

Press Release



M6 launches new generation TV : M6 Replay



M6 Replay will be launched by M6 Group on March, 19th, giving full access to M6 programmes, on the Internet, anytime and for 7 days, for free.

Nicolas de Tavernost, Chairman of Group M6 Executive Board: *"the launch of this new service is a big moment for M6, since it is a first for a French TV channel. This underlines the Group's objective to adapt and find some answers to new TV consumption modes and constitutes a natural evolution for our channels. This is also a sign of the Group's ambitions on the Internet."*

Valéry Gerfaud, Executive Vice President of M6 Web : *"M6 has always been a forerunner on the Internet. Today, M6 Replay constitutes an additional step for the Group. We chose to keep this new service free, in an model relying on advertising, to make this offer available to everyone."*

From now on, you cannot miss any of M6 programmes



Thanks to M6 replay, it is now possible to watch M6 channel programmes again and again, without any limitation for 7 days minimum, usually available from one hour after the first broadcast.

M6 Replay is free of charge, and does not require any subscription, registration, password, or any software to be downloaded.

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Retrouvez sur www.m6pro.com :
Les dossiers et communiqués de presse, les bulletins de programme, "Les infos d'M6"...

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All famous M6 programmes are to be found on M6 Replay : 95% of the traditional evening programmes usually broadcast from 6 to 12 pm will be available, which means more than 200 programmes online from the launch, and 4 different kinds of programmes:

- French and foreign fictions broadcast on M6
- Magazines, among which Zone interdite, Capital, 66 minutes, D&CO, Un dîner presque parfait...
- News (12.50 or 6 minutes)
- Games like Nouvelle Star or Pekin Express

M6 Replay will be available to everyone on March 19th on the Internet at the following addresses: www.m6.fr or www.m6replay.fr. The only prerequisite to access the website and be able to watch any video of M6 programmes is a PC and an Internet broadband connexion (already 16.5 million Internet subscribers in France*). The programmes are available instantly and without streaming. M6 Replay is thus user friendly and available to all.

The new service will be reached through a new home page on M6.fr for a better visibility.

M6 Replay will soon be accessible on DSL and mobile phones TV networks. M6 Group is currently thinking of adapting the idea to its other channels, starting with W9 programmes.

M6 Replay was a joint development both by M6 channel and M6 Web teams.

* Source Arcep, September 30th, 2007.

Neuilly, March 13rd, 2008

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