

Q3 2005 CONSOLIDATED REVENUES (IFRS accounting principles) : 268.8 M€, UP BY 7.3 %

M6 ADVERTISING REVENUES
OTHER ACTIVITIES SALES

+ 1.8 %
+ 11.9 %



| in M€ | 2004 | 2005 | % change |
|--------------------------------------|--------------|--------------|--------------|
| M6 advertising | 327.4 | 333.4 | +1.8% |
| Other activities | 305.0 | 310.2 | +1.7% |
| H1 consolidated revenues | 632.5 | 643.7 | +1.8% |
| M6 advertising | 115.8 | 117.9 | +1.8% |
| Other activities | 134.8 | 150.9 | +11.9% |
| Q3 consolidated revenues | 250.6 | 268.8 | +7.3% |
| M6 advertising | 443.2 | 451.3 | +1.8% |
| Other activities | 439.9 | 461.2 | +4.8% |
| 9 month consolidated revenues | 883.1 | 912.5 | +3.3% |

M6 advertising sales reached 117.9 M€ on Q3 2005, vs. 115.8 M€ on Q3 2004, up by 1.8 %, i.e. the same increase as in H1 2005.

In a slightly decreasing gross advertising market (*source TNS Media Intelligence*), M6 posted a new increase in its advertising market share, reaching 23.3% vs. 22.4% on 30 September 2004, supported by significant gains in volume achieved in the Telecom, Services and Transports sectors, offsetting the downturn in Food and Health-Beauty sectors.

This advertising market share growth is mainly driven by the increase in audience shares achieved on the first nine months, on :

- Individuals over 4 y-o, with an audience share reaching 12.8% compared to 12.4% in 2004,
- Housewives under 50 y-o, with an audience share of 19.4 % compared to 18.6 % in 2004.

Other activities sales on Q3 2005 were up 11.9 % at 150.9 M€, thus achieving a 4.8 % growth year-to-date.

The dynamism of both Internet and Distance Selling activities drove the diversification growth : the Distance Selling branch sales, at 88.5 M€, grew by 5.9 % year-to-date, whereas M6 Web nine-month sales reached 23.5 M€, up by 10.9%. Besides, the audiovisual rights activity increased its sales by 15.9% on the first nine months, at 37.9 M€, thanks to the sales derived from the catalogue and the good box office performance of movies releases. The only decrease in sales is due to the M6 Interactions branch which is down by 12.9 % at 85.1 M€ year-to-date, chiefly because of the Music activities.

Digital television nine-month revenues reached 192.5 M€, up by 9.2 % (4.9% on a constant scope¹). Thematic channels sales posted a nine-month growth of 3 % on a constant scope, amounting to 39.6 M€, whereas TPS nine-month revenues increased by 5.3% at 152.8 M€ (M6's stake).

New activities, such as M6 Mobile by Orange, will already contribute to M6 Group 2005 revenues, and more significantly in 2006. M6 Mobile has reached the threshold of 100,000 subscribers on October 3rd, representing twice the initial forecast.

M6 Group Q3 consolidated revenues increased by 7.3% at 268.8 M€, representing a 3.3% growth on the first nine months.

Neuilly sur Seine, 27 of October, 2005

¹ Paris Première consolidated from the 1st of May, 2004

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