



M6 : EURO 2008 official broadcaster

After the success of the 2006 FIFA Football World Cup, M6 Group will propose to its viewers an exceptional coverage of Euro 2008, with the exclusive broadcasting of half of the matches, as well as magazines dedicated to this sport event.

The agreement signed with Sportfive and UEFA, for a global amount of approx. 50 million euros, includes half of the competition's matches. The attribution of the finale will be determined later.

These matches will be completely produced in High Definition.

This major competition that will take place from June 7 to June 29, 2008, will enable M6 to enhance its multi-platforms strategy : matches will be broadcast on M6 and also on W9, the group free DTT channel. In addition M6' matches will be available on the website m6.fr and through mobiles operators that provide access to M6 channel.

Nicolas de Tavernost declared that *"becoming, for the first time, official broadcaster of Euro, will allow M6 to strengthen its programming offer. It is a great opportunity for both M6 and W9 channels and our website m6.fr."*

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