



2007

ODDO

MEDIA FORUM

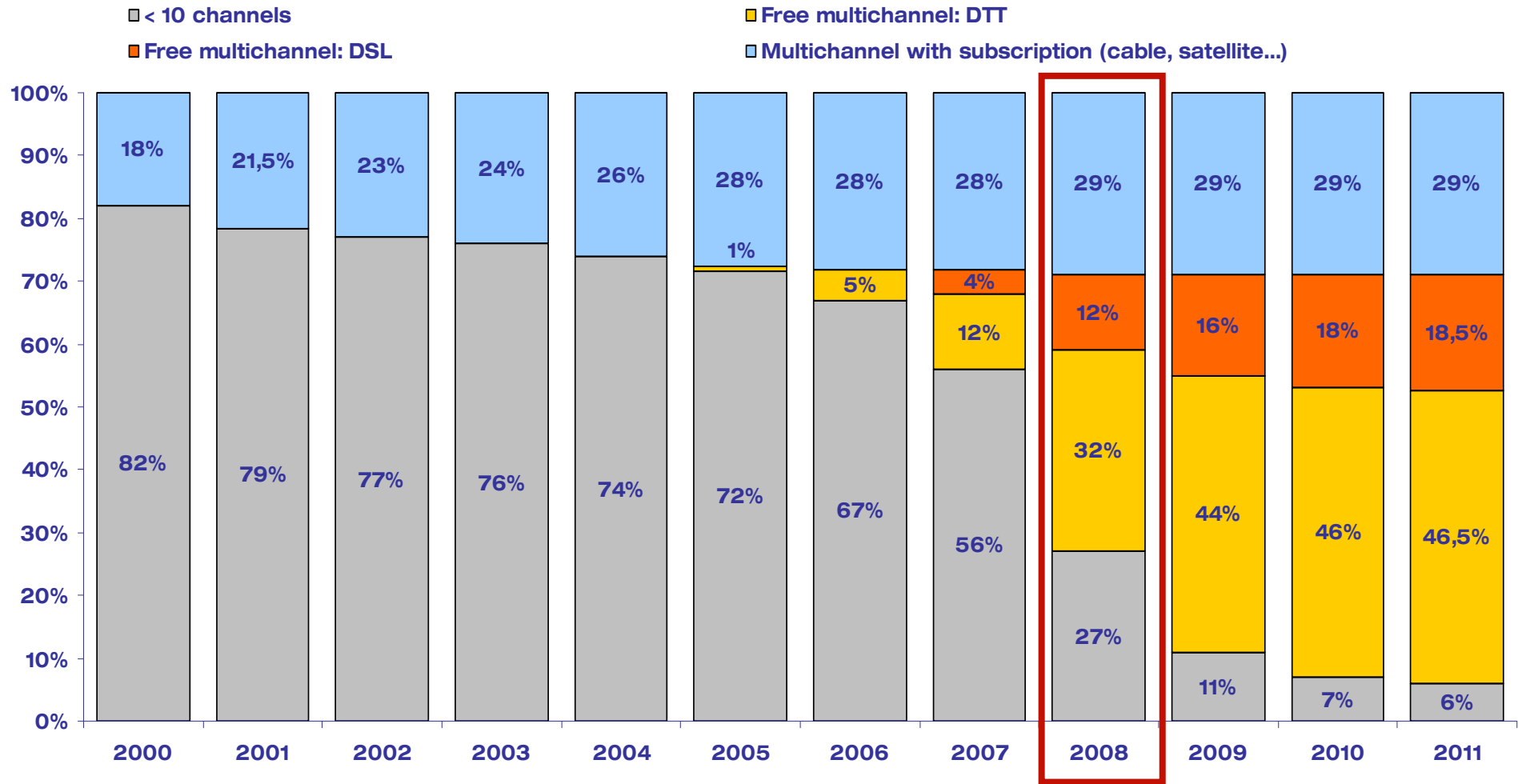
May 16th, 2008

# **1. M6 Group's activities First quarter 2008**

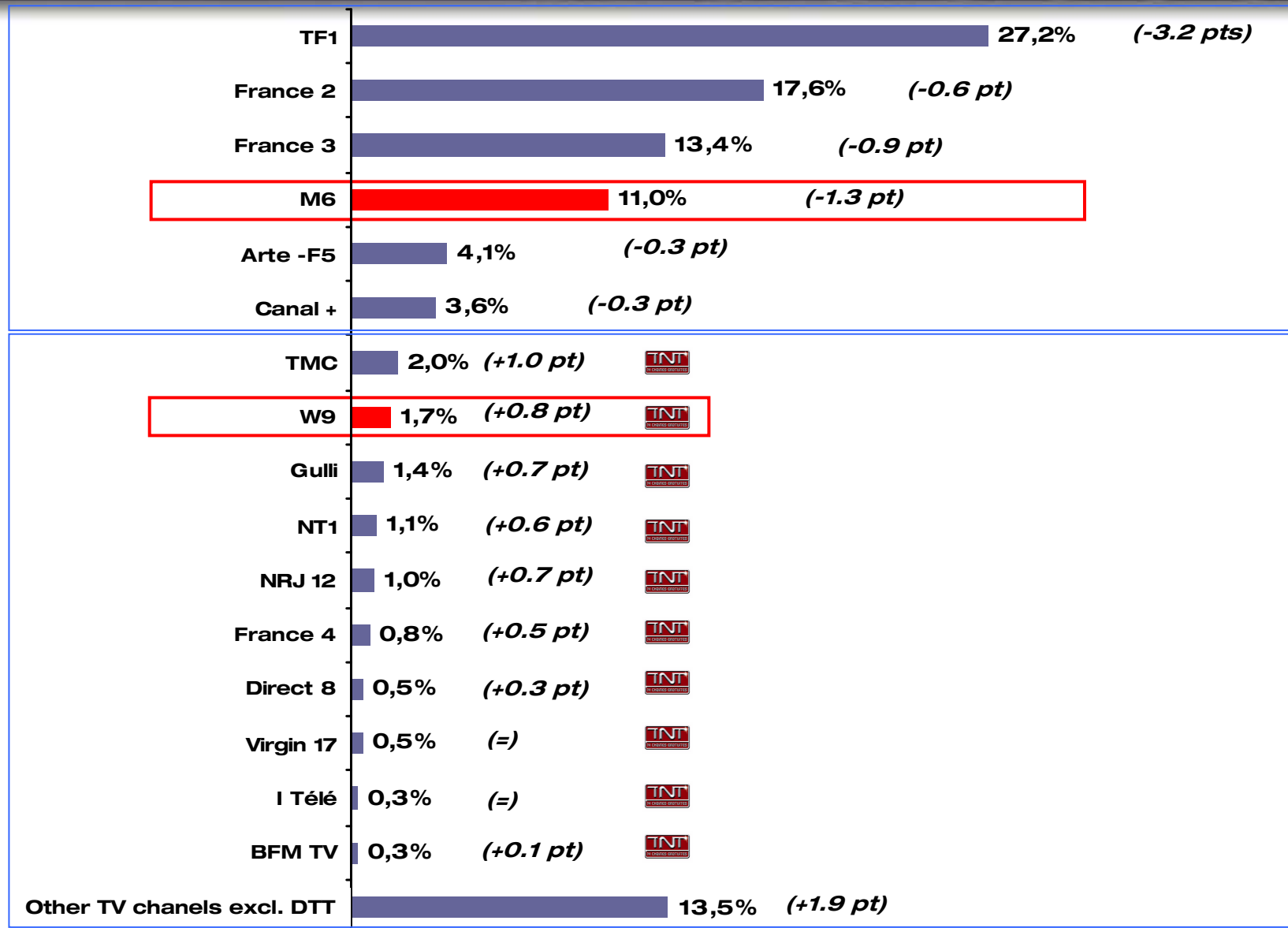
# An enlarged population with multichannel access



**Population equipped with multichannel access accounts for 44% in 2007 and jumps to 73% in 2008 Q1**

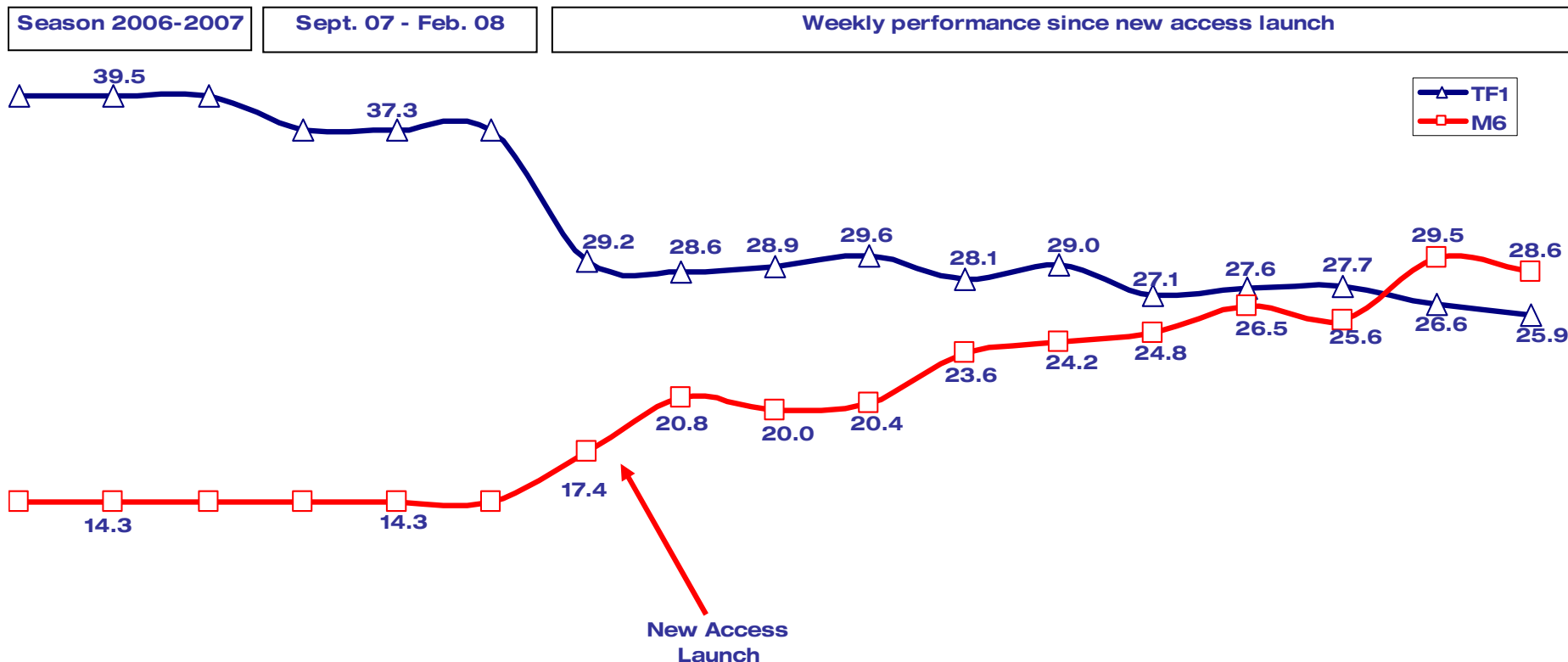


# M6 Group's presence in the fragmented environment



Source : Médiamétrie - national audience share individuals 4 y.o. and over

# In access prime time, M6 outperforms TF1 on housewives <50



## Success of new Access programming (on housewives <50) :

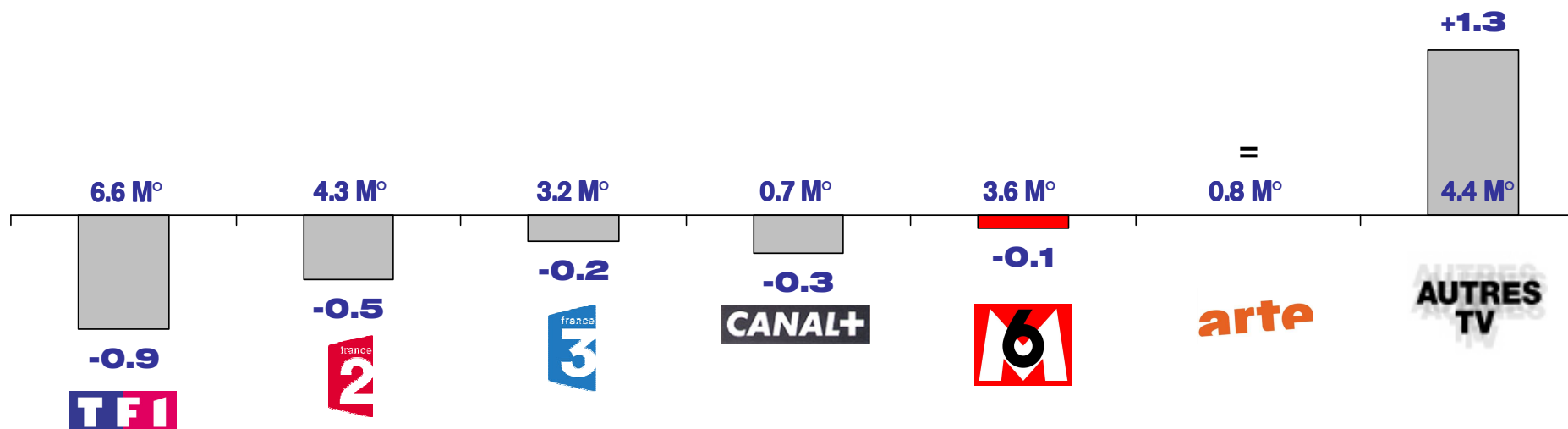
- Best Access prime time ratings since LOFT STORY in 2001
- M6 makes TF1 go backwards on this time slot
- Advertising screens increase significantly: (+188% on the 1830 screen, +47% for the 1930)



# M6, the most resistant historical channel in Prime time



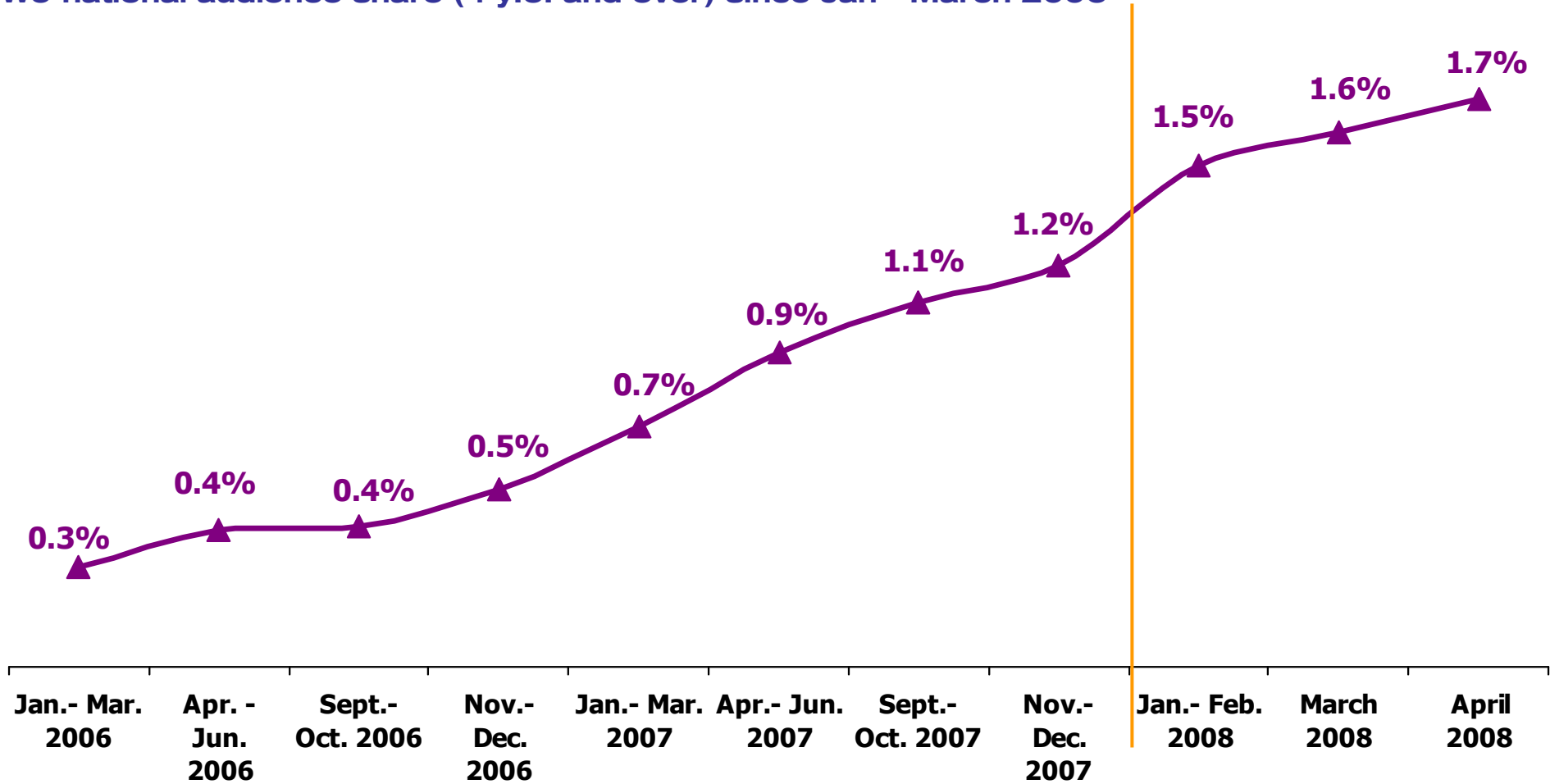
Average audiences in Prime Time (in million viewers)  
(Jan-April 08 versus Jan-April 07)



# W9 follows a successful path



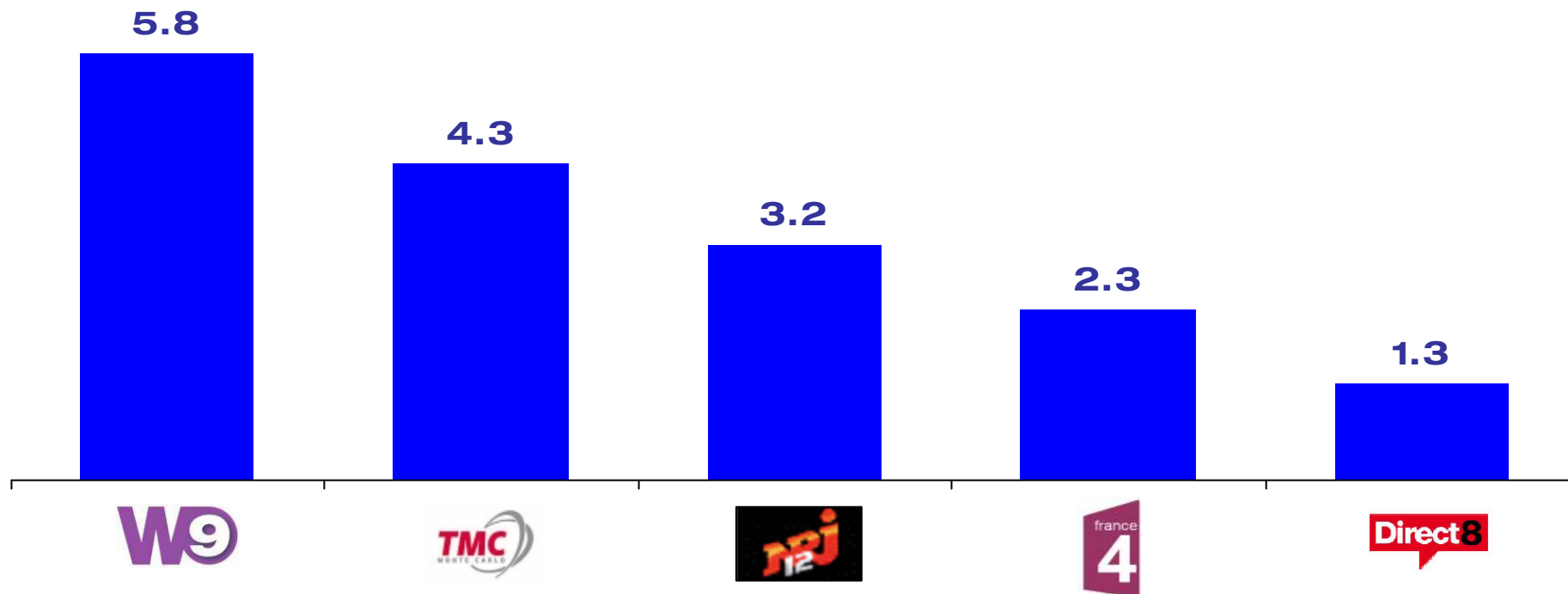
W9 national audience share (4 y.o. and over) since Jan - March 2006



# W9 still leader on individuals <50 (DTT equipped population)



Audience share in % - Jan. - April 2008 / 15-49 y.o. target (DTT equipped population)

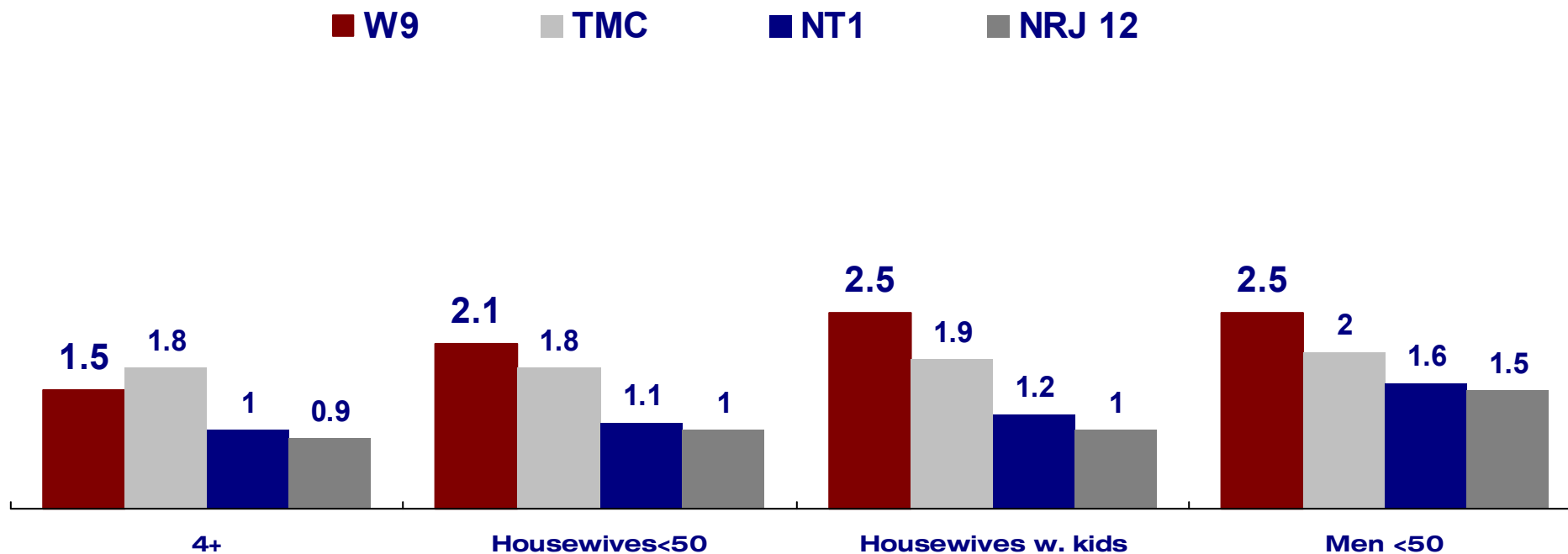




# W9 leader on all major commercial targets



National audience share in % - January - February 2008



# Top 30 of DTT prime time audiences



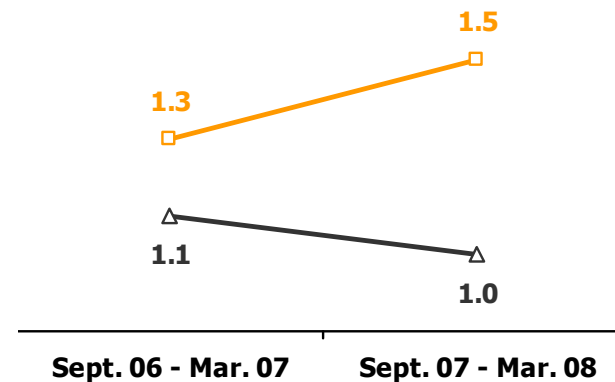
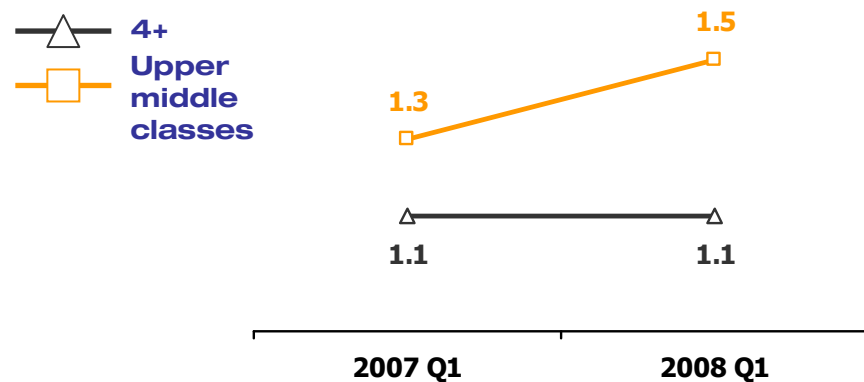
- In the **top 30** of DTT Prime Time audiences: only **W9** and TMC
- Audiences between **700,000** and 1 million viewers
- **3** types of programmes:
  - **Movies** (12 prime times)
  - **Series** (15 prime times for 4 series)
  - **Football** (1 prime time)
- **3** W9 best ratings:
  - Men in black **871,000** viewers
  - Les Simpsons **785,000** viewers
  - UEFA Cup **768,000** viewers

# Paris Première increases its ratings among upper middle class viewers



## 2008 Q1 ratings reach a new high on upper middle classes

Audience share on Paris Première initialised (excl. DTT)  
Monday to Sunday / 3.00 to 27.00



## Numerous audience success, in particular thanks to special events

Ranking on audiences 4+ initialised  
Sept. 2007 to March 2008

- 1 LA REVUE DE PRESSE DU THEATRE DES DEUX ÂNES  
2007/11/23 - 456,000 viewers
- 2 SARKOZYX LE GAULOIS  
2007/12/15 - 436,000 viewers
- 3 LAURENT GERRA FLINGUE LA TELE  
2008/01/12 - 421,000 viewers
- 4 NUMERO UN - CLAUDE FRANCOIS  
2008/03/05 - 381,000 viewers



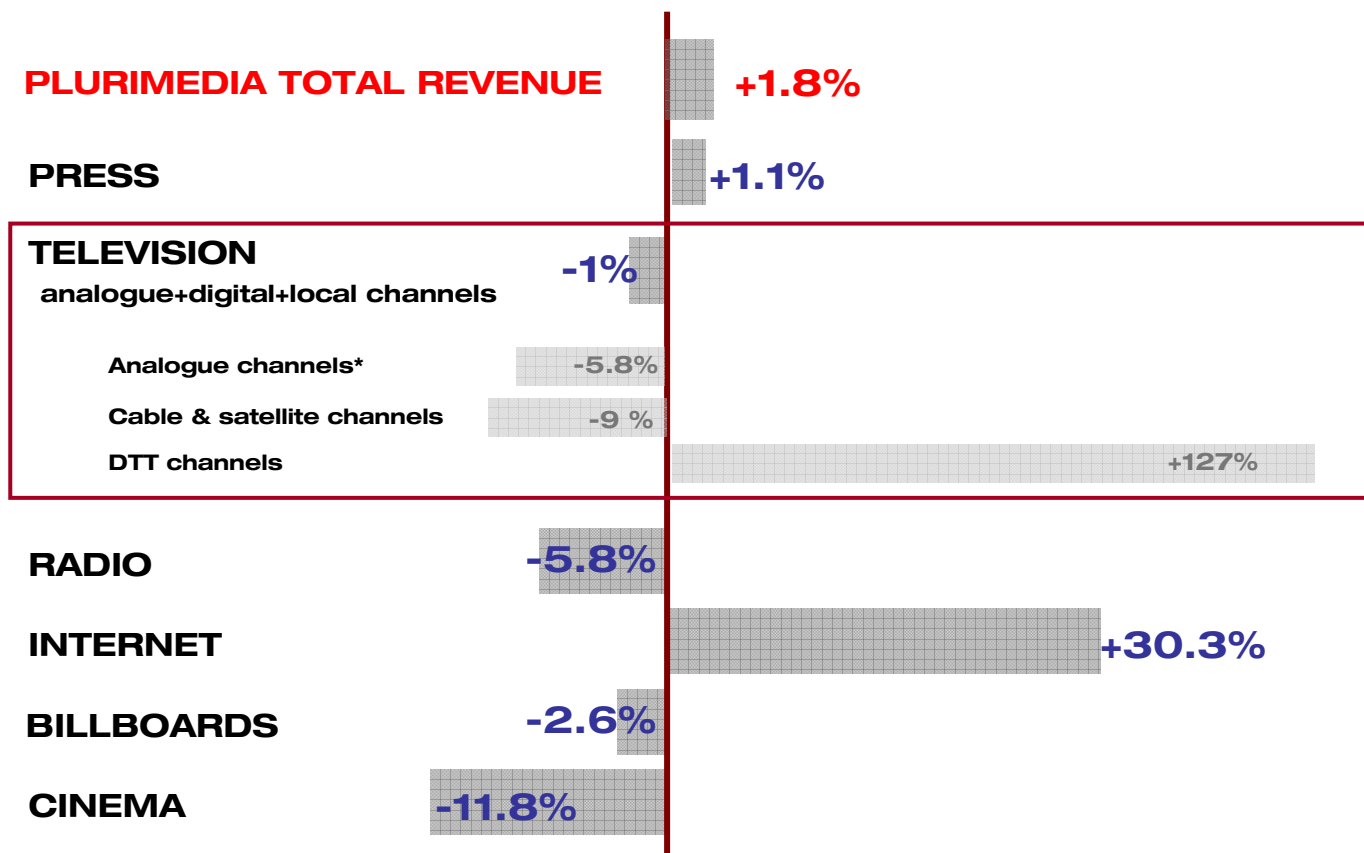
# Plurimedia advertising market: DTT and Internet drive a 1.8% growth



In gross figures : Jan. - March 2008 vs Jan. - March 2007

**Gross plurimedia advertising market : €5,528.5 million  
+1.8% year on year**

Jan. -Mar. 2008 yoy



Source : TNS Media Intelligence - Excl. Self promotion and subscribers- 2008 vs 2007 on a like for like basis - \*Analogue channels: net revenue for France TV and TF1 « cristal screens » in 2008 - analysis of figures thus difficult. Analogue channels figures include partnership.

# Turnover as of March 31st

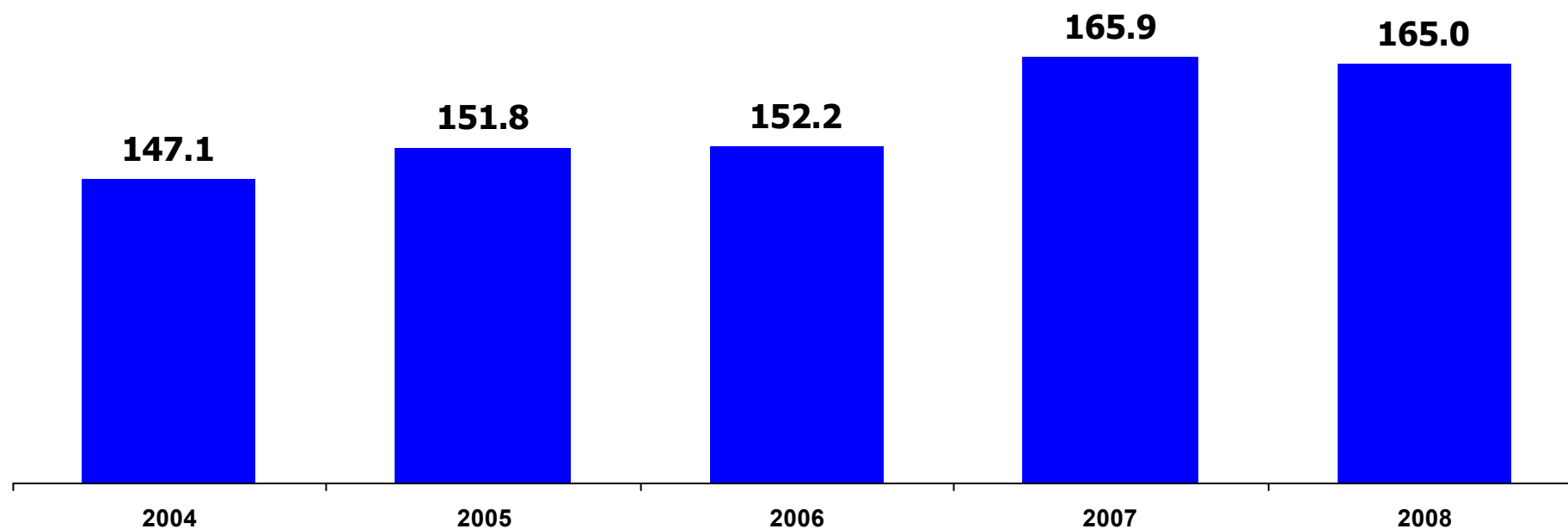


€ million	2007	2008	Change vs. 2007
M6 Channel	167.0	166.6	-0.2%
Diversifications & Audiovisual rights	148.8	131.5	-11.6%
Digital channels	22.7	29.1	27.9%
OTHER REVENUE	0.0	0.1	71.8%
<b>TOTAL</b>	<b>338.6</b>	<b>327.3</b>	<b>-3.3%</b>
<div style="border: 1px solid black; padding: 5px; display: inline-block; margin-right: 10px;">o.w.</div>			
M6 advertising revenue	165.9	165.0	-0.5%
Other advertising revenue	13.7	20.0	46.0%
<b>Total advertising</b>	<b>179.6</b>	<b>185.0</b>	<b>3.0%</b>

# Comparison effects on quarterly advertising revenues



Q1 M6 channel advertising revenues (in € million)





## **2. M6 Group's investments First quarter 2008**

# Investments going on in 2008



- M6 Web's Internet audience doubled
- acces to qualified audiences
- enrichment of the Group's internet know how
- Increase in the number of websites managed by M6 Publicité

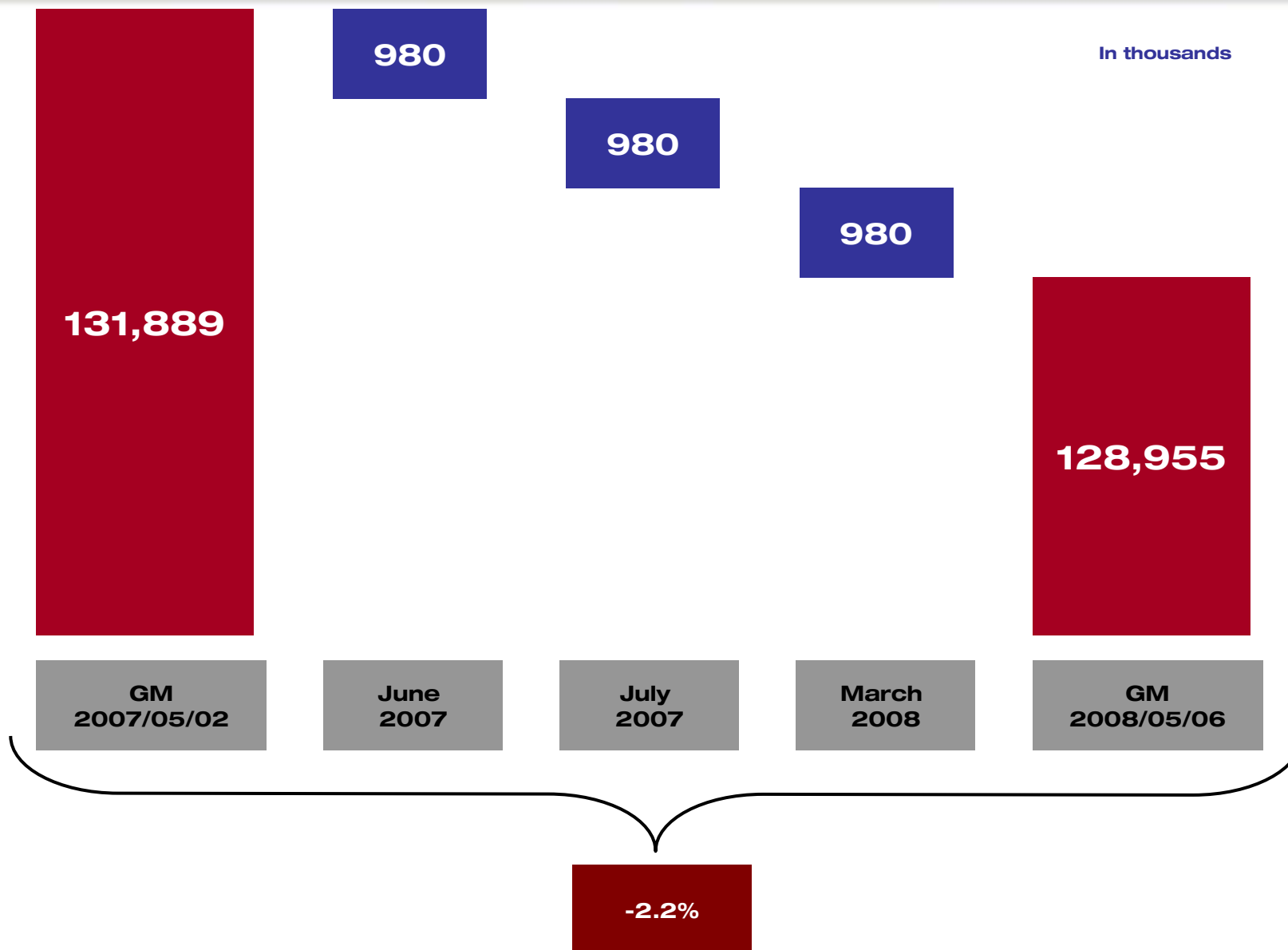


- Minority interests purchase

Hugo Films

- 18 movie catalogue
- secured content policy for the Group's family of channels

# Buyback of 2,940,000 shares since May 2, 2007



## **3. Conclusion & perspectives**

# M6 in a changing environment: growth and innovation



- Maintain its power in a fragmented environment
- Develop growth drivers: digital channels, Internet...
- Reinforce synergies among the Group's contents

## Television

- W9 and M6, a good answer to fragmentation with powerful audiences
- Pay TV channels, a complementary family of channels
- Innovative and proprietary content through audiovisual rights acquisitions

Delivering mass media audiences

## Diversifications

- Rely on non advertising related activities
- Digitalisation of the Group's contents
- Development of a more targeted approach of the web's contents
- Increase the Group's presence on all distribution channels (DTT, HD, Mobile, Web...)

Delivering qualified audiences & developing stable drivers of EBITA