

## M6 GROUP REVENUES (continued activities<sup>1</sup>) :

- Q4 2006 : 360.5 M€, + 15.5 %<sup>2</sup>
- FULL YEAR 2006 : 1283.4 M€, + 18.8 %<sup>3</sup>



in M€	2006	2005	% change
M6 channel advertising (Q4)	180.1	172.9	+4.2%
Other activities revenues (Q4)	180.4	139.3	+29.5%
<b>Q4 consolidated revenues (continued activities)</b>	<b>360.5</b>	<b>312.2</b>	<b>+15.5%</b>

M6 channel advertising	649.7	625.5	+3.9%
Other activities	633.7	454.4	+39.4%
<b>FY 2006 consolidated revenues (continued activities)</b>	<b>1283.4</b>	<b>1079.9</b>	<b>+18.8%</b>

In the fourth quarter 2006, M6 Group achieved consolidated revenues of 360.5 M€, up by 15.5% (continued activities). Full Year 2006 consolidated revenues (continued activities) reached 1 283,4 M€, up by 18.8%.

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In 2006, M6 channel advertising revenues increased by +3.9 % to 649.7 M€. Over the year, and especially in Q4, despite a strong base effect, M6 reinforced its position with advertisers, and consolidated its advertising market share at 23.15% (source : TNS MI, gross figures).

M6 recorded, despite a more competitive environment, its best ever audience on housewives under 50 y.o with an average audience share of 19.3% vs. 19.1% in 2005 and maintained its audience share on individuals over 4 y.o. (12.5% audience share in 2006 vs. 12.6% in 2005).

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In 2006, other activities' revenues increased by 39.4% to 633.7 M€, mainly including 75.6 M€ (+17.0%) for digital channels and 551.0 M€ (+44.9%, i.e. + 22.5% on a constant scope) for diversification and audiovisual rights activities.

2006 was marked by the dynamism of the Group's family of channels, with good audiences' performances of Paris Première, Teva and W9. W9 established itself as the leading channel of the new DTT channels<sup>4</sup>.

<sup>1</sup> Continued activities include M6 Free to Air, digital channels, diversification and audiovisual rights. In accordance with IFRS 5, TPS is considered as an asset held for sale, implying that TPS stake is now only contributing to the Net Profit of the Group.

<sup>2</sup> On a constant scope (Mistergooddeal.com and Mandarin Films respectively consolidated from 15 November 2005 and 1st July 2006), Q4 2006 group revenues increased by 10.6%.

<sup>3</sup> On a constant scope (SNC, Mistergooddeal.com and Mandarin Films respectively consolidated from 1st April 2005, 15 November 2005 and 1st July 2006), Group consolidated revenues increased by 10.9% in 2006.

<sup>4</sup> Source : Mediametrie – DTT equipped environment, cumulated daily audience (average Monday- Sunday / 03 :00 – 27 :00) – November/December 2006



**All M6 Group's diversification and audiovisual rights activities** posted a strong growth in 2006, mainly with :

- The **Distance Selling** branch (HSS and Mistergooddeal.com) annual revenues reached 224.1 M€, with growth rates sustained above 50% for Mistergooddeal.com,
- The **Interactivity** branch (**M6 Web et M6 Mobile**), with 2006 revenues of 66.4 M€, up by 56.2 %, thanks to the successes of both multimedia activities and M6 Mobile by Orange, which attracted more than 767 000 customers as of 31 December, 2006.
- **Audiovisual rights** revenues reached 88.0M€ (+ 51.0%) driven by significant developments of all activities (movies releases, videos, rights sales).

The **M6 Interactions** branch was the only one to post a decrease in revenues in 2006, to 104.9 M€, down by 8.0%, mainly affected by musical activities.

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Thanks to the strong dynamism of its activities, the M6 Group achieved in 2006 to more than completely offset the deconsolidation of TPS revenues accounted, in application of IFRS 5, as a held for sale activity.

**In 2006, M6 Group consolidated revenues reached 1 283.4 M€ (continued activities, excluding TPS). In 2005, including TPS, the Group revenues amounted to 1 274.7 M€.**

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FY 2006 results will be released on Monday 5, March 2007 after market closes in Paris.

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