



**JUNE 2011**

# 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.



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# INTRODUCTION



# A powerful Group with well-balanced activities, developed based on TV network editing



*Television-servicing assets*

*A range of channels with a young public*

*Assets backed by advertising and television*

### Core business: TV network editing

#### Production / Rights



TV production (in-house)



Audiovisual rights



Sports rights

Free-to-air TV, traditional channel



Free-to-air TV, new DTT channel



Pay TV, theme-based channels



#### Diversification

Internet / Interactivity



Merchandise / Licences



Distance-selling



Mobile telephony



## The only group strengthened by Digital Technology



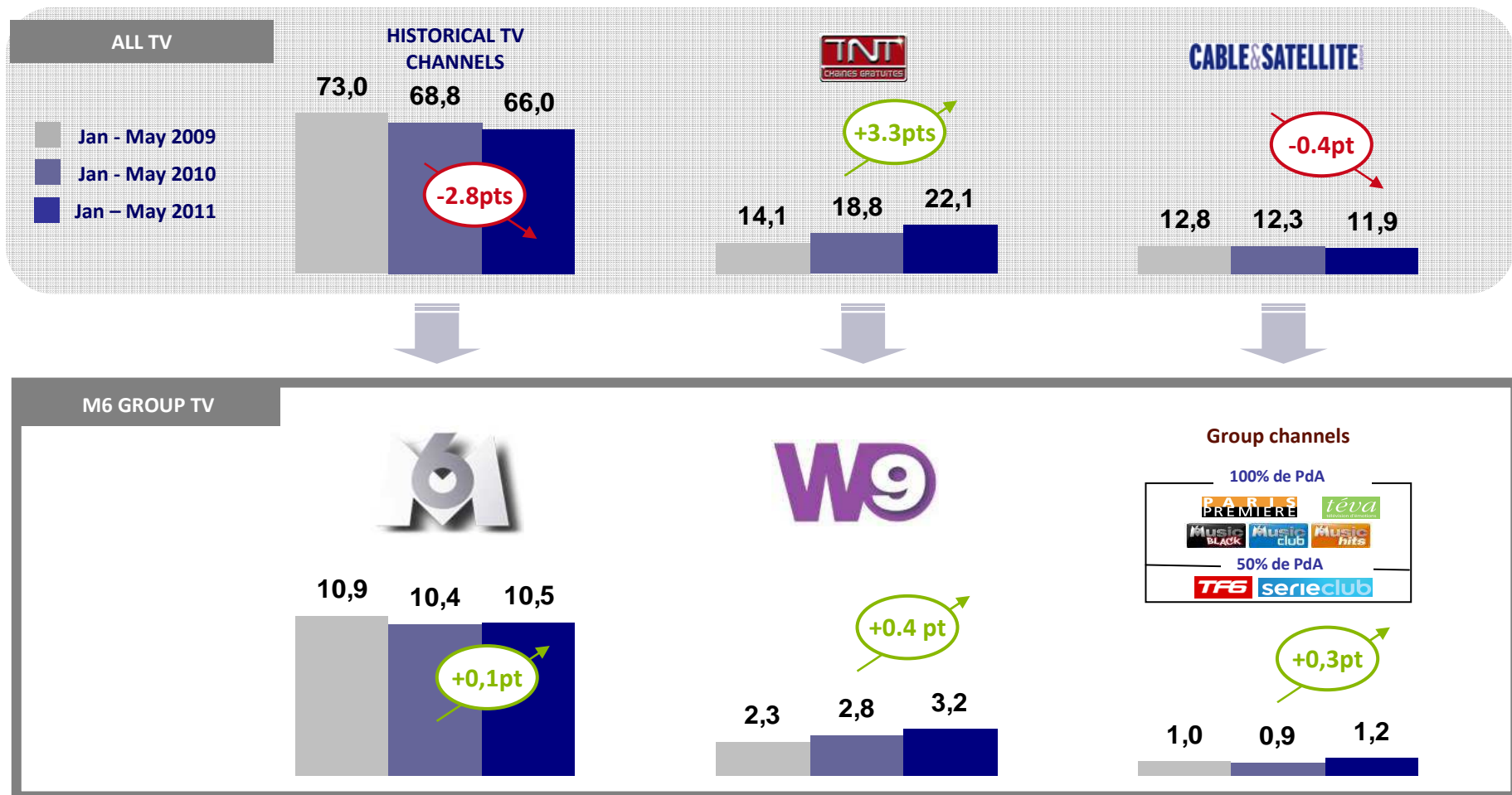
**TELEVISION**

Audience Ratings

## M6 Group channels keep strengthening their position in all TV universe



4+ year old market share (in %)

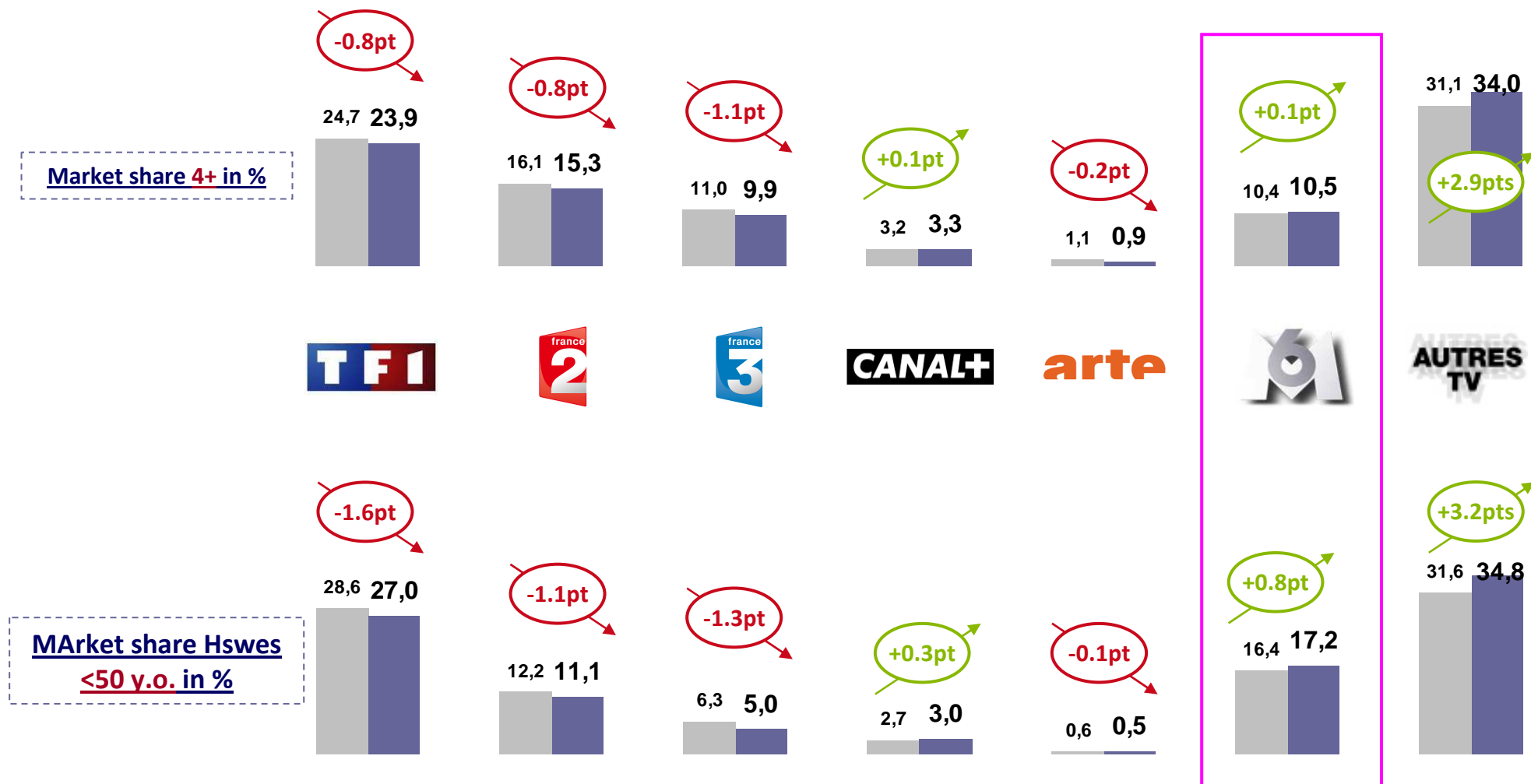


## Audience Ratings

### Audience ratings progression in one year (January - May) 03am-27am: M6 has the highest market share increase



Jan - May 2010  
Jan - May 2011

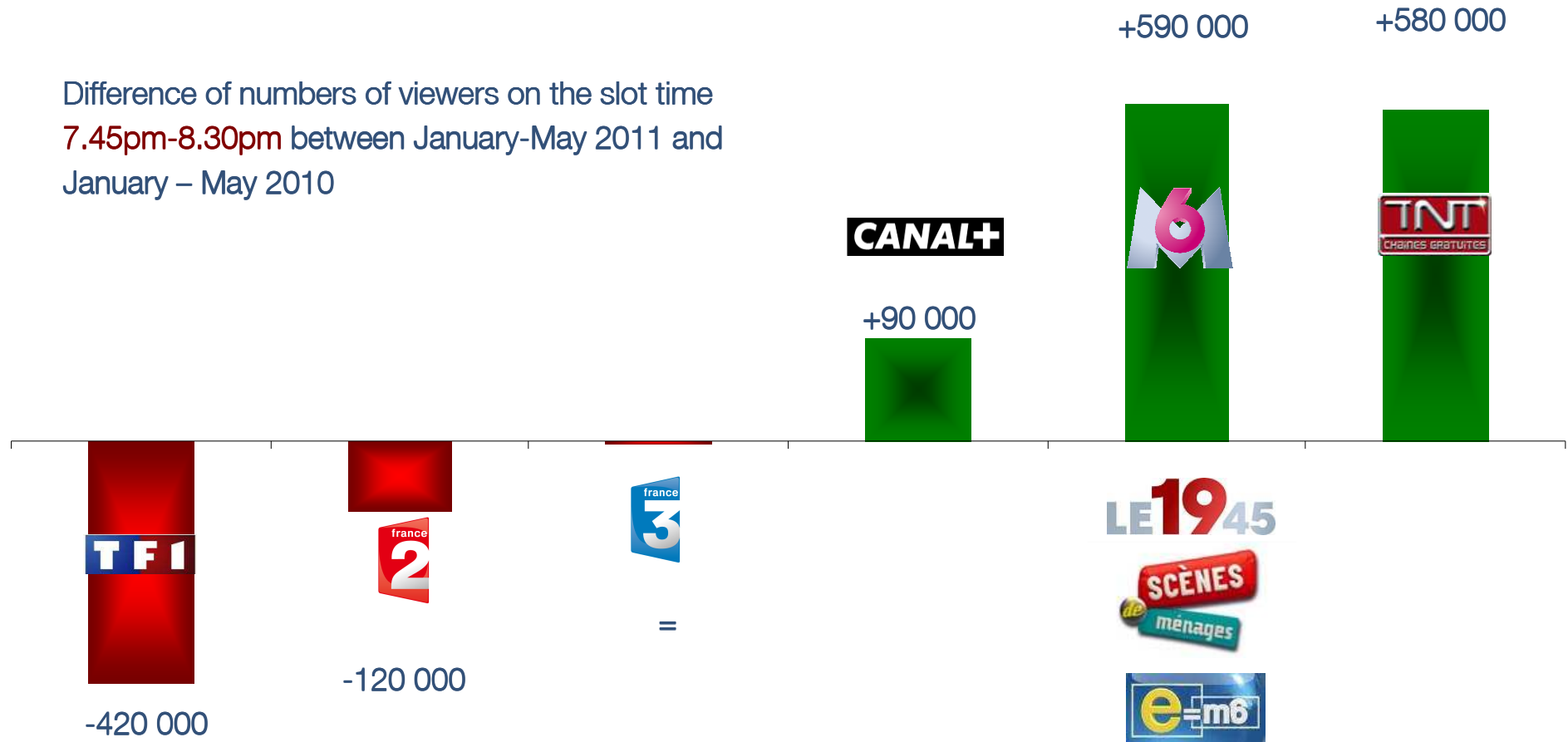


**Evolution of the 7.45pm-8.30pm slot time:**  
**M6 posts the best progression in one year thanks to 19'45 +**  
**SCENES DE MENAGES**



Audience ratings evolution (in million viewers)

Difference of numbers of viewers on the slot time  
 7.45pm-8.30pm between January-May 2011 and  
 January – May 2010





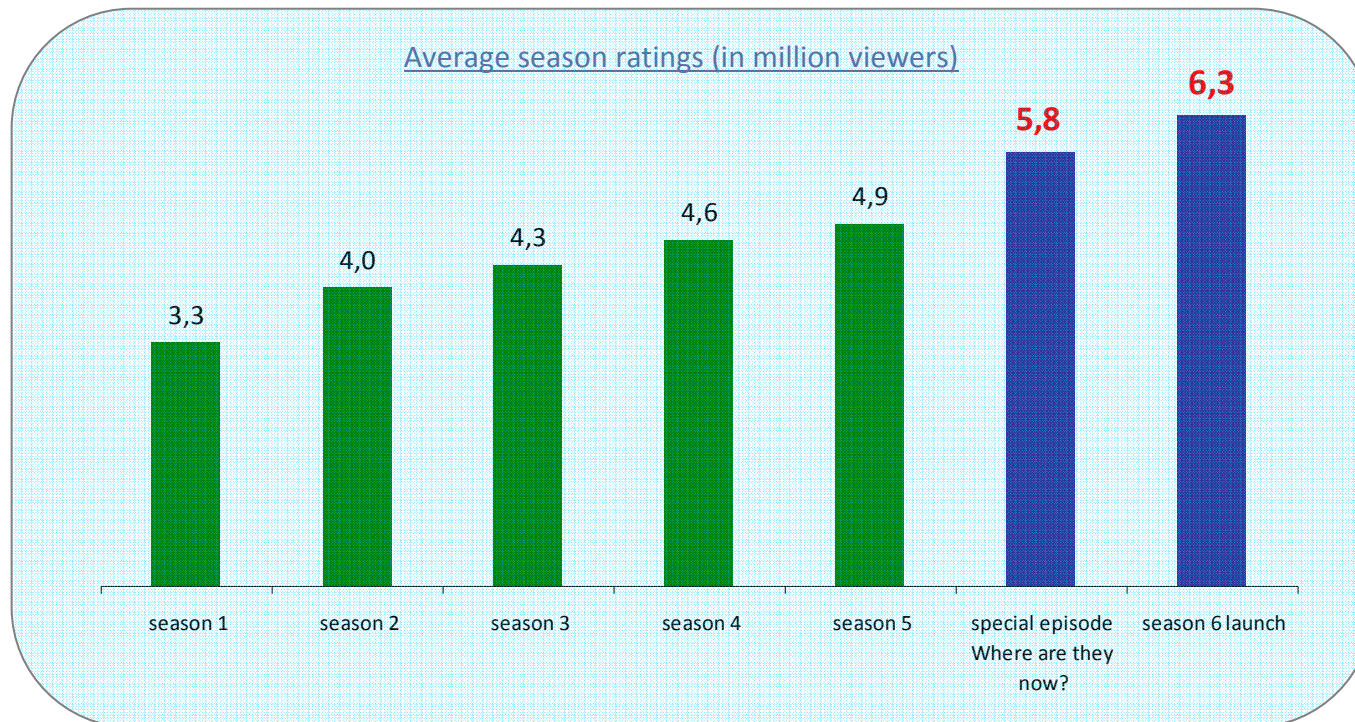
### FARMER WANTS A WIFE season 6 opening breaks records

6.3 million viewers for the launch of the 6<sup>th</sup> season

5.8 million viewers for the special episode 'Where are they now?'

Best ratings for a prime time edition of the format

Best ratings for a show in prime time on M6 since January 2008



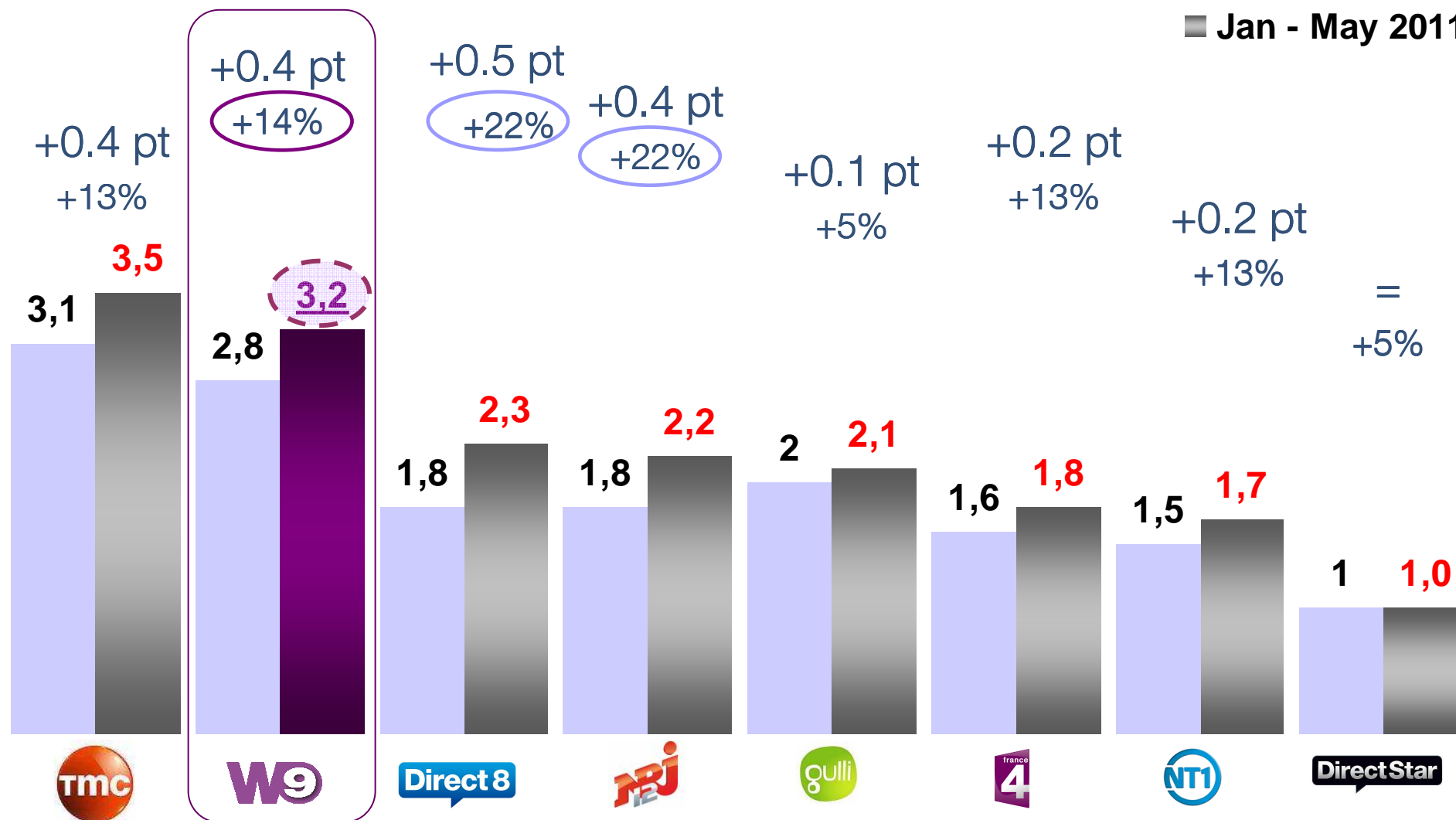
## January – May 2011: W9 has increased its market share

Market share 4+ in %



■ Jan - May 2010

■ Jan - May 2011



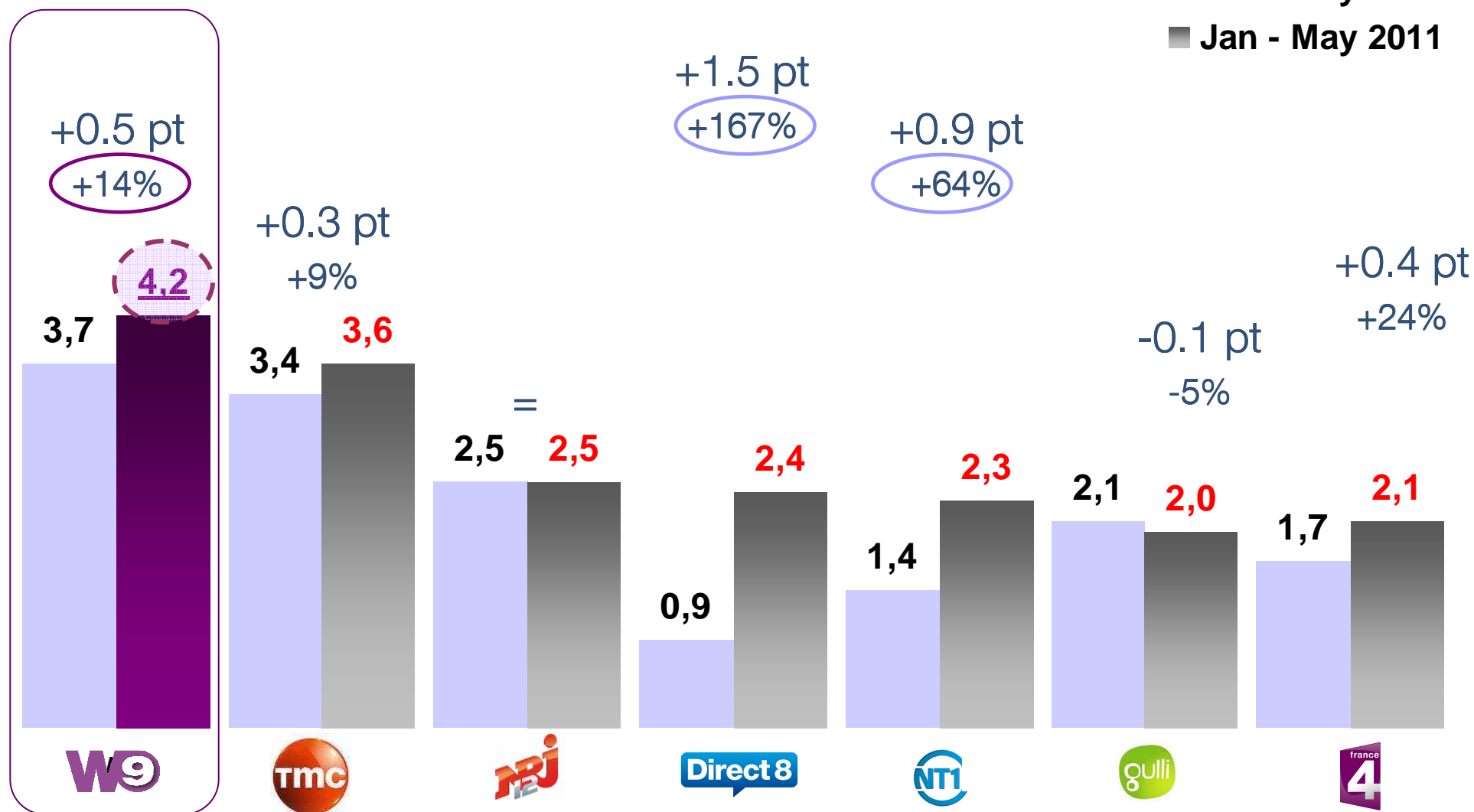
## January – May 2011: W9 confirms its leadership

Market share Hswes <50 y.o. in %



Jan - May 2010

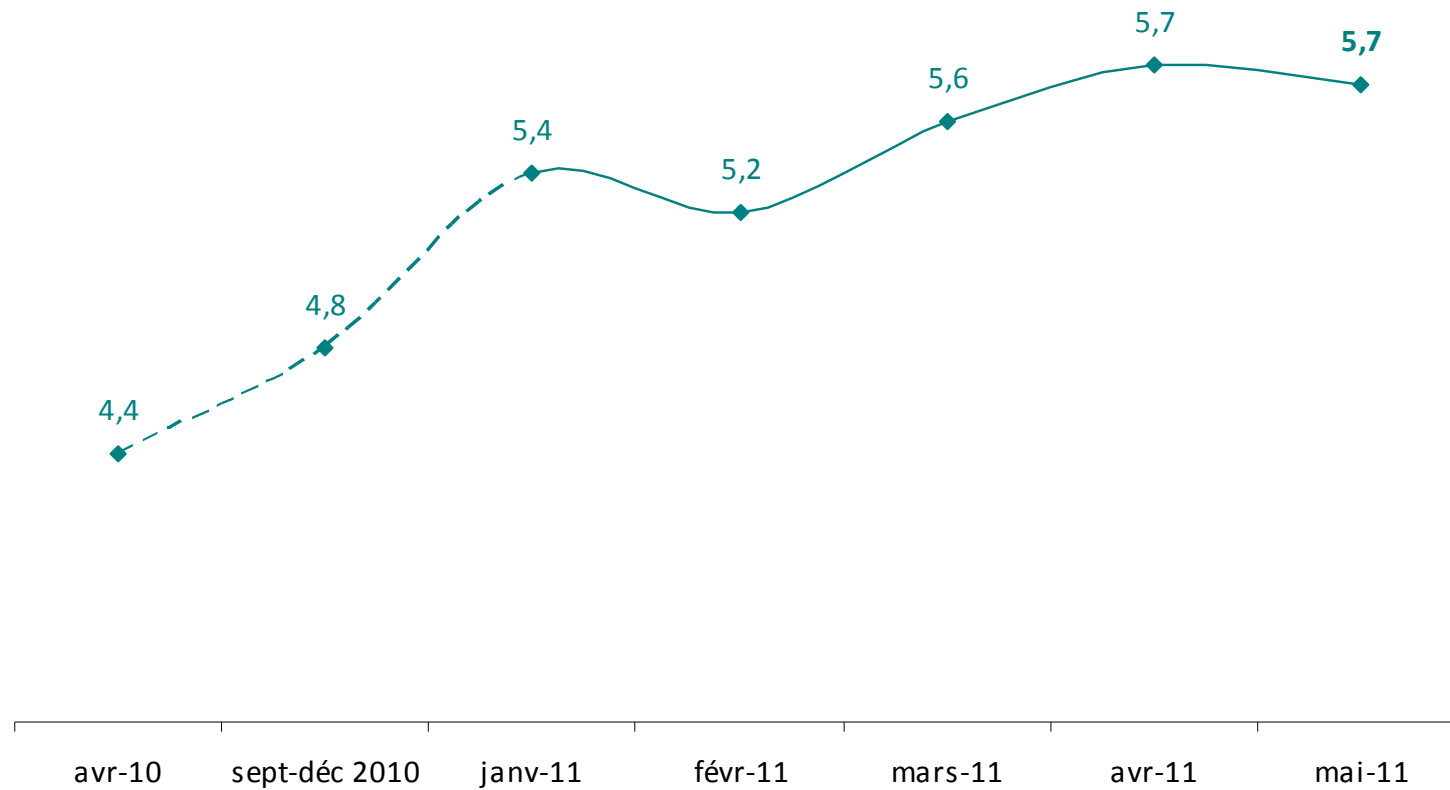
Jan - May 2011



## April 2011: Ratings record in Prime Time for DTT channels, maintained in May 2011



DTT channels ratings on slot time 8.40pm – 10.30 pm (in millions viewers)













**W9** Films are more and more powerful  
20 films have reached 1.0 million viewers in 2011

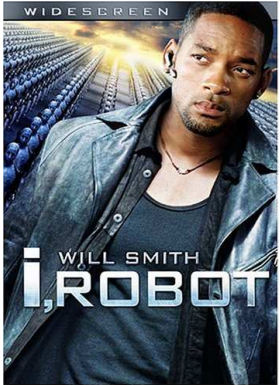
**5 films have reached 1.5 millions viewers in 2011** (vs. 0 between January and May 2010)



**GROUPE**

W9 Top 10 ratings in 2011

W9 Top 10 ratings in 2011			Aud (M)	4+	Hswes-50	
	1	jeu 24/02/2011	FOOT-EUROPA LEAGUE \ PSG - BATE BORISOV	1,8	7,3	3,1
	2	dim 17/04/2011	NANNY MCPHEE	1,7	6,7	10,0
	3	lun 18/04/2011	MEN IN BLACK II	1,7	6,2	7,4
	4	jeu 20/01/2011	I ROBOT	1,7	6,7	9,2
	5	jeu 10/03/2011	FOOT-EUROPA LEAGUE \ BENFICA LISBONNE - PARIS SAINT-GERMAIN	1,6	6,9	3,7
	6	jeu 17/02/2011	FOOT-EUROPA LEAGUE \ LILLE - PSV EINDHOVEN	1,6	7,3	3,0
	7	mar 24/05/2011	LES 4 FANTASTIQUES	1,6	6,3	5,4
	8	lun 21/03/2011	WANTED CHOISIS TOI DESTIN	1,5	5,8	6,6
	9	jeu 24/03/2011	MARS ATTACKS	1,4	5,5	6,3
	10	jeu 19/05/2011	LA LIGNE VERTE	1,4	6,4	8,2







# TELEVISION

## Advertising market

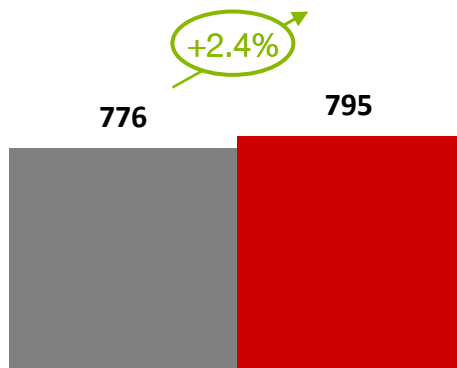
During the first quarter 2011, M6 posted an increase of +8% of its net advertising revenues in a market at +2.4%(e)



Net advertising revenues by quarter in €M (estimates for 2011)

### TV Market

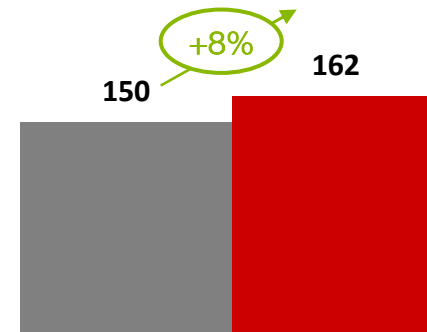
In M€



■ 1st quarter 2010  
■ 1st quarter 2011



In M€



At the end of March 2010, Net ad. Revenues was growing by +2.1% vs 2009, following by a strong growth that made possible to reach a f.y. growth of +10.7%



# DIVERSIFICATION AND AUDIOVISUAL RIGHTS

## Diversification and Audiovisual Rights

### Highlights



GROUPE

#### M6 WEB

Profitability increasing

##### INTERNET

Application M6 on iPhone and iPad:  
More than 1.5 Million apps download since launch (29 sept for iPhone, 19 oct for iPad)



Mobile phone



2.0M

Strong customer base

Games

#### INTERACTION



About 480 000 new Mozaïc cards subscribed since September 2009

#### AUDIOVISUAL RIGHTS



Success for movies



Feb 2011  
> 2.2 M entrance



April 2011  
> 1.0 M entrance

#### VENTADIS



Resilience despite pressure on margin

Strategy of external growth



#### F.C.G.B.



Season 2010-2011:  
7<sup>h</sup> of League 1



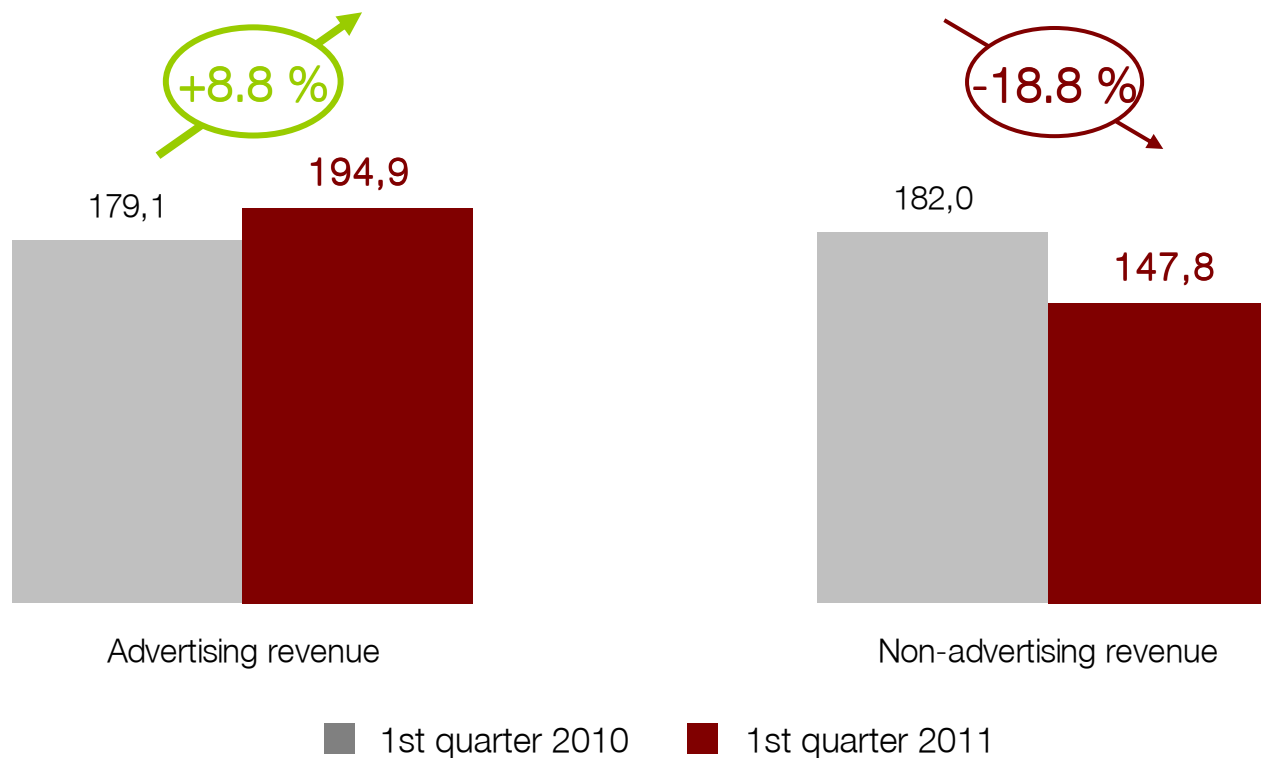
# FINANCIAL HIGHLIGHTS Q1 2011





**Q1 2010 consolidated revenues at 342.7M€ vs. 3611 M€ as at 31 March 2010**

Contribution to revenues (Advertising / Non Advertising) in M€



TV & Internet  
audience  
performance

Market  
situation and  
seasonality