

**1st QUARTER 2005 SALES
ADVERTISING REVENUES
CONSOLIDATED SALES**

**+ 3.2 %
+ 4.2 %¹(French GAAP)**



in M€	French GAAP			IFRS principles (*)		
	03.31.2005	03.31.2004	% change	03.31.2005	03.31.2004	% change
Consolidated sales	305.4	293.0	+4.2%	307.5	294.4	+4.4 %
incl. Advertising revenues	151.8	147.1	+3.2%	151.8	147.1	+3.2%
inc. Diversifications & digital TV	153.6	145.9	+5.3%	155.7	147.3	+5.7%

(*) With IFRS accounting principles, the IAS 18 implementation (Revenue Recognition) has solely impacted for an insignificant amount SND and FCGB revenues.

In spite of an advertising market hardly sustained by mass consumption advertising sectors and a demanding base effect, **advertising revenues are up 3.2 % to 151.8 M€**. M6 has gained new advertising market shares (+0.6 bp), reaching a 23.3 % market share (gross figures) vs. 22.7 % on Q1 2004.

This performance comes together with a successful 1st quarter² for audience share, since M6 posted its highest audience levels ever :

- Average audience share on 4 years and over individuals reaches **12.9 %**, vs. 12.7 % in Q1 2004 ;
- Average audience share on housewives under 50 years old reaches **20.1%**, a **historical performance for the channel**
- Average audience share on 15-49 years old individuals reaches **19.2%** vs. 18.8% in Q1 2004 ;
- On 1 Prime-time out of 3, M6 has gathered between 4.0 and 6.5 million viewers, and has achieved on 11 Prime-time to be the most watched channel by individuals under 50 years old.

Digital television sales increased by 16.5 % (+ 5.8 % on a constant scope) to 62.5 M€. **Thematic channels** confirmed their strong growth, with revenues up 20.4 % (on a constant scope). Téva, TF6 and Série Club benefited from good audiences shares to attract new advertisers and increase advertising revenues. Paris Première, consolidated since May 1st 2004, contributes to consolidated revenues for an amount of 5.6 M€. Finally, M6 Music Black, M6 Music Rock and M6 Music Hits were launched during the 1st quarter. **TPS** posted a 4 % increase in sales, representing a 49.1 M€ contribution to M6 Group consolidated sales.

Diversification activities revenues decreased by 1.3 % to 91.1 M€ vs. 92.3 M€. The most significant change is related to **M6 Interactions**, with a 12.7 % increase in publications and musical activities, mainly thanks to our artists topping the singles and albums charts (*Amel Bent, Chimène Badi, Ilona Mitrecec*). However, the whole M6 Interactions branch sales were down at 31.5 M€ vs. 34.5 M€, due to the seasonal impact of the events and musical shows management activities. Home Shopping Service, M6 Web, SND and the Football Club des Girondins de Bordeaux didn't register any notable changes worth pointing out compared to Q1 2004, with consolidated sales up 3.1 % to 59.6 M€.

Consolidated sales (French GAAP) increased by 4.2 % to 305.4 M€ vs. 293.0 M€. In IFRS accounting principles, consolidated sales are up 4.4 %.

*
* *

The combined Annual General Meeting of Shareholders, held today, approved the cash dividend payment of 0.84 € per share, representing a 25.4 % increase compared to 2004. Payment date is Tuesday the 3rd of May.

*
* *

Finally the Supervisory Board, in its meeting held today, has reappointed the Management Board members and its Chairman Nicolas de Tavernost.

Neuilly sur Seine, 28th of April 2005

¹ On a constant scope, consolidated sales increase is 2.3 %

² Weeks 1 to 13, source Médiamat Médiamétrie

Investor and Press Relations

Claire Roblet

Tel : + 33 1 41 92 59 53

e-mail : croblet@m6.fr

M6 Métropole Télévision is listed on the Eurolist - Euronext Paris, compartment A
Financial information code : MMT, ISIN value code : FR0000053225
Next financial information release : 2nd Quarter revenues on the 27th of July 2005