

Q4 2005 : SALES INCREASE BY 15.2%, OF WHICH +10.4% IN ADVERTISING REVENUES

2005 CONSOLIDATED SALES ROSE BY 6.4% TO 1274.7 M€¹, WITH A 4.1% INCREASE IN ADVERTISING REVENUES



in M€	2004	2005	% change
M6 advertising revenues	598.8	623.2	+4.1%
Other activities	598.8	651.5	+8.8%
2005 consolidated sales	1197.6	1274.7	+6.4%
<i>2005 consolidated sale excluding TPS⁽²⁾</i>	<i>1012.2</i>	<i>1079.9</i>	<i>+6.7%</i>
incl. Q4 M6 advertising	155.6	171.8	+10.4%
incl. Q4 other activities	158.9	190.5	+19.9%
incl. Q4 consolidated sales	314.5	362.3	+15.2%

With an average audience share of :

- **19.1%** on housewives under 50 y.o vs. 18.6% in 2004, thus equalling the record ratings set in 2001 and 2002,
- **12.6%** vs. 12.5% on individuals over 4 y.o,

M6 achieved in 2005 a year of growth, gathering an enlarged audience thanks to a powerful programming grid. 26 prime-time attracted more than 5 million viewers (vs.. 17 in 2004), and 90 prime time gathered more than 4 million viewers (vs.. 66 in 2004).

In 2005, M6 channel advertising revenues grew by 4.1% to 623.2 M€, driven by Telecom and Services sectors. In a hardly favourable environment, M6 strengthened its position with advertisers, gaining 1.1 point of market share at 23.2 % (source : TNS MI), representing the highest market share ever in the channel history.

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Other activities 2005 revenues amounted to 651.5 M€, increasing by 8.8% (+ 5.2% on a constant scope).

Digital television revenues grew by 9.3% (+ 6.2% on a constant scope) to reach 264.2 M€. Thematic channels confirmed their growth, with sales of 58.7 M€, up by 26% (+ 9.6% on a constant scope). TPS contribution to FY 2005 sales amounted to 205.4 M€ (M6's 34% stake). On December 31, 2005 TPS had 1.75 million subscribers, stable compared to December 31, 2004.

Diversifications and audiovisual rights sectors registered a turnover of 378.3 M€, up by 7.8% (+3.8% on a constant scope), notably driven in Q4 by the dynamism of new businesses :

- **Distance Selling** revenues rose by 17.9 % (+ 6.0% on a constant scope), reaching 131.3 M€. **Mistergooddeal.com**, consolidated from 15th of November, contributed for 13.2 M€ to sales, reflecting the high level of Christmas season activity.

¹ On a constant scope, 2005 consolidated revenues grew by 4.6 % to 1260.5 M€. As a reminder, Paris Premiere was first consolidated in 2004 on the last 8 months. 2005 scope of consolidation includes newly acquired companies SNC (as from 1st of April) and Mistergooddeal.com (as from 15th of November).

² M6 Group consolidated accounts will be published excluding TPS, in accordance with IFRS 5 (Non-current Assets Held for Sale and Discontinued Operations)



- **M6 Web** increase in sales (+23.1%) to 32.5 M€ is achieved on all businesses : advertising on Internet, Internet services, interactivity, mobile contents.
- **M6 Mobile by Orange**, with 227 000 subscribers at year-end, is adding for its first year a 10.1M€ contribution to revenues.
- **Audiovisual rights sales** rose by 7.5% (+ 5.7% on a constant scope) to reach 56.3 M€, with good performances of both movies distribution (Vaillant, Mr and Mrs Smith, ...) and Video (Kaamelott, ...).
- **The Football Club des Girondins de Bordeaux** registered a 11% increase in sales, mainly driven by TV rights growth.
- The **M6 Interactions** is the only branch to report a 15.8 M€ decline in sales to 114.0 M€, due to weakening revenues from the music activity.

FY 2005 results will be released on the 8th of March, after Paris market close.

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