



M6 Group

European Media Forum

17 May 2006





Overview

2005 Reminder

Q1 2006 Audiences

Q1 2006 Revenues

DTT

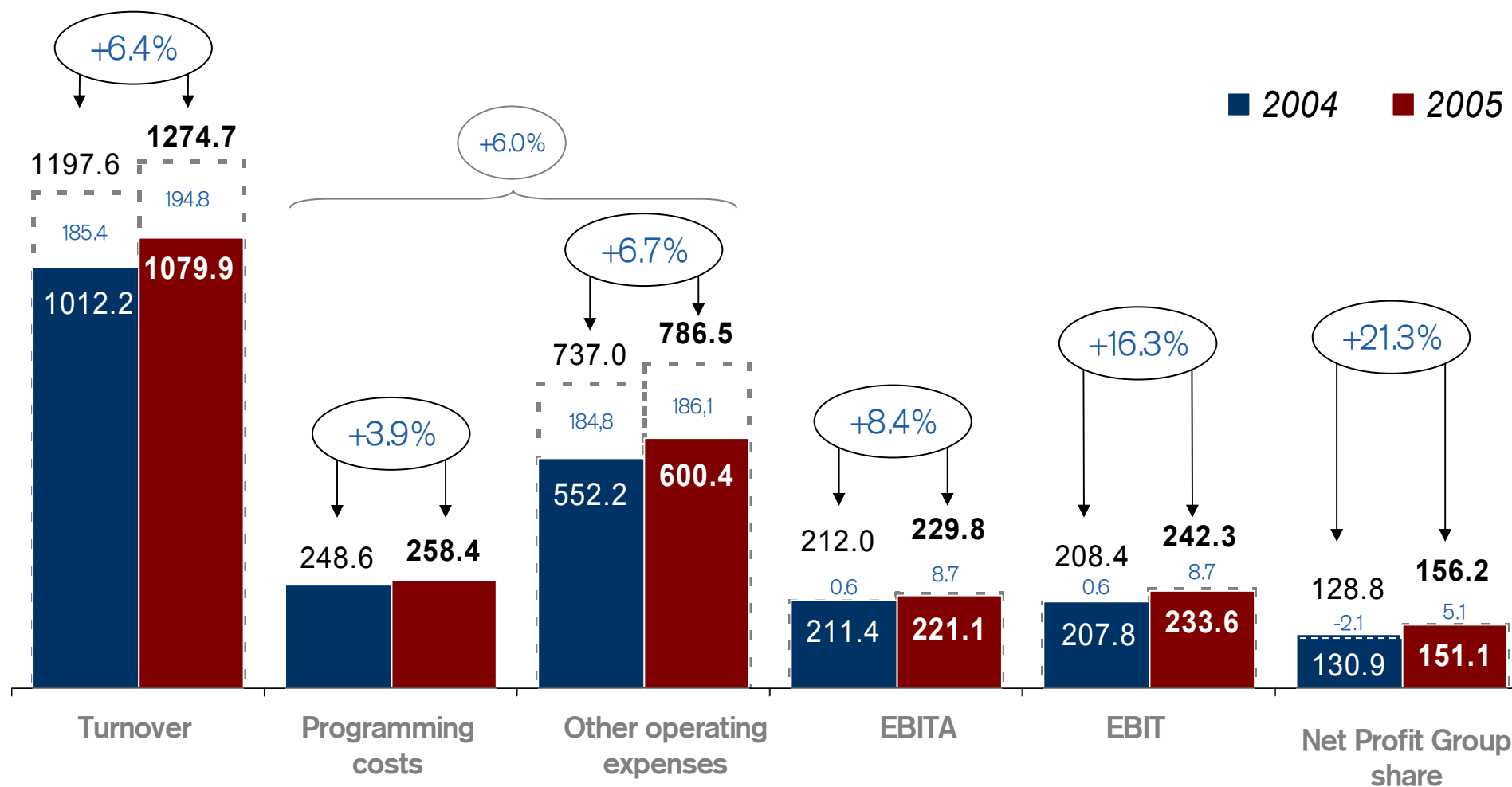
New growth drivers

Conclusion



Key Group financial results

€M





2005 financial year highlights

Record audiences

19.1%

< 50 y.o housewives
audience share

12.6%

4 + y.o. individuals
audience share

M6 progresses in its commercial targets

+ 0.5 pt

< 50 y.o housewives

+ 0.1 pt

4 + y.o. individuals

+ 0.9 pt

15-34 y.o individuals

Controlled programming costs

€M 258.4

Progression limited to + 3.9%
with record audience increases

Thematic channels

Launch of new



channels



Pay TV

TPS – Canal+ Group agreement

Net cost of DTT (excl TPS)

13.0 €M in 2005 (incl. W9 result) vs. **1.3 €M** in 2004

2006^e costs : 16 €M

Advertising performance

in a stable market at + 0.3 %
(gross data)

+ 4.0 %

Advertising revenues growth

23.2%

Market share
(gross data)

M6 market share gain

+ 1.1 basis points

Launch



Commercial success

with **300,000** subscribers
(at 21 February 2006)

EBITA 2005

+ €M 1.8

Acquisitions

Mistergooddeal

Internet destocking site

Citato

Free monthly aimed at 15 -25 y.o

SNC

Films catalogue



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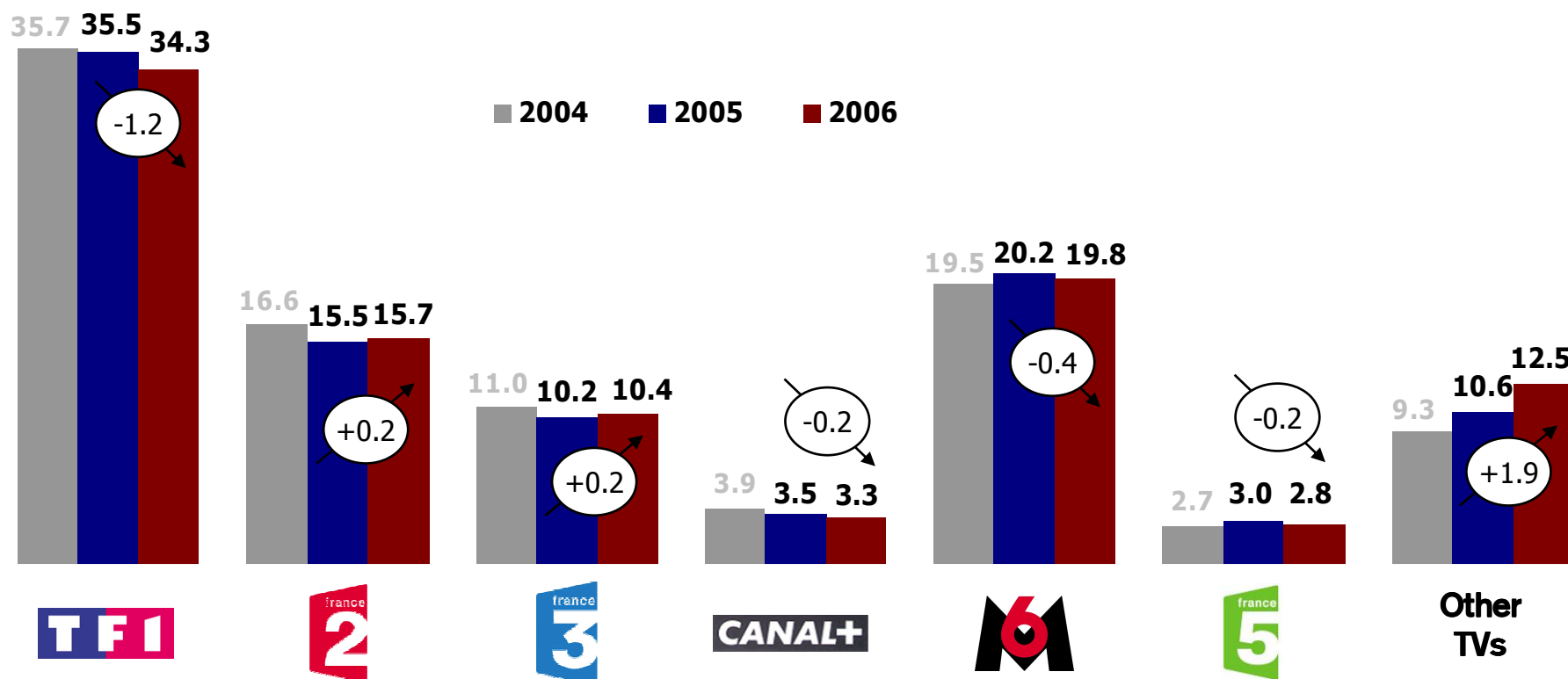
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M6 : Housewives<50 audience share still at a very high level after 2005 records

Q1 2006 (week 1 to 18)

Hwives <50 years old audience share in %



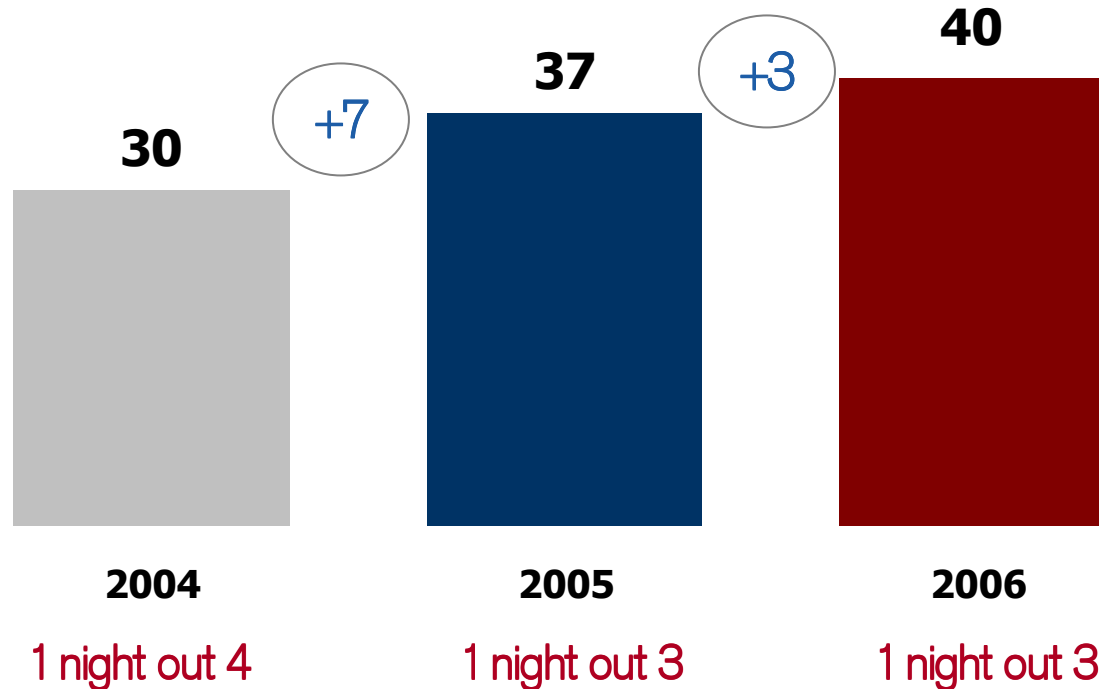


Ever more powerful and federative Prime Times

- 40 Prime Times over 4.0M viewers in 2006
- One PT out of three (37% of Prime Times)

Against 37 Prime Times in 2005

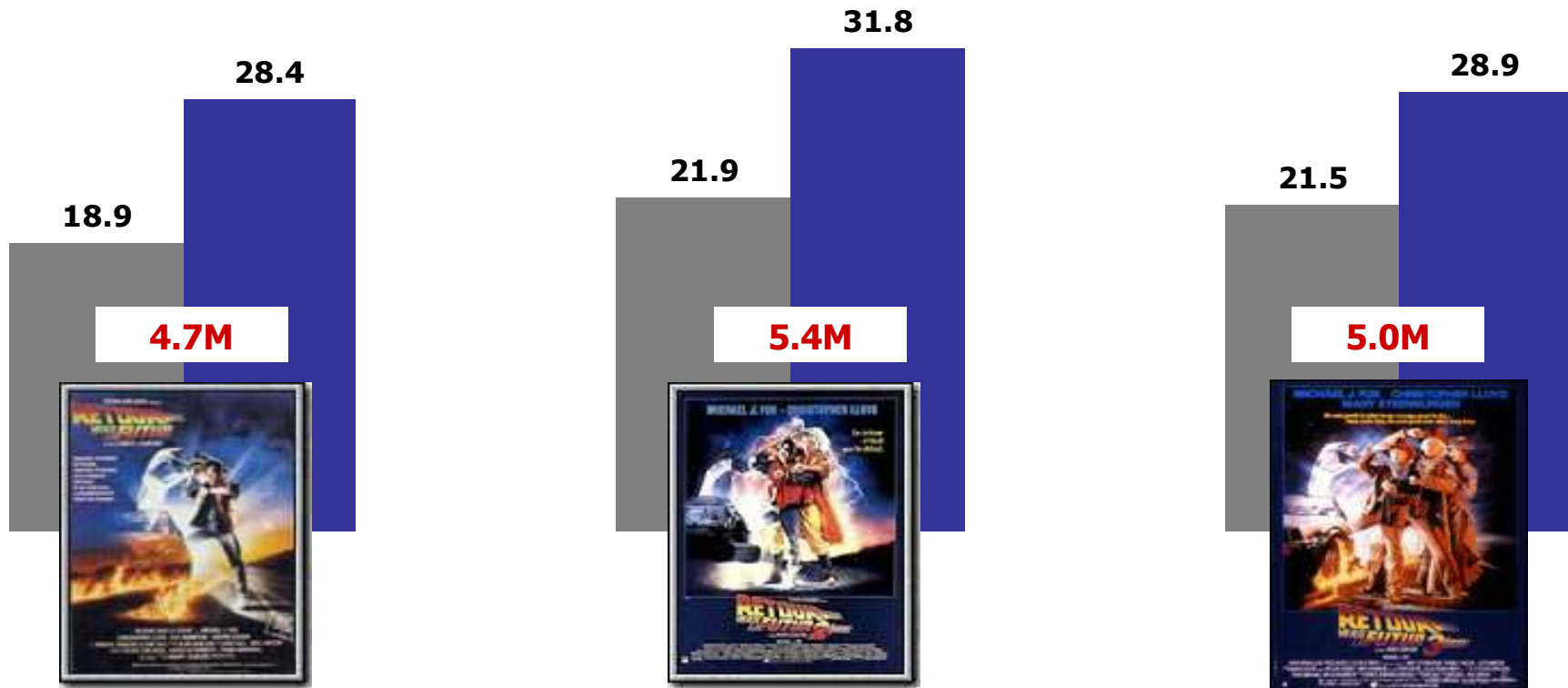
Prime time > 4 million viewers





Success for the three episodes of BACK TO THE FUTURE (5.0M viewers in average)

■ 4+ y.o. ■ Hswes-50



→ Best rating for a movie on M6 since STAR WARS (2005)

Monday, April 17th

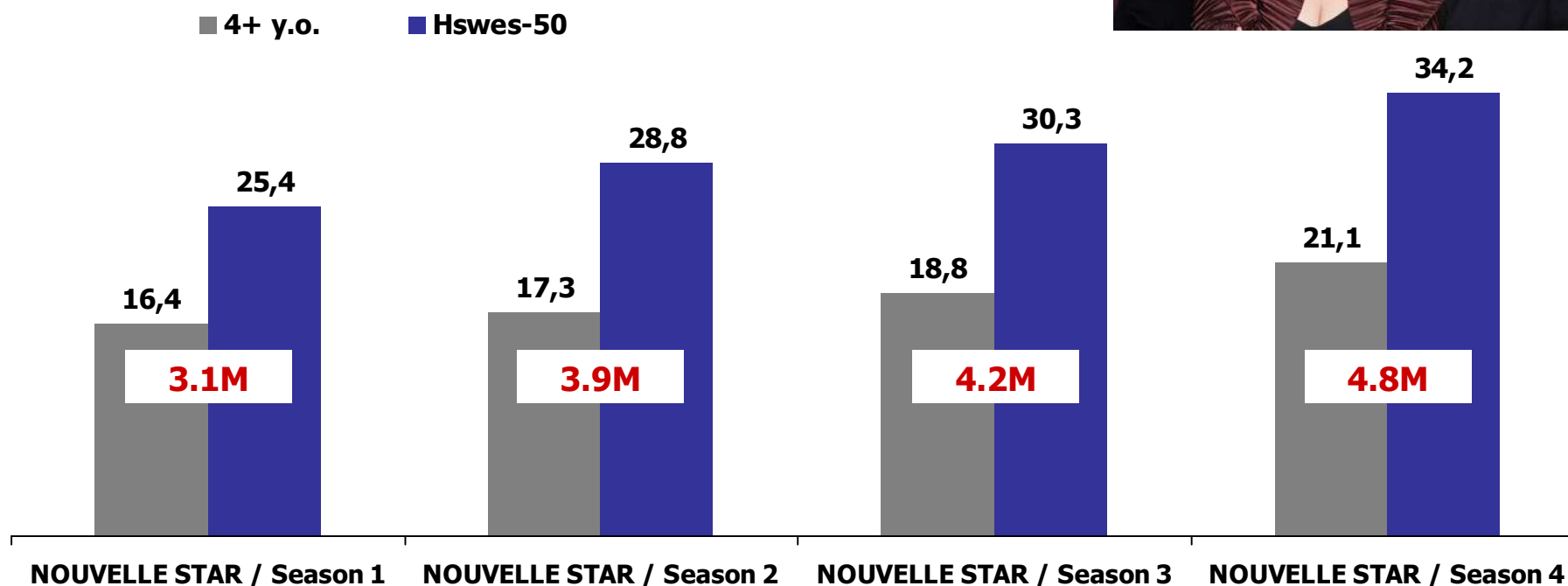
Monday, April 24th

Monday, May 1st



NOUVELLE STAR : season after season, ratings top new records

The fourth season is doing better than ever against a tough competition on Thursday nights

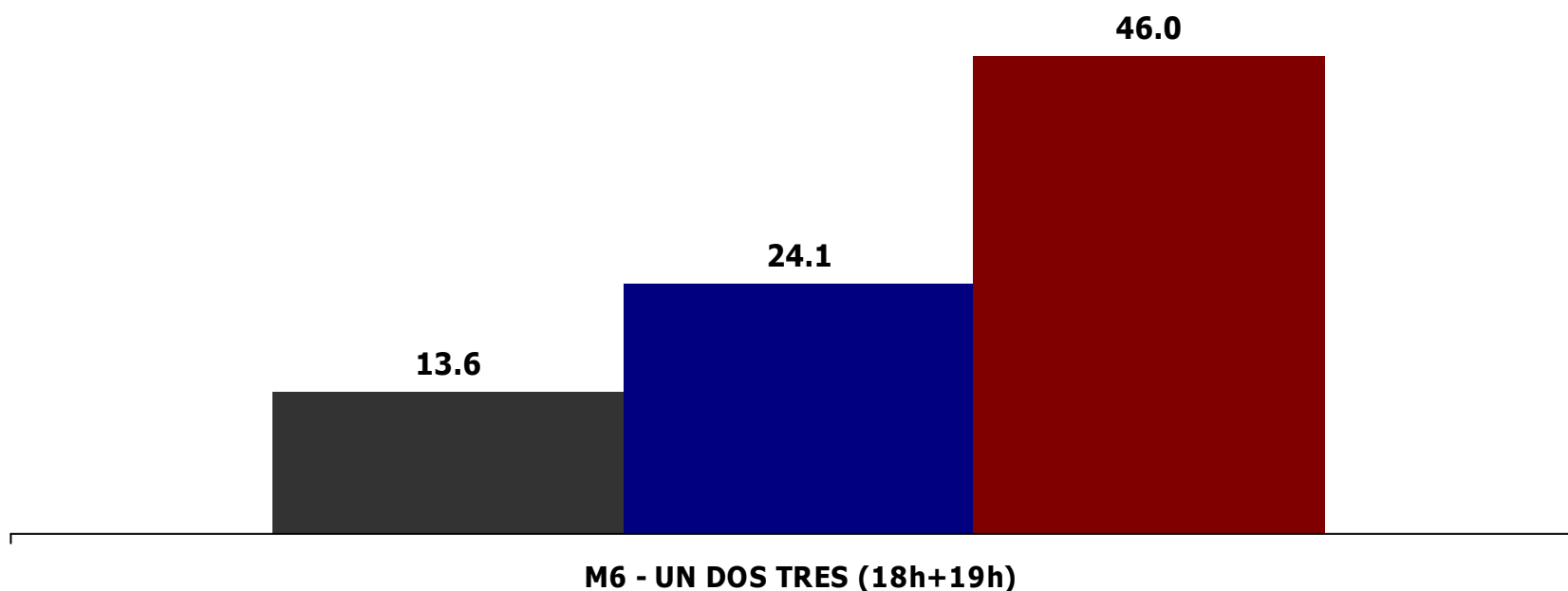




UN DOS TRES leader among young people in access prime-time

UN DOS TRES allows M6 to be the first channel in access Prime Time on the 15-24 target

■ 4+ ■ H<50 ■ 15-24

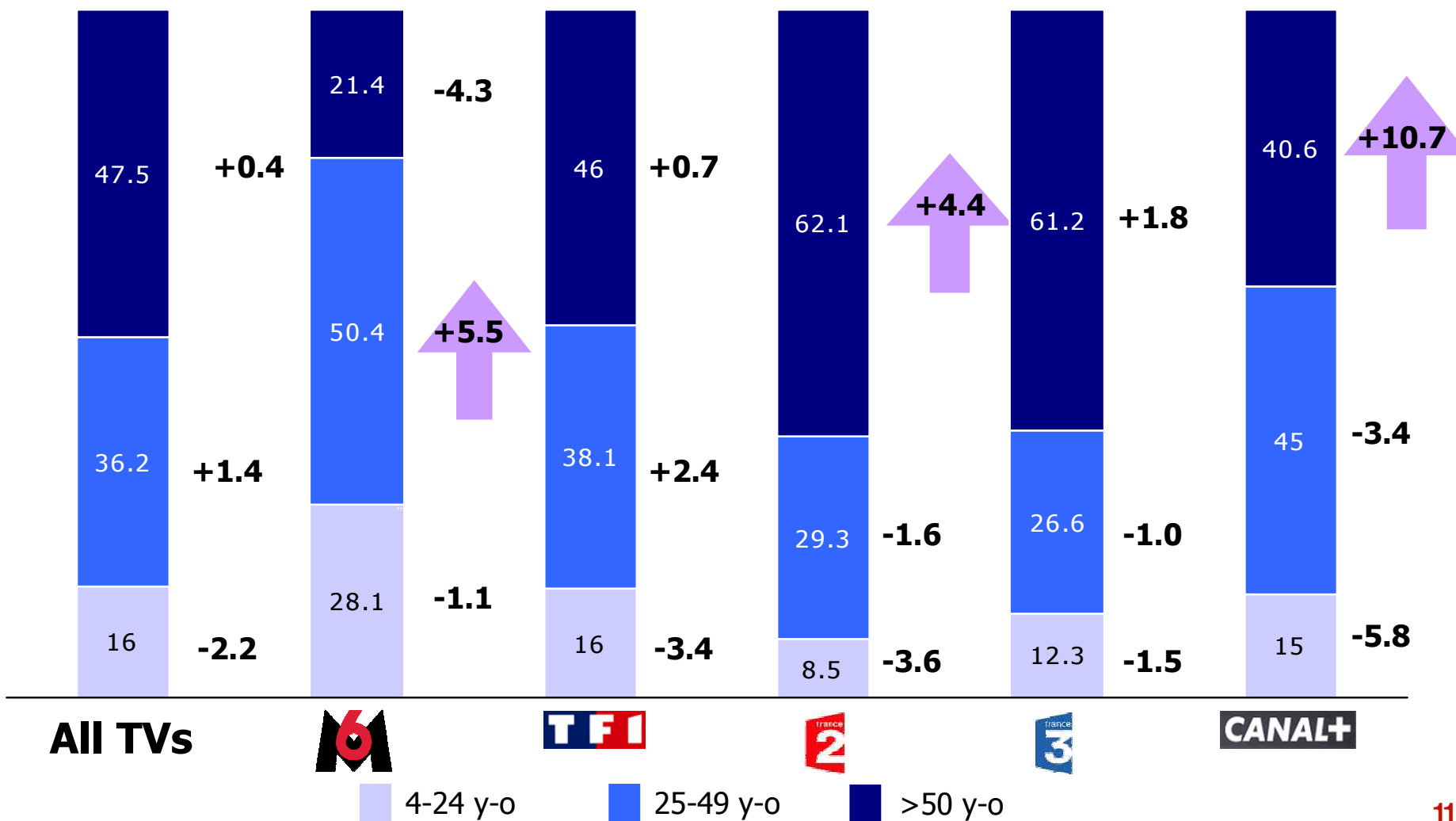




Enlargement of M6's audience

Evolution of channels' audience profile

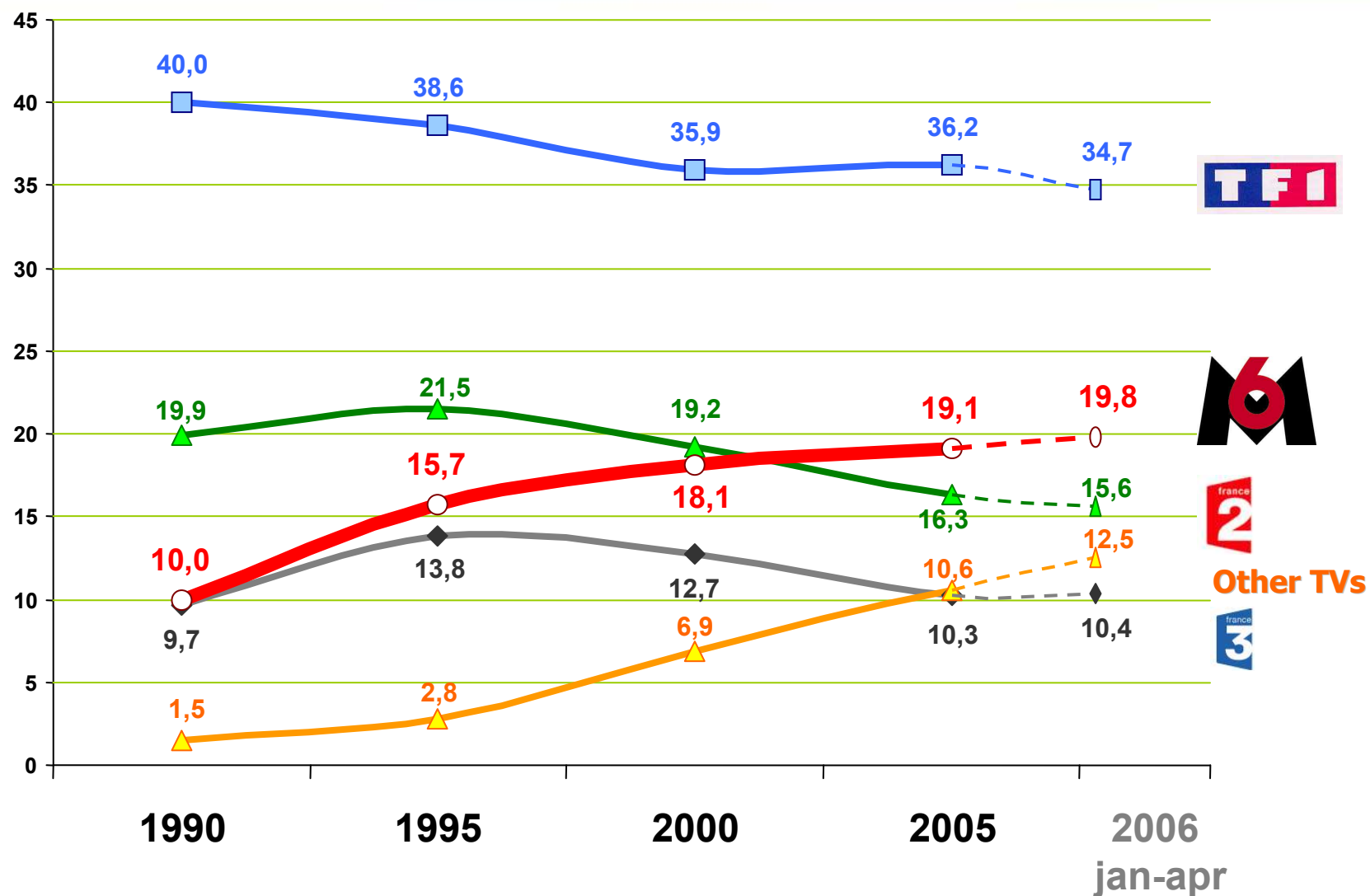
jan-apr 2006 and point evolution (jan-apr 2006 vs jan-apr 2001)





M6 is the 2nd favourite channels for housewives < 50 y-o for the 5th year in a row

(data : 1990 – 2006)





Coming soon in May and June...

- **FIFA World Cup 2006**

- ✓ 31 matchs live on M6 featuring :

- 3 prime-times (including Brazil-Croatia)
 - 4 second round games
 - 2 quarter finals



- **Desperate Housewives, Season 1**

- ✓ for the first time on a free-to-air channel in France



 A complementary strategy to be more federative



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DTT : First audiences

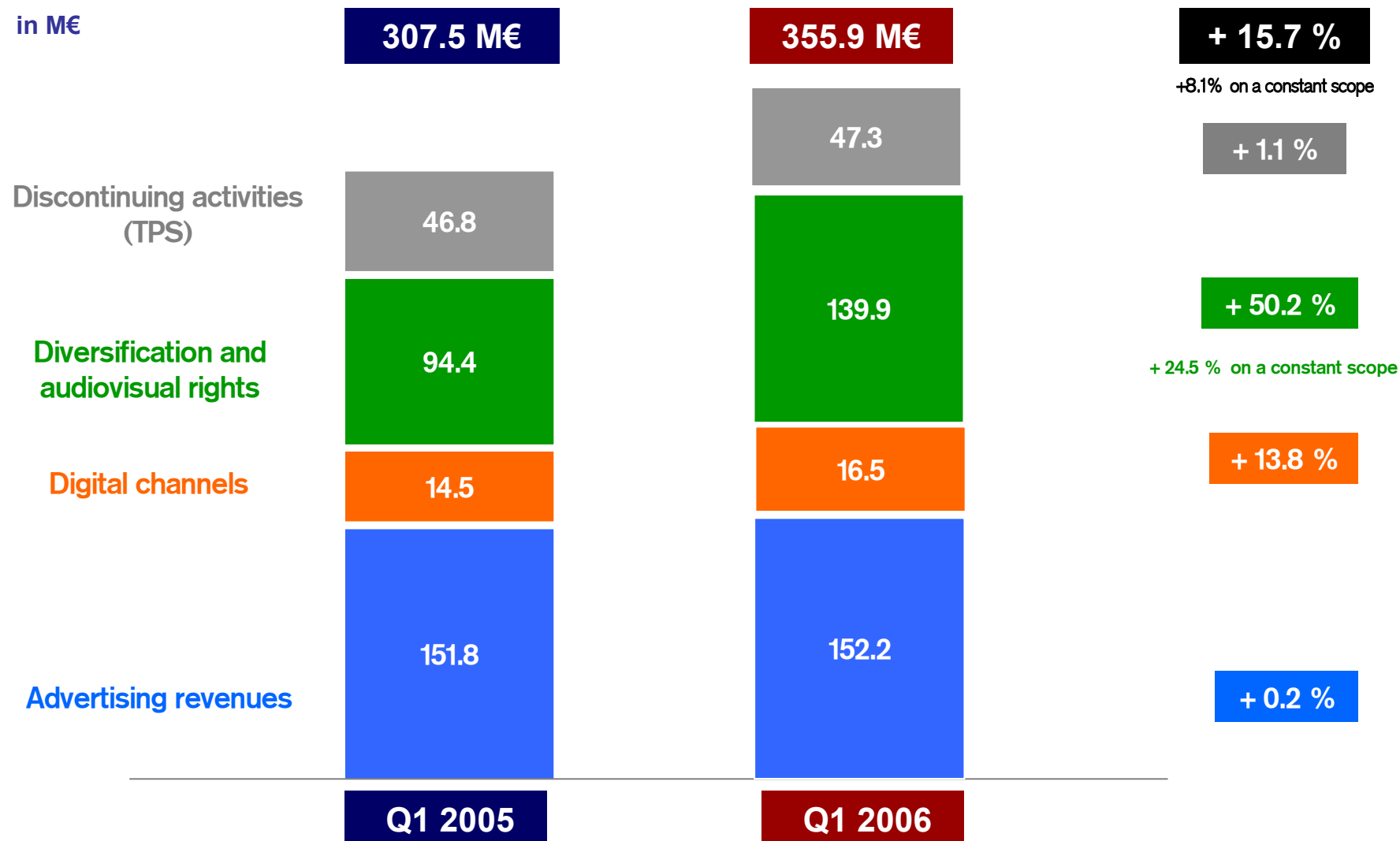
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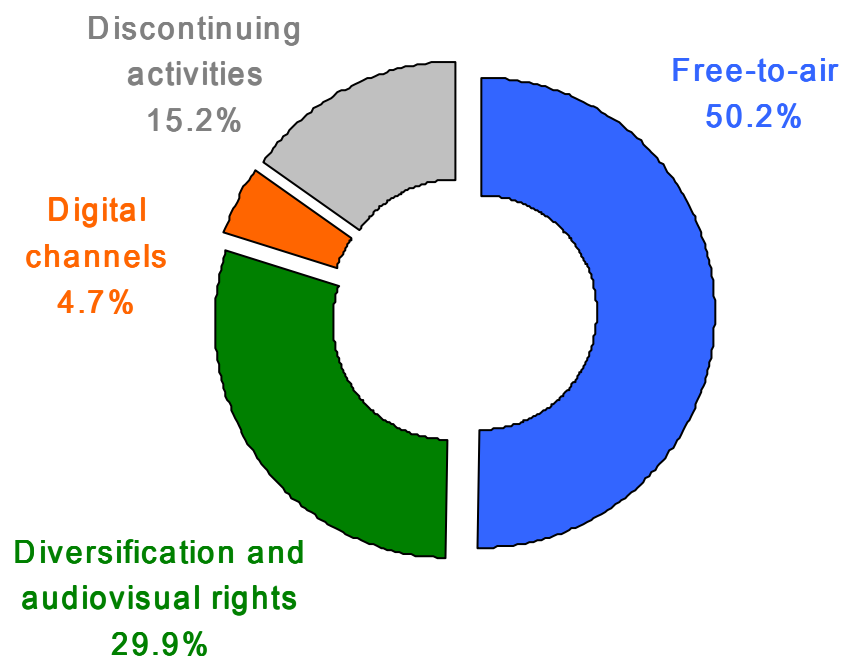
Q1 2006 sales : a steady growth +15.7%

in M€

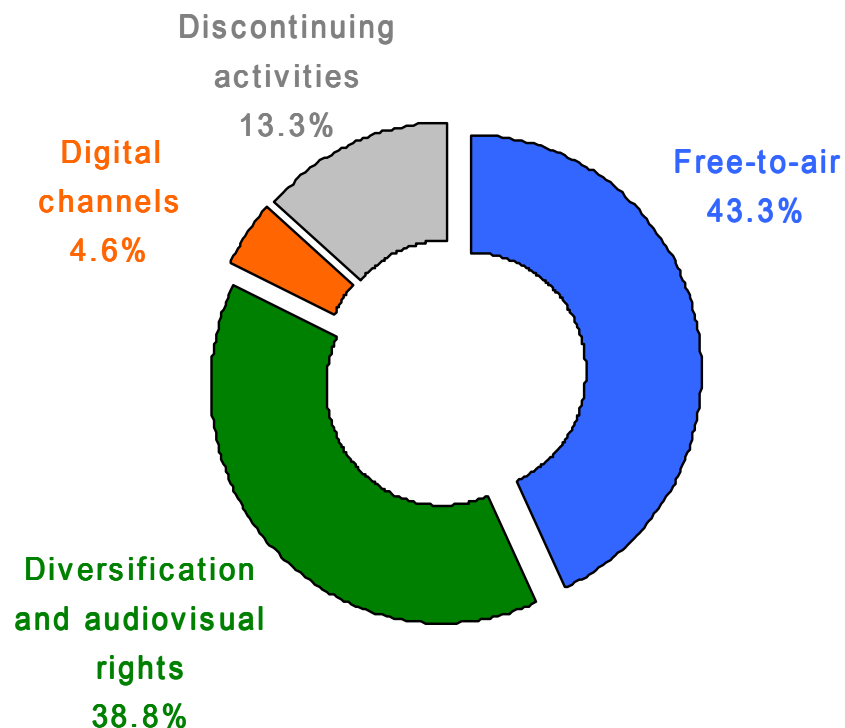




Distribution of revenues by segment



Q1 2005



Q1 2006

The beginning of 2006 highlights :

- the dynamism of existing activities (digital channels, audiovisual rights)
- and the strong growth of new activities in diversification (M6 Mobile by Orange, Distance Selling)



Advertising market (January – April 2006) : + 4.5 %

After an uncertain start of year, the advertising market has registered good performances in March and April



Gross expenditures
Jan – Apr 2006

921.4 M€

% change
Jan – Apr 2006/2005

+5.3%



367.1 M€

+4.8%



38.6 M€

+4%



409.8 M€

+2.6%



Sectors : M6 performance in line on Food & Health – Beauty, underperforms on Household products

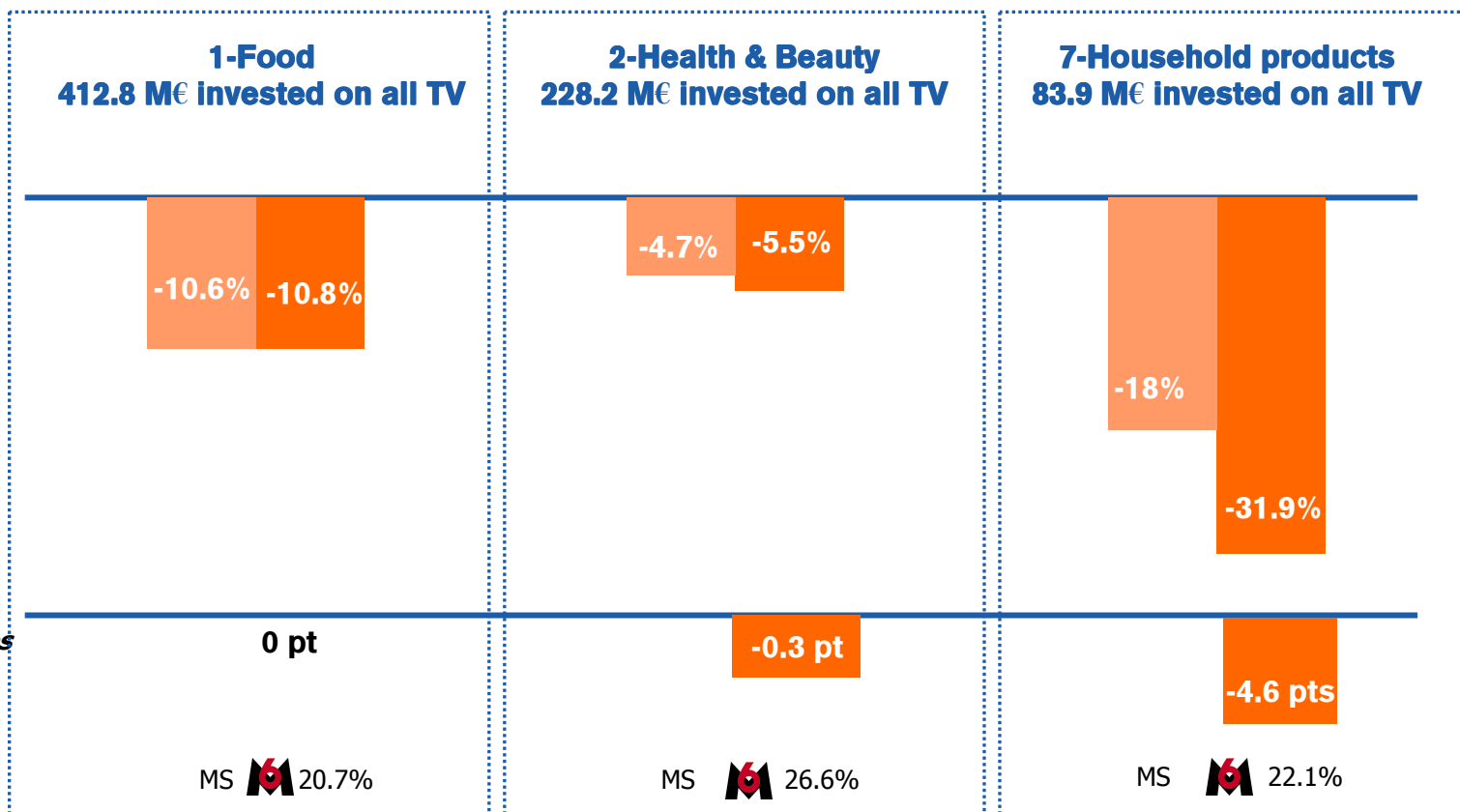
Changes in expenditures and market shares (Jan – April 2006 vs Jan – April 2005)



Change in expenditures
Jan – April 06 vs
Jan – April 05

Change in market shares
Jan – April 06 vs
Jan – April 05

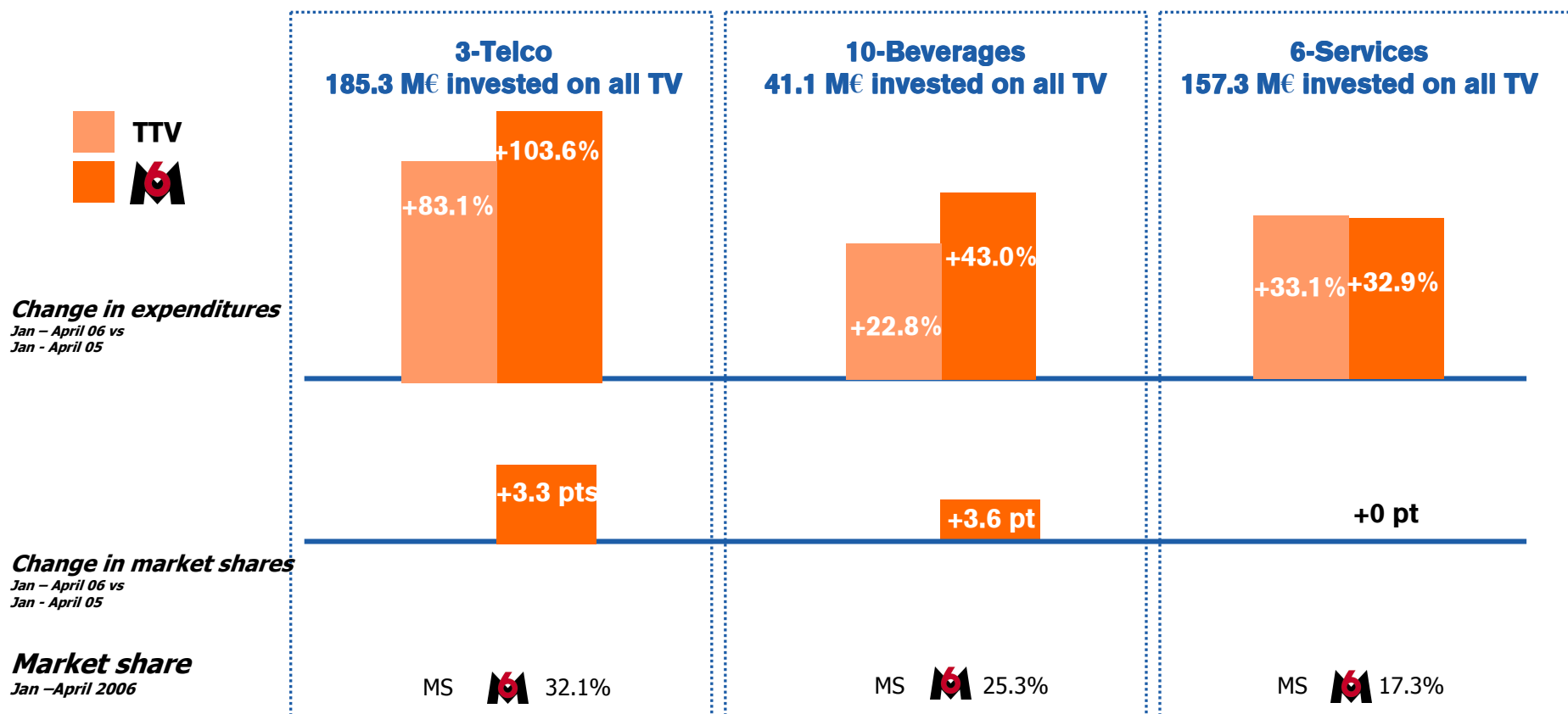
Market share
Jan – April 2006





Sectors : M6 outperforms on Telco, Beverages and in line on Services

Changes in expenditures and market shares (Jan – April 2006 vs Jan – April 2005)





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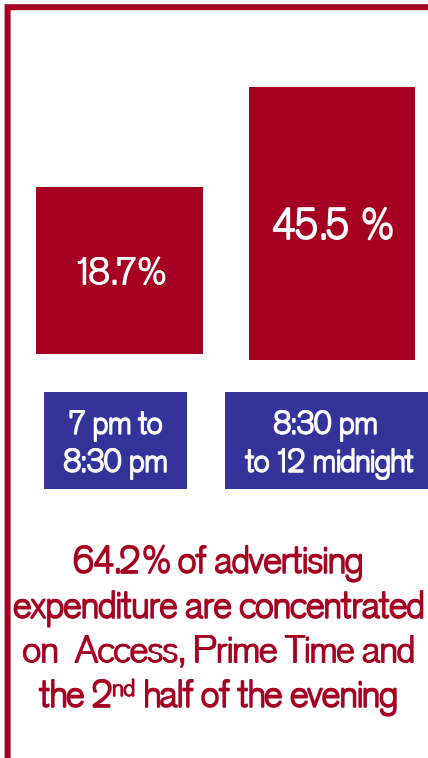
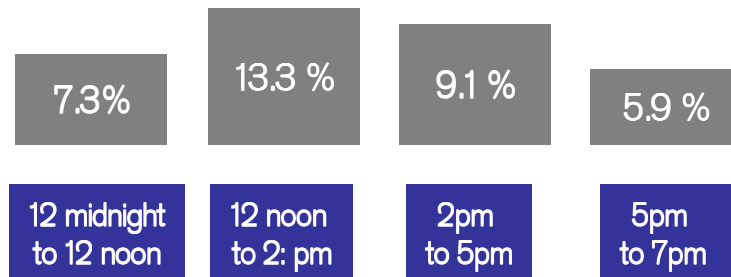
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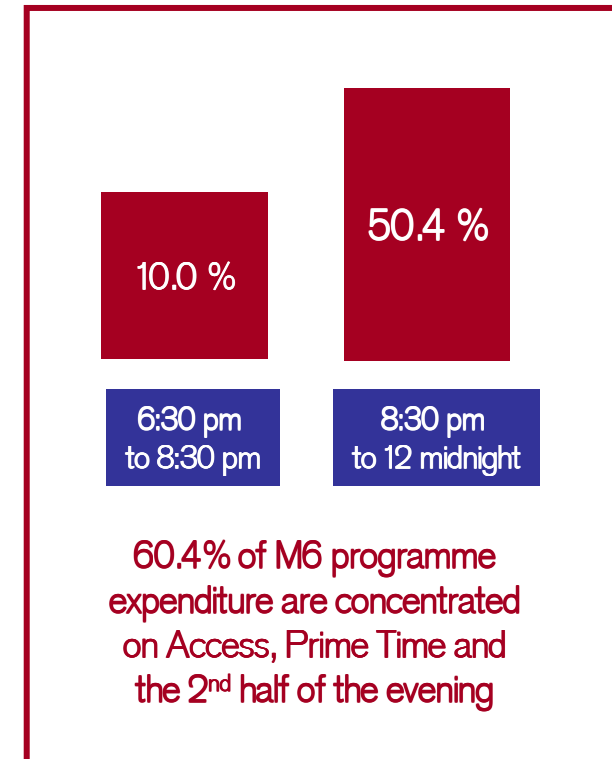


An effective strategy from 7 pm to midnight...

Breakdown of advertising expenditure by time slots *(TTV 2005 data)*



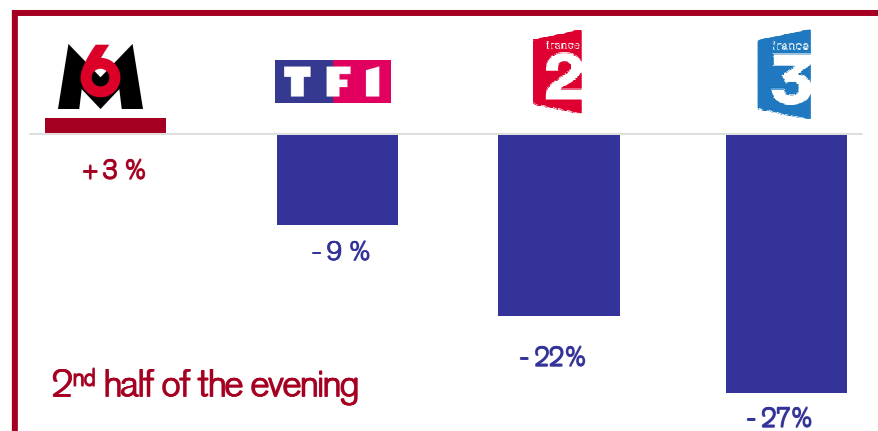
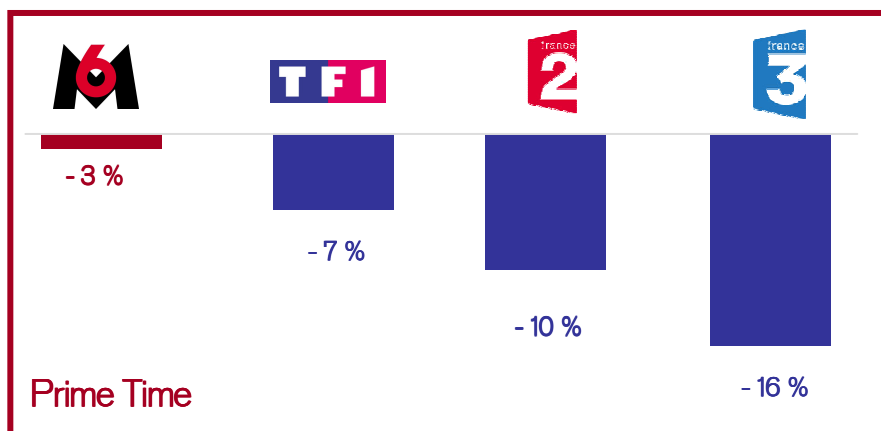
Breakdown of M6 programme expenditure by time slots



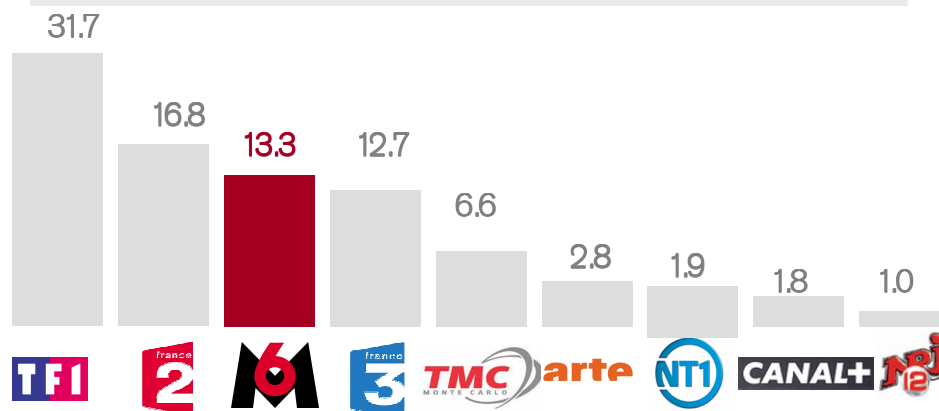


... enabling M6 to offer the best opposition in this time slot

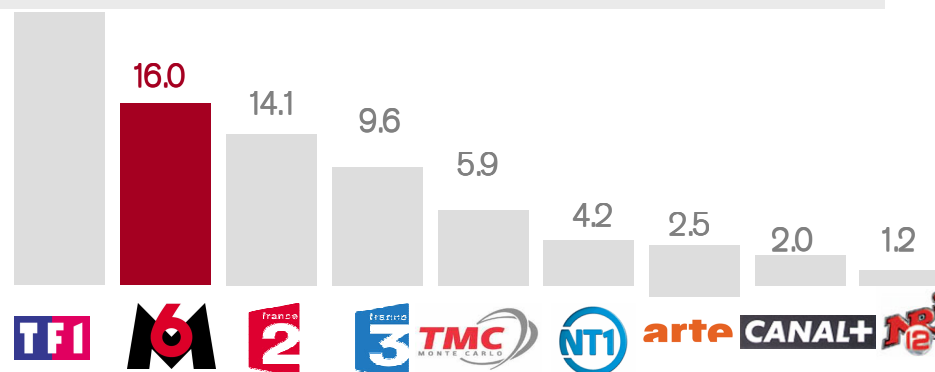
M6 offers the best opposition to the DTT offer among all the major French TV terrestrial networks in prime time and audience share gains in the 2nd half of the night



M6 posts the 3rd best prime time audience level for individuals 4+ y.o. equipped with DTT



M6 posts the 2nd best 2nd half of night audience level for individuals 4+ y.o. equipped with DTT



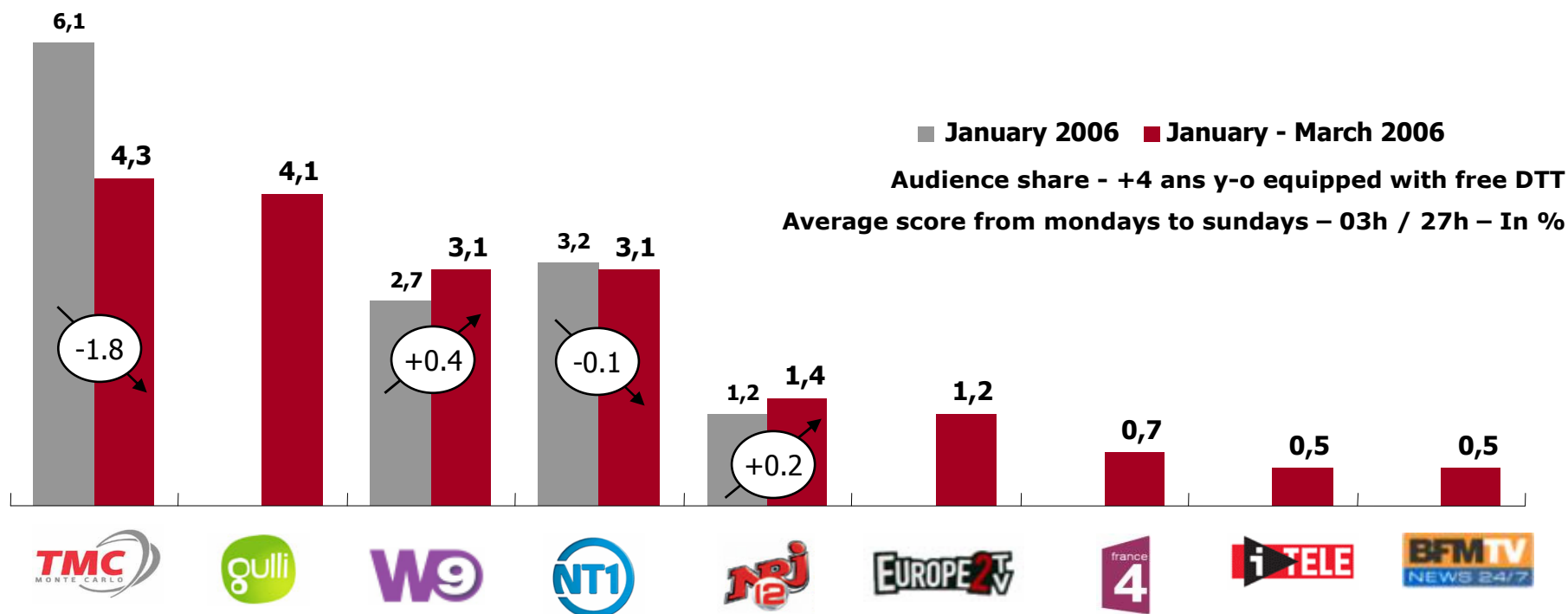


Audience shares on +4 y-o equipped with free DTT



▪ Relevant performance of W9 with an audience share of 3.1% on +4 y-o equipped with free DTT (vs 2.7% in January 2006)

→ W9 is one of the few channels in progress.



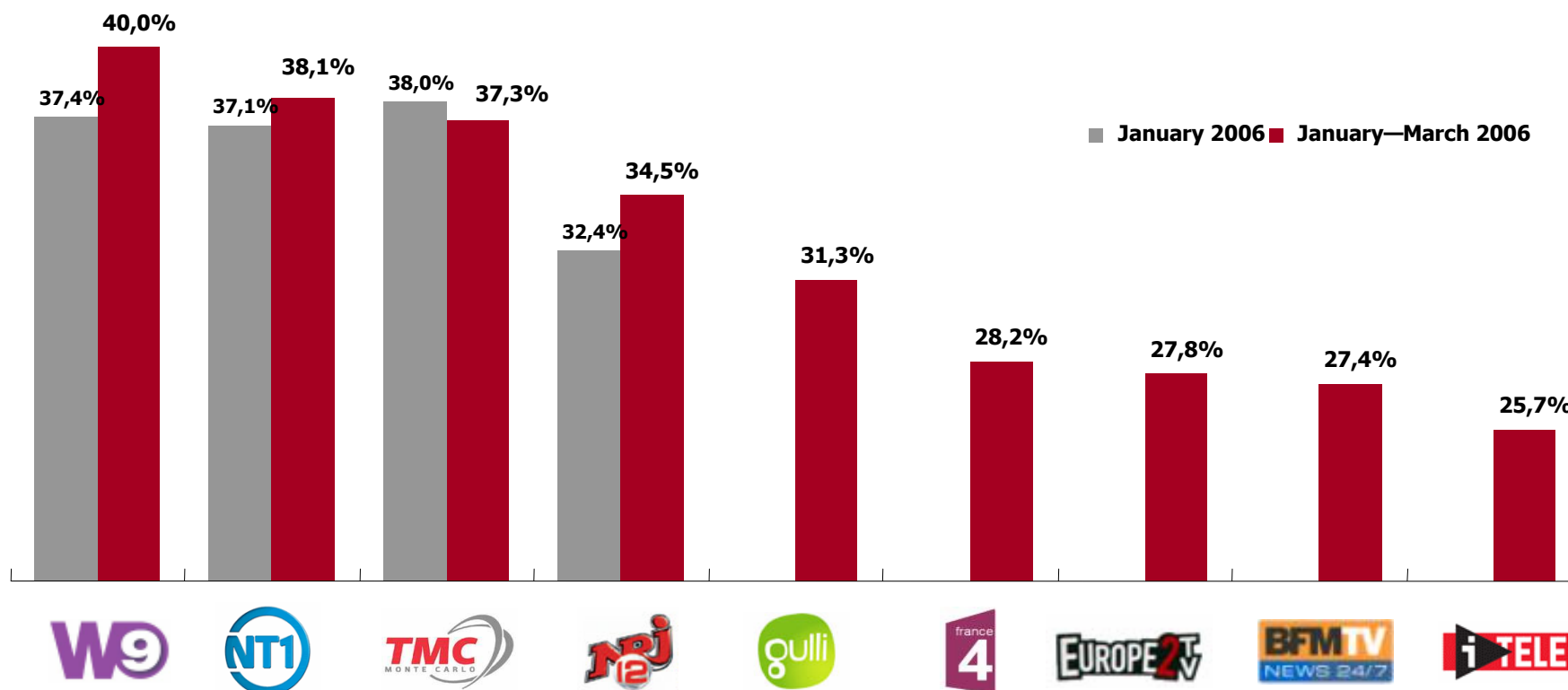
Period: 1st quarter 2006

Source : Médiamétrie 23



Cumulated audience on +4 y-o equipped with free DTT

W9 is the most attractive and popular channel among the new DTT channels.



Period: 1st quarter 2006

Source : Médiamétrie / Equipped households – threshold 1 second



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Diversification and audiovisual rights : an increased contribution to sales and EBIT

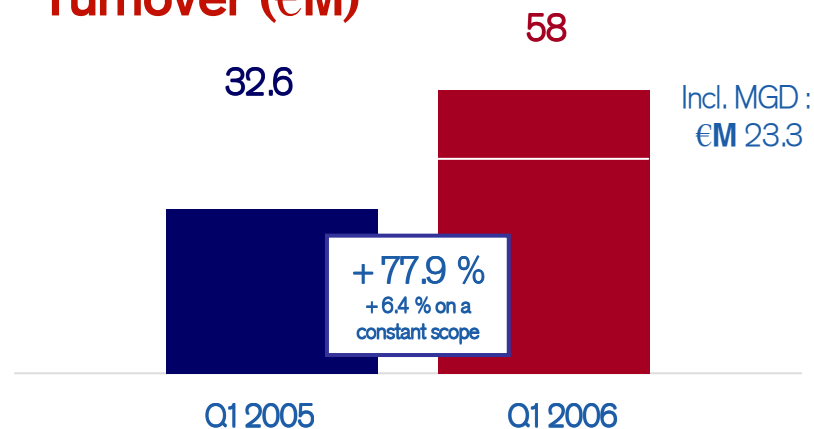
	FY 2004	FY 2005	% change	Q1 2006
Revenues	352.2	380.3	+ 8.0 %	+ 50.2 %
EBITA	9.8	25.6	> 300%	+ 24.5% on a constant scope
EBITA margin	2.8 %	6.7 %		

- EBIT : 38.1 M€ (13.3 M€ gain on RTL Shop disposal)
- Except M6 Interactions, the contribution of all activities increased
- M6 Mobile and Mistergooddeal.com first contribution is positive



HSS – Mistergooddeal: a fast-growing Distance Selling player

■ Turnover (€M)



Strong growth in the e-commerce market

Average number of
online buyers in 2005
Q3

12 million

Average number of
online buyers in 2005
Q4

13.4 million
+26% vs.Q4
2004

Average number of
online buyers in 2006
Q1

15.1 million
+31% vs.Q1
2005

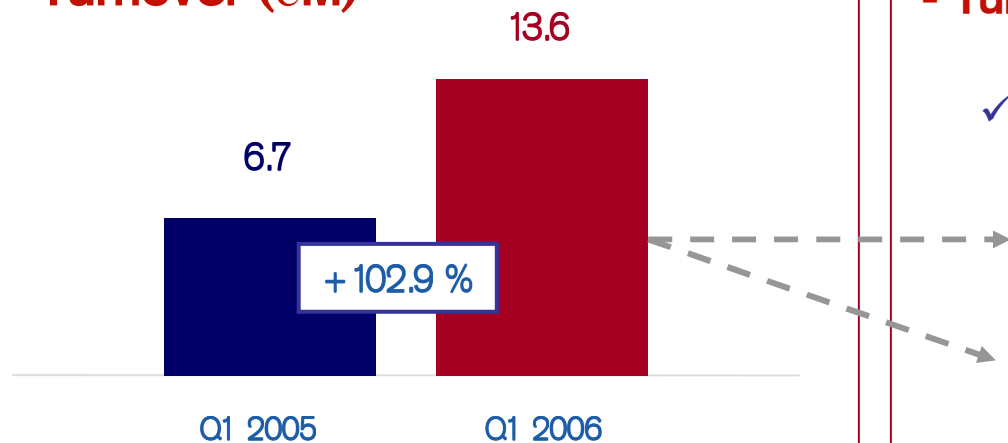
- Turnover up 77.9 % (+6.4% on constant consolidation scope basis)
 - ✓ HSS revenues +6.7%
 - ✓ Pursuit of infomercials growth
- Mistergooddeal.com in sustain growth (+56% vs +37% for the market)
 - ✓ e-commerce growth driver
 - ✓ Creation of multi-channel player with a critical mass





M6 Web revenues more than doubled

Turnover (€M)



Turnover up 102.9%

✓ Growth driven by:

- the success of the Group's websites and interactivity business
- M6 Mobile by Orange dynamism

M6 Mobile by Orange

- ✓ 1 million subscribers' goal within 3 years
- ✓ 400 000 subscribers expected in June 2006
- ✓ Launch of a new offer coming soon





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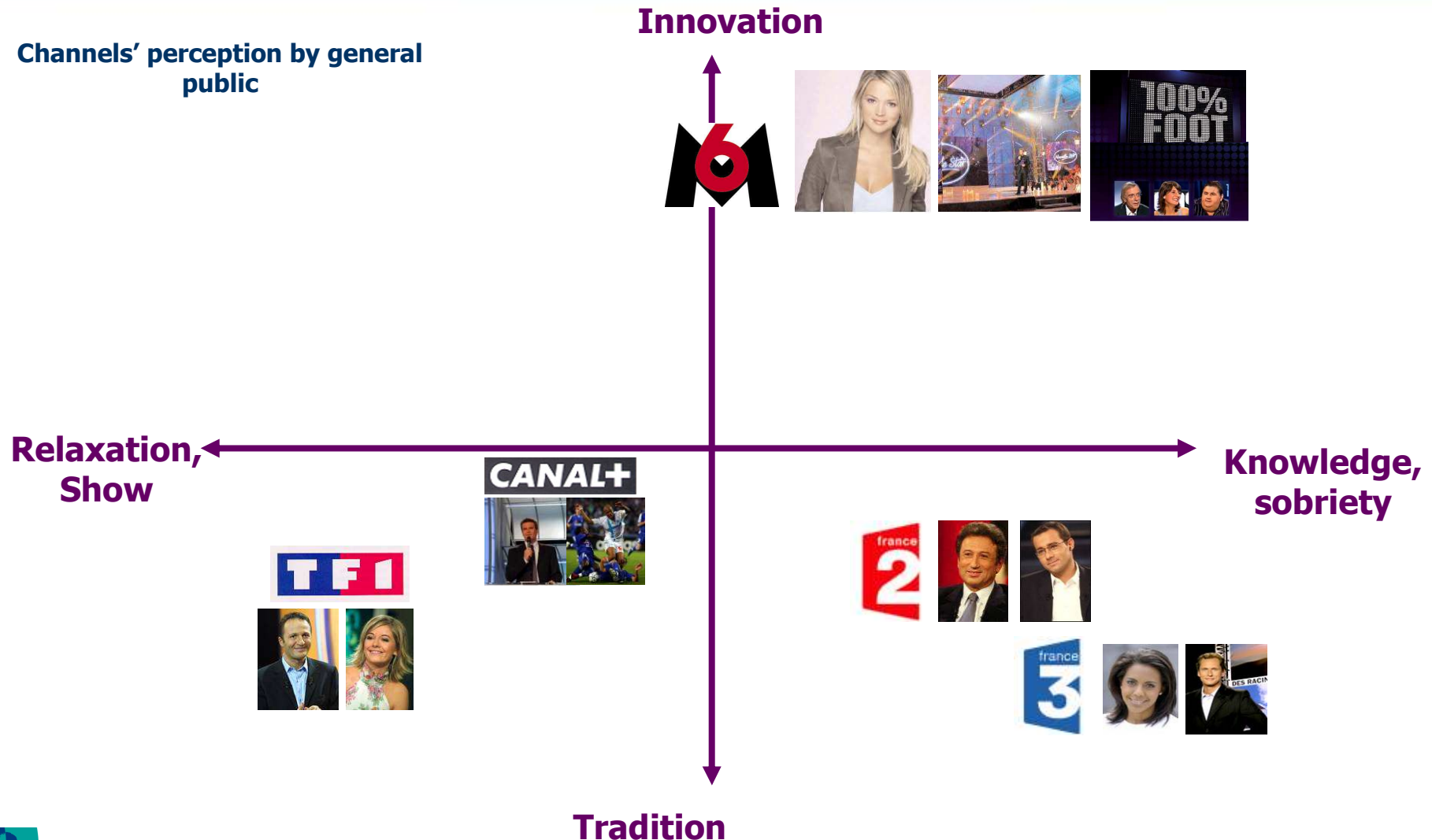
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Audience trust M6 because of its difference

Channels' perception by general public





Conclusion



Innovation + Power

M6 Free to Air

Content Control

- Sport
- Series/Drama
- Audiovisual rights

Digital Channels

Enlarging the offer

- Launch of new channels
- Presence in all strategic fields (DTT, DSL, VoD, Mobile TV, Cabsat)

Diversification

Capitalising on a strong brand

- M6 Mobile
- M6 Web