

2007 FULL YEAR REVENUES

1356.2 M€ consolidated revenues, up 5.7%
of which +6.9% for the Group's advertising revenues



in M€	2007	2006	% change
1st Quarter	338.6	308.6	9.7%
<i>o/w M6 channel advertising revenues</i>	<i>165.9</i>	<i>152.5</i>	<i>8.7%</i>
2nd Quarter	370.6	355.2	4.3%
<i>o/w M6 channel advertising revenues</i>	<i>199.1</i>	<i>198.9</i>	<i>0.1%</i>
3rd Quarter	273.8	259.1	5.7%
<i>o/w M6 channel advertising revenues</i>	<i>122.0</i>	<i>118.2</i>	<i>3.2%</i>
4th Quarter	373.2	360.5	3.5%
<i>o/w M6 channel advertising revenues</i>	<i>188.9</i>	<i>180.1</i>	<i>4.9%</i>
Total	1356.2	1283.4	5.7%
<i>o/w M6 channel advertising revenues</i>	<i>675.9</i>	<i>649.7</i>	<i>4.0%</i>

In 2007, **M6 Group's total revenues increased by +5.7%**, of which **+6.9% for the Group's consolidated advertising revenues** (M6 channel, digital channels, press and Internet) and +4.2% for other activities' revenues.

The Group's advertising revenues reach 695.4 M€ in 2007, and break down into a **4% growth for M6 channel advertising revenues**, **+51.1% for digital channels advertising** and **+25.8% for press and Internet advertising**.

In a stronger multi channel environment characterized by an enlarged TV offer and more attractive DTT channels, **Group M6's family of channels managed to reinforce its market power.**

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M6 Free to air channel

On the whole year, M6 channel's advertising revenues increased by 4.0%.

At the end of 2007, gross advertising market share reached 24.1%, a 1 point increase year on year and its **best historical performance ever** (source : TNS MI).

he TV advertising market was penalised in 2007 by low investment levels from Telecoms and Publishing sectors, despite the Retail sector as a new comer in TV advertising. On this new sector, M6 managed to attract a 26.3% gross market share (excluding Mistergooddeal), which is higher than its average market share on the whole. Hence, **retail has become the fifth advertiser as a sector** in M6's portfolio.

M6 also reinforced its market share in both FMCG sectors and transportation.

In 2007, M6 channel audiences increased substantially in strategic time slots, and thus allow the channel to attract 100 000 viewers more in Prime time. With 142 evenings attracting more than 4 million viewers, M6 confirms its power on the evenings' key time slots.

M6 was also leader 62 times on the 50 y.o. and under commercial target, Vs. 48 times in 2006. (source : Médiamétrie).

Digital channels

In 2007, digital channels revenues were up +32.3%, of which +51.1% for advertising revenues.

In December 2007, the channel also reached a national audience share of 1.3% (4 y.o. and over).

On the whole year, W9 confirmed its leadership on new DTT channels with a 3.5% audience share on DTT equipped target (4 y.o. and over).

Diversifications and Audiovisual rights

On the whole year, Diversifications and audiovisual rights activities reached a **+4.2% growth**, mainly driven by Distant selling (Mistergooddeal.com and HSS) and Interactivity activities (M6 Mobile and Web). Yet, the

Interactions branch was still negatively impacted by some difficulties on publishing and on the music market.

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Changes in the financial situation

In 2007, M6 Group chose to lead a strategy characterized by investments and return to the shareholders: this politics was implemented through an amount of investments reaching 154.5 M€, the distribution of 125 M€ in dividend, and a buy back programme that already amounts to 45 M€.

At the end of 2007, the level of cash should thus be substantially lower than at the end of 2006.

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