M6 GROUP REVENUES (continued activities¹):

■ Q3 2006 : 259.1 M€, + 17.3 %²

■ AS OF 30 SEPTEMBER 2006: 922.9 M€, + 20.2 %³



in M€	2006	2005	% change
M6 advertising	351.4	334.5	+5.1%
Other activities	312.4	212.5	+47.0%
H1 consolidated revenues (continued activities)	663.8	547.0	+21.4%
M6 advertising	118.2	118.1	+0.1%
Other activities	140.9	102.6	+37.2%
Q3 consolidated revenues (continued activities)	259.1	220.7	+17.3%
M6 advertising	469.6	452.6	+3.8%
Other activities	453.3	315.1	+43.9%
9 months consolidated revenues (continued activities)	922.9	767.7	+20.2%

In the third quarter 2006, M6 Group achieved consolidated revenues of 259.1 M€, up by 17.3% (continued activities).

* *

In the third quarter 2006, advertising revenues reached 118.2 M \in (+0.1%), reflecting uneven expenditures trends by sectors, the decrease registered on mass consumption sectors being offset by the dynamism of Telco and Services notably. In the first nine months, M6 channel's advertising revenues amounted to 469.9 M \in , up by 3.8%.

In a environment marked by the enlargement of the programme offering, M6 has confirmed since the beginning of the year its high levels of audience (12.6% vs. 12.8% audience share on 4 years and over, 19.5% vs. 19.4% audience share on housewives under 50 years old), and has achieved a successful back-to-school period (September-October 2006⁴):

- attracting 500,000 new viewers on average in Prime Time,
- gathering more than 4 million viewers one Prime Time out of two.
- and ranking, almost one Prime Time out of two, as the second channel on all audiences (4 years and over).

The generalist channel's strategy, powerful and attractive for all audiences and advertisers, has been reinforced by the various programming successes of the back-to-school period (information magazines, documentaries, French fictions, series).

* *

In the third quarter, other activities' revenues increased by 37.2% to 140.9 M€, mainly including 16.8 M€ for digital channels and 122.4 M€ for diversification and audiovisual rights. In the first nine months, revenues from other activities posted a 43.9% growth.

⁴ Source: Mediametrie, first 7 weeks of the back-to-school period



























¹ 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.

² On a constant scope (Mistergooddeal.com consolidated from 15 November 2005), Q3 2006 group revenues increased by 5.8%.

³ On a constant scope (SNC and Mistergooddeal.com respectively consolidated from 1st April and 15 November 2005), Group consolidated revenues increased by 11.1% in the first nine months 2006.

In the third quarter, digital channels achieved a 27.6% growth, of which +41% for advertising revenues, notably sustained by good performances of W9, the new asset of the Group on free DTT, and Paris Premiere. In the first nine months, revenues reached 53.0 M€, up by 18.7%.

Diversification and audiovisual rights activities posted in the third quarter a growth of 40.2 % (+11.0% on a constant scope), driven by:

- The **Distance Selling** branch (HSS and Mistergooddeal.com), with growth rates sustained above 50% for Mistergooddeal.com.
- The Interactivity branch (M6 Web et M6 Mobile), with first nine months revenues of 47.3 M€, up by 74.5 %, thanks to the successes of both multimedia activities and M6 Mobile by Orange, which had attracted 604 000 subscribers as of 30 September, 2006.
- The Football Club des Girondins de Bordeaux (F.C.G.B), with first nine months revenues of 47.9 M€ compared to 23.9 M€ in 2005, driven by the good performance of the 2005/2006 season and the qualification in Champions League,
- Audiovisual rights activities continued their reinforcement and growth, with first nine months revenues of 63.9 M€, up by 62.6%. All activities (movies releases, videos, rights sales) registered significant developments.
- The M6 Interactions branch was the only one to post a decrease in revenues, to 73.5 M€ for the first nine months, down by 13.7%, mainly affected by musical activities.

Thanks to the strong dynamism of its activities, the M6 Group has managed in the first nine months of 2006 to more than completely offset the deconsolidation of TPS revenues, now accounted, in application of IFRS 5, as a discontinued activity.

In the first nine months of 2006, M6 Group consolidated revenues reached 922.9 M€ (continued activities, excluding TPS), up by 20.2%. As a reminder, the Group revenues (including TPS) amounted to 912.5 M€ on the first nine months of 2005.

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