)
Free-to-Air net revenues	**484.8**	**544.6**	**(59.8)**	**-11.0%**
Programming costs	**(303.5)**	**(347.0)**	**43.5**	**-12.5%**
Gross margin on programming	**181.3**	**197.7**	**(16.4)**	**-8.3%**
as % of sales	**37.4%**	**36.3%**		
Other expenses of M6 channel, net of other revenue	(69.2)	(68.0)	(1.3)	1.9%
Ex-segment commissions net of advertising agency costs not allocated to M6	9.4	9.7	(0.3)	-2.7%
M6 TV Network other subsidiaries EBITA	(3.6)	(1.7)	(1.9)	115.6%
M6 TV Network EBITA	**117.9**	**137.8**	**(19.8)**	**-14.4%**

FTA net revenues = net revenues – taxes – broadcasting costs – advertising agency costs (M6 share)

Detail of segment contributions - DTT Channels, Diversification and Audiovisual Rights

€ Million	31/12/2009 Business segment total sales	31/12/2009 External sales	31/12/2009 EBITA	31/12/2008 Business segment total sales	31/12/2008 External sales	31/12/2008 EBITA	change 2009/2008 Business segment total sales	change 2009/2008 External sales	change 2009/2008 EBITA
Digital Channels	**149.3**	**147.1**	**22.7**	**127.0**	**125.0**	**18.9**	**22.2**	**22.1**	**3.7**

En M€	31/12/2009 Business segment total sales	31/12/2009 External sales	31/12/2009 EBITA	31/12/2008 Business segment total sales	31/12/2008 External sales	31/12/2008 EBITA	change 2009/2008 Business segment total sales	change 2009/2008 External sales	change 2009/2008 EBITA
Audiovisual Rights and Interactions	180.9	152.8	5.5	154.4	126.7	3.1	26.5	26.1	2.4
Distance-selling (Ventadis)	278.1	269.8	12.4	282.1	273.2	8.9	(3.9)	(3.4)	3.5
Interactivity	101.8	90.6	26.9	101.1	86.7	24.8	0.7	4.0	2.1
FCGB	104.7	103.8	7.4	78.9	78.5	5.6	25.8	25.3	1.8
Intra-Group eliminations	(16.9)	-	-	(17.0)	-	-	0.1	-	-
Total Diversification & Audiovisual Rights	**648.7**	**617.1**	**52.2**	**599.5**	**565.1**	**42.3**	**49.2**	**52.0**	**9.9**

QUESTIONS & ANSWERS