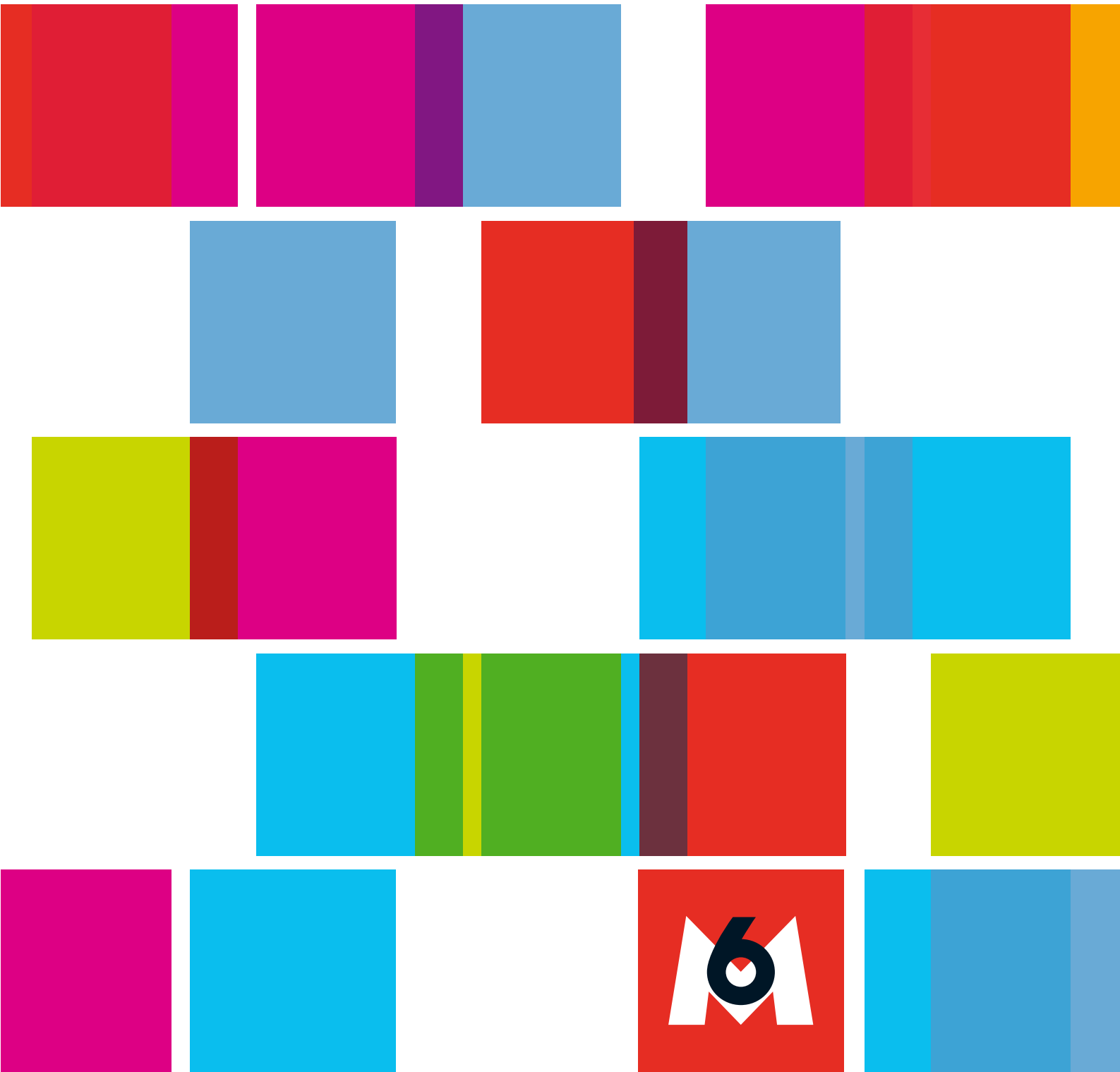




ANNUAL REPORT 2000

METROPOLE TELEVISION GROUP ACTIVITY
COMPANY REFERENCE DOCUMENT



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ANNUAL REPORT FINANCIAL YEAR 2000





M6 GROUP





M6, A NETWORK OF SKILLS

Shifts in consumer taste run fast and furious in our core business which is leisure activities.

Faced with such a challenge, we have likewise sped our own permutations to ensure we can always offer our audiences the most up-to-date, most innovative products and services. In this spirit the group has successfully developed families of activities, all based on television. This has meant a strong commitment in satellite television broadcasting, with TPS, development and marketing of six specialty chains, increased television production, programming, and distribution, home shopping, and expansion into multi-media.

In this regard, with the successful launch of our Internet activity, the past year will stand out in the life of the group.

Whenever necessary, each of these businesses, with their separate business strategies, generates synergy contributing to the group's overall potential. M6 has now become a key player in the communications sector.

During this period of rapid communications industry internationalization, and indeed since our creation, we have enjoyed the unfailing support of our two key shareholders, the RTL and Suez Groups, leaders in their respective domains and complementary. Their support has been a major advantage for our group.

Synergy with the RTL Group in particular promotes the rapid development of our activities, both in terms of program and Internet content. It also opens horizons to the US market.

The year 2001 is an important one for the group, with the renewal of our broadcasting licence. In February 2001, without calling for competing bids, the Audiovisual Higher Council (AHC) decided to proceed with preparations to renew our broadcast licence. This decision formally acknowledges that M6 has fulfilled all its obligations. We anticipate that the renewal of our broadcast licence will be extended automatically from five to ten years (until February 2012) if we go ahead with terrestrial digital broadcasting.

To benefit from a supplementary broadcasting mode, M6 has already decided to be a candidate for attribution of digital ground transmission frequencies. This will be accomplished using the know-how of the group's specialty channel division.

M6 is now a major television station; our group is confident and is taking the offensive.

Confident because we have based our development on a bold strategy and on genuine business prosperity. Taking the offensive because we have the necessary talent and know-how in each of our business areas.

Encouraged by our shareholders' confidence, group management and staff have committed themselves to taking full advantage of the group's promising future.

A handwritten signature in black ink, reading "Jean Drucker".

Jean Drucker

M6, THE MOST APPEALING, INNOVATIVE BRAND

The M6 Group has reinforced its position as **France's 2nd most popular television channel for viewers under 50**, meanwhile continuing to expand in pay TV, brand development, and Internet services.

In 2000, French television set records for viewer time, enhancing its domination of the leisure market. The general television audience increased 7% while in the same market, M6 improved its performance with a spectacular 17% audience increase.

With very active programming during 2000, M6 further nailed down its ranking as the second most popular national television channel for viewers under 50. In 2000, M6's excellent advertising revenue performance, up 23.6% over the previous year, plus an 18% increase in consolidated turnover, and a 34% improvement in net profit place us in an exceptional position for 2001.

In 2001, the company fully intends to tighten its grip further as France's second most popular French television channel for viewers under 50; early 2001 results show all indicators moving upward.

For the coming year, the group intends to **rally its public** through original, loyalty-building event programming. M6's growth is based first of all on its own productions and will continue to invest in a different kind of French drama using a variety of formats, along with prestigious international coproductions in the tradition of *Largo Winch*.

Investigative reporting and news **magazines, cornerstones of the "M6 personality"**, will continue to be featured programming, with additional new formats, of course.

M6 continues to invest in entertainment productions. In addition to broadcast of the second edition of M6 Awards, a viewer loyalty-building event, M6 is the first French television channel to introduce an interactive reality show with a genuine television phenomenon: *Loft Story*, offering viewers unscripted scenes in the daily lives of six young men and five young women living together in a loft for ten weeks.

M6's dynamism will also continue to be evident with the development of local broadcasting, through news programs, and through support for young talent in the French cinema and music industries.

The strength of M6 lies in its **strong brand-based name recognition and identity**. In 2000, we continued to develop the M6 brand through various activities in three areas: leisure, home shopping, and soccer.

M6 gives precedence to content. From this perspective the group continues to develop magazine publishing, discs, DVDs, video cassettes, and leisure sector composite publications, with numerous mass-market product launches, such as *Culture Pub* magazine.

The M6 group is now active as well in copyright acquisitions and film and video distribution, an activity that will develop strongly in coming years. Leisure is also the domain of M6 Événements, the subsidiary responsible for organizing events for the group and for outside customers.

Through its subsidiary HSS, the M6 group is spinning its web in the field of **home shopping**. HSS, the leader in useful-television, is now a **Europewide network**. At the start of 2001, M6 concluded a strategic alliance with RTL by which it took a 20% equity stake in RTL Shop in Germany. In consequence, with RTL, Germany's largest television channel, M6 is associated with daily home



shopping broadcasts and a specialty channel devoted 100% to home shopping.

Finally, the M6 brand is present on the soccer field with its professional team, **Les Girondins de Bordeaux**, which we have hopes will continue to be among **the best in their class**.

M6 is a producer of content as well. The group's continued progression in pay TV fortifies this vocation. In 2000, M6 joined in the **successful launch of TF6**, a mini general-interest station targeting the young. Thus, directly and indirectly, M6 is participating in the development of 14 television stations covering a great variety of programs. Their advertising revenues are in constant progression, giving them a leg up on the competition with the arrival of terrestrial digital broadcasting.

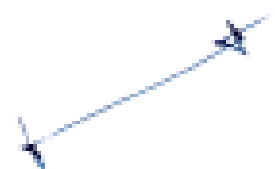
M6 also continues to strengthen its position as a major player in pay TV via its investment in its **TPS satellite package** of programs and services celebrating, at the end of 2000, **its millionth subscriber**. In 2001, it intends to step up its performance in the interactive television field and further enhance its content offerings.

For M6, 2000 was the year of Internet. Our ambitious approach paid off with the success of M6net, the Internet service provider and leisure entry portal. By April 2001, the ISP had 610,000 subscribers. In less than one year M6net recorded spectacular growth and in April 2001 had nearly 60 million page-views and 7.2 million hits. The M6net portal ranks as **France's second most visited Internet media site**.

With the goal of providing expanded content offerings, the group's ambition is to be France's leader in popular Internet leisure services. Having launched five major leisure portals in 2000, we will continue in 2001 to enhance our offerings and bolster our competitive advantage in each richly-varied portal. We at M6 also seek to set ourselves apart in e-commerce through affiliate arrangements and HSS, taking advantage of our subscriber base and developing the technique of streaming as a major factor in differentiating ourselves from our competition. Communication, exchange, and sharing – those are the undertakings to which M6 commits for the coming year.

We think that M6 has significant potential on the program market and in 2001 will strengthen and focus its vocation as a major national channel. The group will continue to invest, particularly in programming and diversified operations.

With our specialty channel format supplementing cable and satellite television, we are well-equipped to continue strong structural growth and expand with the development of terrestrial digital broadcasting.



Nicolas de Tavernost

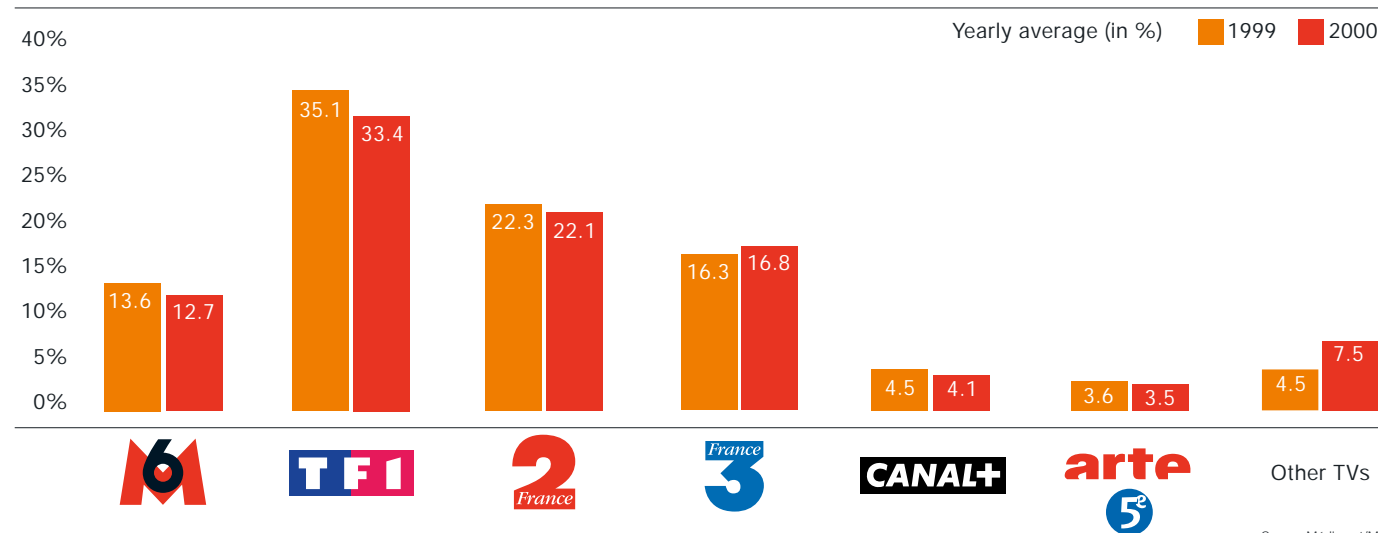
AUDIENCE RATINGS

M6 confirms its rating as France's 2nd most popular station for viewers under 50

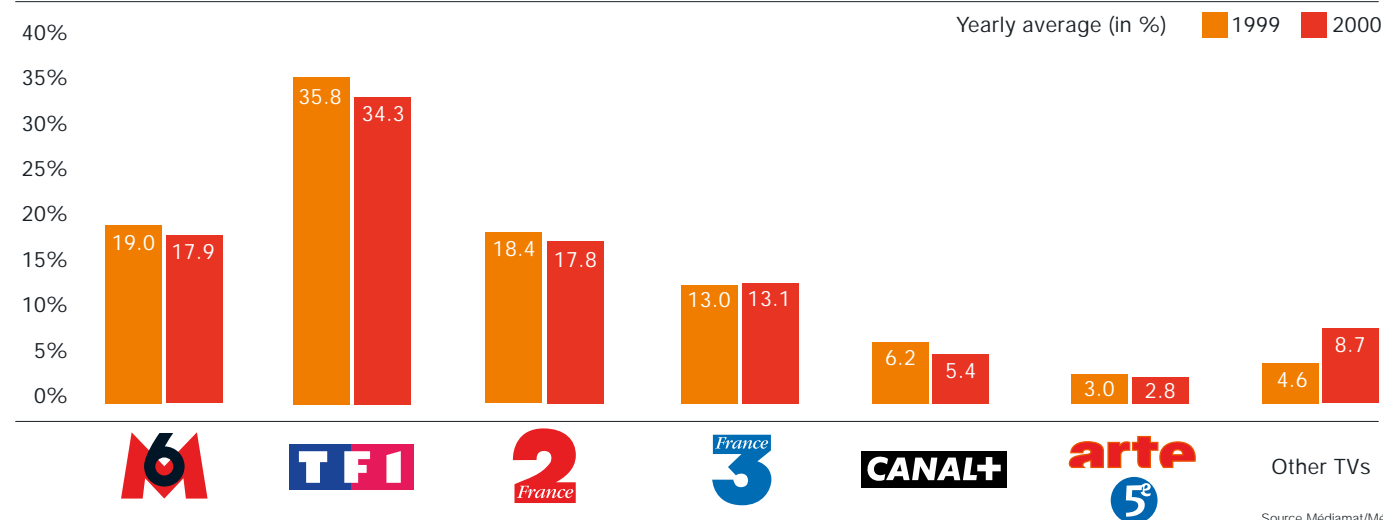
2000 was noteworthy for increased viewer time, progressing from an average of 189 to 193 minutes per day per individual. The inclusion of households receiving digital pay TV in the Médiamat sampling shows a very sharp increase in specialty channel audience share in the 2000 survey, with a relative decline in the share of most commercial television channels.

In 2000, M6 consolidated its position with its target market of housewives under 50, where its audience share stabilized, and confirmed its ranking as France's second most popular TV station for viewers from 4 to 49.

TV STATION RATING TREND FOR AUDIENCES FROM 4 YEARS OLD AND ABOVE



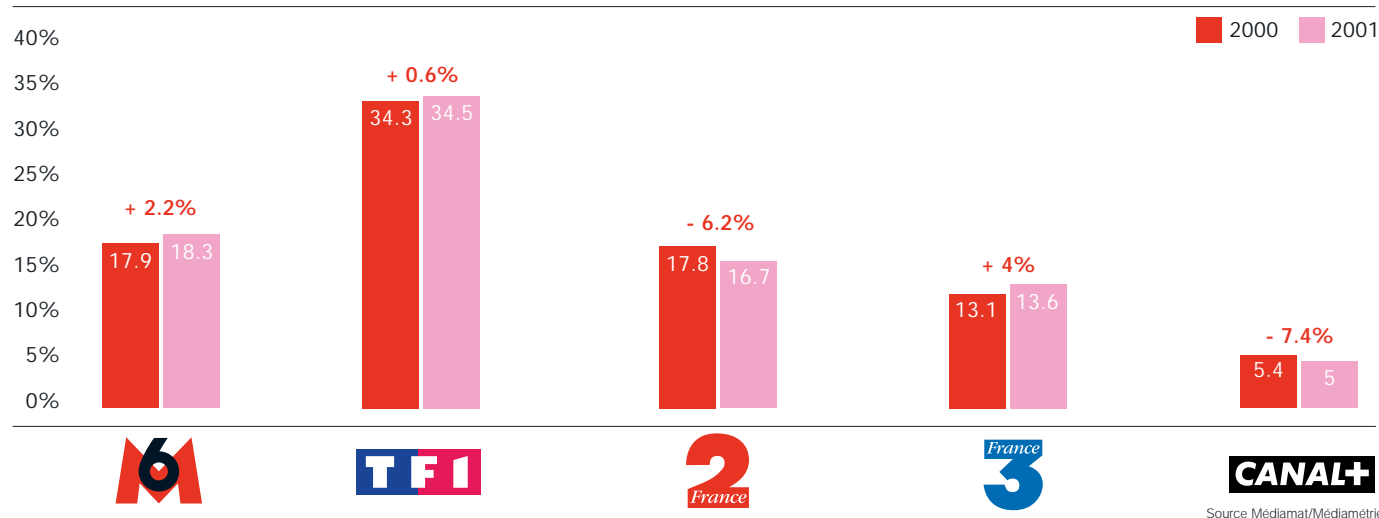
TV STATION RATING TREND FOR AUDIENCES UNDER 50 YEARS OLD



In the 1st quarter of 2001, M6 recorded the greatest station progression from the 4th quarter of 2000. During the first 16 weeks of 2001, its audience share of viewers 4 years and older reached 13.1%, for a 0.4% percentage point increase over its average for 2000.

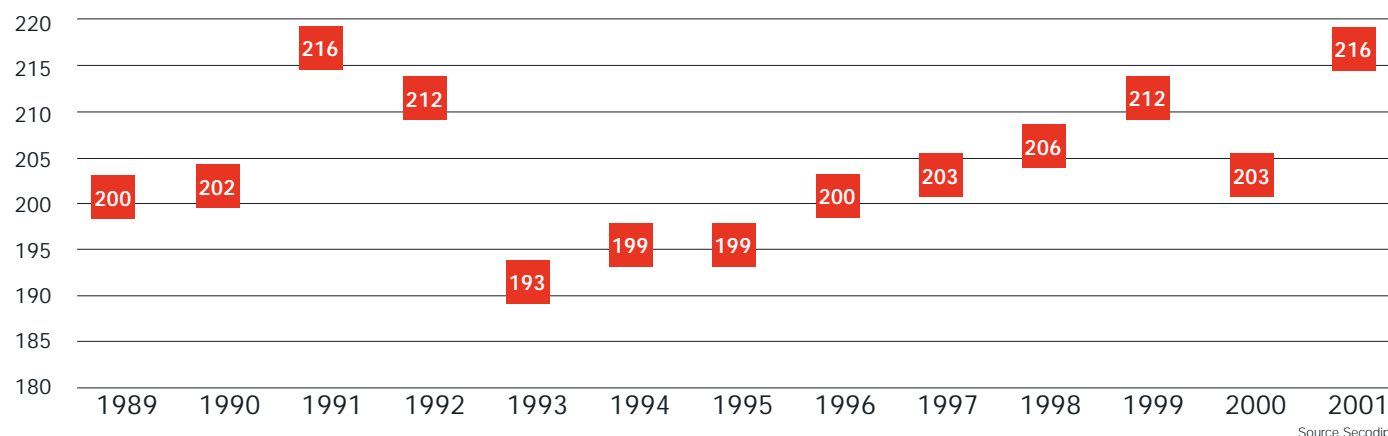
Moreover, during the 2001 1st quarter, M6 twice broke its 2000 viewer audience record with two films each attracting six million viewers.

TV STATION RATING TREND FOR AUDIENCES UNDER 50 YEARS OLD
2000 annual average v.s. first 16 weeks of 2001 for audiences under 50 years old



Television in France continued its progression with viewer time increasing at the start of 2001 to a record 216 minutes per day, comparable to viewer time recorded in 1991, the year of the Gulf war.

TELEVISION VIEWER TIME IN FRANCE IN MINUTES PER DAY



FINANCIAL HIGHLIGHTS

In € millions	2000	1999	1998
CONSOLIDATED TURNOVER	742.5	629	525.8
of which revenues from advertising	537.1	434.7	368.8
of which revenues from diversified operations	205.4	194.3	157
GROUP NET INCOME	103.5	77	61.5
EARNINGS BEFORE INTEREST AND TAX (EBIT)	180.3	127	101
TOTAL OPERATING CASH FLOW	263.9	221	165
SHAREHOLDERS' EQUITY	275	225	191

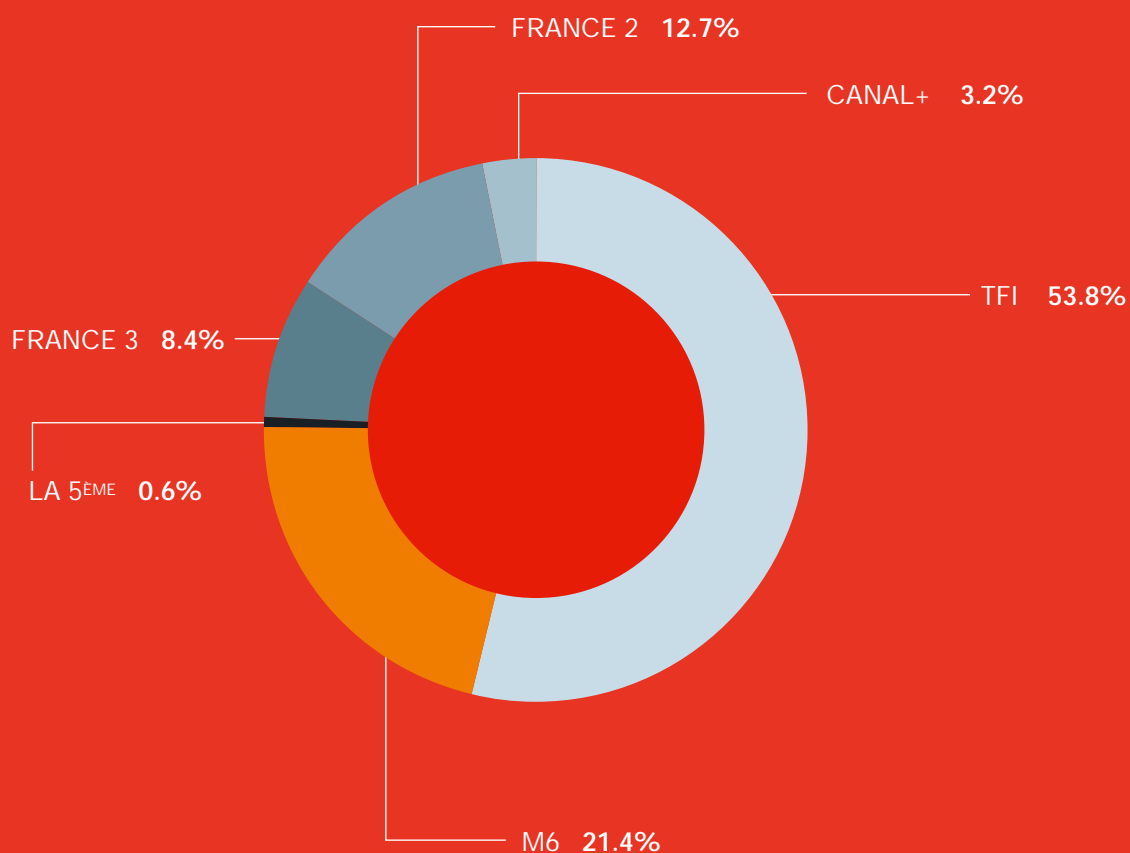
ADVERTISING HIGHLIGHTS

Spectacular increase in advertising revenues

ADVERTISING INVESTMENTS (IN EUR MILLIONS)

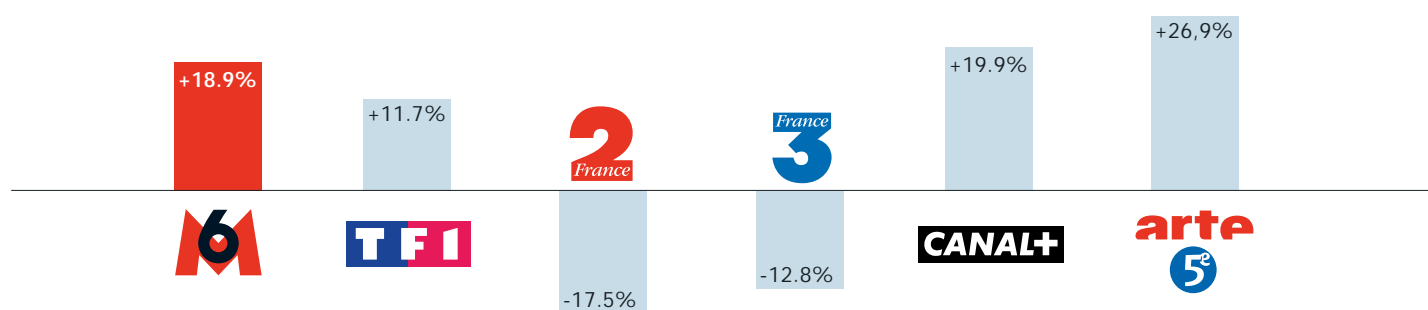


GROSS ADVERTISING INVESTMENTS (IN MARKET SHARE BY STATION)



Source Secodip

ANNUAL TREND IN ADVERTISING MARKET SHARE, 2000 V.S. 1999




JANUARY 1, 2000

Christophe Dugarry, member of the winning French team in the 1998 World Cup, joins *Les Girondins de Bordeaux*.

JANUARY 10, 2000

The Téva channel is broadcast in Guadeloupe, bringing its subscriber base to 1,250,000.

JANUARY 23, 2000

TV investigative magazine *Capital* celebrates its 10th anniversary.


MARCH 1, 2000

Through M6 Web, M6 takes a stake in Ticketnet, the European leader in entertainment ticket sales.

JANUARY 17, 2000

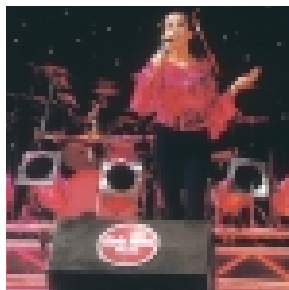
Creation of M6 Web, group subsidiary responsible for developing M6's multimedia operations.


JANUARY 1, 2000

M6 Publicité takes over advertising marketing for the four TPS cinema channels: Cinéstar 1, Cinéstar 2, Cinétoile, and Cinéfaz.

FEBRUARY 17, 2000

TPS launches *AFP Infos*, providing real-time news.



JUNE 30 2000

M6 is the partnership of *CLUB MED WORLD* of Bercy.

MARCH 6, 2000

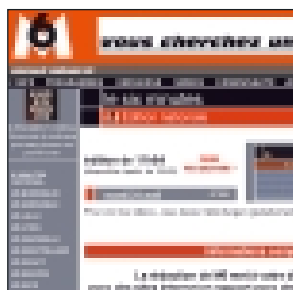
2000th edition of local information broadcasts in Lille, Marseille, and Tours.

MARCH 24, 2000

Exclusive Canal Satellite broadcasting of *Club Téléachat*.

MAY 26, 2000

The group adopts a Management Board and Supervisory Board form of corporate governance



MARCH 8, 2000

On-line broadcast of national and local news of *6 minutes* on M6.net.



JUNE 5, 2000

The launch of the *M6net.fr* ISP and leisure access portal.



OCTOBER 18, 2000
Introduction of the news magazine *Culture Pub*.

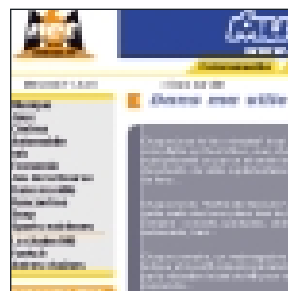
DECEMBER 5, 2000
The launch by M6 Web of the Website *M6Lyon.fr*.

NOVEMBER 23, 2000
Launch of the video game portal *M6game.fr*.



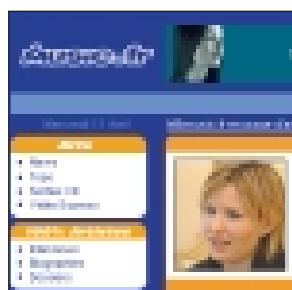
SEPTEMBER 28, 2000
The launch of the auto portal *turbo.fr*.

NOVEMBER 13, 2000
M6 Publicity creates *M6 Publicity Interactive*, a subsidiary specialized in marketing web sites.



NOVEMBER 27, 2000
Opening of the 12th local broadcast unit in Toulouse and the launch of *M6Toulouse.fr* via the new local information portal *M6ville.fr*.

SEPTEMBER 5, 2000
Launching of the music portal *m6music.fr*.



DECEMBER 1, 2000
TPS crosses the one million subscriber threshold.

DECEMBER 22, 2000

Launch of the business portal
M6eco.fr.



JANUARY 8, 2001

Introduction of a new info
rendez-vous *6 minutes midi*,
broadcast Monday through
Friday at 11:54 a.m.

JANUARY 12, 2001

Agreement between
M6 Web and VM
Productions to create
a joint venture
operating company
to develop a science
portal, *Em6.fr*.

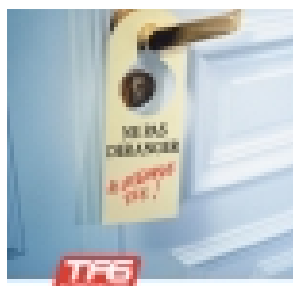


JANUARY 26, 2001

Catherine Lenoble, Managing Director
of M6 Publicité, joins the Management
Board of M6 group, chaired by Nicolas
de Tavernost, along with Thomas Valentin,
Vice Chairman of the Management Board
in charge of Programs; Jean d'Arthuys,
in charge of Development; and Laurent
Agrech, in charge of Finance.

JANUARY 10, 2001

RTL Group increases its share
in M6 to 43.6%.



DECEMBER 18, 2000

TF6, the mini general-interest
channel is launched.

FEBRUARY 8, 2001

Through HSS, M6 joins RTL
Télévision and RTL Newmedia,
at 20% each, in RTL Shop, to
develop home shopping in
Germany for the RTL Group.

THE M6 GROUP'S CORE BUSINESS: CONTENT CREATION



COMMERCIAL TELEVISION

M6 PUBLICITÉ: 100%
 M6 DROITS AUDIOVISUELS: 100%
 METROPOLE PRODUCTION: 100%
 C.PRODUCTIONS: 100%
 M6 FILMS: 100%

BRAND DEVELOPMENT

M6 INTERACTIONS: 100%
 M6 ÉVÉNEMENTS: 100%
 HOME SHOPPING SERVICE: 100%
 M6 FOOT: 66% (*Les Girondins de Bordeaux*)
 RTL SHOP: 20% (HSS)

PAY TV

SPECIALTY CHANNELS

SERIE CLUB: * 50%
 TÉVA: 51%
 FUN TV: 100%
 M6 MUSIC: 100%
 CLUB TELECHAT: 100% (HSS)
 TF6: 50%
 PARIS PREMIERE: 11%
 TELETOON: 25%
 CINESTAR 1: 25%
 CINESTAR 2: 25%
 CINETOILE: 25%
 CINEFAZ: 25%
 INFOSPORT: 25%

SATELLITE

TPS: 25%
 TCM: 41.25%

INTERNET

M6 WEB: 100%
 TICKETNET: 33%

SUPERVISORY BOARD



Jean Drucker, Chairman

Didier Bellens, RTL Group

Jean-Charles de Keyser, RTL Group

Albert Frère, Group Bruxelles Lambert

Rémy Sautter, RTL Group

Dr. Ewald Walgenbach, RTL Group

Gérard Worms, Rothschild et Compagnie

François Jaclot, Suez

Gérard Mestrallet, Suez

Xavier Moreno, Suez

Valérie Bernis, Suez



MANAGEMENT BOARD

Nicolas de Tavernost, Chairman

Thomas Valentin, Vice Chairman

Catherine Lenoble, Member

Jean d'Arthuys, Member

Laurent Agrech, Member







YOUNG PEOPLE, SERVING YOUNG AUDIENCES

At the end of 2000, the M6 group had 855 regular employees, 117 (or 25%) more than a year before. Through equity investments, the group has an additional 406 indirect employees.

The new hires were mainly to staff group subsidiaries, principally M6 Web.

In 2000, the M6 group took in 416 trainees who came to represent a veritable talent pool of young professionals.

The average age of group employees remains a youthful 32 years, with the female/male breakdown: 53% to 47%.

In 2000, to group employees, the M6 group distributed in profit-sharing an amount equal to nearly 10% of total payroll. Despite the increased number of beneficiaries, the amounts paid per employee were significantly higher than in previous years.

RENEWAL OF BROADCAST LICENCE: MARCH 1ST 2002 - FEBRUARY 28, 2007

GRANTED: > FEBRUARY 28, 2001:
AUDIOVISUAL HIGHER COUNCIL (AHC) DECISION IN
PRINCIPLE TO RENEW M6'S AUTHORIZATION TO BROADCAST
AND NOTIFICATION OF ISSUES FOR DISCUSSION RELATING
TO AMENDMENTS TO THE CONVENTION

IN PROCESS: AUGUST 31, 2001:
> DECISION TO RENEW M6'S BROADCAST LICENCE FOR A
FURTHER FIVE-YEAR PERIOD, WHICH MAY BE EXTENDED
TO TEN YEARS IF M6 UNDERTAKES TERRESTRIAL DIGITAL
BROADCASTING WHEN THE AHC GRANTS THE FIRST
LICENSES FOR TERRESTRIAL DIGITAL BROADCASTING.
> EXTENSION TO 2/28/12:
IF M6 DECIDES UPON SIMULTANEOUS TERRESTRIAL DIGITAL
BROADCASTING

COMMERCIAL TELEVISION, THE M6 GROUP'S TRADITIONAL ACTIVITY

M6 CONFIRMS ITS POSITION AS THE 2ND MOST POPULAR STATION AMONG THE UNDER 50-YEAR-OLDS

In commercial television, the year was marked by excellent audience ratings, a very fine brand image, and strong growth in advertising revenues.

With a 17.9 % share of the audience in the 4 to 49 year-old category, M6 strengthened its position in 2000 as the second most popular station with the under 50-year-olds. The year's advertising revenues were exceptional: at December 31, 2000, M6 accounted for 21% of all French television advertising revenues; its better than 20% revenue increase in a market rising 6% represented a growth rate three times greater than the market as a whole.

A large, bold, white number '2' is positioned in the bottom right corner of the orange rectangular area. The number is stylized with a thick stroke and a slight curve at the top.



Caroline Avon and the great outdoors, *E=M6 découverte*.



A cameraman at work in Bordeaux.



E=M6 celebrates its 10th anniversary.

11

HOURS OF NEWS
BROADCASTS
EACH WEEK.

M6: SECOND MOST POPULAR STATION AMONG UNDER 50-YEAR-OLDS

Since 1987, thanks to its counter-programming approach, M6 has established itself as **a station with a difference**, targeting an audience of under 50-year-olds. M6 invented a format which, a few years later, made it the station most watched by young people and, since the start of 1999, the second most popular station among the under 50-year-olds. It already ranks n° 2 for French television advertising.

Today, channel M6 remains the foundation of the group's development, confirming its place

as France's second most popular station among viewers under 50, and increasing its lead on its competitors (IPSOS survey, February 2001).

In its programming, the station stayed its **original and effective editorial course** in 2000, continuing to cultivate a young and dynamic spirit, creating and constantly renewing its programs. Seven M6 productions figure among the 10 most popular programs in 2000. Moreover, it was **M6's own programs that progressed the most in 2000**.



Secrets d'actualité.



Emmanuel Chain, Capital.



Bernard de la Villardière, Zone Interdite.

MAGAZINES ET MAGAZINES AND NEWS

Efforts have focused particularly on **magazine programs**, one of the **keys to M6's identity**, with new investigative and news broadcasts. Again this year, Sunday evenings score high with audiences, with *Zone Interdite* alternating with *Capital* for an average audience, respectively, of 3.7 and 3.9 million viewers. *E=M6*, the most widely viewed television science magazine, has now joined the big-time magazines and regularly wins awards at the trade shows. Its prime-time format gained an average of 500,000 viewers in 2000, with 3.6 million viewers overall. Also worth noting are the excellent performances of the weekly magazine *E=M6 Decouverte*, which, broadcast Sunday night at 8:10 p.m., achieved

an average 2.7 million viewers in 2000, with an 18.9% under-50 audience rating.

In 2000, M6 launched a new investigative magazine, *Secrets d'Actualité*, as well as a behind-the-scenes magazine on sports, *Hors Stade*.

In 2000, the station continued its **emphasis on local news**. *Six Minutes*, the second most popular evening news program among the under-50s, continued to progress with 3.1 million viewers. On November 27, Toulouse became the 12th city in France to have a local news bureau.



Graines de Star, the only program that discovers young stars.



The success of M6 Awards, reaching 6 million viewers.

720
SPONSORED
CONCERTS



Charmed, not all witches have hooked noses.

DRAMA AND ENTERTAINMENT

In 2000, **priority was given to drama production**, especially to French drama. As a result, three new one-hour series putting on stage recurring M6 heroes won plaudits from the public as well as from the critics. *Le Lycée* and *Duelles* each attracted as many as 3.7 million viewers, and *Police District* had 3.2 million viewers. Along with these new series, the station confirmed the success of its telefilm collections: the series of thrillers *Vertiges* and the true-to-life collection *Combats de Femme*.

2000 was also the production year of *Largo Winch*, a major European co-production

whose first episode, shown January 26, 2001, attracted an audience of 4.6 million, for a 20% audience rating in the four years and older category.

M6 also continued in 2000 to offer **the best of the series** to its public, notably *Buffy Contre les Vampires*, *Charmed*, *Le Caméléon*, *Profiler*, *Ally McBeal* and *Sex & the City*, series whose audience of faithful never stops growing.

The station also has been able **to renew its entertainment programming**. Thanks to the earth-shattering *Morning Live*, *l'émission qui réveille tes voisins!* (the show that wakes up



Largo Winch, European co-production of a series adapted from the celebrated cartoon strip.



Police District, a French co-production,



The Morning Live cast, that wakes up your neighbours.

your neighbours!) from Monday to Friday from 7:00 to 9:00 am, M6 has become the station most watched by 15-34 year olds in this time bracket with a 26.4% audience rating.

Discovering young talent, some of whom, such as Alizée or Cécilia Cara have become stars, *Graines de Star* scored another very good year, with an average audience increase of 475,000 viewers. The program attracted an audience of 3.3 million in 2000.

2000 was certainly very fruitful musically for the station, with the sponsorship of 50 artists and sponsorship of 120 concerts

in Paris and 600 more in the rest of France.

The highlight of the year was the presentation of the **first ever M6 Awards**. This unique ceremony rewarded the year's celebrities, as elected by the public. It scored a distinct success, in terms of brand image and audience, with 3.3 million viewers (more than 6 million including re-runs), and included no fewer than 150 French and international artists on stage.

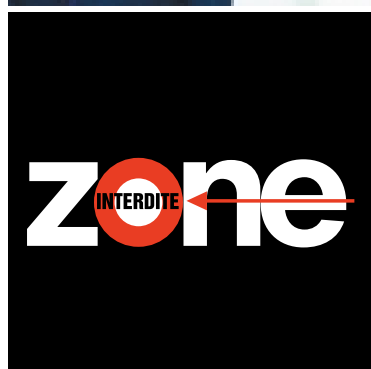
7 M6 PRODUCTIONS REAP THE 10 BEST AUDIENCES IN 2000

M6-produced broadcasts always lead the general listings, and on March 26, 2000 the documentary *Zone Interdite* broke all M6 records for the year with 5.8 million viewers.

Bernard de la Villardière.



Risque Maximum.



Breakdown.



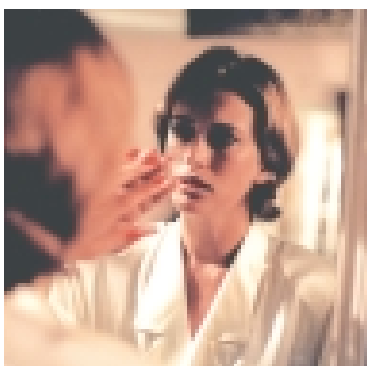
Emmanuel Chain.

			Audience in millions	Audience Share 4 yrs & +
	1 Magazine Zone Interdite	26/03/00	5.8	24.9
	2 Movie Heartbreak Ridge	27/11/00	5.8	26.8
	3 Movie Risque Maximum	27/03/00	5.5	23.4
	4 Magazine Capital	23/01/00	5.4	26.6
	5 Magazine Capital	09/01/00	5.3	21.9
	6 Movie collection 'Vertiges', Passion Mortelle	15/03/00	5.1	22.8
	7 Magazine Capital	17/12/00	5	21.1
	8 Movie Cinema Breakdown	13/11/00	5	20.9
	9 Magazine E=M6 Spécial	13/06/00	4.9	22.4
	10 Magazine Capital	22/10/00	4.9	20.4

Source Médiamat / Médiamétrie



Heart Break Ridge.



Passion Mortelle, collection "Vertiges".



Mac Lesggy.



WINNING PROGRAMS

7 D'OR

Zone Interdite

7 d'Or for the best documentary

Traduction ?

INTERNATIONAL
EMMY AWARDS

Zone Interdite

> Named in the category 'News'

La fille préférée

> Named in the category 'Drama'

SAINT-TROPEZ TV
DRAMA FESTIVAL

Collection Vertiges

> Best new discovery:
Olivia Bonamy for "Piège en haute sphère"

Collection Vertiges

> Best director:
Aruna Villiers for
"Piège en haute sphère"

INTERNATIONAL
SCIENTIFIC
AUDIOVISUAL
MEETINGS

Jules Verne prize for
M6's scientific magazine
program

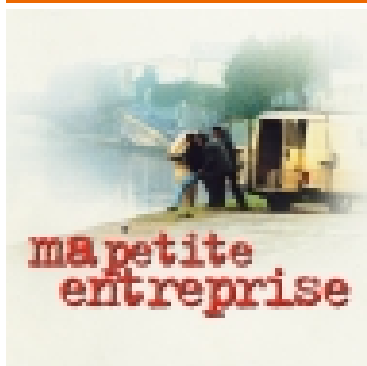
CÉSAR

Ma petite entreprise

César for the best
supporting actor:
François Berléand

Police District

> Best 52-minute series



Film poster for *ma petite entreprise*.



AURIAC HEALTH FILM FESTIVAL

Zone Interdite

Young audience prize
"Les femmes et la
cigarette"

LES LAURIERS D'OR DU SÉNAT

Hors Stade

Magazine category

zone
INTERDITE

FIPA

Zone Interdite

Investigative magazine
prize
"Chilli, mon voisin
est un tortionnaire"

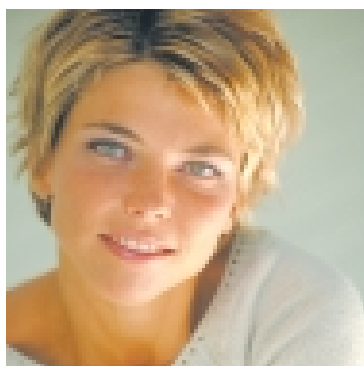


FONDATION POUR L'ENFANCE

(created by Anémone
Giscard d'Estaing)

M6 Kid

Young audience prize for
"Le parlement mondial
des enfants"



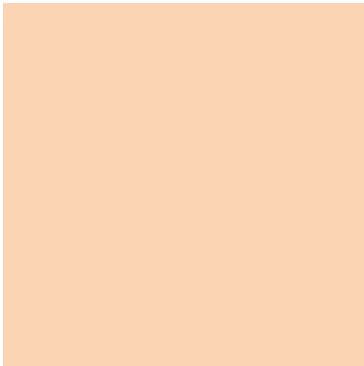
Nathalie Vincent, M6 Kid.

Vache folle, la grande peur.

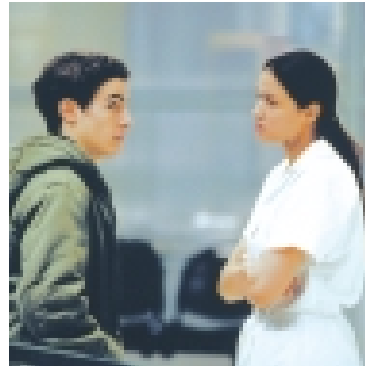
ANGERS SCOOP FESTIVAL

Vache folle/ la grande peur

Planète prize



Benjamin Castaldi.



Le Lycée, second year shooting.



Loft Story, an interactive real-life drama.

2001: PRIORITY TO CONTENT AND EVENTS

In 2001, M6 will continue to invest in creating its own programs, innovating and proposing new formats for magazines and entertainment which **feature M6's drama heroes**. These new programs begin airing during the first-half of 2001. Such efforts should enable the station to solidify its place as the second most popular channel for under-50-year-olds.

In the first months of 2001, M6 enriched its range of offerings with several novelties, proposing a new local magazine close to the public, *Ça me révolte*, and a new time slot for news: *le 6 minutes midi*. This provides M6 a

broader offering to continue increasing its audience.

M6 is also introducing "interactive real-life drama" with *Loft Story*: Six young men and 5 young women live in a house for 70 days under the ever-present eye of the camera. At the end of this game, the viewing public will have perhaps chosen the "ideal couple."



le six minutes

Six minutes midi at 11:54 a.m.



*In **Ça me révolte**, Bernard de la Villardière covers everyday big and little turn-offs .*

PRODUCTION OF FEATURE FILMS: M6 FILMS

In 2000, via its film subsidiary M6 Films, the M6 group was involved in producing 19 full-length feature films (compared to 16 in 1999), bringing to 119 the total number of films co-produced and/or pre-acquired since the subsidiary's establishment. Fifty-nine percent of the subsidiary's budget was devoted to **co-producing a director's first or second film**.

Fourteen co-produced and/or pre-acquired films were released in cinemas during the year, generating more than 3,300,000 admissions. Among the top attractions of 2000 was *Harry, un ami qui vous veut du bien* by Dominik Moll, the fourth most popular French film of the year with more than 1,800,000 tickets sold.

A critical as well as popular success, *Harry, un ami qui vous veut du bien* was part of the official competition at the 2000 International Film Festival in Cannes. The film has just been crowned with four Césars in 2001 including, for Sergi Lopez, those for best director and best actor.

Ten films co-produced and/or pre-acquired by the subsidiary were shown on the M6 channel during prime time in 2000. *Ça reste entre nous* by Martin Lamotte, *Cuisine Américaine*, *L'homme est une femme comme les autres* by Jean-Jacques Zilbermann were all three huge audience successes.

For the year 2001, it is worth noting the record launch of **La vérité si je mens 2**, a film produced with the participation of M6, which is expected to finish as one of the most popular French films of the year.

14

FILMS
RELEASED
IN CINEMAS
IN 2000

21

FILMS
CO PRODUCED



4 Césars for *Harry, un ami qui vous veut du bien*.

THE VERTIGES
AND COMBATS
DE FEMMES
COLLECTIONS
ARE SOLD
IN 30 COUNTRIES



More than 7.5 million admissions sold by the end of March 2001.

AUDIOVISUAL RIGHTS: M6 DROITS AUDIOVISUELS

In 2000, the M6 group's audiovisual rights unit, M6 DA, was **among the 10 leading French exporters of rights**.

Sales were most remarkable in the area of French drama, in particular with the series *Combats de femme* (22 X 90') and *Thrillers/Vertiges* (38 X 90'), sold in more than thirty countries.

The magazines *Turbo* and *Capital* also continued to be sales successes, notably in England for *Turbo* and in China for *Capital*. As for full-length feature films, M6 DA has just begun to market *La Vérité si je mens 2*, which in one week of distribution totaled no fewer than 2.8 admissions!

Owned 41.25% by the M6 group, the audiovisual rights unit TCM Droits Audiovisuels is responsible for sales until 2010 Paramount's catalogue rights on commercial and pay TV. This year, the TCM catalogue has been enriched with very prestigious films, such as *M:I - 2*, *Double Jeu* and *Shaft*.



ADVERTISING MANAGEMENT: M6 PUBLICITÉ

Traditionally, M6 Publicité is the commercial entity authorized to promote M6 television in the commercial television advertising market. It has progressively extended its activities and today is charged with **developing advertising for 30 media vectors** in very diverse markets: cable and satellite specialty television channels, local television for overseas French departments and territories, Internet sites, and interactive services on TPS.

M6's audience success has provided an increasingly high-performance and appreciated support to advertising: with a 21% share of the market in 2000 and a 24% increase over 1999, M6 commands more attention than ever on the advertising market as its second most important station and is reaching record levels. In relation to the global advertising market, which grew by 6% according to Secodip raw data, **M6's advertising revenues have risen three times faster**. This growth has been supported both by the emergence of the telecommunications sector and new technologies, and by the consumer goods sectors: revenues from the food sector, for example, increased 25% between 1999 and 2000.

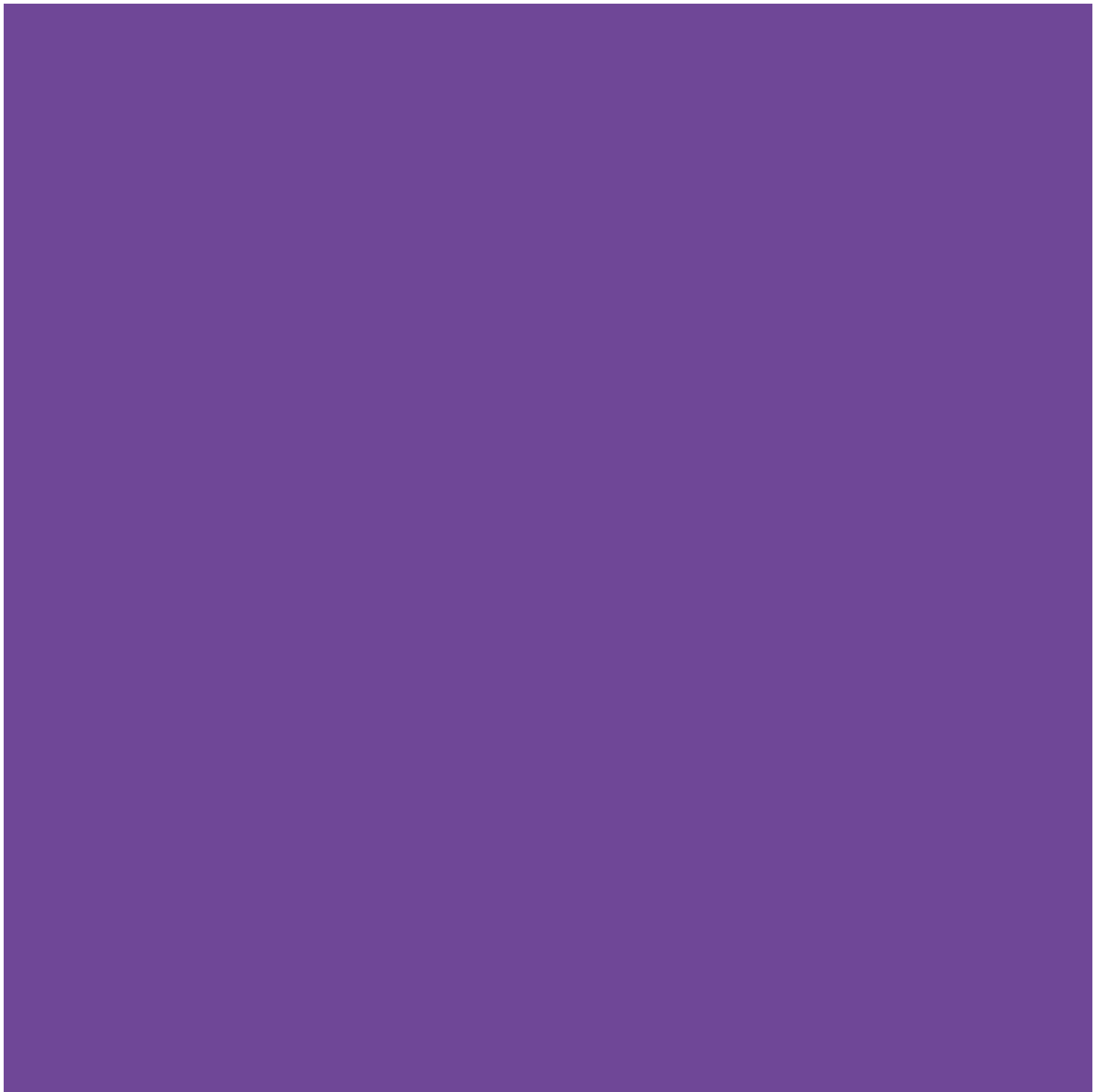


M6 Publicité manages advertising for the specialty channels Paris Première, Série Club, Téva, Fun TV, M6 Music, Club Téléachat, Infosport, Cinéstar 1, Cinéstar 2, Cinétoile, Cinéfaz, Fox Kids, as well as the local Caribbean television stations Antilles Télévision, La Une Guadeloupe and Antenne Créole Guyane.

The subsidiary is also responsible for marketing the interactive services of TPS Sorties Express, Sport Express and Fi.

M6 Publicité has benefited from the burst of advertising on the Internet. In November 2000, it created **M6 Publicité Interactive**, a subsidiary specialized in marketing web sites, and currently markets the following sites: m6.fr, m6net.fr, turbo.fr, clubteleachat.com, serieclub.fr, m6music.fr, funtv.fr, paris-premiere.fr, athleteline.com, sssplash.fr, loginews.com and mzz.com.

M6 Publicité employs more than 70 people in touch with the needs of advertisers and their brands so as to shape the most appropriate communications policy. Aimed at professionals, the m6pub.fr site is based on this strategy, created to meet the needs of advertisers.



DIVERSIFIED OPERATIONS: A STRATEGIC ROLE IN THE GROUP'S EXPANSION

2000 WAS RICH IN M6 BRAND DEVELOPMENT ACTIVITIES,
THE GROUP'S SECOND BUSINESS ACTIVITY

3

FAN 2 ET
CULTURE PUB =
PROGRAMM'S
SUCCESS



Culture Pub, the magazine.

COMPOSITE
PUBLICATIONS:
60
RELEASES A YEAR



M6 Net Pack.



Eve Angeli, double golden disc.

M6 INTERACTIONS: A STRONG BRAND

Continuing its expansion, the subsidiary M6 Interactions, specialized in publishing (newspapers, composite publications, discs), in video distribution (video tapes and DVD), and cinema, became a player in the newsmagazine and composite publications markets, with considerable development of its distribution business.

PRESS: A NEW PUBLICATION

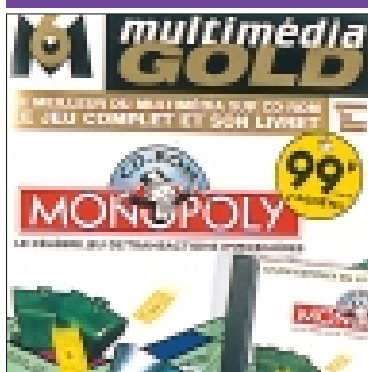
In October, via M6 Editions, M6 launched a general magazine *Culture Pub*, an offshoot of the celebrated program. Published bi-monthly, the first edition sold more than 110,000 copies. This year, sales of the magazine *Fan 2* exploded (+80%), which explains the re-positioning of the magazine. *Fan 2* is now the leader in the youth press sector. To meet these challenges, M6 Editions adopted an integrated artistic structure, which manages the artistic direction of the three magazines edited by M6 Interactions, *Fan 2*, *Culture Pub* and *Dreamcast magazine*.

COMPOSITE PUBLICATIONS: STILL THE MARKET LEADER

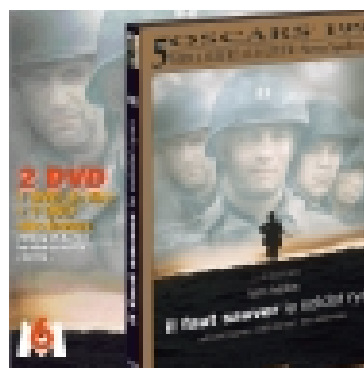
Despite increasing competition in 2000, M6 Interactions expanded sales of newsstand-marketed composite publications with 2.2 million copies sold. The subsidiary has become an essential actor on the composite publications market. Contributing to this success were the launch of the collections *M6 Multimedia Gold* (Monopoly, Trivial Pursuit, Cluedo) and *M6 Multimedia Collector* (*La menace fantôme*, *Star Wars Racer*). Also noteworthy were the marketing of cultural CD-ROMs (*Encyclopédie Larousse*, *Le plus beau musée du monde*), the offering of *M6net Pack* as well as the entry of M6 Interactions into the video market thanks to the first 99-franc Playstation game, *V-Rally*, and in the DVD market, with the offering of *Saving Private Ryan*, *The World is Not Enough*, and *Fight Club*.

>2001: Activity in the composite publications market promises to remain dynamic. At the start of the year, M6 Interactions launched a new music publication: *M6 Hits*, and continues its expansion in the DVD market.

PROMOTING YOUNG
MUSICAL TALENT =
DADDY DJ
PLATINUM DISC
800,000
COPIES ALREADY
SOLD



M6 Multimedia Gold (Monopoly).



DVD Saving Private Ryan.

RICHARD
WINONA
LEONARDO
ANTONIO
JENNIFER
CATHERINE:
ALL FOR M6



In the cast: Winona Ryder and Richard Gere.

DISCS: WELL-SUSTAINED ACTIVITY

Despite competition from online music, selling discs continued to advance in 2000 with 4.5 million in sales. The year was marked by the success of the compilation *M6 Awards*, a double Gold disc, Lene Marlin's album, the original sound track of the film *Mauvaises Frequentations*, the disc *Les 1001 vies d'Ali Baba*, along with those of Sawt El Atlas and Boomfunk MC's, not to overlook the 900,000 Tina Arena albums sold in 2000.

>2001: With three of its productions among the top singles sales, Eve Angeli, Daddy DJ and Froggy Mix (credits for the cartoon series *Sakura*), the M6 Interactions disc department started the year with a success: 1 million singles sold in less than 3 months.

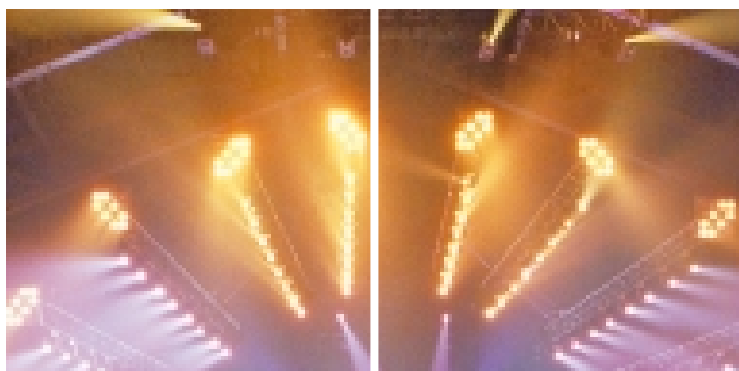
M6 will continue to develop its co-production of talented young artists.

DISTRIBUTION: STRONG DEVELOPMENT

M6 Interactions made extraordinary advances developing its video and film activities. To meet the decline in the video-cassette market, the unit repositioned itself in the DVD market which is experiencing remarkable growth: 2.6 million DVD machines were sold in 2000, compared to 930,000 in 1999, and sales in 2001 are forecast at 5.4 million units. In 2000, M6 Interactions sold 150,000 DVDs.

Two businesses in particular were developed in 2000: the purchase of film/video rights and movie theater film distribution. M6 buys the rights on the international market, especially in the US. In this way, M6 Interactions acquired the distribution rights to *Autumn in New York*, with Richard Gere (1 million admissions), to *New York Gangs*, the next Scorsese production with Leonardo di Caprio, and *The Body* with Antonio Banderas. >2001: The subsidiary has already acquired the all-media distribution rights of *The Wedding Planner* with Jennifer Lopez and *D'Artagnan* with Catherine Deneuve.

During the course of the first-half of 2001, M6 will take 100% control of the **movie distribution company SND** (currently a subsidiary of the RTL Group).



Dance Machine.



The Ten Commandments.

M6 ÉVÉNEMENTS: M6 KNOW-HOW

M6 Événements, a subsidiary created in May 1999, organizes events for outside companies and collectivities based on the know-how it acquired doing the same for M6. In 2000, M6's events activities included all types of the communications happenings, among them private events (conventions, seminars, motivational meetings). Each featured applications of the station's leading concepts (such as *La Nuit du Net* or *Morning Night*), presentation of corporate films, and performances by M6 artistic talent. They also included producing shows (M6 Awards 2000,

M6 Tour 2000, and of course the sponsorship of musical comedies such as *The 10 Commandments*, a show seen by more than 340,000 people, and *Les 1001 Vies d'Ali Baba*). To cite only a few, the subsidiary's principal clients include SNCF, Baxter, Fila France, Lancôme France, Groupama and EMAP.

In 2000, M6 Événements benefited from a special site for organizing events, the new **Club Med World of Bercy**, for which it holds a purchase option.

HOME SHOPPING
SERVICE

700,000
ACTIVE CUSTOMERS



M6 Boutique.

HSS: BUILDING A EUROPEAN HOME SHOPPING NETWORK

In 2000, Home Shopping Service solidly installed itself as one of the **home shopping market's key players**.

Club Téléachat, the last-born of the specialty channels, won the distribution battle: carried on all cable networks and the two satellite bouquets. It is received in three million homes.

HSS today is an excellent position to meet the development needs of home shopping, in electronic commerce especially.

2001 will be the year of European network development, with HSS's expansion continuing.

Since March 2001, HSS has been exporting its know-how to Germany. Through its 20% joint holding with RTL Télévision and RTL Newmedia in the new home shopping company, RTL Shop, it participates in the expansion of home shopping in Germany via a program on RTL Télévision, Germany's leading channel, and on RTL Shop, a round-the-clock home shopping channel.

1
MILLION
"HOLAS"
FOR LES
GIRONDINS



Ulrich Ramé.

A few Girondins players.



Pauleta.

M6 FOOT: A TOP-FLIGHT TEAM

Finally, the year 2000 was a vintage one for *Les Girondins de Bordeaux*, the professional soccer club owned by M6. For the 9th consecutive season, Les Girondins played a leading role in the French Championship. Some excellent players marked their arrival, such as Alain Roche and Pauleta, hailed as the 2nd best player in Portugal.

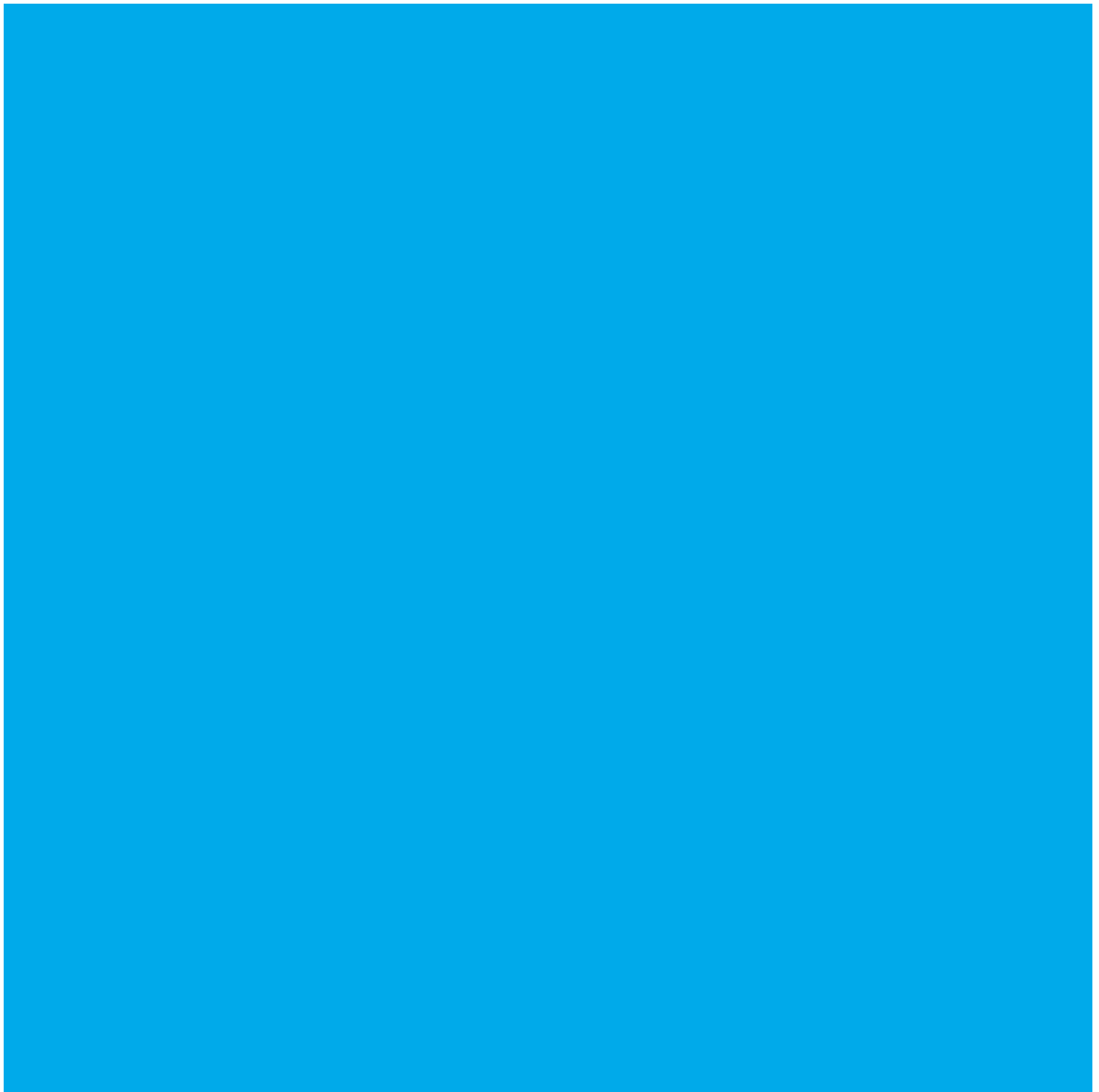
The end of the year 2000 saw the October opening of the Girondins shop in Bordeaux, and the launch of the new official Girondins web site, www.girondins.com, which rapidly became one of the most visited 1st Division soccer websites.

Surfers can discover the history of one of the oldest French clubs, biographical information on the players, take a virtual visit to the team's headquarters, access the official store, the box-office, and even exchange points of view in chat rooms.

In 2001, a major investment project will begin at the Haillan camp, **creating one of Europe's most modern training centers.**



Christophe Dugarry.



PAY TV M6 CONFIRMS ITS POSITION

M6'S INVESTMENT IN ITS THIRD BUSINESS ACTIVITY, PAY TV, IS FOCUSED ON TWO DEVELOPMENT LINES: THE CREATION OF SPECIALTY CHANNELS AND ITS 25% INVESTMENT IN THE TPS SATELLITE BOUQUET.

4

THE SPECIALTY CHANNELS: ADAPTABLE FORMATS TO MEET THE CHALLENGE OF TERRESTRIAL DIGITAL BROADCASTING

Since 1993, with the constant support of M6, the group has developed a network of specialty channels. These channels, among the leaders of their field, are today broadly distributed, well placed on the market, and likely over time to be totally self-financed through advertising.

M6 is the owner, or the co-owner of Série Club, Téva, Fun TV, M6 Music, TF6, Club Téléachat, Télétoon, Cinéstar 1 and 2, Cinétoile, Cinéfaz, Infosport, TPS Foot and a partner in Paris Première.

14
SPECIALTY
CHANNELS

CINEMA
SERIES
YOUTH
MUSIC
SPORTS
CULTURE
WOMEN
LIVE
INTERACTIVITY

Top 50.



Aventures on the net.

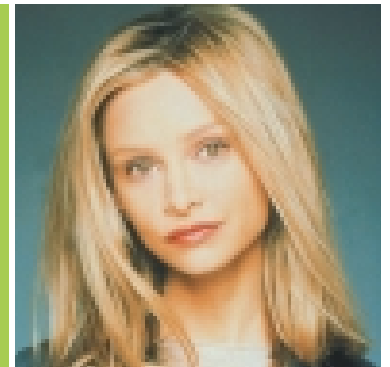
TF6: THE OH-SO TV CHANNEL

The year 2000 ended in fine form with the December 18 launch of the new channel TF6, jointly-owned 50/50 by M6 and TF1. Broadcast 24h/24, TF6 is a mini generalist-channel aimed at the under 50s, modern and audacious, offering films, series, targeted programs such as *Sexe sans complexe* or *Aventures sur le net*, the first TV reality show ever broadcast in France, as well as the return of the *Top 50*. The channel's creation was simultaneous with that of its web site, tf6.fr, where surfers can find the faces of those who "make" TF6. The station is already positioned as one of TPS's most watched channels. Over the medium term, with 1.2 million subscriber households in February 2001 and a dominant position on TPS, TF6 aims to become leader of the supplementary channels.

SÉRIE CLUB: THE ALL-SERIES CHANNEL

Now jointly owned with TF1, Série Club has established itself more than ever as the favored channel for series lovers. With 2 million subscribing households, in March 2000 Série Club became the 2nd most popular specialty channel among the under-50s.* Created in 1993, profitable for the past five years, it offers a wide choice of series, completely new as well as classic cult, shown in theme categories, with a different theme every day (including comedy club, supernatural club, classic club). In September 2000 the channel had a face-lifting and the contents of the web site serieclub.fr have been enriched.

Ally McBeal.



Julie Andrieu, Téva Cuisine, l' thème 2000.



Cendrine Dominguez, Téva la quotidienne.



TÉVA: A WOMAN'S VIEW OF THE WORLD

A general-interest channel with a woman's outlook, launched in 1996, Téva has 1.5 million subscriber households. It is the 2nd most watched channel by women under 35 years old,* emphasizing strong and innovative dramas, in series and films, both original and dubbed versions (*Sarah, Ally McBeal, Sex & the city, Muriel*). It also highlights its magazines, in particular one launched in the fall of 2000, *Téva la quotidienne*, seen daily at 7 p.m., produced by Réservoir Prod and presented by Cendrine Dominguez. Since the start of 2001, Téva offers a thematic week each month.



Sports night.



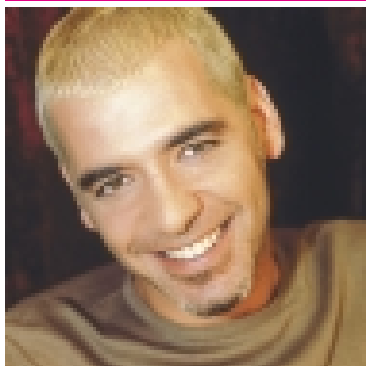
Homicide.

* Source Audicabsat/base excluding films.

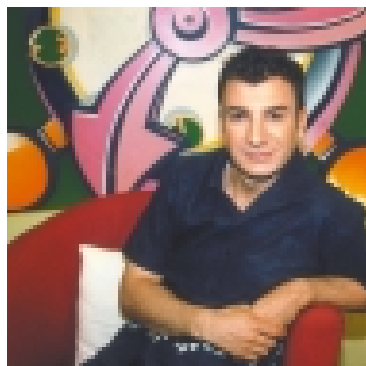
FUN TV: THE ALL-LIVE CHANNEL

Fun TV is a channel made by the young, for the young. Broadcast live, it is for 11-24 year-olds, who make it is their second most popular station* and who acclaim its high degree of interactivity. Since its creation, in February 1997, it has gained almost 1 million subscriber-households. Its daily morning show, "Morning Fun," was an immediate success, so much so that it is now broadcast simultaneously on Fun TV and M6 under the name of "Morning Live."

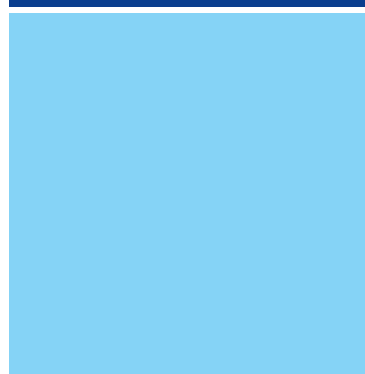
Fun TV is a permanent dialogue between viewers and presenters, live thematic magazines devoted to music, extreme sports, cinema, comic strips, and video games, plus a musical programming focused on the latest fads and hits. Since April 2000, surfers can follow what is going on in the Fun TV studio live on funtv.fr.



Barth, *Fun Zone*.



Michael Youn, *Morning Fun*.



Madonna.



Patrick Bruel.

M6 MUSIC: THE ALL-MUSIC CHANNEL

It was born in March 1998. Since September 2000, it's accompanied by a music portal, m6music.fr. With 1.2 million subscriber-households, it has established itself as the music station favored by 25-34 year-olds.* Its programming, originally composed of live musical broadcasts, documentaries and clips, evolved in 2001 to a simpler and clearer format, exclusively musical, without live broadcasts.

The station will continue to highlight the richness and variety of modern music, while developing synergy with the musical portal of the same name, and by proposing, among others, interactive data simultaneous to clip broadcasts.

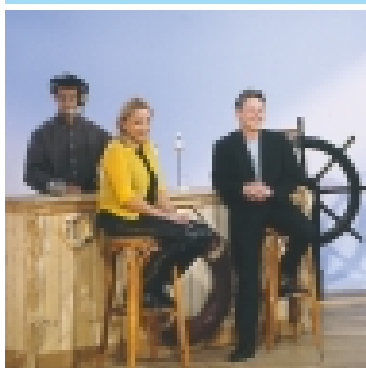
* Source Audicabsat (99)/base excluding films.



CTA : 24 h / 24.

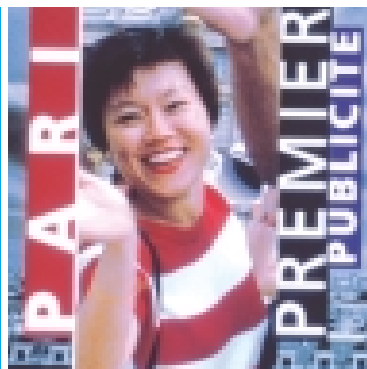
CLUB TÉLÉACHAT

Entirely devoted to home shopping, this thematic channel broadcast 24h/24 has won the distribution battle: it reaches 3.3 million subscriber households via cable, TPS and Canal Satellite, and has a customer base of 70,000. More than two years after its creation, in 2000 the channel continued to give a new dimension to home shopping – more modern, more responsive and in particular closer to people, thanks in part to its daily live presentations. It offers innovative and exclusive products. It imposes a very strict quality charter to guarantee an ever more transparent and secure service – know-how acquired during 13 years' experience at the heart of Home Shopping Service, the French home shopping leader. It is broadcast live on its web site, clubteleachat.com, where surfers can also buy the products shown on the air.



Club Téléachat.





Paris Première presentation.

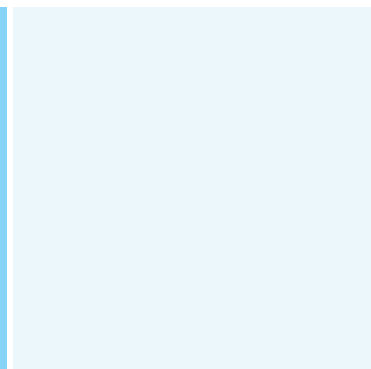
PARIS PREMIÈRE: THE STATION THAT GIVES PEOPLE THE URGE TO GO OUT

Paris Première is the cultural channel offering lots of magazines, the most emblematic of which are *Rive droite, rive gauche*, the culture daily presented by Thierry Ardisson, and *Recto Verso*, the main week-end rendez-vous presented by Paul Amar.

With almost 4 million subscriber-households and more than 2.2 million viewers, Paris Première is one of the most widely broadcast and viewed stations. In 2000, three "in" programs made their appearance: a trendy magazine, *Toast*, with Jean-Luc Delarue, a magazine of good schemes, *MAPS*, and the celebrated American talk show, the *Howard Stern Show*.

INFOSPORTS (TPS)

The continuous, live sports news channel created in 1998. Infosport has 1.5 million subscribers (satellite and cable).



TPS Foot.

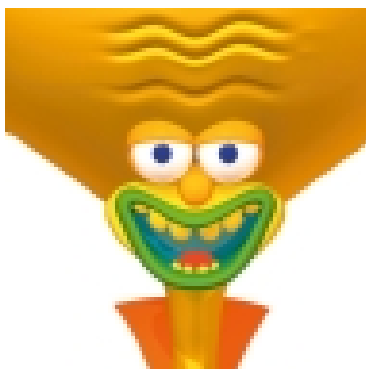
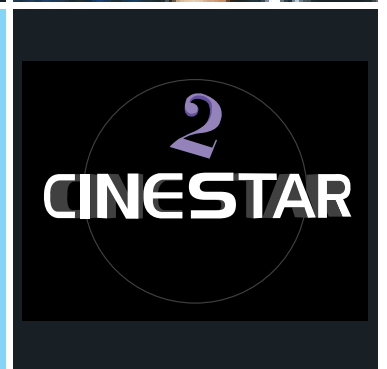
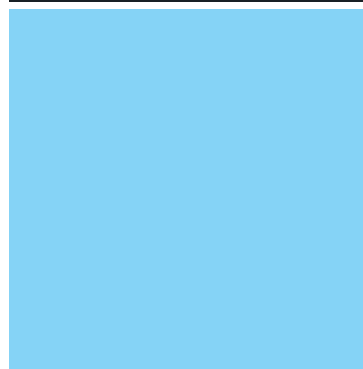
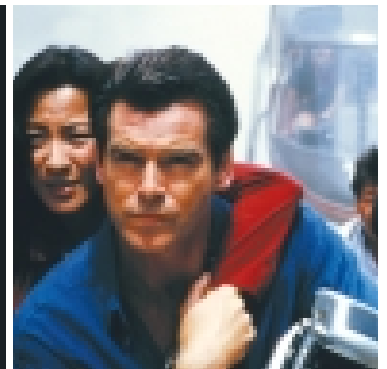
TPS FOOT (TPS)

TPS Foot offers exclusive, live coverage of the Big Game of Division 1 each night of the French National Soccer Championships: an entire season of passion with 34 big matches, commented on by well-known announcer-experts.

TPS CINEMA CHANNELS: CINÉSTAR 1 AND 2, CINÉFAZ, CINÉTOILE

Each month, 30 recent new films or TV exclusives appear on Cinéstar thanks to agreements with major studios. Cinéfaz offers a selection of the best films on a topical theme. As for Cinétoile, it offers viewers the great movie classics in color or in black and white. Nearly a million households subscribe to TPS Cinéma (150,000 on cable). It is also the most watched cable and satellite movie channel.

Demain ne meurt jamais.



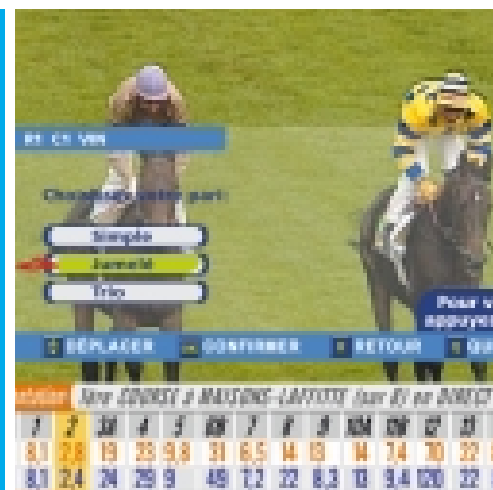
TELETOON (TPS): IT TUNES YOUR LIFE

This all-cartoon network for children from 2 to 12 is the most popular station among the 4-10 year-olds wherever it is received. It has 1.7 million subscriber-households (satellite and cable).

Development of the specialty channels will be maintained by the acquisition of strong programs and by advertising market growth. TF6 should be able to position itself among the top stations wherever it is received, and progressively extend its distribution network.



TPS
OFFERING
160
CHANNELS



PMU horse race betting.

TPS, THE SATELLITE TELEVISION STATION SOLIDLY ANCHORED IN ITS MARKET

The specialty channels of the group have enriched the TPS pay TV platform which, four years after its launch, has now largely established itself in the French audiovisual landscape. Its competitive pricing and youthful and modern brand image mean it will continue to make rapid subscription advances. In line with its mission to open the pay-TV market to everyone, **TPS reached the one-million subscriber threshold** in December 2000.

The TPS satellite bouquet is a true commercial success with a market share in the final months of 2000 close to 50%. This is the result of its

unique special advantages. Born December 17, 1996, TPS has progressively built a global and complete digital offering including exclusive transmission of all of the national digital channels, 4 cinema channels, 30 specialty channels, 1st Division soccer, 7 pay per-view channels, as well as 47 radio and 78 international channels.

In 2000, its offering was expanded with 6 new specialty channels including TF6, Game One, i-Television, Paris Première, Liberty.com and TV Breizh – in all, 36 new channels offered to customers since its inception.



TPS SUBSCRIBERS:
70% UNDER 50 YEARS OLD
73% LIVING IN CITIES WITH
POPULATIONS OF LESS
THAN 100,000
46% EQUIPPED WITH
MICROCOMPUTERS

From the start, TPS has been **the world leader in interactive Television**. In four years, TPS INTERACTIF, the TPS publishing and multimedia subsidiary, conceived and developed nearly 40 simple and practical interactive services such as home banking, video games, news (weather, information bulletins, etc.), on-line stock trading, a shopping gallery, and also classified ads.

Whether these services are permanent or event-driven, TPS customers gain access by one of the ten specialty portals on the air: Météo Express, Info Express, Bandiagara (games), Mon Shopping (shopping mall, with access to the shop

lastminute.com), Espace Annonces, Fi La Chaîne financière (banking and economic news), Le Guide de programmes, TPS Le TV Mail (the 1st e-mail on TV), Equilibre, TPS & Vous and also the PMU's new home betting service. 91% of TPS subscribers use the interactive services offered by the satellite bouquet.

In 2001, TPS will pursue its growth in the French audiovisual landscape and confirm its leadership in interactive television. TPS has the necessary know-how to adapt to the Internet landscape and to digital terrestrial broadcasting.



THE INTERNET: SPECTACULAR PROGRESS

THE M6 GROUP'S FOURTH – AND LATEST – BUSINESS SECTOR, INTERNET, WAS A YEAR 2000 PRIORITY.

Building on commercial television, pay TV, and diversified operations, Internet represents a strategic development for the group complementing existing media. With the M6 group's purpose being to publish content and make it available to the general public, in January 2000 M6 created a subsidiary to regroup all group internet activities: M6 Web.

For its development, M6 Web is counting strongly on M6 content, brands, and strong promotional strength. Overall, the M6 group Internet policy represents an investment of FRF 100 million per annum.

M6 Web aims to develop and diversify its internet activities and, in this context, in March 2000, acquired 33% of Ticketnet, France's leading entertainment and show business ticket vendor thanks to its national distribution network and its Internet site, ticketnet.fr.

5

9

PAGES VIEWED
PER HIT

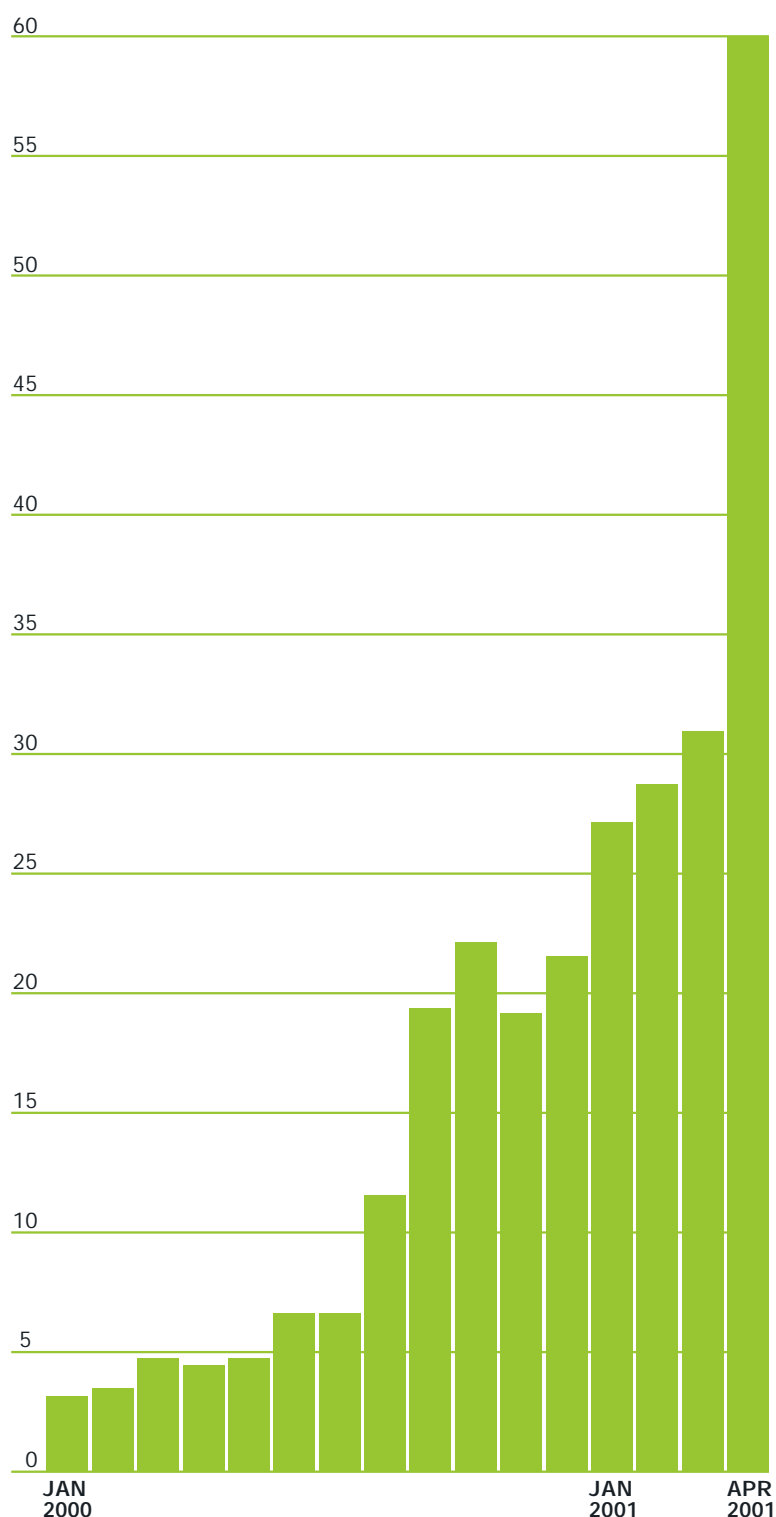
M6NET.FR: THE SECOND MEDIA SITE

On June 5, 2000, M6 became the **first television station to offer free Internet access** via M6net.fr.

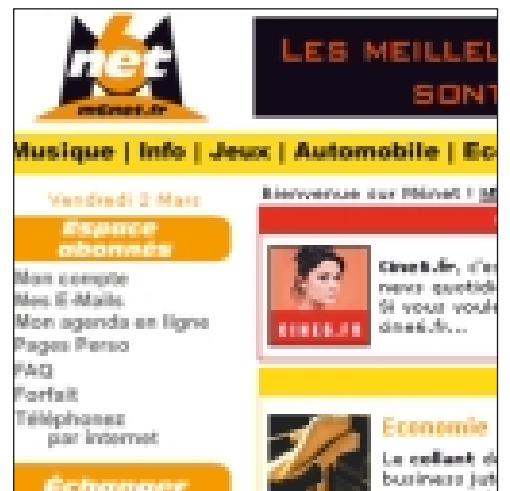
M6net.fr, both an Internet service provider and a leisure portal, offers seven main vertical portals and some 20 sites.

Expanding from 2 million to 22 million hits per month in less than one year, the consolidated traffic results were particularly satisfying in 2000, since by year-end, the station's combined sites were already classed in 2nd place among audiovisual sites, and among the top 10 most visited French sites. At the same time, M6net.fr counted a **subscriber list of 540,000** at the end of 2000, a spectacular development in less than six months. This growth didn't cease, since all M6 group sites registered 60 million pages viewed in April 2001, and 210,000 hits daily. 12% of surfers from home consulted the group's sites.

VERY SUBSTANTIAL TRAFFIC GROWTH FOR M6NET.FR
IN MILLIONS OF PAGES VIEWED
(January 2000/April 2001)

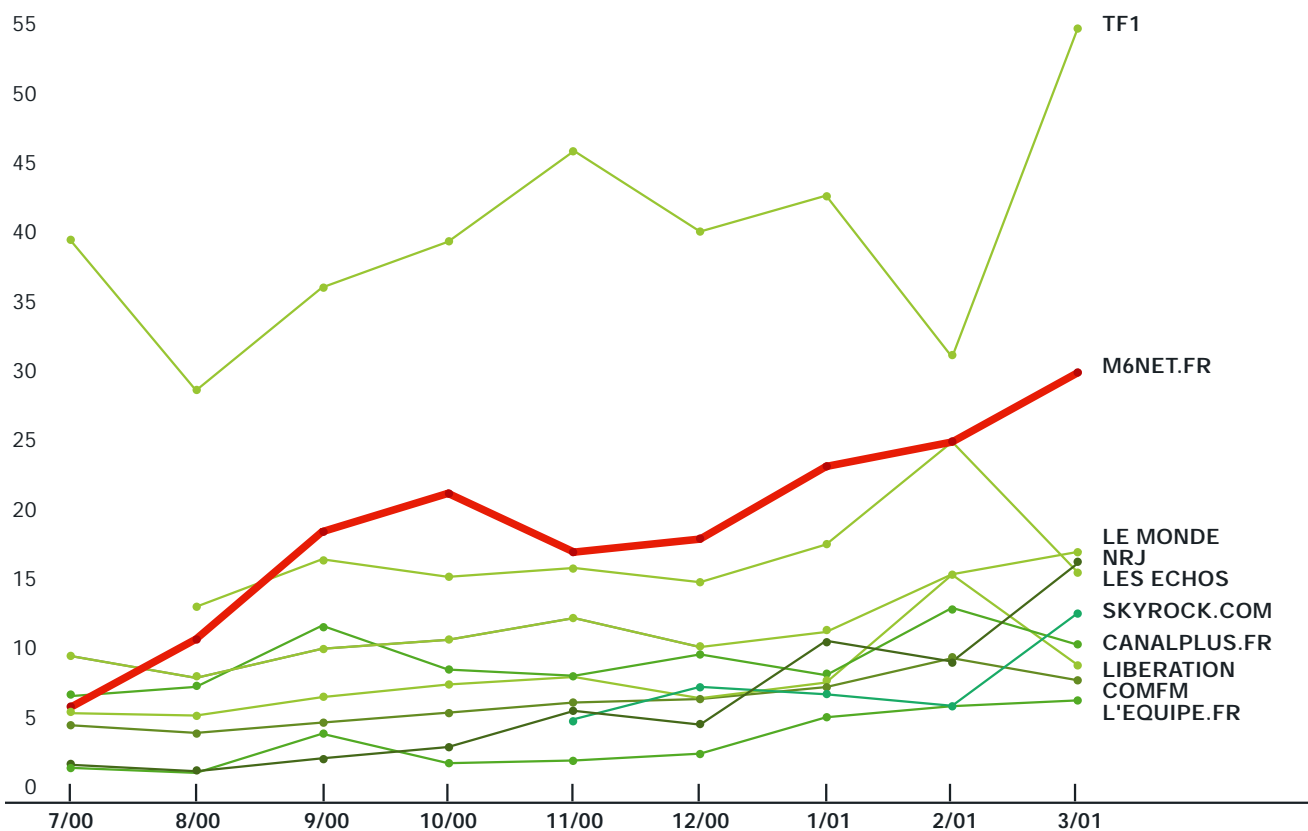


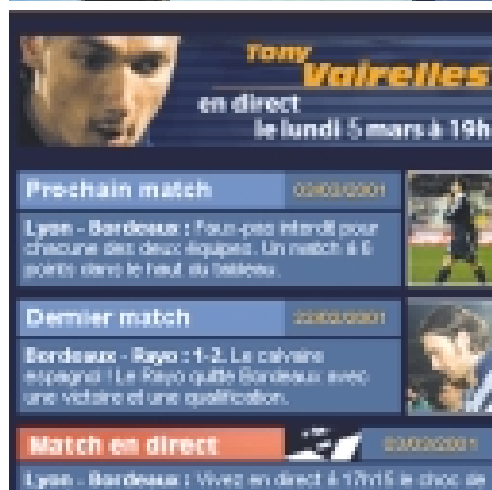
AUDIENCE
MULTIPLIED
BY
9
IN ONE YEAR



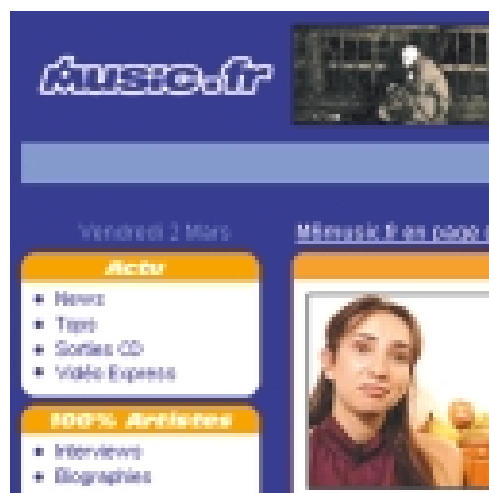
M6net.fr.

MAIN MEDIA WEBSITE TRAFFIC
(June 2000/March 2001, in millions of pages viewed)

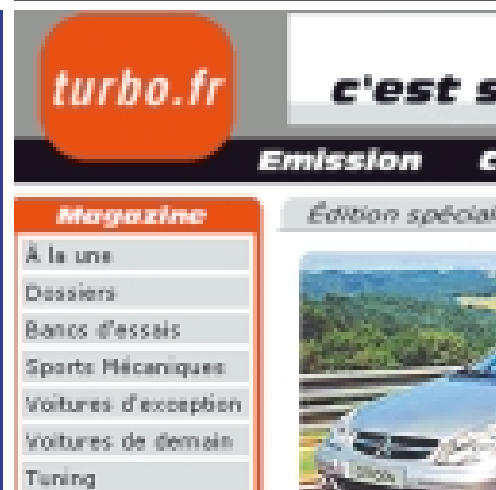




girondins.com



M6music.fr



turbo.fr

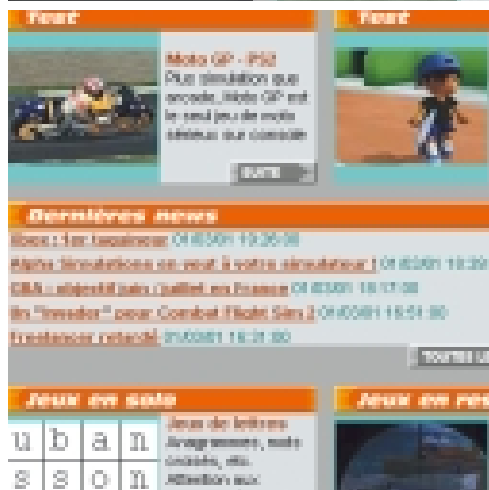
2000: THE YEAR OF PORTAL LAUNCHINGS

M6net.fr offers access to some 20 group Internet sites: apart from M6.fr, site of the M6 channel which is much more than just an extension of what's on the air, M6net.fr offers, among others, sites for the group's specialty channels – serieclub.fr, funtv.fr, clubteleachat.com, and soon teva.tv. The girondins.com site was launched at the end of December 2000, devote to *Les Girondins de Bordeaux* pro soccer club.

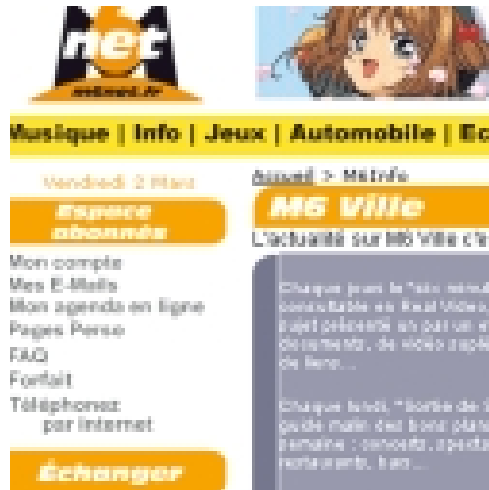
M6net.fr, reference portal for suppliers of free Internet access, offers a multitude of practical services. These include personal pages, weather, classified ads, internship offers, maps and itineraries, on line agenda, TV programs,

cinema, horoscope, e-brokerage, group purchasing, *M6 Glisse* dedicated to skating fans, *M6netflirt* for dating, games, contests, chats, and discussion groups.

M6net.fr launched five portals in 2000. The musical portal **M6music.fr** was the first, on September 5. It is divided in two major parts: a "magazine" full of news on the world of music, and another "community" section, "Pur Club," for interactivity. In 2001, the M6 group intends to develop synergy between its music portal and its specialty channel of the same name.



M6game.fr



M6ville.fr



M6eco.fr

Turbo.fr was launched September 28 and is the first auto portal created by an audiovisual group. Turbo.fr benefits from the know-how gleaned from the program *Turbo* to offer the curious as well as the most hard-core auto lovers, news, practical services and a community space.

On November 23, M6net.fr inaugurated its video-game portal, **M6game.fr**, aimed at beginners as well as experienced players, to those wanting to play singly or in groups.

The M6 group has decided to exploit the strength of its local network and the rich editorial content of the various local

publications to create, in each city a local broadcasting unit featuring a site for information, services and local activities. This network of "close to home" sites is the **M6ville.fr** portal, which opened November 27 with the launch of the site M6Toulouse.fr. M6Lyon.fr was launched December 5.

Finally, the year 2000 closed December 22, with the launch of the business portal **M6eco.fr**, which offers features: *Capital* (from the name of the M6 program), *Vie quotidienne*, *Vie du salarié*, *Actualité économique*, and *Bourse*.



Logo em6.fr



cine6.fr

GROWTH OUTLOOK

New portals

The year 2001 began very well, with the launching at the start of January of 9 other local news sites: M6Lille.fr, M6Nancy.fr, M6Nice.fr, M6Rennes.fr, M6Nantes.fr, M6Tours.fr, M6Bordeaux.fr, M6Grenoble.fr, and M6Montpellier.fr.

The end of February saw the launch of a sixth portal, **cine6.fr**, devoted to the cinema.

Two other portals are scheduled for May 2001: funtv.fr, a youth portal that will take in the existing site of the Fun TV channel, and **em6.fr**, a science portal.

The science portal will be created in conjunction with the VM Group, production company of the *E=M6* program.

Cutting-edge technology

The construction of all of the portals and low-speed sites should be completed during the first six months of 2001, serving as the base for future developments offering high-speed access. Video is a major area of development for the M6 Web subsidiary, and will constitute an ever more important element of differentiation.

Revenue sources

M6net.fr, among the leaders, will be able to base its revenues on advertising, but it is also counting on e-commerce by affiliation or via its HSS subsidiary. It will market models developed from content and profiled customer data bases.

Synergy between different group activities will continue to favor M6 Web's development in coming years. It maintains its ambitious objective of becoming **one of the leaders of mass-market Internet within the next 2 to 3 years.**



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Au moins, sur M6net, on sait ce que "gratuit" veut dire.

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