

**2004 3rd QUARTER SALES
ADVERTISING REVENUES
CONSOLIDATED SALES**

**+ 4,0 %
+ 2,6 %**



<i>Consolidated sales in m€</i>	2004	2003	%
1st-quarter sales	293.0	287.6	1.9%
including advertising revenues	147.1	133.6	10.1%
including digital television and diversification sales	145.9	154	-5.3%
2nd-quarter sales	333.5	320.0	4.2%
including advertising revenues	180.3	167.3	7.8%
including digital television and diversification sales	153.2	152.6	0.4%
Half-year sales	626.5	607.6	3.1%
including advertising revenues	327.4	300.9	8.8%
including digital television and diversification sales	299.1	306.7	-2.5%
3rd-quarter sales	254.1	247.7	2.6%
including advertising revenues	115.8	111.3	4.0%
including digital television and diversification sales	138.3	136.4	1.4%
9-month consolidated sales	880.6	855.3	3.0%
including advertising revenues	443.2	412.2	7.5%
including digital television and diversification sales	437.4	443.1	-1.3%

With an average 18.6% housewives under 50 viewing audience share over the past 9 months (vs. 18.4% on the same period in 2003), M6 has once again increased its audience on its commercial target (+ 0.2 basis point).

M6 has also achieved in September its best season opening ever, with an average viewing audience share of 19.6% (vs. 19.2% in September 2003) on the same target.

M6 has well performed in September on younger audiences with the most significant viewing audience share increase on the 11 to 14 years old (+5.2 basis points YoY).

Advertising revenues have increased by 4% to €115.8m (vs. €111.3m in Q3 2003), with the Press and Telecommunications sectors marking significant progressions, contrasting with the sluggishness of the Beauty-Toiletries and House Cleaning sectors. Over the past 9 months, advertising revenues grew by 7.5%.

Digital television and diversification sales rose to €138.3m, representing a 1.4% increase in comparison with the 3rd quarter 2003.

The main evolutions to point out are:

- Home shopping services, improved its sales by 16.6% over the 3rd quarter (+1.7% on a constant scope) to €23.6m.
- M6 Web sales, with a YoY growth over 30%, reached €6.5m.
- Thematic channels confirmed their momentum with a 11.1% increase (on a constant scope), mainly driven by higher advertising revenues. Paris Première, included in the consolidation scope since May 1st 2004, also benefited from those growing advertising revenues.
- TPS' sales increased by 8.8%.
- M6 Interactions and SND's sales decreased by €6m compared with the 3rd quarter 2003, mainly due for SND to the demanding base effect of the "Gangs of New York" video release in 2003. M6 interactions' activities faced uneven trends: in spite of a difficult market, the records division performed well (e.g. O-Zone's success), whereas newsstand's publications (DVD and collections) had to deal with fierce competition. However M6 Interactions and SND altogether enjoyed this quarter a more favorable trend if compared to half-year 2004.

M6's overall consolidated sales for the 3rd quarter amount to €254.1m, growing by 2.6%, with an increase of 4.0% for advertising revenues and 1.4% for digital television and diversification activities.

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