



A HD frequency on DTT for M6

The M6 Group welcomes the decision of the CSA to grant a DTT frequency in HD to M6, thus enabling the Group to pursue its policy in favour of the extension of High-definition services.

The M6 Group is involved in a voluntarist policy to promote HD services, both in terms of content production (100% of French dramas are HD produced) and in terms of broadcast, with a increased proportion of HD programmes being aired. M6 did participate to the HD frequencies experiments in 2006 and 2007, and M6 HD programmes are already broadcast on main cable, DSL and DTH networks.

With the implementation of a new digital HDTV frequency (opening planned in June 2008), M6 will thus be able to propose for free, and with the steady increase in coverage of DTT, its flagship programmes in HD, e.g. Nouvelle Star (Pop Idol), Kaamelott, Prison Break, NCIS, les Bleus (French drama) and the Euro 2008 matches the channel will broadcast.

This decision acknowledges M6 Group efforts in all new technological fields (DTT, subtitles to improve access to deaf and hard-of-hearing, Internet TV, Mobile Television), aiming at offering its programmes with the highest quality on all multimedia platforms.

Neully, November 20th, 2007

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Press Release



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