



“You make us
stand out”

ANNUAL REPORT 2008

KEY DATES

1987

- Authorisation to operate France's 6th analogue channel.

1992

- Creation of M6 Interactions.

1994

- M6 shares are listed on the Second Marché of the Paris Stock Exchange.

1996

- M6 channel sets up its own website: *www.m6.fr*.
- M6 takes part in the launch of TPS, an alternative satellite TV programming and distribution offer to Canal+.

1999

- M6 takes over Girondins de Bordeaux Football Club, with 66% of the share capital (increased to 100% in 2002).

2001

- Launch and success of *Loft Story*, 1st French venture into reality TV.

2004

- Suez disengages itself from the M6 Group, maintaining a 5% shareholding.
- 100% acquisition of Paris Première.

2005

- M6 channel becomes the leading free-to-air broadcaster of the FIFA 2006 World Cup (in number of matches).
- Acquisition of *mistergooddeal.com*.
- Launch of W9 on digital terrestrial television (DTT).

2006

- Strengthened community services on the internet.
- TPS is merged into Canal+ France.

2007

- M6 channel acquires 100% of Teva.
- SND becomes a shareholder of US producer and distributor, Summit Entertainment LLC.
- M6 channel obtains a HD broadcasting licence.
- M6 channel's advertising market share reaches an historic high of 24.1%.

2008

- M6 launches M6 Replay.
- The M6 Group acquires Cyréalisis.
- M6 and W9 are selected for Mobile Personal TV (MPT).
- M6 channel sets up the *Association des Chaînes Privées* (ACP)* in conjunction with TF1 and Canal+.

* The Association of Private Channels

Overview of the M6 Group Structure

(AS AT 31 DECEMBER 2008)

MÉTROPOLE TÉLÉVISION SA

M6 NETWORK

Advertising

- M6 Publicité (100%)

Production

- Métropole Production SA (100%)
- M6 Films SA (100%)
- Studio 89 SAS (100%)
- C. Productions SA (100%)
- M6 Toulouse SAS (100%)
- M6 Bordeaux SAS (100%)

DIGITAL CHANNELS

- M6 Thématique SAS (100%) and distribution subsidiaries⁽¹⁾
- W9 (100%)
- Paris Première (100%)
- Téva (100%)
- TF6 (50%)
- Série Club (50%)
- M6 Music (100%)
- Canal+ France (5.1%)

DIVERSIFICATION AND AUDIOVISUAL RIGHTS

Interactions

- M6 Interactions SAS (100%) and subsidiaries⁽²⁾

Interactivity

- M6 Web SAS (100%) and subsidiaries⁽³⁾

Football

- M6 Foot SAS (100%)
- FC Girondins de Bordeaux SASP (100%) and subsidiaries⁽⁴⁾

Distance Selling (Ventadis)

- HSS SA (100%) and subsidiaries⁽⁵⁾
- Mistergooddeal SA (100%) and subsidiary⁽⁶⁾

Audiovisual Rights

- SND SA (100%) and subsidiaries⁽⁷⁾
- Mandarin Films SAS (100%)
- Mandarin SAS (100%)
- M6 Studio SAS (100%)
- DIEM 2 SA (100%)
- SNC SAS (100%)
- TCM Droits audiovisuels SAS (50%)
- Hugo Films SAS (100%)

OTHERS

Property

- SCl du 107 (100%)
- Immobilière M6 SAS (100%)
- Immobilière 46D SAS (100%)

(1) Multi 4 SAS (50.25%) ; MR5 SAS (33.33%) ; M6 Diffusion SA (100%).

(2) M6 Événements SA (100%) ; Live Stage SAS (100%) ; M6 Éditions SA (100%).

(3) PagesJaunes PetitesAnnonces SA (34%) ; Echo 6 SAS (50%) ;

M6 Web SAS took over the Cyréalisis Group business operations on 31 December 2008.

(4) Girondins Expression SAS (Girondins TV) (100%) ; Girondins Horizons SAS (100%) ; 33 FM SAS. (85%).

(5) SETV Sté coopérative (100%) ; HSS Belgique SA (100%) ; Unité 15 SAS (99.82%) ; Unité 15 Belgique SA (100%) ; Retail Concept SAS (100%) ;

Télévente Promotion SA (99.76%) ; M6 Boutique La Chaîne SNC (99.99%).

(6) Tyredating SAS (32.67%).

(7) SND USA (100%) ; Summit Entertainment LLC (9.06%).

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Producing and distributing content across all media

Established in 1987 around the M6 Channel, over the years the Métropole Télévision Group has become a powerful multimedia group offering a wide selection of programmes, products and services which are available across the most diverse range of media: television, internet and mobile phone, etc.

The Group's two free, general interest television channels are watched by the widest TV audiences given their innovative programmes which transcend all genres: news, sport, film, series, magazines and entertainment. As the second leading commercial channel on the market, M6 channel's service offering is now further enhanced by W9, the leading new DTT channel. The family of pay TV channels enriches the M6 Group's programme offering given the significant presence of these channels across all broadcasting platforms.

On the strength of its brands and its content, the M6 Group has progressively expanded its business activities, and its diversification now accounts for nearly half of its sales. The Group has invested time and effort to ensure its programmes complement each other to a greater degree, and to respond to and anticipate the expectations of its different audiences and the new ways in which these groups access media content. It now gives off an increasingly strong image as a content editor heavily focused on new digital technologies.

Building the future with you

WITH THE DIFFICULT ECONOMIC ENVIRONMENT, CHANGES TO THE REGULATIONS IN PLACE, INCREASED COMPETITION AND SIGNIFICANT ADVANCES IN TECHNOLOGY, THE FRENCH AUDIOVISUAL SECTOR ONCE AGAIN WITNESSED MAJOR TRANSFORMATIONS IN 2008.

During what has been a turbulent year, the M6 Group continued to grow taking advantage of its strengths: experience, responsiveness and creativity. Our diversification policy remains a strong area of strategic focus. Our family of channels and our presence across a wide variety of media – in addition to the emergence of new distribution media – have particularly enabled us to stand out in a market environment which is increasingly competitive.

M6 channel's growth and ambition was reflected in its symbolic and historic no. 1 position for the largest television audience of the year across all channels for the *France vs. Italy* football match with 13.2 million viewers. Our growth is shown by the increased popularity of our access prime time slot (6-8 pm) and the continuing renewed success of the channel's leading programmes while our ambition is evident through our bold and innovative programmes. As such, M6 channel achieved the best results among the major channels in 2008, both enlarging its audience base and retaining the loyalty of younger generations. With falling investments in TV advertising in 2008, the positive results achieved in terms of audience figures enabled the channel to consolidate its levels of outperformance and gain new market shares.

In 2008, W9, which is at the core of the Group's growth strategy, saw the largest growth in audience figures among all television channels and also doubled its sales figures. The channel also consolidated its profitable growth: it performed exceptionally well as part of the DTT offer and has already broadcast programmes attracting over a million viewers. W9's growth in popularity was capped off with the channel's accession to the *Médiamat national*, the national ratings system of reference for the traditional terrestrial channels which gives advertisers better visibility

of audience figures: with advertising slots sold based on the channels actual viewing figures, W9 has now positioned itself as a leading platform for advertisers. What with Paris Première, Téva and our music channels in good shape and audience figures for Série Club and TF6 being consolidated, the M6 Group can now lay claim to a family of television channels which win over and retain the loyalty of viewing audiences which complement each other thus making them appeal to advertisers.

The diversification and audiovisual rights activities, which over time have complemented the Group's television operations, still account for a significant part of the Group's sales figures. The interactive activities, which have maintained profitable synergies with M6 channel, and which are involved in bringing our economic model in line with changes in technology, continued growing in 2008: our mobile phone offer is still as appealing as ever (at the end of 2008, the number of customers stood at 1.5 million, which represents an increase of about 350,000 in one year); M6 Replay, the first catch-up television platform was successfully launched and the M6 Group websites also proved increasingly popular. Distance-selling operations also grew slightly for the year despite a slowdown in the second half owing to deteriorating economic conditions, whilst general public product sales (videos, music and newsstand sales) fell. To round things up, the Girondins de Bordeaux Football Club recorded an increase in sales which was due to good results during the 2007-2008 season and the club's involvement in the Champions League.

Despite high investment in programmes and a fall in television advertising spending, the M6 Group was able to contain its earnings decline before interest, tax and amortisation (EBITA) which came to 194 million euros. Even if the economic environment continues to worsen, the Group is well equipped to deal with this crisis which is without precedent. Our aim now and that of our teams is to improve our competitive performance.

Nicolas de Tavernost,
Chairman
of the M6 Group Executive Board



Corporate governance

THE EXECUTIVE BOARD

Role of the Executive Board

The Executive Board sets out the major policies for the company's operations. It manages the M6 Group and steers the Group's operations. The Board is appointed for a five-year term and comprises four members, all natural persons, appointed by the Supervisory Board, employed by the Métropole Télévision Group and aged less than 65 years. Members of the Board are representative of M6 Group's various businesses.

Executive Board Functions

The Executive Board prepares Supervisory Board meetings. The Board assesses and rules on different investment plans submitted to it by the operations teams. In 2008, the Executive Board in particular referred the acquisition of a controlling interest in the Cyréal group (website publisher) to the Supervisory Board for prior approval. The Executive Board also signs off the half-year and annual financial statements which are subsequently sent to the Supervisory Board for approval. Finally, the Executive Board also directs the Group's senior executives by regularly calling meetings of the Management Committee and the Executive Committee. The Board meets as often as required in the interests of the Group and usually once a week. In 2008, the Board held 42 meetings.

Members of the Executive Board

Members	Main Position	Date of First Appointment	Expiry of Term of Office
Nicolas de Tavernost 1	Chairman of the Executive Board	26 May 2000	2010
Thomas Valentin 2	Vice Chairman of the Executive Board	26 May 2000	2010
Éric d'Hotelans 4	Head of TV Channels and Content	14 November 2003	2010
Catherine Lenoble 3	Vice Chairman of the Executive Board	28 January 2001	2010
	Head of Management Operations		
	Member of the Executive Board		
	Head of Advertising		

THE EXECUTIVE COMMITTEE

Role of the Executive Committee

The Executive Committee comprises the main operations and management executives and meets twice a month. The Committee is responsible for implementing the major operations-related and strategic decisions taken by the Executive Board.

Members of the Executive Committee

EXECUTIVE BOARD	
Nicolas de Tavernost	Éric d'Hotelans
Thomas Valentin	Catherine Lenoble
OPERATING DIVISIONS	
Bibiane Godfroid	Head of M6 Programming
Christopher Baldelli	Chairman of M6 Thématique
Philippe Bony	Assistant Head of M6 Programming
Bernard Majani	Director of Content Acquisitions
Émilie Pietrini	Director of Communications
Lionel Aboudaram	Assistant Managing Director M6 Publicité
Nicolas Berloty	Managing Director Distance-Selling Division (Ventadis)
Valéry Gerfaud	Managing Director of M6 Web
Thierry Desmichelle	Managing Director of M6 Interactions and SND
MANAGING DIVISIONS	
Jérôme Lefébure	CFO
Karine Blouët	Company Secretary
Delphine Cazaux	Director of Organisation and Human Resources
Christophe Foglio	Director of Technological Resources
Nathalie-Camille Martin	Director of Legal Affairs
Marc Roussel	Director of Broadcasting Networks
Guillaume Charles	Director of Strategy and Development
Jonathan Curiel	In charge of Coordination with the Executive Board Chairmanship



THE SUPERVISORY BOARD

Role of the Supervisory Board

The Supervisory Board continually monitors the Executive Board management of the company and subsidiaries and grants the latter prior authorisations to finalise operations for which the Executive Board is not competent without the Supervisory Board's approval. At any point during the year, the Supervisory board may carry out checks and inspections it deems appropriate and have documents sent to it which it considers relevant to the performance of its remit. The members of the Supervisory Board are appointed by the General Meeting on the basis of their skills, experience and ability to complement each other and play a role in continuously monitoring the Executive Board management.

On the date this report was published, Métropole Télévision's Supervisory Board comprised thirteen members – twelve natural persons and one legal entity – appointed for a four-year term. None of the Supervisory Board members are elected by the employees. In December 2008, the Board arranged for an external study to be carried out to assess its members compliance with the independence criteria and governance rules set out in the French Code of Corporate Governance for Listed Companies drawn up by the *Association Française des Entreprises Privées* (AFEP)⁽¹⁾ and the *Mouvement des Entreprises de France* (MEDEF)⁽²⁾ in December 2008, which combines the October 2003 report and the Recommendations issued in January 2007 and October 2008. On this basis and pursuant to amendment no. 3 to the Agreement concluded between the company and the *Conseil Supérieur de l'Audiovisuel* (CSA)⁽³⁾ and after assessing each member's status, the Supervisory Board noted that at least one third of its members were independent. Six members of the Supervisory Board are currently independent members, namely Messrs Albert Frère, Gérard Worms, Guy de Panafieu, Bernard Arnault, Jean Laurent and Gilles Samyn.

Supervisory Board Functions

The Supervisory Board's internal regulations set out the Board's and its committees' role and functions pursuant to the law, Métropole Télévision's memorandum and articles of association and the corporate governance

Supervisory Board Members

Members	Age	Main Position Held Within the Company	Date First Appointed	Year Term Of Office Expires	Departure Date
Albert Frère*	83	Chairman	26 May 2000	2012	-
Gérard Worms*	72	Vice-Chairman	26 May 2000	2012	-
Guy de Panafieu*	66	Member	18 February 2004	2012	-
Jean Laurent*	64	Member	18 February 2004	2012	-
Rémy Sautter	64	Member	26 May 2000	2012	-
Bernard Arnault*	60	Member	18 February 2004	2012	-
Gilles Samyn*	60	Member	2 May 2007	2012	-
Gerhard Zeiler	53	Member	8 March 2002	2012	-
Fabrice Boé**	48	Member	3 March 2008	2011	-
Axel Duroux	45	Member	6 February 2007	2012	-
Vincent de Dorlodot	44	Member	18 March 2004	2012	-
Andrew Buckhurst	43	Member	7 November 2007	2012	-
Elmar Heggen	40	Member	22 November 2006	2012	-
Andreas Walker	43	Member	2 May 2007	-	3 March 2008

* Independent member: "A member of the Supervisory Board shall be an independent member when s/he has no relations with the company, its Group or management, in such a way that may compromise their freedom of judgement". (Source: French Code of Corporate Governance for Listed Companies, drawn up by the AFEP and the MEDEF in December 2008, which combines the October 2003 Report and the Remuneration Recommendations for company directors of January 2007 and October 2008).
** Permanent representative of the company *Immobilière Bayard d'Antin*.

⁽¹⁾ French Association for Private Companies

⁽²⁾ French Business Confederation

⁽³⁾ French Higher Council for the Audiovisual Sector

rules applicable to listed companies, drawn up by the AFEP - MEDEF, and in particular:

- the status and obligations of the Supervisory Board members;
- the Board's functions and meeting arrangements;
- how the Board exercises its powers;
- membership of the different Board committees, i.e., the Audit Committee and the Remuneration and Appointments Committee; the functions, mandates and powers of the different Board Committees.

The Supervisory Board meets as often as is required in the interests of the Group and at least once each quarter. The Board held four meetings in 2008 with an 80% attendance rate. The Supervisory Board also assesses its *modus operandi* once a year.

SUPERVISORY BOARD COMMITTEES

Audit Committee

The Audit Committee prepares the Supervisory Board's proceedings as regards the financial statements, external audits, internal audits and risks by reporting its findings to the Board. The Audit Committee comprises four members of the Supervisory Board, all of whom have finance and accounting qualifications, and meets twice a year. In 2008, the Committee held three meetings with an attendance rate of 100%.

Members	Date First Appointed	Year Term of Office Expires	2008 Meeting Attendance
Guy de Panafieu* Committee Chairman	18 February 2004	2012	100%
Rémy Sautter Member	26 May 2000	2012	100%
Elmar Heggen Member	22 November 2006	2012	100%
Jean Laurent* Member	6 May 2008	2012	100% ⁽¹⁾

*Independent Member

(1) Attendance since appointment

Remuneration and Appointments Committee

This Committee makes proposals for the remuneration of members of the Supervisory Board and Executive Board, examines the share subscription and purchase plans and ensures that the number of independent members on the Supervisory Board is compliant. The committee comprises a minimum of 2 and a maximum of 5 members of the Supervisory Board. The Remuneration and Appointments Committee meets at least once a year. In 2008 the Committee held 3 meetings with a 100% attendance rate.

Members	Date First Appointed	Year Term of Office Expires	2008 Meeting Attendance
Gérard Worms* Committee Chairman	26 May 2000	2012	100%
Gerhard Zeiler Member	30 April 2003	2012	100%
Gilles Samyn* Member	10 March 2009	2012	-

*Independent Member

Statutory Auditors

Ernst & Young - KPMG - PricewaterhouseCoopers.

For further information

Refer to the *Management report* chapter in the Registration Document available on our website www.groupem6.fr (Finance/Regulated Information).

Solid foundations to tackle new challenges



Producing more content to satisfy our various audiences' demands more effectively



TO FACE UP TO THE PROFOUND CHANGES WHICH HAVE BEEN SHAKING UP THE TELEVISION MARKET FOR SOME YEARS NOW, THE M6 GROUP HAS INCREASINGLY DEFINED ITSELF AS AN EDITOR OF CONTENT THAT CAN BE ROLLED OUT AND ACCESSED ACROSS ALL FORMS OF MEDIA. THE MANDATORY PRINCIPLES DEFINING THE M6 GROUP'S PROGRAMMING STRATEGY INCLUDE ANTICIPATING THE NEEDS OF DIFFERENT AUDIENCES, INTEGRATING NEW TECHNOLOGIES AND RESPONDING EFFECTIVELY TO THE NEW ADVERTISING PLAYING FIELD. THOMAS VALENTIN, VICE CHAIRMAN OF THE EXECUTIVE BOARD AND HEAD OF TV CHANNELS AND CONTENT, SHARES HIS THOUGHTS WITH US BELOW.

THOMAS VALENTIN'S MESSAGE

An economic model that stands up to the test

Over the last few years, our two strategic areas of development involved creating a family of channels and broadcasting our programmes across different technological media: television, computers, mobile phones and game platforms. We have now well and truly become a company which provides content and which creates, selects, purchases, produces and broadcasts programmes and subsequently distributes this content across different forms of media. What makes us different is the way we interact with our audiences and the points we share in common with them. To stay ahead of the competition, we work hard to improve the degree to which our channels complement each other and our model has really proven its merit. Over the year, all our channels recorded higher audience figures.

An improved selection of programmes

2008 also saw the launch of various new programmes. Three flagship programmes (*Un dîner presque parfait*, *100% Mag* and *Accès privé*) drastically changed M6 channel's appearance. Several record audience figures were also beaten, notably with the UEFA Euro 2008 match between France and Italy which attracted 13.2 million viewers on 17 June 2008. Given the diversity of the programmes on W9, the channel became the entertainment station of choice on DTT for French viewers and its ratings doubled in 2008. Innovative programmes on Téva and Paris Première improved audience ratings for both channels and a music channel, M6 Music Club was launched at the start of 2009, becoming the only channel in the French audiovisual environment dedicated to "Dance Music".

Different ways of watching television

With the launch of M6 Replay, since March 2008 the M6 Group has given viewers free access to catch-up television around the clock. M6 channels' leading programmes are now available just one hour after being broadcast on the channel and remain available for a whole week. Surveys show that the service is not stealing viewers from the Group's other channels and with 1.9 million people using the service each month at the end of the year, M6 Replay is an excellent means of making viewers loyal. The same service should be available for W9 this year. Currently 10% of French consumers (2008 ZenithOptimedia⁽¹⁾ – Nouveaux Paysages Audiovisuels (NPA) Conseil⁽²⁾ study) watch television on their laptop computers, mobile phones or portable media players, and no longer on their traditional TV sets. To meet this demand, M6 and W9 will step up to the challenge with the launch of Mobile Personal Television.

HD: a leap forward in technology

With High Definition gradually becoming more widespread, the M6 Group has been able to provide viewers with ever-improving image quality and enable them to benefit from this leap forward in technology. A new control room has been opened, dedicated to digital services and a new HD studio will host the leading programmes, including the upcoming M6 channel news programme.

Continued innovation on the internet

2008 was a particularly productive year for the M6 Group on the internet. Further to the acquisition of Cyréal, which enabled us to diversify our internet content, we also significantly developed our channel and programme websites, thereby increasing the amount of video content available. Lastly, with *Turbo.fr*, *Deco.fr* and *Teva.fr*, we created three powerful websites dedicated to cars, home and garden improvement and women.

A permanent threefold challenge

With the M6 Group deciding to position itself as a company providing content, the challenge inherent to this strategy comprises several tiers. First and foremost, the company needs to be creative and up to speed with changes in society; the programmes must always be ahead of these changes by a few months. Secondly, all content available across our nine television channels and non-linear services must be wholly complementary. Lastly, efforts must be made to constantly adapt to the changes in technology that gradually influence the behaviour of French people without ever losing sight of what counts the most – programme quality.

⁽¹⁾ French media agency.

⁽²⁾ French firm providing consultancy and research services for the media and digital service providers.

2008 HIGHLIGHTS

JANUARY

- The President of the Republic, Nicolas Sarkozy, states his intention to reform public service broadcasting. A parliamentary commission chaired by Jean-François Copé will be setup on 19 February 2008 to carry out the inquiries required for this reform.
- Launched in 2005, M6 mobile by Orange proves its success with 1.17 million customers. At the end of 2008, the number of customers reaches 1.5 million.

FEBRUARY

- M6 acquires the film production company Hugo Films which has a catalogue of feature-length films. This enables the Group to strengthen its position on the market for distributing audiovisual rights.

MARCH

- M6 Web launches the new catch-up television service, M6 Replay, which is available online. The service will become available on Orange broadband TV and mobile television (Orange World portal) at the start of 2009.

APRIL

- The M6 Group completes the takeover of the Cyréal group which operates websites with editorial content on the latest technology (*clubic.com*), video games (*jeuxvideo.fr*) and e-business (*neteco.com*) as well as the price comparison website (*achetezfacile.com*). This acquisition significantly expands the M6 Group's content offer and internet services and enables the Group to join the list of the 15 most visited websites in France.

MAY

- The M6 and W9 channels are chosen by the CSA to form part of the Mobile Personal TV offer.

JUNE

- Exceptional resources are deployed for the Group's channels and websites in order to provide coverage for EURO 2008 football matches.

OCTOBER

- The M6 channel is broadcast in HD on DTT.

NOVEMBER

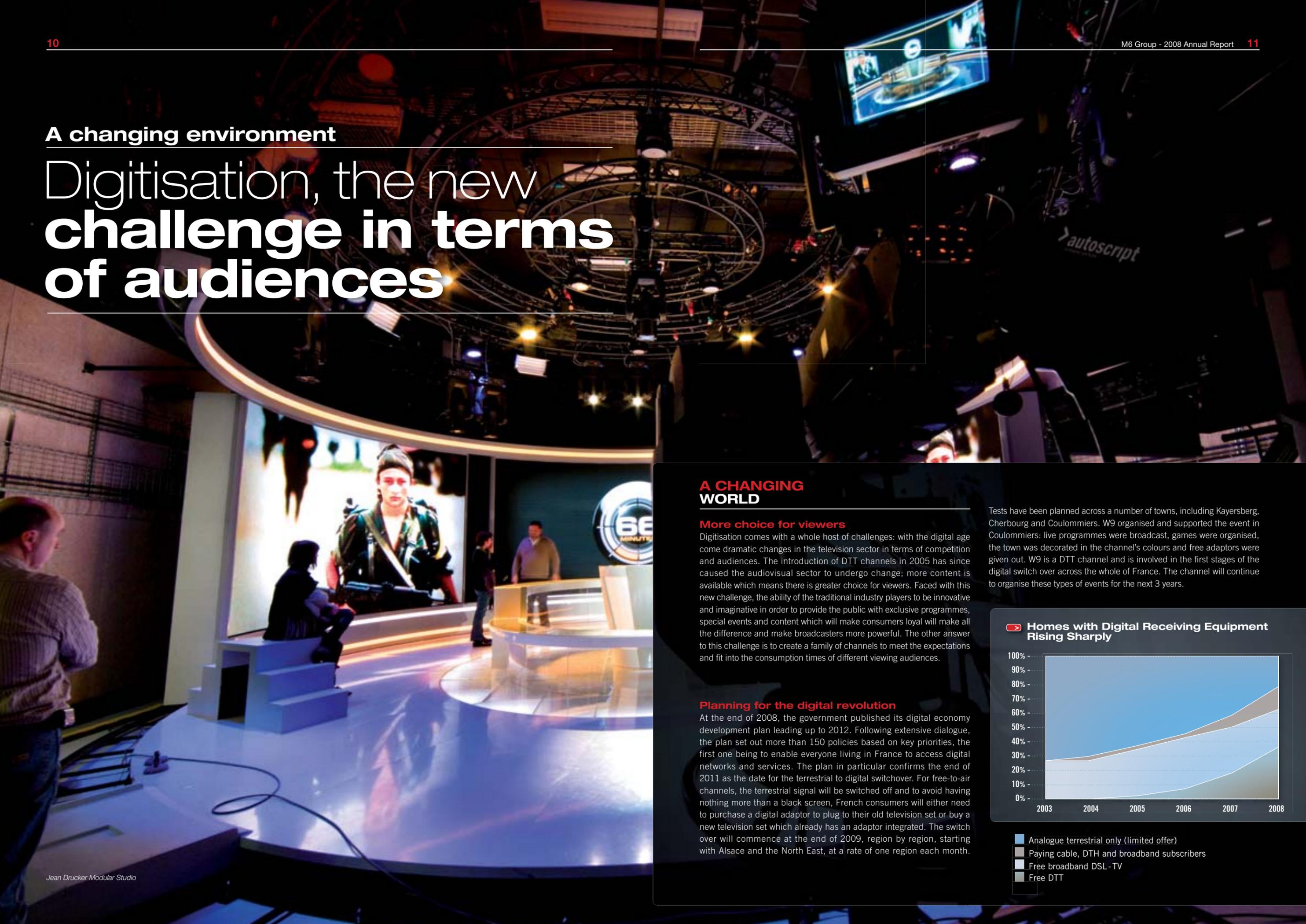
- M6 enters into an interprofessional agreement to modernise relations between writers, producers and broadcasters and makes a commitment to all the professional organisations in the audiovisual sector to maintain its support for new, rich and diverse French programmes.
- The number of people visiting the Group's websites exceeds 13 million (source: Nielsen NetRatings).

DECEMBER

- The new HD broadcasting control room is opened.
- The Distance-Selling Division becomes "Ventadis", regrouping the two flagship brands M6 Boutique and Mistergooddeal. The merger is testament to the Group's desire to combine the expertise of these two distance-selling operators.
- M6 holds first place for the top 100 viewing figures for 2008 across all channels, with the Euro 2008 *France vs. Italy* match on 17 June 2008.
- W9 ends the year with an average share of the national audience of 1.8 in 2008. The channel has doubled its share of the audience in one year.

A changing environment

Digitisation, the new challenge in terms of audiences



A CHANGING WORLD

More choice for viewers

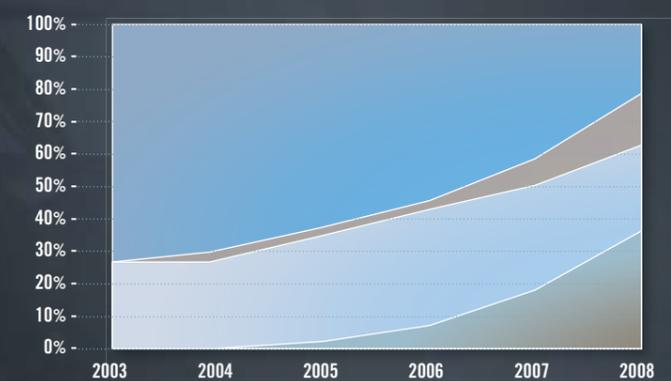
Digitisation comes with a whole host of challenges: with the digital age come dramatic changes in the television sector in terms of competition and audiences. The introduction of DTT channels in 2005 has since caused the audiovisual sector to undergo change; more content is available which means there is greater choice for viewers. Faced with this new challenge, the ability of the traditional industry players to be innovative and imaginative in order to provide the public with exclusive programmes, special events and content which will make consumers loyal will make all the difference and make broadcasters more powerful. The other answer to this challenge is to create a family of channels to meet the expectations and fit into the consumption times of different viewing audiences.

Planning for the digital revolution

At the end of 2008, the government published its digital economy development plan leading up to 2012. Following extensive dialogue, the plan set out more than 150 policies based on key priorities, the first one being to enable everyone living in France to access digital networks and services. The plan in particular confirms the end of 2011 as the date for the terrestrial to digital switchover. For free-to-air channels, the terrestrial signal will be switched off and to avoid having nothing more than a black screen, French consumers will either need to purchase a digital adaptor to plug to their old television set or buy a new television set which already has an adaptor integrated. The switch over will commence at the end of 2009, region by region, starting with Alsace and the North East, at a rate of one region each month.

Tests have been planned across a number of towns, including Kayersberg, Cherbourg and Coulommiers. W9 organised and supported the event in Coulommiers: live programmes were broadcast, games were organised, the town was decorated in the channel's colours and free adaptors were given out. W9 is a DTT channel and is involved in the first stages of the digital switch over across the whole of France. The channel will continue to organise these types of events for the next 3 years.

Homes with Digital Receiving Equipment Rising Sharply



- Analogue terrestrial only (limited offer)
- Paying cable, DTH and broadband subscribers
- Free broadband DSL-TV
- Free DTT

A Group with strong potential on the new television market



M6 channel's innovation rewarded:

10

new programmes won over television audiences in 2008

Maman cherche l'amour, M6

A WINNING STRATEGY

A year of records on M6

For the first time ever, M6 channel recorded the highest viewing audience for the year with the Euro *France vs. Italy* football match on 17 June 2008, which attracted more than 13.2 million viewers. Over time, M6 channel has increasingly proven to be the channel of choice for French consumers. In 2008, the channel was the most popular choice among French viewers on 29 evenings, compared to only 7 in 2007. The *NCIS* series and the flagship programme *Capital* scored record

audience ratings with 7.9 million and 6.4 million viewers respectively. As regards the strategic access prime time slot, new programmes such as *Un dîner presque parfait* and *100% Mag*, launched in February, won over a significant share of the viewing audience, attracting 2.5 million viewers on average in December 2008 (5.50-7.40 pm), i.e., double the audience ratings for the same slot the previous year. The ability to stand up to the new challenges is down to innovation, since 10 new programmes won over viewers in 2008, including *Accès Privé*, *Bon à savoir*, *Maman cherche l'amour* and *Les Bougon*, etc.

M6 CHANNEL IS MORE RESILIENT TO THE NEW CHALLENGES

- Share of the 4-year old + audience: **11.0%**.
- Share of the under 50 housewives audience: **17.5%**.
- For the 12 am – 12 pm slot, which accounts for **95%** of television advertising investments, M6 channel had an **11.7%** share of the 4-year old + audience (compared to **11.9%** in 2007) and saw its share of the under 50 housewives audience stabilise at **19.4%**.

W9 SCORES THE HIGHEST INCREASE IN THE FRENCH AUDIOVISUAL ENVIRONMENT

- Share of the national audience doubled to **1.8%** in 2008 compared to **0.9%** in 2007.



Menu W9



La revue de presse des deux âges, Paris Première

Continued growth for DTT... and W9 in 2008

DTT channels doubled their national audience ratings in 2008. The ten free DTT channels recorded an audience share of 11.1%, up 5.2 points on last year. W9 achieved the highest ratings increase for the year across all channels. Four of the channel's programmes attracted over a million viewers (*Bulletproof Monk*, *The Siege*, *The Simpsons* and *Rambo 1*) and about another half dozen were watched by between 900,000 and a million people.

Appealing pay digital TV channels

In terms of Pay TV, the digital channels have consolidated their audience ratings and their niche positions and feature among the top three channels of choice for their core targets: upper class for Paris Première and under 50 housewives for Téva.

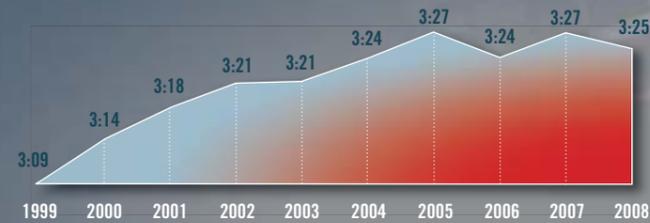
A digital pioneer

NEW TECHNOLOGIES FOR NEW TRENDS

Media which complement each other

New ways of watching television have appeared alongside the introduction of new technologies: mobile TV, non-linear services, on a computer and using the most technologically advanced equipment (flat screens and HD, etc.). What's now at stake is the ability of different forms of media to complement each other, rather than compete with each other: television viewing time per person has significantly increased over recent years and at the same time high-speed internet has become available very quickly. Far from stealing television viewers, these new ways of watching TV have increased the television audience. Catch-up and complementary television services all form part of a single television consumption model.

> In 2008, individuals spent about 3 hours and 25 minutes on average watching the television each day, which rates alongside the record daily viewing times.



Viewing time per person/day in hours and minutes for persons aged 4+ (Source: Médiamat Médiamétrie)

MEDIA CONVERGENCE: A SOCIAL PHENOMENON

9 million people watch the television, listen to the radio or read a newspaper or magazine on their computer in France each day. In terms of consumers who use multiple sources of media from time to time, the trend is even greater. Nearly 28 million people consulted media content on a digital medium over the last 3 months, which is equal to 86% of internet users. When questioned about their reasons for choosing this new means of consumption, nearly 4 out of 10 internet users mentioned the flexibility of being able to choose when to watch a programme or the option of watching a programme they had missed. 3 out of 10 internet users said that multi-media sources gave them the option of accessing exclusive programmes and services. Lastly, more and more consumers want to be able to watch a programme wherever they are.

51.8%

of French people say they have watched TV programmes using non-linear services (all media included)*

8.6%

of French people say they have watched TV programmes on a computer (desktop + laptop)*

* Source: Médiamétrie - Global TV January 2008 Persons aged 15+.

- **33.6%** of French households have a flat screen TV (+7 points compared to October-December 2007).
- **23.2%** of French households have a HD-ready TV (+6.5 points compared to October-December 2007).

Source: Médiamétrie - REM April-June 2008.

ANALOGUE TERRESTRIAL BROADCASTING	DIGITAL BROADCASTING	NON-LINEAR SERVICES	HIGH DEFINITION	MULTI-MEDIA
Traditional terrestrial channel received by 98% of the population	DTT channel received by 75% of the population	March 2008: 1 st major channel available without any time constraints	October 2008: M6 broadcast in HD	MPT licence and 1 st major channel available on 3G mobile phones

Strong digital presence with the Group's other channels and services.

FREE DTT CHANNEL	ON LINE CONTENT	3G AND MPT CHANNEL
PAY DTT CHANNELS	DEDICATED WEBSITES	3G CHANNELS
PAY CHANNELS		

HIGH DEFINITION TELEVISION: THE BEST SOUND AND IMAGE QUALITY AVAILABLE

HD television offers significantly better sound and image quality than SDTV (standard definition 414,720 pixels, 4:3 format): 16:9 format, 5.1 multi-channel (digital) sound and an image which is five times more detailed, using a 1,080-line system (definition of 2,073,600 pixels). HD is present in all stages of production and broadcasting: from filming HD images right through until these pictures are viewed in the home.



M6 control room

IMAGE AND SOUND QUALITY ARE CONSTANTLY IMPROVING

A new digital control room

At the end of 2008, the M6 Group switched over to its master digital control room at Neuilly-sur-Seine. Boasting a highly innovative design and ergonomics, the control room is fitted with the latest digital tools and reliable and upward-compatible automated systems. Designed to use HD technology exclusively, the new control room fits in to a complete production process which integrates the Group's multimedia operations. It enables different content to be broadcast in HD across all distribution channels, whether it be terrestrial television, DTT, cable and DTH, TV over IP, video on demand, catch-up television, the M6 Group websites or mobile phones, etc. M6 now also uses Dolby E multi-channel sound. In addition, the Group can now broadcast in different languages with various subtitling options (for the deaf and hard of hearing and in French). In 2009, all the Group's digital channels (W9, Paris Première, Téva, the music and home-shopping channels as well as Girondins TV⁽¹⁾) will switch over to this one multi-channel broadcasting control room.

HD quality in 16:9... television of the future

M6 is currently developing all its resources in High Definition: technical resources for remote broadcasting and post-production, the new broadcasting control room and the filming studio. M6 channel's leading programmes are already broadcast in High Definition, namely *Capital*, *Zone Interdite*, *E=M6*, *Accès privé* and *Un dîner presque parfait*. French drama series, *Merci les enfants vont bien*, *Les Bleus* and *Caméra Café*, are also broadcast in HD and the same also applies for the international series *NCIS*, *Desperate Housewives* and *Journeyman*, as well as entertainment programmes such as *Nouvelle Star*. As of 2009, M6 channel will broadcast 30% of its programmes on the 4 pm – 12 pm slot in HD. On 30 October 2008, M6 channel also became available in HD free of charge on DTT. 27 transmitters have been installed to cover 40% of the population in mainland France. In 2009, with the installation of additional transmitters, 60% of the population will be able to watch programmes broadcast in HD. At the same time, 16:9 has become the standard TV production and broadcasting format both in France and abroad. The M6 Group decided to apply this format for all its channels from September 2008.

⁽¹⁾ Channel dedicated to the Girondins de Bordeaux Football Club.



THE M6 GROUP HAS CONSOLIDATED ITS POSITION AMONG THE TOP 15 INTERNET PLAYERS IN FRANCE

Having taken over Cyréalys and expanded its content offer, which has been enhanced with websites dedicated to different topics, the M6 Group successfully launched *M6replay.fr*, the catch-up television service. By December 2008, the Group's websites had attracted 13 million visitors, double the figure achieved in 2007.

programmes for younger viewers. The M6 Group is also considering making its other channels available on M6 Replay, starting with W9 in 2009.

Consumers can now watch television anytime, anyplace

The growing impact of new technologies and the introduction of multi-media television have given rise to new viewing trends among consumers. The M6 Group has fallen in line with these changes in order to meet consumer's expectations and demands. The Group constantly strives to develop content for all forms of media so that programmes can be distributed in as many ways as possible. In doing so, the Group aims to acquire a strategic position in this new competitive environment. All its programmes, broadcasts, messages and advertisements are therefore available for viewing on a variety of media: television, computers and mobile phones.

Mobile Personal Television: a new form of media being developed

Mobile Personal Television (MPT) is already very well-developed in Japan and allows consumers to watch TV channels on their phone or digital portable media player. Very soon it will guarantee viewers constant access to television services given that they will be able to watch their programmes on all existing broadcast media anytime, anyplace. In 2008, the CSA granted the M6 Group two broadcasting frequencies for M6 and W9. The market position of both channels is perfectly suited to the new ways television is watched, given their target audiences and the content they produce. The full inclusion of both these channels on MPT proves that the M6 Group's multimedia strategy has been successful. MPT should really take off among young, active members of society who embrace new technologies.

PCs: high-speed internet

The development of broadband has made it possible for internet users to upload and watch more and more videos in HD on websites. This has encouraged the introduction of platforms dedicated to this type of media content, irrespective of whether this content is charged (video on demand) or free – M6 Replay (and soon W9 Replay) has taken advantage of this new context. What's more, several of the Group's websites have now also been able to enhance their written content using video. Furthermore, to give computer users internet access anytime, anyplace, M6 Mobile has launched a 3G+ key. This service is targeted at young people, has no subscription obligation and prevents users from exceeding their pre-paid offers.

THE SUCCESS OF MULTIMEDIA TELEVISION

M6 Replay: catch-up TV

On 19 March 2008 M6 channel launched the next generation in television with M6 Replay which gives consumers around-the-clock access seven days a week to the channel's programmes on the internet, just one hour after they have been broadcast. M6 Replay really does allow viewers to catch up on the programmes they have missed: the service is free and is available across all forms of media (TV via broadband*, PC and mobile phones) without subscription or registration. The launch of this content-rich and pioneering offer is testament to the M6 Group's ambition to respond to the new ways people watch television – and where new forms of TV consumption are concerned, the M6 Group has always led the way. With M6 Replay, the Group has achieved another milestone: making the M6 channel available on demand, as part of a model financed by advertising, in order to make the service accessible to all consumers. M6 Replay includes the channel's leading programmes, i.e. 95% of the 6 pm – 12 pm slot (more than 200 programmes were available at the launch date), which fall into four categories: TV series, news magazines and documentaries, entertainment programmes such as *Nouvelle Star* and *Pékin Express* and

* M6 Replay will be available on Orange On-Demand TV from January 2009.

Multimedia advertising

ADVERTISING SALES FOR THE M6 GROUP ACROSS ALL MEDIA WERE UP 1.3% TO **€752.9 million**.

W9: the leading DTT channel for the main commercial targets and, since the start of 2009, the

3rd

leading advertising platform after 8 pm for the same targets.



M6 PUBLICITÉ: STRONG BRANDS FOR ADVERTISERS TO CAPITALISE ON
 M6 Publicité is M6 channel's long-standing advertising agency and has been with the channel throughout its development. The agency currently sells advertising space on the 10 TV channels which are all strong brands with well-established market positions. Such diversity brings with it a multi-faceted offer, both in terms of programmes and advertising targets. Indeed, it is this diversity which enables us to offer advertisers an extremely broad range of media solutions. M6 Publicité is attentive to its customers and has enhanced their strategic thinking by carrying out detailed surveys. In addition, in the interests of best serving advertisers and agencies, M6 Publicité has given these parties access to new on-line tools so that they can monitor their campaigns and evaluate sponsoring strategies more effectively.



INNOVATION THROUGH SPECIAL EVENTS
 The M6 Group is committed to offering advertisers media resources and innovative content to help them promote their brands. As such, a series of events was scripted and carefully arranged for the launch of the new Lancôme perfume, *Magnifique*, in August 2008. The advertisement was backed up with teaser adverts filmed on the Alexander III bridge and TV coverage with Alexandra Sublet presenting. The new perfume was unveiled to the public in the prestigious setting of the Rodin Museum - a location in the heart of Paris charged with emotion, art and femininity.

MOVING WITH CHANGE

Market hesitancy in a time of crisis

In 2008 gross advertising investments across all media gradually slowed down, particularly in the second half of the year (source: TNS Media Intelligence). Television advertising investments fell 2.6%, and levels of performance fluctuated: traditional terrestrial channels fell sharply in a sector hit by the economic crisis and the knock-on effects on advertising investment decisions by the leading advertising industries such as food, households, hygiene and beauty products, publishing, telecommunications and retail. The sharp rise in DTT channel investment (+101.2%) could not offset this decline and at the same time, cable and DTH channels have also recorded a slight decline in their market.

The M6 Group: another year when the channels outperformed

Across its different media supports, the M6 Group has proven itself over time to be a key player on the television advertising market in France. In difficult conditions, the audience ratings enabled M6 channel to consolidate its position alongside its traditional partners (food, hygiene and beauty) and increase its presence among advertisers in the transport, financial institutions, insurance, telecommunications and pharmaceuticals sectors. The channel succeeded in increasing advertising revenues from five of the leading television advertising industries and also managed to confine the fall in advertising spending from three other sectors, compared to the market performance. W9 also capitalised on its position and its growth in audience ratings to become a leading player on the advertising market. Finally, as for pay TV, the Group's other channels proved their appeal for advertisers, in particular Téma what with its success among female target audiences.

Multimedia: advertising with more impact

Advertising gained momentum across all the M6 Group's portals and websites. The Group's websites have quality content which is enhanced by written advice and videos. This appeals to audiences and leads to internet users spending more time on the sites. Also, what with being based on the channel's strong brands (*deco.fr* and *turbo.fr*, etc.) and on topics which connect with people and have gained their trust (the latest technology on *clubic.com*, and women's lifestyle on *teva.fr*), these websites appeal strongly to advertisers and enable them to effectively target niche markets. In addition, M6 Replay offers advantages for both internet users (free of charge, quality content and a user-friendly interface) and advertisers (advertising messages in video format – both highly popular and extremely memorable).

New prospects for 2009

2009 has seen the introduction of new regulations which are less stringent on the broadcasting of adverts (maximum authorised airtime calculated in clock hours), as well as a vote on the audiovisual act which has notably made provision for a second advert break and banned advertising on the public broadcasting service from 8 pm to 6 am, this latter provision being effective since 5 January.

“Experience television of the future”



As well as being the only channel dedicated to women,

we are also the women's channel that everyone watches.

This is the gamble we took! And our audience figures and the positive feedback we have received show that it is paying off. We offer viewers content they are extremely familiar with and which really connects with them.

We are also able to create surprise and are bold. It's the combination of these factors which makes Téva stand out. Down-to-earth, funny, sensitive, passionate and motivated...

Téva offers something for everyone. The channel inspires people, gives them dreams, but remains relevant to daily life and pragmatic while addressing people's ambitions and helping them to achieve them.

Catherine
Téva



We operate in the Business to Business sector in order to exploit our brands,

but what concerns us most is meeting the needs, desires and expectations of the end customer. In this respect our work involves using the names and features of our programmes in order to create long-lasting brand strategies. These strategies prolong the time for which programmes run and reach out to viewers in their homes, offering them practical products which reflect trends and which they can find in the shops, products they first came across when watching our leading programmes. As for our merchandise, it is focused on people's current interests, i.e. well-being, entertaining guests and environmental protection.

Églantine
M6 Interactions



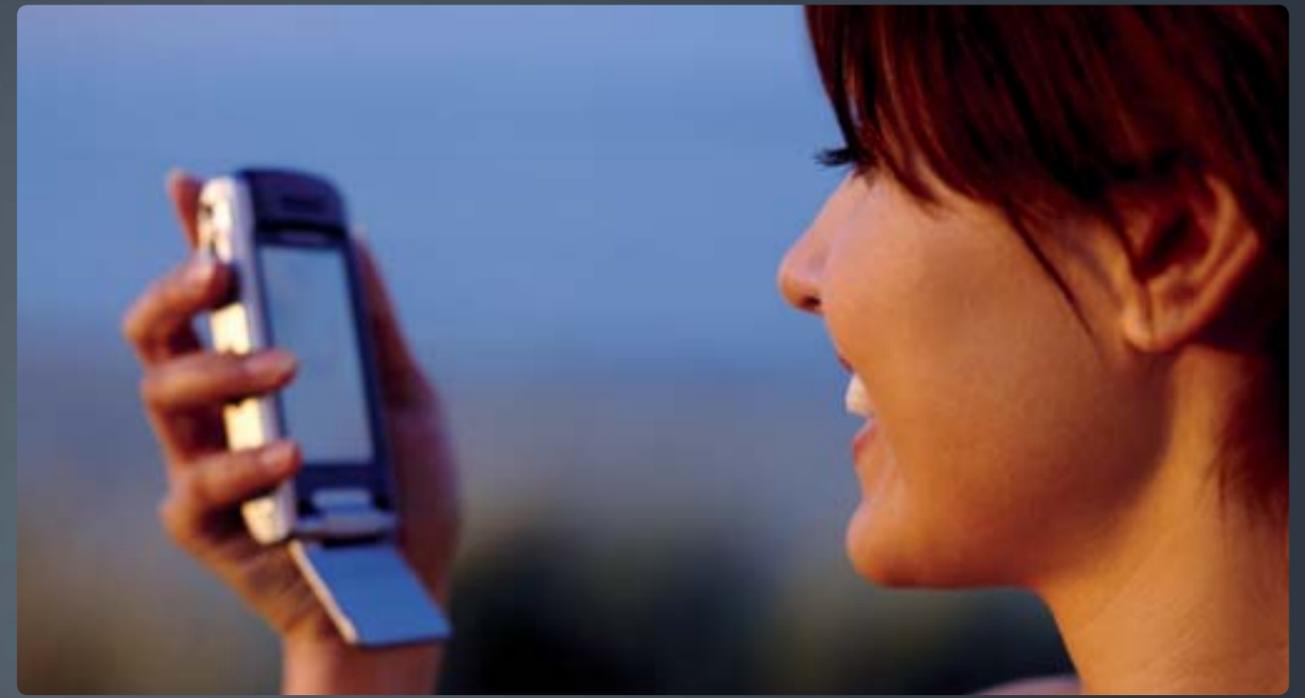
M6 Publicité's service offering is based on powerful, peer brands and complementary distribution environments.

Advertisers are attracted by the bold and sometimes pioneering approach of our service offering, as well as our straightforward and highly transparent sales terms. We also provide customised and creative solutions and can arrange special events, all of which meet our customers' ever-changing needs. We also carry out numerous studies, particularly looking into consumer trends, which enhance sales strategies.

Florence
M6 Publicité



“Quality standards for you”



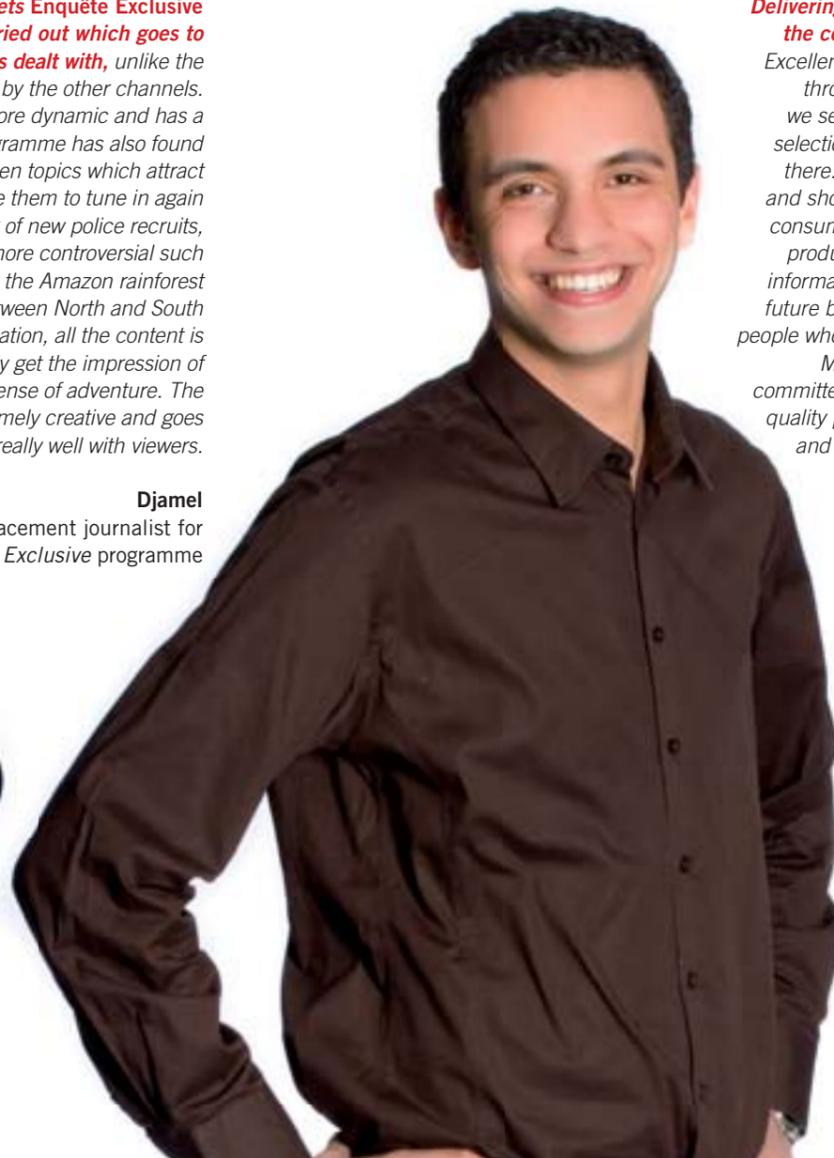
Working for a listed company means that our economic environment is extremely demanding. Our shareholders demand transparency and our senior managers demand that performance levels be constantly measured. As for operations managers, they are always focused on steering their business activities. Quality management auditing is first and foremost dependent on motivated and responsive teams that are up to speed on the Group's operations, as well as auditing and reporting procedures which function highly efficiently. We have a healthy financial structure and are building a profitable Group which is in good condition to continue growing and create value.

John
Group Financial Controller



To my mind, what sets Enquête Exclusive apart is the work carried out which goes to very core of the subjects dealt with, unlike the everyday news covered by the other channels. The format is also more dynamic and has a better pace. The programme has also found a good balance between topics which attract viewers and encourage them to tune in again such as the training of new police recruits, and topics which are more controversial such as deforestation in the Amazon rainforest and the conflict between North and South Korea. Filmed on location, all the content is pertinent and you really get the impression of a road movie and a sense of adventure. The programme is extremely creative and goes down really well with viewers.

Djamel
Work placement journalist for the Enquête Exclusive programme



Delivering excellence to our customers is at the core of our strategy and what we do. Excellent standards first and foremost show through the quality of the products that we sell, all of which are subject to a strict selection process. However, it doesn't stop there. Thousands of customer comments and shopping guides, for example, give our consumers an idea about the quality of the products we offer. Further to this specific information, we also communicate with our future buyers and give them feedback from people who have already bought the products. M6 Boutique and Mistergooddeal are committed to marketing useful, effective and quality products within the best timeframes and pursuant to the best delivery terms.

David
Ventadis Division



“Together, we’re ahead of the game”



We aim to select the best series for the Group. The drama series we acquire are selected based on objective criteria that correspond to the image and themes of our different channels. We look at what works well abroad and assess the performance of the programmes we bought and the competition. However, we mustn’t rigidly stand by these criteria. The best thing to do is put ourselves in the viewer’s shoes and try to predict their expectations; let ourselves get into a good drama which is a little unusual, featuring characters who have that little bit something extra. This is quite simply the best way of staying ahead of the competition.

Bérengère
Group Content Acquisitions,
in charge of drama series



The websites’ content for the Group’s nine channels is constantly updated and enhanced. Games, competitions and information on the series, as well as actors’ biographies and details of not-to-miss programmes during the week are all factors which appeal to internet users and make them visit our sites time and time again. The process of incorporating these features into our websites is not only technical, but also concerns the website design and graphics; the content needs to be presented in the best possible way. A back office is gradually being established with stream-lined interfaces allowing text, picture or video data to be uploaded to websites quickly and easily.

Hélène
M6 Web



The opening of our new master control room currently concerns only M6 and W9. However, it will soon be home to all the Group’s channels. Designed to use HD technology exclusively, this control room uses the latest technologies on the broadcast market and responds to viewers’ expectations right across the board in terms of video and sound quality, broadcasting in Dolby Digital. This is particularly good news for viewers who are increasingly finding that their TVs resemble home cinema systems.

Fabrice
Technical resources/HD control room



WHO'S WHO IN THE GROUP



DIVERSIFICATION AND AUDIOVISUAL RIGHTS MANAGEMENT TEAM

- | | |
|--|---|
| 1 Nicolas BERLOTY
Managing Director
Distance-Selling Division | 5 Thierry DESMICHELLE
Managing Director
M6 Interactions, M6 Éditions,
M6 Événements and SND |
| 2 Géraldine GENDRE
Assistant Director
M6 Films | 6 Alain DEVESELEER
Managing Director
Girondins de Bordeaux Football Club |
| 3 Anne BOUDARD
Assistant Managing Director
TCM | |
| 4 Valéry GERFAUD
Managing Director
M6 Web | |

DIGITAL CHANNELS MANAGEMENT TEAM

- | | |
|--|---|
| 1 Jacques EXPERT
Head of Paris Première Channel
and Programming | 5 Yann GENESTE
Director
M6 Music Hits-Black-Club |
| 2 Bertrand DELMAS
Secretary General
M6 Thématique | 6 Christopher BALDELLI
Chairman of M6 Thématique |
| 3 Vincent BROUSSARD
Managing Director
TF6, Série Club | 7 Frédéric de VINCELLES
Managing Director W9 |
| 4 Catherine SCHÖFER
Assistant Managing Director
in charge of Téva Programming | |



MANAGING AND OPERATING DIVISIONS

- | | |
|---|---|
| 1 Guillaume CHARLES
Director of Strategy
and Development | 6 Jérôme LEFÉBURE
CFO |
| 2 Marc ROUSSEL
Director of Broadcasting Networks | 7 Karine BLOUËT
Company Secretary |
| 3 Émilie PIETRINI
Director of Communications | 8 Delphine CAZAUX
Director of Organisation
and Human Resources |
| 4 Nathalie-Camille MARTIN
Director of Legal Affairs | 9 Christophe FOGLEO
Director of Technological
Resources |
| 5 Bernard MAJANI
Director of Film,
TV Film and Series Acquisitions | |

PROGRAMMING MANAGEMENT TEAM

- | | | |
|--|---|--|
| 1 Thomas REBOULLEAU
Assistant Head of News Magazines | 5 Natalie ALTMANN
Assistant Head
of Children's Programming | 9 Julien DEWOLF
Head of Dramas and
Joint International Productions |
| 2 Stéphane RAK
Assistant Managing Director
In-house Flow Production Unit
Studio 89 Productions | 6 Philippe BONY
Assistant Head of Fiction,
Children's, Cinema
and Sport Programming | 10 Yann GOAZEMPIS
Head of French Comedy Dramas |
| 3 Anne-Sophie LARRY
Director - Programming Unit
for External Flow Production | 7 Arnaud BOUCHER
Head of Programming | 11 Florence DUHAYOT
Managing Director
In-house Flow Production Unit |
| 4 Bibiane GODFROID
Head of M6 Programming | 8 Jérôme BUREAU
Head of Newscasts,
News Magazines
and Documentaries | |

SOCIAL RESPONSIBILITY

As a creator of jobs, the M6 Group ensures that every employee has the opportunity to fully develop their skills both in their respective positions and when performing the assignments they are given. The Group's recruitment and training procedures also ensure that employees possess the required level of competence. Seeking out both personal achievement and individual and collective performance, the HR policy encourages mobility, the sharing of expertise and creativeness. The M6 Group constantly monitors the dialogue between management and the workforce and ensures that all employees are well integrated into the working environment.

Equal footing between men and women

Women account for about 52% of the M6 Group's workforce. All the stronger for achieving a balance between the sexes, the Group takes great efforts to maintain this equilibrium. And equality between men and women is ensured right across the board, whether it be in recruitment, training, the measures taken to enhance skills or salaries.

Work-life balance

The M6 Group firmly believes that having employees with a good work-life balance helps the company to perform well. As such, the Group readily offers its employees flexible working hours. This is particularly the case for young mothers with families.

Promotion and career development

Each employee has an annual review with their line manager. Assessment criteria relate to skills specific to each position, cross-function skills within the Group and potentially the ability to manage. Employees are able to express their promotion expectations and request training. All vacant positions within the Group are posted on the intranet and constantly updated. This transparency gives each employee the chance to take advantage of all the opportunities available depending on their skills and their aspirations.

Personal training

The M6 Group develops the skills of its workforce through its policy of continuous training. In order to personalise the training and adapt it to the business projects employees work on, the DIF (*Droit Individuel à la Formation*)⁽¹⁾ has been applied across the Group. As such, each full-time employee has a DIF of 21 hours each year which they can accumulate over a 6-year period and which are managed each calendar year.

⁽¹⁾ Individual Right to Training.

Employee Profit Sharing

Employee savings schemes offering a good rate of return enable the workforce to take a share in the profits arising from the company's growth. 2,022 past and current employees benefit from profit-sharing agreements. A profit-sharing agreement links the employees more closely with the Group's performance and makes provision for gains in terms of increased operating profits to be shared. Lastly, an external manager invests the Group's savings in four different funds which vary in terms of yield and risk.

Health: our commitment

The M6 Group and its employees show a strong commitment to health care through several actions: blood donor sessions are held twice a year within the company and about 100 people give blood on both occasions. Since 2008, the Group has also been working with the *Ligue Contre le Cancer*⁽²⁾. An initial collection of 200 old mobile phones was sold, with the profits going to the *League*. At the same time, a smoking awareness campaign was carried out and preventive measures were taken within the company in order to reduce tobacco-related illnesses.

⁽²⁾ The French League Against Cancer.

⁽³⁾ French organisation managing funds to integrate physically impaired persons into the work place.



HELPING YOUNG PEOPLE WITH THEIR CAREERS

Pursuant to the French national charter on trainees, the Group accepted and trained 400 people on work placements in 2008, all of whom were covered by contract and paid for the 3 to 6 months they worked. M6 is investing more and more in providing work placements (apprenticeships and professional training). Once they have completed their work placements, students' applications are given preference when the company is recruiting. In 2008, 68 trainees were recruited on a contract, permanent, freelance or occasional basis.



INTEGRATING PHYSICALLY IMPAIRED WORKERS

The M6 Group promotes the integration of physically impaired workers. As such, it takes part in the "Un jour, un métier en action" (One day, one business in action) week under the auspices of Agefiph⁽³⁾ which has enabled physically impaired workers to discover the audiovisual world and see for themselves whether or not their impairment prevents them from performing the job of their choosing.

- Workforce: **1,719** permanent employees as at 31 December 2008.
- Average age: **34**.

Group activities



Free-to-air television

In a changing environment, **benchmarks** are essential

INCREASING AWARENESS ABOUT THE CHANGING WORLD



ENHANCING LIFESTYLES EVERYDAY OF THE WEEK



WINNING OVER THE NEXT GENERATION OF TV VIEWERS



PROMOTING NEW TALENT AND THE TASTE OF ADVENTURE



M6, the family channel at its best



Enquête Exclusive



100% Mag

2.5

million viewers on average from 5.50 pm to 7.40 pm. The viewing audience has doubled on this slot.

The largest access prime time audience in 7 years.

Number one among 4-year olds and plus and under-50 housewives during the *Un dîner presque parfait* time slot of 6 pm to 6:40 pm. (September to December 2008).

THE CHANNEL THAT RESEMBLES YOU

The M6 channel embodies boldness, enthusiasm and innovation. Through use of counter-programming and by focusing on convenience, it has captured loyal viewers whom it resembles with its relaxed tone, its friendliness, its window to today's world and its pioneering spirit. M6 channel is a general interest channel whose varied and popular programmes attract both parents and children.

2008 was a record year – a reward for boldness

Against a backdrop marked by increasing competition, the TV channel posted the best results among the major channels with an 11% share of the overall audience. It displayed the strongest resilience to advances by other television channels and holds the record for the largest TV audience in 2008 with its broadcast of the *France vs. Italy* football match with 13.2 million viewers. With its successful launch of ten new programmes, M6 channel has shown its constant effort to innovate and beat records particularly with the new access prime time programmes. M6 channel is increasingly becoming the preferred choice in TV given it attracted the largest audience on 29 evenings in 2008.

- 14 November 2008 **7.9** million viewers – *NCIS*.
- 20 January 2008 **6.4** million viewers – *Capital* report on purchasing power.
- 12 May 2008 **5.9** million viewers – *Indiana Jones and the Last Crusade*.
- 11 August 2008 **5.1** million viewers – *L'amour est dans le pré*.
- 16 March 2008 **4.5** million viewers – *D&Co* at 6:50 pm.
- 8 April 2008 **4.3** million viewers – *Pékin Express*, for the finals.

M6 CHANNEL'S RENDEZ-VOUS

M6 channel perks up your morning...

Must-see programmes punctuate the morning and constitute real reference points for a broad TV audience. The programme schedule includes music and video clips with *M6 Music* and *Drôle de réveil* on weekdays and *Hit Machine* on Saturday, well-being and practical advice with *M6 Boutique* and children's programming with the old standby, *M6 Kid*. Last September, M6 channel also launched a new daily slot for *M6 Kid*, and now will be offering innovative and creative cartoon series produced in France (*Le Manège enchanté*, *Spirou* and *Fantasio*) or abroad (*Strawberry Shortcake*), *Spectacular Spiderman* with up to 900,000 viewers) and programmes which help children to better understand and manage day-to-day situations like *Kid et Toi* and *Vinz et Lou*.

And throughout the day...

The most varied shows range from the most entertaining (*D&Co*) to the most practical (*Super Nanny*, *C'est du propre*) not to mention the late Sunday morning masculine touch, *Turbo Magazine*. Closer to noon, the programming becomes more family oriented with series like *Little House*, *My Wife and Kids* and *Hope and Faith*. News comes on in the late morning with the television news show, *LE 12:50* which is aired as brief reports and images on the day's headline news. During the afternoon, TV films and drama series are featured, particularly with the *Un jour, une histoire* collection.



Capital

THE NEWS – MEETING EVERYONE'S NEEDS

M6 Channel focuses on breaking news in all its forms, especially that which directly affects its TV audience. First there is the daily headline news with *Six'*, an evening newscast all in pictures, the embodiment of newscasts – *LE 12:50* and a growing number of news magazines which are increasingly appreciated. Owing to the investigative reporting done on *66 Minutes*, *Capital*, *Enquête Exclusive* and *Zone Interdite*, M6 channel provides the news tailored to its TV viewers' wants and needs. Viewers have also grown to like their daily access prime time spent with *100% Mag*, an original creation of M6 channel's own staff. With all these news magazines, M6 has invented a tone and style by building an accessible, uncompromising newscast which is aired live. This year, M6 accounts for dedicated 85 prime time evenings to news magazines, a figure without equal in France and even worldwide. All of these magazines have garnered very good audience ratings on average. *Capital* has 4.1 million viewers, *Zone Interdite* 3.6 million viewers, *Enquête Exclusive* 2 million viewers, *Secrets d'actualité* 2.2 million viewers, *66 Minutes* 2.2 million viewers and *100% Mag* 1.8 million viewers.

85

prime time evenings dedicated to news magazines.

New loyalty-making programmes in access prime time

M6 channel was particularly productive as it launched several family shows which doubled its viewing audience on this time slot. *Un dîner presque parfait* at 5.50 pm and *100% Mag* at 6.50 pm are two flagship broadcasts in this time slot. *Un dîner presque parfait* is a new type of contest mixing the art of entertaining at home, home decorating and culinary arts, where each contestant must demonstrate generosity and creativity to surprise their guests. This affords the TV viewer with a tour of France's regions and their culinary specialties. The programme is regularly ahead in the ratings with an average of 2.5 million viewers each evening. Moreover, it won the CB News *Grand Prix des Médias* for the best flow programme. *100% Mag*, a new daily news magazine hosted by Estelle Denis, offers another way of decoding today's world and sheds new light on the phenomena and developments which affect our society. On Saturday, *Accès privé*, which is hosted by Virginie Guilhaume, opens doors to a world normally inaccessible and reveals the hidden side of the lives of the stars.

TAILORING THE NEWS TO FRENCH PEOPLE'S ASPIRATIONS

TV viewers are expecting clear, instructive and accurate information whether the topic is nutrition, health, environmental protection, purchasing power or social integration. M6 channel thus focuses on the news that concerns the French so as to offer them a programming line-up tailored to their wants and needs, thereby demonstrating a responsiveness and willingness to listen which keeps M6 channel as the French people's favourite general interest channel.



SENSITISING THE PUBLIC TO SUSTAINABLE DEVELOPMENT

M6 channel made it a priority to sensitise the public to sustainable development through a few major shows in its line-up. The channel took the course of not dedicating a specific programme to this subject, opting rather to treat these topics across the board in its existing programmes. These news magazines, i.e. *Capital*, *E=M6*, *Turbo* and *D&Co* thus offer informative, instructive or enlightening approaches on many issues like saving energy, pollution and selective sorting.

All-time record for an M6 series,
14 November 2008 for NCIS with

7.9

million viewers



NCIS

TV SERIES: WHERE M6 CHANNEL CREATES THE EVENT

M6 channel assigns a very special place to series in its programming. M6 channel comes up with high-profile series in each genre, from the most penetrating *Desperate Housewives* to the most provocative *Californication* and *Nip Tuck* not to mention such drama series as *Bones* or *NCIS*.

M6 channel's programmes are major hits in prime time

M6 builds its programming line-up around its major weekly programmes, be they news magazines, series, evening events or sports. The idea is to offer TV viewers reliable reference points so they can associate a given evening with a programme.

Tuesday and Wednesday evenings are for entertainment

Tuesday night is devoted to well-grounded entertainment programmes like the great adventure game *Pékin Express*, the reality song contest *Nouvelle Star*, or new lifestyle magazines such as *Maman cherche l'amour* or *Belle toute nue*. While the former helps single mothers to find their ideal mate, the latter helps plump women with complexes to accept themselves as they are. The purpose here is to have another notion of feminine beauty emerge. On Wednesday, French drama is the feature. The police series, *Cellule identité* drew 3.9 million viewers for its spring 2008 evening premiere. *Merci les enfants vont bien* won first



Pékin Express

prize for the best series at the Luchon International Television Festival and drew 3.6 million viewers for its first broadcast in the autumn. M6 also launched the drama mini-series *Où-es-tu?*, which was adapted from Marc Levy's best seller with Cristiana Réali and Elsa, as well as *Les Bougon*, the latest French fiction release on M6 channel. It's about a family living on the margin of society which is adept at making do and regularly lives outside of the law. The series won a 13.6% share of the audience when launched in January 2009 and drew 3.3 million viewers.

Thursday is for cinema

When it comes to cinema, M6 channel features sagas like *Back to the Future*, and *Indiana Jones*. It often creates an event with films like *Fantastic Four*, *Iznogoud*, *The Shawshank Redemption* and *Mr. and Mrs. Smith*, all of which drew over 4 million viewers.

Friday and Saturday are for TV series

The third season of *Desperate Housewives* continues to attract a wide audience to the channel as well as on the web with M6 Replay. Another series and other success was the American TV series, *NCIS*, which

- *Pékin Express* returns in 2009 with **10** new teams on the *Route des Dragons*. Vietnam, Cambodia, Laos, Thailand and Indonesia make for new countries, encounters and challenges.
- For the **6th** consecutive year in 2008, *Nouvelle Star* has a clean slate with a new panel of judges composed of personalities as diverse and colourful as Lio, Sinclair, Philippe Manoeuvre and André Manoukian. Following Julien Doré in 2007, it was Amandine's turn to be crowned *Nouvelle Star* in 2008.



Nouvelle Star

COMEDY AND SHORT PROGRAMMES

Comedy is in the spotlight on M6 channel with a tempting programme for 2009. *Caméra Café* is changing its stage and protagonists while *Kaamelott* portrays King Arthur's youth at Rome, all for three prime time evenings with an exceptional cast featuring Patrick Chesnais, Manu Payet, Pierre Mondy, Marthe Villalonga, and others.

FOOTBALL IS A PASSION ON M6 CHANNEL

The sporting event for the year was Euro 2008 with two record TV audiences for M6 channel for each of the matches involving the French national team, namely *France vs. Romania* and *France vs. Italy*. M6 Channel had its largest viewing audience for 2008 from the latter match. The tournament featured Thierry Roland's return as the French team commentator on M6 channel working in tandem with Frank Leboeuf. It was also highlighted by the 100% Euro magazines hosted by Estelle Denis on every evening following matches. For the fourth consecutive year, the M6 Group aired the final stages of the UEFA Cup with many matches on W9, particularly the Girondins de Bordeaux matches. M6 channel broadcast the final between Glasgow Rangers and Zenith St. Petersburg live from Manchester. Zenith ran out winners.

features a team of special agents from the US Navy in charge of criminal investigations. On 14 November, this series attracted a peak audience of 7.9 million viewers. This was an all-time high for a series broadcast on M6 channel. The series *Bones* drew 4.5 million viewers on M6 channel for the first episode of season 2 on 20 April 2008. Coming back to the start of 2009, the inspectors *Bones* and *Booth* put in an excellent performance since the first three episodes of season 2 were followed by 4.5 million viewers on average, a 19.5% market share. Lastly, the series bordering on the paranormal, *Kyle XY*, has been a big hit, both on M6 channel and W9 where it is also aired.

Sunday is news magazines day

The priority for Sunday evening is to air M6 channel's major news magazines, i.e. *Capital*, *Zone Interdite* and *Enquête Exclusive*. Sunday is also sports day with two areas in particular: motorcars (especially rallies on the *Turbo* show) and football with the broadcast of *100% Foot*.



BEING ACCESSIBLE TO THE DEAF AND HARD OF HEARING

In 2008, the M6 Group continued and expanded its policy of making its programmes accessible to the deaf and hard of hearing. After adding subtitles to its dramas, cartoon and television news programmes in 2007, M6 channel added subtitles starting in January 2008 to a good number of its music programmes, particularly the video clips. This added up to over 4,100 hours of programming for 2008 which were subtitled, compared to 2,756 hours in 2007, enabling the channel to surpass the 50% threshold of programmes now accessible to the deaf and hard of hearing. In 2009, the new broadcasting control room will enable all the Group's channels to air this special subtitling and therefore make W9's, Paris Première's and Téva's shows, including programmes broadcast on the 3 music channels, accessible to the largest audience possible.

All-time record audience in 2008 for the France vs. Italy match with

13.2

million viewers



JACQUES MESRINE: FILM EVENT OF THE YEAR

In 2008, the film adaptation of the life of Jacques Mesrine was met with huge success. The first instalment, *Mesrine l'instinct de mort*, attracted 2,226,900 people to French cinemas and the second instalment, *Mesrine l'ennemi public numéro 1* attracted 1,515,000 French cinema goers. Mesrine was awarded three Césars⁽¹⁾: best actor for Vincent Cassel, best director for Jean-François Richet and best sound.



M6 Films: promoting French films

In 2008, M6 Films continued to support artistic creation, producing several high profile films such as the life of Jacques Mesrine (*L'ennemi public no. 1* and *L'instinct de mort*), *Babylon AD* and *Seuls two*, directed by Eric Judor and Ramzy Bedia. M6 films also co-produced several comedies, including *Vilaine*, which scored the highest audience ratings in 2008 (more than one million cinema admissions) for a director's first film. *Séminaire Caméra Café* is set to follow at the start of 2009.

ACCOMPANYING FRENCH VIEWERS IN THEIR DAILY LIFE

Over the year, M6 channel launched several programmes relating to health, nutrition and purchasing power. In *Bien dans ma vie*, the presenter Péri Cochin and her team of journalists try to improve daily living, dealing with topics such as recycling left-overs, taking advantage of the sales, overcoming shyness and making children's lives easier, etc. In *Bon à savoir*, chef Christian Etchebest reveals the secrets behind cooking France's best-loved dishes. Confronted by the problem of obesity and bad eating, Cyril Lignac in *Le chef contre-attaque*, travels all across France visiting factories, secondary schools and families with one objective in mind: re-educating the French in cooking good, healthy and balanced food. Lastly, the lifestyle magazine *Coûte que Coûte*, presented by Marie-Paule Doucet and Gilles Geffroy, has been giving practical advice and tips, since the beginning of 2009, on better ways to spend money during the crisis.

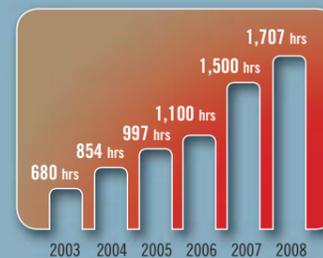
M6 CHANNEL TOP 10 AUDIENCE RATINGS

- 17 June 2008, Euro 2008 **13.2** million viewers – *France vs. Italy football match.*
- 9 June 2008, Euro 2008 **9.6** million viewers – *Romania vs. France football match.*
- 14 November 2008 **7.9** million viewers – *NCIS/“Stakeout”.*
- 26 June 2008, Euro 2008 **7.5** million viewers – *Russia vs. Spain football match/Semi-Final.*
- 22 June 2008, Euro 2008 **7.3** million viewers – *Spain vs. Italy football match.*
- 20 January 2008 **6.4** million viewers – *Capital/“Purchasing Power – What's Behind the Sharp Rise in Prices?”*
- 9 June 2008, Euro 2008 **6.2** million viewers – *The Netherlands vs. Italy football match.*
- 12 May 2008 **5.9** million viewers – *Indiana Jones and the Last Crusade.*
- 28 April 2008 **5.8** million viewers – *Raiders of the Lost Ark.*
- 30 March 2008 **5.6** million viewers – *Capital/“Low-cost, healthy eating – Can it be done?”*

DEVELOPING IN-HOUSE PROGRAMMES

When it comes down to producing numerous entertainment programmes, the M6 Group's channels rely on the Studio 89 Productions subsidiary. Studio 89 Productions has produced 48 programmes for the Group (35 for M6 channel and 13 for the themed channels), including *Un dîner presque parfait*, *Pékin Express*, *Accès Privé*, *Fan de*, *Le Morning*, *Les 20 destins brisés...* as well as *Les 20 émissions que les Français n'oublieront jamais*, *Le Meilleur de Kad Merad*, *Caméra Café: le grand retour*, *les bêtisiers de fin d'année* (end of year TV bloopers show), *Pif Paf*, *Enquête d'action*, *Les Dossiers de Téva*, and the weather. Studio 89 Productions is innovative and highly successful and has proven its development and production capabilities through these programmes, combining diversity and creativity with complete control over distribution rights. Boasting over 1,700 hours of original programme content, Studio 89 Productions is now the leading company for producing flow programmes in France.

> Number of hours of original programme content produced by Studio 89 Productions.



D&CO, MAISON À VENDRE, RECHERCHE APPARTEMENT OU MAISON: TIPS AND PRACTICAL ADVICE ON M6 CHANNEL

M6 helps you to get the best out of living in an interior which speaks about you. To this effect, Valérie Damidot and her team continued over the year to do up, restore, decorate and completely transform apartments and houses. Low-cost DIY and decorating advice was the order of the day. For viewers wanting a change in living environment, two programmes fitted the bill; *Recherche appartement ou maison* supported and followed people on an individual basis, helping them in their quest to find their dream apartment or house. As for *Maison à vendre*, this programme revealed why properties weren't being sold and listed all areas where possible improvements could be made: painting and plumbing and work to the garden, for example.



M6 CHANNEL HELPS OTHERS

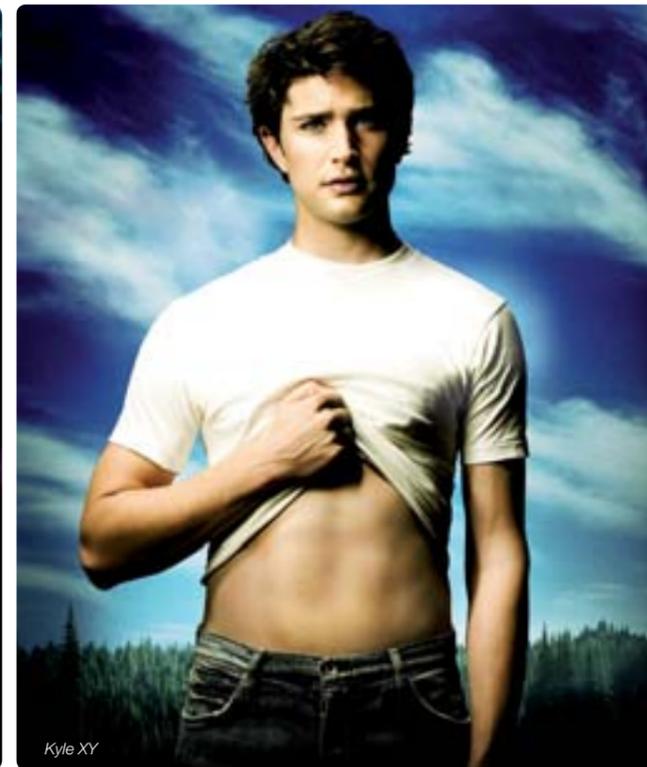
Valérie Damidot and her team from *D&Co* decided to help out Laetitia, a young physically impaired lady who was involved in a motorcycle accident two years ago. Working with her occupational therapist and physiotherapist, the *D&Co* team came up with the best ways of rearranging Laetitia's home and adapting it to her paraplegia: a lift was installed, the toilets were adapted and her home was decorated using shades of paint that would create a relaxing ambience. This special operation involved about a hundred and fifty tradesmen and accounted for the programme's highest expenses.

⁽¹⁾ French film award.

W9, a success story



W9 presenters



Kyle XY

- The channel's audience share has doubled in one year (**1.8%** of the national audience among viewers aged 4 years +, compared to 0.9% in 2007).
- The highest increase in audience ratings in the French audiovisual sector in 2008.
- On average, close to **400,000 prime-time viewers**.
- Number 1 DTT channel among the under fifties viewers.

FIVE PILLARS OF PROGRAMMING AND ONE OBJECTIVE: TO ENTERTAIN

In 2008, W9 significantly expanded its programme offering across the following five areas in particular: music, series, cinema, productions and sport. This diversity has made the channel a favourite among an ever increasing audience.

41.5

million people receive W9, i.e., more than 2 out of 3 persons living in France.

A COMPLEMENTARY CHANNEL FOR M6

Launched three and a half years ago, W9 has quickly become the top DTT channel among the under fifties. With an average audience of 21.4 million viewers every week, W9 complements M6 channel superbly. The diversity of its programmes and the eclectic mix of its presenters have made W9 a channel which is watched by the whole family and which increasingly complements its older sibling. M6's and W9's programmes never compete with each other on the same time slots, which means that both channels can increase their viewing audiences at the same time.

Its own identity

As a complementary channel, W9 develops its own identity through an ultra-modern image and bold counter-programming, providing a real alternative to the major terrestrial channels. The channel first and foremost provides entertainment and programmes which viewers watch to unwind. It has 12 presenters who are all modern, and thus in step with the spirit of DTT, and who all work exclusively for W9, with the exception of Stéphane Rotenberg. Whether it be Alexandre Devoise, François Pécheux or Karima Charni, all our presenters are known and credible and identify with their audiences.

A clear, straightforward and positive commitment...

W9 set itself one goal, to entertain, and it is set on achieving this target by broadcasting a rich, diverse and unparalleled range of programmes on DTT. The formula appears to have worked given that two surveys in 2008 showed that W9 was the new DTT channel of choice among viewers (60% of those interviewed). W9 was also rated the best new DTT channel based on the CSA's 2008 grading scale with a mark of 6.22/10.

...which is really shaking up the French audiovisual sector

In 2008, programmes broadcast by W9 attracted over a million viewers on several occasions; *Rambo 1*, *The Siege* and *Bulletproof Monk* recorded the highest ratings. The audience for the *Kyle XY* series also peaked at the end of the year, attracting 800,000 viewers. These successful audience ratings have enabled W9 to cement its position as the third leading French prime time advertiser. The channel also uses the *Médiamat* national daily ratings system which records the channel's viewing audience every second and its advertising ratings every day. To date, only the traditional terrestrial channels had access to this service. Finally, the channel's catch-up TV, W9 Replay, based on the same model as M6 Replay, should also see the light of day in 2009.



The Simpsons

Music in all its forms

Taking up 50% of the channel's airtime, music is one of the main features of W9 and is available in a variety of forms: video clips, concerts, charts and music game shows, etc. The channel broadcasts regular, not-to-miss music programmes the year round, such as *Hit Talent*, *Muiscronik*, the music game show *Buzz* and *e-Classement*, presented by Sophie Ducasse, Daphné Desjeux, Bertrand Amar, and Karima Charni respectively, as well as major music events such as *Station Music*, presented by Alexandre Devoise, where a casting involving 1,000 musicians and organised by the *Régie Autonome des Transports Parisiens*⁽¹⁾ (RATP) in the Paris underground leads to 10 contestants being selected for the final.

W9 stands for cult, original and recent series

W9 took the decision to only broadcast cult, original and recent series. *The Simpsons* continues to attract a loyal audience (1 million viewers), whilst the American series *Kyle XY* returned for another year on the channel following the huge success of the first two seasons. Another noteworthy event was the launch of *Star Wars: The Clone Wars*, the animated version of the last episode in George Lucas's famous *Star Wars* saga. A new, original French drama series was also successfully launched in 2008, *Duval et Moretti*, which tells the story of two very cunning police officers.



The Siege



Station Music



Euro 2008



Hit talent

- 68,000 video clips aired each year.
- 72 concerts broadcast live.
- 10 different music programmes.

More than **1** million viewers for *Rambo 1*, *The Siege*, and *Bulletproof Monk*

Cinema: over a 100 films a year

W9 serves up two big cinema evenings every week, giving viewers the chance to watch cinema masterpieces, cult films and American blockbusters. 2008 saw the airing of *Rambo 1, 2 and 3*, *Terminator*, *Highlander III*, *Highlander Endgame* and *Rising Sun*. Numerous French and foreign family comedy films were also much in evidence on W9 in the shape of *Ghostbusters 1 and 2*, *La crise*, *Une époque formidable* and *They Call Me Trinity*.

The most diverse entertainment magazines

W9 is also known for producing entertainment programmes for the public at large; for example, *Fast Club*, *Menu W9*, *Le Monde des records* and *RIP chasseur de fantômes*. W9 also offers up magazines, such as *Enquête d'action* presented by François Pécheux. The programme celebrated its 100th broadcast with a special, exclusive report on the *brigade anti-criminalité*⁽²⁾. *W9 Mag*, presented by Marie-Ange Casalta continues in the same vein, giving viewers inside information on the controversial issues within society, and Sidonie Bonnet is currently at the helm on *Enquêtes Criminelles: le magazine des faits divers*, a programme

devoted to criminal cases which have caught the headlines over recent years. The reality documentary show *Les convois de l'extrême*, filmed in Alaska, drew a large audience for 4 evenings at the start of 2009. Lastly, and on a lighter note, *Menu W9* presents the best of the worst of Japanese television. The year also saw the selection of "ready-made" existing TV reality shows enhanced by *Miss Swan* and *Prêtes à tout pour plaire*.

Sport matters

W9's sport content expanded considerably in 2008. The channel broadcast two important Euro 2008 football matches, all the matches involving the Girondins de Bordeaux Football Club as well as the match between Paris Saint Germain and Kayserispor which drew 840,000 viewers. The channel also started showing other sports; for example, boxing, with the world championships, cycling with the Amstel Gold Race, rugby with the friendly match between Wales and Australia, World Rally Championship motorcar races and the Air Race low-altitude aeroplane competition events.



PROMOTING CULTURAL DIVERSITY AND NEW TALENT

W9 attaches great importance to promoting cultural diversity and new talent through its teams and programmes. This is particularly in evidence where music is concerned. Two leading presenters, Sophie Ducasse and Karima Charni, are veritable ambassadors for the minority groups visible on our screens and music programmes such as *Station Music*, which is filmed in the Paris underground, give us the opportunity to identify and promote new talent on the French music scene.

⁽¹⁾ The independent Paris transport authority.

⁽²⁾ French crime squad

Pay TV

Because not everyone watches TV in the same **way**

EVERYONE NEEDS COMEDY AND ENTERTAINMENT



PEOPLE LOVE BEING UP TO SPEED WITH FASHION



LISTEN AND WATCH MUSIC



SERIES WHICH MIRROR LIFE

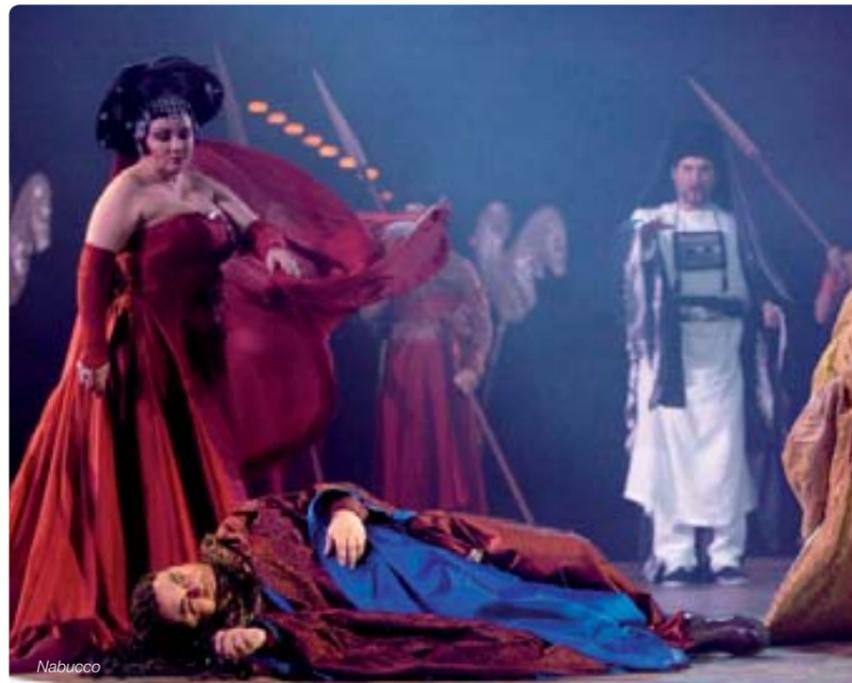


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* Free-to-air time slots



Paris Première, the story with a difference



- **13** recurrent weekly magazines.
- Laurent Gerra's show (*Laurent Gerra flingue la télé*) on 12 January 2008 drew the record audience for the year with **421,000** viewers.
- Record audience for *Pif Paf* on 18 October 2008 with **350,000** viewers.

BROADCASTING/AUDIENCES

Received by 17 million persons aged 4 years +, Paris Première is now second place among the most widely broadcast channels in France (not including the traditional terrestrial channels). Paris Première is also now in the top 3 pay TV channels for the 4 years + and upper class audiences (the latter being the channel's core target).

More than

50

shows broadcast live
in 2008

77

programmes each drew
more than 200,000 viewers
in 2008

THE GLAMOUROUS CHANNEL FROM THE CITY

Increasing audience ratings, but staying faithful to its identity

Launched in 1986, Paris Première has always held a unique position in the French audiovisual sector. As the channel of culture, shows and debates, Paris Première has become an elite channel of reference making culture accessible to a broad audience. A trendy, glamorous and ever so slightly irreverent channel, Paris Première has gradually positioned itself among the top 3 pay TV channels for the public at large; this is down to prime time evening programming which offers a very eclectic mix of content and which is hosted by presenters who have made their mark.

The showcase for Parisian diversity

As its name suggests, Paris Première is a showcase for what's going on in Paris. The channel has strong presence on the cable, satellite, broadband and pay DTT networks and its cultural content covers the best of what is happening in Paris, from open-air opera at the *Stade de France*, live shows presented by Stéphane Guillon for *En avant la musique*, Guy Bedos in *Hier, aujourd'hui et demain*, to plays such as *Le Système Ribadier* and *Toc Toc*, etc. It was therefore no surprise to see Paris Première's 2008 programming schedule featuring various major events such as the live

open-air broadcast from the *Stade de France* of Giuseppe Verdi's *Nabucco* (following on from *Turandot*, *Carmen* and *Aïda* in previous years). On a smaller scale, 2008 also saw *la Revue de Presse du Théâtre des Deux Ânes*, aired on Friday evenings, consolidate its success.

The debate channel

Paris Première is also a debate channel. Presenters who have made their mark, such as Pierre Lescure and Philippe Vandel, tackle news topics from the world of culture and media in two no-nonsense, straight talking flagship programmes, *Ça balance à Paris* and *Pif Paf*. A news magazine was also launched in September 2008, namely *Cactus*, which is presented each week by a new member of the channel's team, Géraldine Muhlmann, an academic and journalist. Every Friday at 11 pm she hosts heavyweight columnists on her show who like debate and controversy, as well as insightful guests who are big names in the blogosphere and in the worlds of politics and media.

Mornings are for living

Mornings on Paris Première are dedicated to fashion, decoration and food, in short all aspects of French living. For its third consecutive season, the programme *La mode, la mode, la mode* revisited all styles, trends, attitudes and concepts which are back on the scene. Presented by Alexandra Golovanoff, the programme features carefully selected content

and is really modern, glamorous and elegant. *Art de vivre* mornings are back with a new creative programme showing viewers hotels they must absolutely try out at the earliest opportunity. At the weekend, *Intérieurs* gives the lowdown on new, elegant and original interior designs in the French capital. *Yes week-end !* includes both these magazines as well as *la chronique de François Simon*.

The channel which marks events...

Paris Première is known for marking events. To do this, the channel needs to react quickly when events take place and ensure that its programmes closely reflect what is going on. To this effect, Paris Première airs hundreds of high-profile Parisian shows. The channel also plans series of broadcasts on specific themes in order to pay tribute to film directors or mark anniversaries (tribute to Jacques Brel and series dedicated to Philippe Noiret, Pierre Richard, Alfred Hitchcock, Stanley Kubrick and Clint Eastwood, etc.).

...and which chooses its partners carefully

To strengthen its identity, over the course of 2008 Paris Première further consolidated 181 partnerships, notably with the *Louvre* and the *Musée d'Orsay* during temporary exhibitions, as well as partnerships to promote a variety of shows and film releases.

2009: more live programmes and increased visibility

Paris Première is increasing the number of live broadcasts, in particular with shows by Guy Bedos and Stéphane Guillon, as well as the production of *Nabucco* from the *Stade de France*. In terms of sport, the channel will notably be giving more airtime to tennis and will be showing ten ATP tournaments, including *Ladies Gaz de France Open* tennis matches from the *Pierre de Coubertin* stadium. The other challenge for 2009 is to get more out of the daily 6.40 pm – 8 pm time slot which is free-to-air. This particular slot is a real showcase of what the channel has to offer and sees Paris Première double its audience ratings. Paris Première cannot take the stakes lightly and for this reason the channel has scheduled its flagship programmes for this window: *Ça balance à Paris* on Saturdays and *Pif Paf* and *Do You Do You Scopitone* on Sundays.



SUPPORTING UNICEF AND ITS VACCINATION CAMPAIGN IN DARFOUR

This year Paris Première has been supporting UNICEF and its *Frimousses de créateurs* exhibition which has brought together dolls dressed by leading fashion designers. The exhibition was held on 18-23 November and concluded with an auction at Drouot Montaigne auction house with profits going to UNICEF and its campaign for vaccination in Darfour.

Téva, the story about women



Téva Déco



Femmes en Or



Les aventures de Marine

WELL-BEING EVERY DAY OF THE WEEK

More than 3 million female viewers joined our ranks in 2008

Launched in 1996, Téva is a women's channel without comparison. More than 6 million viewers tune in every week. The programming offers diverse content which women can connect with: series, films, lifestyle magazines, entertainment and short programmes. The station's own productions, lifestyle and entertainment magazines have been a non-stop success. Such is the case for *Téva Déco* launched 12 years ago and the same now applies for more recent programmes like *Dossiers de Téva* and *My Téva*, the well-being magazine presented by Daphné Desjeux. Strengthened by this track record, in 2008 Téva has become the leading channel on cable and DTH for under fifties housewives and housewives with children.

Even closer to the audience

Women connect with this emotion TV which is teaming with practical advice on well-being and feeling good in body and mind, at home and with the children. Téva identifies with its audience, is modern and entertains: rather than using household names, the channel promotes young talent and deals with issues relating to everyday life. Connecting with the audience is a permanent challenge for Téva and involves taking risks and being creative and bold – which the channel is known for. The launch of *Aventures de Marine* has introduced a particularly innovative way of getting closer to the audience. The presenter is both a journalist and actress on the magazine and instead of skimming over the subject in hand, she gets involved and plays the game, and doesn't think twice about tackling the most sensitive and daring of issues.

- **Subscriptions: 14.2** million viewers receive Téva (i.e., **5.4** million households).
- For the first time ever, positioned among **the top 3 channels for the public at large: 3rd** leading pay TV channel among the 4 years + audience.
- Within one year: **15% increase in the 4 years + and under fifties housewives audiences** (January-June 2008, compared to January-June 2007).

RECOGNISING THE EXCEPTIONAL WOMEN OF 2008

For the third consecutive year, Téva has partnered the *Femmes en Or* ceremony which rewards the most influential, talented and generous women. The trophies were presented on 15 December 2008 in the magnificent surroundings of the Courcheval ski resort. Téva subsequently dedicated the evening of 26 December to these golden ladies by presenting their profiles. Marielle Fournier also welcomed Dominique Bayle, *Femme de cœur 2008* prize winner and Director of the *Petits Princes association*⁽¹⁾ onto *les dossiers de Téva*.



My Téva

A strong identity

This year, the channel has also further enhanced its identity by adopting a new presentation image. Furthermore, the channel's own productions have developed, notably using exclusive content; for example, a ninety-minute programme was launched in May 2008 dealing with the working and private lives of five female politicians. This concept will be used again in May 2008, this time round with five leading reporters. Téva is also strengthening its editorial content with series which connect with women, namely: *Vous les femmes*, *Vanished*, *Dr Quinn Medicine Woman*, *Footballers' Wives*, *Un gars une fille* and *Profiler*.



LA PARISIENNE

Téva partnered the twelfth edition of *La Parisienne*⁽²⁾ through *My Téva*, *l'émission qui vous fait du bien*⁽³⁾, which is presented by Daphné Desjeux. To mark the occasion, the channel's well-being ambassador made a personal contribution by taking part in the 6 km race with 13,000 other women who had gathered together as part of the fight against breast cancer. The programme broadcast the event and devoted one episode to sport and health.

The number

1

digital channel
(excluding free-to-air DTT)
for under fifties housewives

⁽¹⁾ Association helping seriously ill children to achieve their dreams.

⁽²⁾ Race held in Paris for female participants only.

⁽³⁾ My Téva, the programme which does you good.

M6 Music, a story with rhythm



KEEPING UP WITH ALL THE TRENDS

Three music channels for three different audiences

Music has always been part of the M6 Group's identity. The growth in digital TV has enabled the Group to develop this potential and provide a complete offer for three different music trends: chart hits, urban music (Rap and R'n'B) and Pop Rock. M6 has a channel for each of these trends, namely M6 Music Hits, M6 Music Black and M6 Music Rock. To ensure new trends do not go unnoticed, M6 Music is developing its offer with the launch of M6 Music Club which has been unveiled in 2009 to replace M6 Music Rock.



Le blog de Fred Musa

Better exposure and a new visual presentation

In 2008, the Group's music channels became available to all CanalSat subscribers, therefore increasing their level of distribution. This development also came at the same time as the adoption of a new, extremely trendy visual identity.

Launch of a new Dance channel

The most notable event was the launch of a new channel at the start of 2009, one of its kind in its genre, devoted to dance music – namely M6 Music Club. The launch of this channel responds to changes in trends and should be quick to take off. The channel will particularly ride the tide of growth in the French DJ scene, which is currently extremely popular the world over.

Original concepts

2008 also saw the launch and growth in popularity of new concepts on the three existing channels, such as the programme *Maurice part en live*, where the presenter Maurice reports on concerts in the French capital and gets the audience members to participate. Other personalities such as Fred Musa also take part in similar programme formats and update their blogs with details about days spent with well-known musicians and new talents. Music weekends are also devoted to well-known celebrities from the world of music such as Kylie Minogue and Bruce Springsteen. M6 Music Hits has developed partnerships on the internet with operators such as My Space with the same aim in mind, to reflect current changes in music as best as possible. In a programme called *My Music Video*, the channel airs the best music videos available.

M6 Music:

+600,000

viewers in one year

- M6 Music Hits, M6 Music Club and M6 Music Black are received by **5.6** million, **3.8** million and **3.7** millions people aged 4 years+ respectively.

TF6 & Série Club, the next generation television



TF6, A GENERAL INTEREST CHANNEL FOR YOUNG ADULTS

Back to basics

TF6 is distributed across all pay TV platforms, namely DTT, satellite, broadband DSL and cable and is received by 16.9 million people (source: Médiamat, December 2008). In a radically changing environment, TF6 is consolidating its fundamental assets. 2008 saw the development of high-profile entertainment programmes with drama documentaries such as *La folle route vers Saint-Tropez*, *Mon rêve : Pom-Pom Girl à Miami*, *La nuit de la fausse pub*, special editions of *Cauet* from New York and Marrakech, the airing of the no-holds barred *Murder* hosted by Flavie Flament as well as exclusive coverage of the best TNA Impact wrestling matches.

Series, films and reality TV

A considerable amount of airtime is allocated to series targeting specific age groups (*Beverly Hills*, *Dawson*, *One Tree Hill France*, *Smallville* and *La vie devant nous*), original series (*Saving Grace* and *Squeegees*) and must-see series (*The Closer*, *New York District*, *Numb3rs* and *NIH*). TF6 also offers up the best action films and TV films such as *The Glimmer Man*, *Dead Heat* and *Snake Eyes*, as well as reality TV programmes (*Beauty and the Geek*, presented by Victoria Silvstedt). 2009 will also see the launch of a variety of completely original entertainment programmes.

14.1

million people
receive Série Club, i.e **5.3** million homes.

- Série Club is the **No.2** digital channel (excluding free-to-air DTT) for under fifties housewives (January-June 2008). **Record audience figures in 2008 for its targets: four years + audience up 20%**, under fifties housewives audience, **up 26%** and upper class audience **up 78%** in one year (January-June 2008).

⁽¹⁾ Where viewers choose their favourite series.



SÉRIE CLUB, THE SERIES CHANNEL

In 2008, the channel celebrated its fifteenth anniversary at the 48th Monte-Carlo Television Festival. The channel also saw a record audience increase in its target groups. To continue this course, Série Club further refined its programming content and successfully launched the only programme devoted to series on French TV, namely *Tous fans de séries*. Série Club now offers its 14.1 million subscribers (source: Médiamétrie/Médiacabsat January-June 2008) a rich selection of recent series which vary in genre. During the first half of 2009, Série Club will broadcast original series such as *Till Death Do Us Part*, *The State Within* and *Six degrés*, as well as high-profile series such as *Queer as Folk* and the brand-new 4th season of *Stargate Atlantis*.



A GENRE FOR EVERY AUDIENCE

- Original series: *October Road*, *K-Ville*, *Sex, Love & Secrets*.
- Successful series: *The West Wing*, *Eureka*, *Queer as folk*.
- Successful sitcoms: *Une nounou d'enfer*, *La fête à la maison*.
- The 60th Emmy Awards live.
- *Le hit des séries*⁽¹⁾ on Série Club.



Diversification and audiovisual rights

Capitalising on **talent**

MAKING ROOM
FOR OUR EMOTIONS



A NEW TELEVISION
EVENT



MAKING THE GOOD
MOMENTS LAST



SHARING
GOOD BUSINESS



Audiovisual rights for films



Iron Man

BRINGING THE CINEMA TO LIFE

Through its subsidiaries SND, SNC, Mandarin, Mandarin Films, Hugo Films and TCM (50% share holding), the M6 Group manages box office screening rights and an impressive catalogue of box office films and audiovisual works. This activity comprises box office distribution, DVD publishing and rights selling to pay and free-to-air TV. In 2008, which was a good year for French films, the M6 Group continued its investments to acquire rights, particularly for American films, and to manage these rights in France and abroad. The creation of a portfolio of rights (all rights distribution and catalogues) corresponds to the strategic intention to build quality assets which will enable the Group to generate income and guarantee access to content.

2008, a historic year of film for SND

2008 was a good year right across the board for French cinema. Box office attendance was up 6% with 189 million tickets sold, 20 million alone for the film *Les Ch'tis*, which turned out to be a real cultural phenomenon (source: *Centre National de la Cinématographie* (CNC) ⁽¹⁾). Films distributed by SND accounted for 7.8 million tickets sold in 2008, up 34% on 2007. This represents a record success and 4 films drew audiences of nearly a million or more: *Iron Man*, more than 2 million admissions, *Space Chimps*, 1.25 million admissions and *The Incredible Hulk* and *Vilaine*, both with over 1 million admissions. On the back of this record year, SND is now the 9th leading French film distributor. What's more, the start of 2009 has been particularly encouraging. The film *Twilight*, released in January 2009 has already been watched by 2 million people in just one month of screening. And this is in fact the first major film released since the M6 Group acquired a stake in the production company Summit Entertainment in 2007 and a distribution contract was signed with this firm. The forthcoming months will also see the release of *Je l'aimais*, *Harvey Milk*, *Knowing*, *Twilight 2* and *Astroboy*, a big animation film.

⁽¹⁾ French cinema authority.

7.8

million tickets sold for 16 films distributed

- 4 films sold over 1 million tickets
- SND became the 9th leading box office distributor in France.

SND
is the No.

1

distributed publisher
and the 9th leading film publisher in France.

- The catalogue comprises 650 titles.
- *Iron Man* was the highest selling film on Blu-Ray in 2008 with sales of over 50,000 copies.



Vilaine

Film distribution (DVD sales): a changing market with careful choices to be made

The DVD market has gradually been shrinking for the last 4 years and retail sales of DVDs fell about 7.5% in 2008 to 1.38 billion euros. The fall was stemmed by rising Blu-Ray sales. Sales and rental of digitised films increased significantly to about 50 million euros in 2008 but at present only represent 4% of the video market (source: *Syndicat de l'Édition Vidéo Numérique* (SEVN) ⁽²⁾). Based on the strength of a catalogue containing over 650 titles, published under the M6 Vidéo label, the audiovisual rights activity makes the Group a key player on the film distribution market, present on all the sales channels from traditional networks to newsagents. The catalogue contains a rich variety of works, transcending all genres and all eras of cinema, from comedies to animated films and from independent films to productions targeting the public at large. The highest sales for 2008 include a number of M6 channel's success stories, such as *Kaamelott Livre V* and feature-length films such as *Michael Clayton*, *L'ennemi intime* and *Nim's Island*. Furthermore, the *Iron Man* film, produced by Marvel Studios, ensured M6 Vidéo achieved first place for Blu-Ray sales in 2008 (source: GfK). Indeed, 2008 was notable for the very visible growth in Blu-Ray as a unique High Definition media on the market with *Iron Man* achieving sales of 50,000 copies on the traditional networks, which accounted for 18% of the film's total sales.

Managing the film rights portfolio: a long-term commitment

Once productions have been screened at the box office and released for sale, attention then turns to distribution on pay and then free-to-air TV. What with the quality of their film rights portfolio, their expertise and the increase in demand linked to new channels and platforms becoming available, SND and the other subsidiaries have had continued success in selling rights to French broadcasters and have developed their operations focused on negotiating the rights to distribute French films abroad (in Europe, Asia, North and South America). In 2008, these operations were strengthened by the acquisition of Hugo Films which has a catalogue of 18 feature-length French films, including *Gomez et Tavares*, *Les Aristos* and *UV*.

⁽²⁾ French organisation representing publishers and distributors of audiovisual and cinema productions.

⁽³⁾ The upper house of the French parliament.

⁽⁴⁾ The lower house of the French parliament.



Le Petit Nicolas

SOMETHING FOR ALL THE FAMILY: M6 STUDIO

Following on from its successful forays into animated film, in 2008, M6 Studio launched its first TV series: the 3D animated series *Le Petit Nicolas*, adapted from the book by René Goscinny and Jean-Jacques Sempé. It was screened at the 2008 edition of the MIPCOM and was put into production

with broadcasting on the channel scheduled for September 2009, fifty years on from the book's first release. In addition, *Astérix et les Vikings*, M6 Studio's first production, which was released at the cinema in April 2006, scored a huge success for its first airing on M6 channel, attracting 3.8 million viewers.

FROM BOX OFFICE RELEASE TO AIRING ON TV

The media chronology sets out the sequence for the distribution of films across different media. From the moment a film is released at the box office the following schedule applies, pursuant to executive order (for films) or industry practices:

- sale and rental on DVDs: +6 months;
- video on demand (VoD): +6-7.5 months (industry practices);
- subscriber pay TV: + 12 months;
- free-to-air TV: +24-36 months.

M6 Group's audiovisual rights activities are present across all the aforementioned stages of distribution.

TACKLING PIRACY

The *Création et Internet* law, ratified in the French *Sénat* ⁽³⁾ at the end of 2008 and debated in the *Assemblée Nationale* ⁽⁴⁾ at the start of April 2009 opens the way for the sequence of film distribution to be reformed with the notable possibility of the time between box office release and DVD release and VoD screening being reduced to 4 months in order to combat piracy.



WORKING TO PROTECT OUR CINEMA HERITAGE

50 of the 400 films in SNC's catalogue were restored again in 2008; these include masterpieces such as Jacques Deray's *La Piscine*, 6 films by Pier Paolo Pasolini and Jean Cocteau's *Orphée*, the restored version of which was screened at the Cannes Film Festival as part of the *Cannes Classics* selection of films. At the end of 2008, 90 films had been restored and it is these efforts which play a part in safeguarding our cinema heritage. The two cinema masterpieces, namely Marcel Carné's *Les visiteurs du Soir* and Pierre Grémillon's *Lumière d'été*, whose screenplays were written by Jacques Prévert, should also be able to be restored and then screened to the public in the near future.

The Interactivity Division, at the heart of new technologies



M6 mobile by Orange - 3G+ key



Achetez facile



M6 Replay

Over
40
websites

Over
13
million unique visitors to the Group's websites by the end of 2008

PROVIDING NEW WAYS OF WATCHING TELEVISION

Where M6 Replay is concerned, most non-linear content is watched the day after programmes are broadcast. The most popular programmes on M6 Replay include *Un dîner presque parfait*, *Le rêve de Diana* and the flagship series *Desperate Housewives* and *NCIS*. According to a GroupM study, despite 52% of internet users watching programmes on these catch-up services, this does not affect audience ratings for linear TV services. In fact catch-up TV audiences complement the linear TV audience: 98% of M6 Replay users access the service in addition to watching M6 channel live (source: Ipsos)

LEADING THE WAY IN TOP QUALITY INTERNET CONTENT

The Interactivity Division, through M6 Web, spearheads the Group's development in terms of new technologies. In addition to its activities related to mobility and games, the Division has also created a compelling offer of websites and portals dedicated to specific themes. As a platform for convergence between the very latest multimedia supports and the Group's channel content, M6 Web comprises about forty websites. The division continued growing in 2008 across three strategic areas of development: 1) the internet and then, early-2009, television and mobile launch of the innovative catch-up TV service; 2) the takeover of Cyréalès, the internet "pure player" and website specialist whose sites include *clubic.com*, *jeuxvideo.fr* and the price comparison website *achetezfacile.com*; 3) the growing impact of portals dedicated to specific themes.

M6 Replay: never miss a good moment of television again

The M6 Group this year launched catch-up television on the internet (subsequently on broadband DSL TV and on Orange mobile). It adopted a totally original position compared to the competition and worked on the principles of offering a free service with quality images. It also provided access to a user-friendly website where consumers can watch the best content from M6 channel in two clicks. M6 Replay allows viewers to watch M6 channel's leading programmes just a few hours after they have been broadcast: series and flagship programmes such as *D&Co*, *Nouvelle Star*, *Capital* and *Zone Interdite*, as well as *M6 Kid* cartoons and news broadcasts. The results very quickly exceeded the targets with the number of people visiting the site reaching 1.9 million (source: Médiamétrie Netratings) and 10 million programmes being watched each month. In addition, this service, which is entirely financed through advertising, has been hugely successful with advertisers; over 200 advertising campaigns were sold in 2008. The success of catch-up TV, which now represents a new means of watching television, should rub off on W9 programmes in 2009.

The internet: portals dedicated to specific themes are gaining momentum

The Group increased and strengthened its online editorial offering in the first half of 2008 with its acquisition of Cyréalès, the internet "pure player" and website specialist whose sites include *clubic.com*, *jeuxvideo.fr* and

neteco.com as well as the price comparison website *achetezfacile.com*. It was down to the expertise and the successful integration of its new teams, that three major websites dedicated to specific themes and focusing on the customer and quality were launched or completely revised: *turbo.fr*, *deco.fr* (end of 2008) and *teva.fr* (start of 2009). Rather than simply being sites which support M6 programmes, these are lively worlds in their own right built on content that promotes cars, home and garden improvement, well-being and femininity. Just one month after its launch, *deco.fr* became the leading home and garden improvement website in France, attracting 1.4 million unique visitors alone in November 2008 (source: Médiamétrie Netratings). These websites further enhance the content provided by the channel and programme websites (*m6.fr*, *w9.fr* and *nouvelleststar.fr*, etc.). The Group's websites taken together now attract 13 million unique visitors (source: Médiamétrie Netratings, December 2008), which is double the number of people who visited the Group's websites in 2007.

The leading website content for children and adolescents

In an exclusive partnership, M6 Web has developed the leading website for young people aged 13-16, namely *habbo.fr*, which is a virtual 3D world with 7 million subscribers in France. In fact the site has a new subscriber every 12 seconds. M6 Web also launched *Stardoll* in 2008 aimed at girls, which comprises a wide range of dress up, design and makeup games. Both websites follow the example of virtual internet offers provided on a cost basis.

M6 mobile by Orange: an even wider range of products for 15-25 year olds

The number of *M6 mobile by Orange* subscribers significantly increased this year. The service's 1.5 million customers is testament to the success of the partnership we have built with Orange. The combination of our know-how where television and telephones are concerned appeals to young people. In fact, young people find that our services and offers meet their expectations and needs: whether it be call plans that can't be exceeded, text messaging services, unlimited internet and TV and access to M6 channels' content and exclusive offers. These factors have made M6 Mobile the leading alternative telephone brand among 15-25 year olds. M6 Mobile also continued to innovate by launching the first 3G+ key in 2008 aimed at young people. The service provides internet access, comes with 2 inclusive hours for browsing the web and has no subscription obligation.



PROTECTING CHILDREN ON THE INTERNET

Parents demand that their children be safe when using the internet. With this mind, M6 does far more than just monitor website use; for example, on *habbo.fr*, each game comes with a guide for parents and a virtual help centre also deals with problems affecting children and adolescents. In addition, a team of professionals has the task of supervising the website 24/7 and preventing any abuse or fraud.

Ventadis, where the customer is at the centre of a host of services



AN ALLIANCE BETWEEN TV HOME SHOPPING AND E-COMMERCE

Ventadis is the new name for the M6 Group's new distance-selling division which comprises companies specialising in the marketing and sale of household and personal goods. Distance-selling is a traditional activity for M6 Group. It began with the airing of the morning home-shopping show on the M6 channel, *M6 Boutique*, and was expanded with *M6 Boutique la Chaîne*, France's first channel entirely devoted to home shopping. The M6 Group's 2005 acquisition of Mistergooddeal, a major specialist in e-commerce, enabled it to develop its internet expertise and to profit from the burgeoning field of online shopping. In 2008, these two major distance-selling companies joined forces in order to combine their complementary strengths with a joint *web factory* and an expanded product range.

M6 Boutique has over 20 years of excellence in TV home shopping

M6 Boutique, the famous morning show on M6 channel, this year celebrated its twentieth anniversary of service to its customers. It has a solid reputation for selecting high-quality, innovative products to sell. 2008 saw the successful product introduction of the laundry ball exclusively on *M6 Boutique*. Made of clay, the ball makes the use laundry detergents in washing machines a thing of the past. Over 100,000 units of this environmentally friendly product have been sold. Thanks to *M6 Boutique la Chaîne*, the home-shopping channel available

on cable, DTH and broadband DSL, TV viewers can now watch 8 hours of live programming featuring new products for the kitchen, household equipment and furniture, health, well being, beauty and leisure, etc. *M6 Boutique* supplements its distribution channels with catalogues, a website, which was given a completely new look in 2008, and five stores located in Strasbourg, Nantes and Lille and at Paris Bastille and the Rosny 2 shopping centre outside of Paris.

Products for every channel

Ventadis is using its know-how to develop home-shopping concepts for other broadcasters like Paris Première and Téva under the banners *Paris Première Boutique* and *Téva Boutique*, as well as for television stations in Belgium for example. The division also operates in the infomercial segment, which consists of short broadcasts with product information and a demonstration of how the products are used.

Quality comes first at Mistergooddeal

Mistergooddeal is one of the leading websites selling home equipment and furnishings. As an internet pure player, the website drew on the expertise of the TV home-shopping staff to enrich its content in 2008 with over 400 product demonstration videos. Meanwhile, it continues to expand its product range by entering into more agreements with brand-name home appliance and high-tech product suppliers as well as with gardening, DIY and home equipment specialists. Mistergooddeal was awarded the prize for best TV advertising (Judges' Favourite - the *Fédération du e-commerce*

M6 Boutique:

- 112 hours of programmes a week.
- 2,000 hours of live programming a year for 1,500 new products.
- 40,000 products sold for M6 Boutique's 20th anniversary.
- 1.4 million unique visitors for the website, *m6boutique.com*.

(source: Médiamétrie NetRatings, December 2008).

3

million packages delivered a year

Mistergooddeal:

- Many innovative tools were launched in 2008 to help the customer in choosing what to buy. They include a new, more powerful search engine, 20 buyer's guides in text and video, 400 product videos, thousands of customer comments and a question – response area.

5.3

million unique visitors

(December 2008, source Médiamétrie NetRatings).



et de la vente à distance (Fevad)⁽¹⁾ and was named "Best Customer Service Provider" for the year (*L'Institut Français de l'Opinion Publique (IFOP)*⁽²⁾ - *Viséo Conseil*⁽³⁾ - technical products distance selling category). These awards were based on Mistergooddeal's solid reputation and its continuing effort to improve the customer experience, from the moment the consumer accesses the site right through to order tracking.

Events all year long at L'invité des Marques

L'invité des Marques is a website which offers brand-name merchandise at attractive discounts during event-related sales. It expanded its product range in 2008 by introducing permanent departments for men, women and children through signing agreements for brand-name ready-to-wear apparel and accessories.

Have your tyres in a few clicks with Pop Gom

How can you buy your car tyres for less on the internet? Pop Gom has the answer. Having originated from a partnership with an industry manufacturer, it offers a selection of 150,000 tyres for any model and all the leading makes of car. Once the order is confirmed online, the tyres are either delivered to the customer to fit them or sent to one of 500 specialist partners who will fit them by appointment.

RESPECTING AND LISTENING TO CUSTOMERS

There is no repeat business without customer satisfaction. Mistergooddeal was awarded the 2009 Customer Service award in the technical products sales category, and for the second consecutive year M6 Boutique won the best customer service award in the general distance selling category in a study conducted by *IFOP - Viséo Conseil*. These awards attest to the Ventadis employees' daily commitment to building quality relationships with their customers based on trust.



RECOVERING AND RECYCLING ELECTRICAL AND ELECTRONIC DEVICES

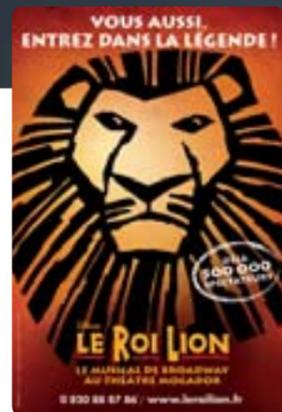
Ventadis participates in the effort to collect and recycle old electrical and electronic devices by levying an eco-tax. In 2008, 236 tonnes of waste were collected as a result, or around 5,000 items.

⁽¹⁾ A French organisation combining and representing all companies involved in e-commerce and distance selling.

⁽²⁾ An institute reporting on French public opinion and carrying out market surveys.
⁽³⁾ A French consultancy firm.

Interactions Division

M6 Group's programmes: present throughout daily life



BUILDING A BRAND STRATEGY

M6 Interactions uses merchandising and licences to enhance the TV channel's brands. M6 channel extends M6 Group's content and programmes by creating and marketing products in the following areas: publications, games, music, entertainment and the press.

Music and entertainment

Despite another slowdown in the music market, legal music downloads over the internet rose 44% in 2008. The digital music market now accounts for 4.3% of the total music recorded as against 2.5% in 2007 (source: *Syndicat National de l'Édition Phonographique (SNEP)*⁽¹⁾). Against this backdrop, M6 Interactions deliberately reduced, from 2007 levels, the number of albums produced, co-produced or co-exploited to launch the careers of the TV channel's music discoveries. In 2008 it marketed 49 albums and 17 compilations. Discovered by *Nouvelle Star*, the albums of Christophe Willem and Julien Doré, *Inventaire* and *Ersatz*, captured a large audience, as did Sheryfa Luna, who rose to fame through *Popstars 4*, with her *Venus* album. The year also saw the continued success of partnership shows like *The Lion King*, *Le Cirque Phénix* and *Bharati*, as well as the theatrical co-production, *Arrête de pleurer Pénélope 2*, which drew 350,000 spectators in less than two years.

Publications, games, the press and publishing

M6 channel's leading programmes are disseminated over many forms of media along with the children's favourite cartoon characters:

- Collections distributed in newsagents. The number of releases was reduced in 2008 to focus on the *Strawberry Shortcake* licence with the development of a line of stationary;
- Board games and interactive games with the launch of *Pékin Express* game;
- Books published under the M6 Éditions label such as *Oui Chef!* and *D&Co*.
- Newspaper magazines with the distribution of *Fan 2* and *Hit Machine Girl*. Total circulation was down slightly in 2008.

Licenses

Under the M6 Licences label, M6 Interactions expanded the marketing and the management of licences and brands through the use of promotional and merchandising operations. In addition to its operations connected with *D&Co* and *Prison Break*, the children's portfolio was enhanced with the addition of new strong licences such as *Pocoyo*, *Le manège enchanté* and *Wallace and Gromit* in 2008. The trend is expected to pick up in 2009 with the licensing of the successful programme, *Un diner presque parfait*. In addition, there is the literary and film hit, *Twilight*, as well as the representation of the Marvel brands *Iron Man* and *Spider Man* for which M6 channel will act as agent across a number of media.

⁽¹⁾ The French record industry association.

Girondins de Bordeaux Football Club, a commitment to sports

League 1:

2nd

in the league in the 2007-08 season, qualified for the Champions League and then the last 32 of UEFA Cup.

- **Five-time** league champion of France.
- **League Cup:** The Girondins will play in the final on 25 April 2009 at the Stade de France.
- **The under-18 team** took part in the final of the Gambardella Cup.



Yoann Gourcuff



Laurent Blanc

ONE OF THE LEADING FRENCH CLUBS

The Girondins de Bordeaux Football Club finished 2nd place in League 1 for the 2007-08 season, and kept the suspense going up to the final day, vying for 1st place. This very strong season crowns the success of the dual-management team led by the former international player, Laurent Blanc, and a great team of international players. The 2008-09 season has begun under favourable auspices with the team in 3rd place in League 1 at the end of the 1st quarter 2009.

A great team open to young talent

Over its 127-year history, the Girondins de Bordeaux Football Club has become one of France's leading clubs. Its record includes appearances in 156 European Cup matches, 5 French League titles, three French Cups, two League Cups, one Champions Trophy and appearances in two European Cup semi-finals. The club is coached by Laurent Blanc and Jean-Louis Gasset whose contracts have just been renewed for two years at the end of the 2008-09 season. It has a team composed of international players who have been selected for or become regulars in their respective national teams based on their performances with the club: Alou Diarra (France), Fernando Cavenaghi (Argentina), Fernando Menegazzo (Brazil), Yoann Gourcuff (France). To ensure this impressive record continues, the club has long focused on the excellence of its training centre, which is recognised as France's number 2 football training centre according to

the French Football Federation's criteria. 50% of its team members have graduated from this breeding ground where young talent is spotted and developed.

Many avenues for the Club's partners and fans

Beginning 14 August 2008, the Girondins de Bordeaux Football Club has offered its fans its own TV channel, *Girondins TV* which tells them all about the five-time French league champions. The channel was developed by the club and is directed by Jean-Philippe Doux. It is broadcast from the *château du Haillan* and can be accessed from Orange TV on broadband DSL. This local programming, whose advertising sales are managed by M6 Publicité, keeps all avid football fans informed while giving them a forum. Jean-Philippe Doux and Marius Trésor provide pre- and post-match commentary for the airing of the Sunday night match which is shown in its totality after midnight. *Mag 33* and *JT 33* introduce the players and provide commentary on matches taking place between Tuesdays and Fridays. A host of broadcasts, interviews and personal stories enrich the programme schedule with 15 hours of live or unreleased programming every week. The introduction of Girondins TV supplements an already rich and varied media offering which comprises a magazine sold at newsagents, a website with 80,000 hits a month and 3 million pages viewed, plus a mobile phone and radio offering. Lastly, the club has sharpened its business development effort by opening a 4th shop bearing the Girondins' colours and by acquiring a travel agency.

A successful and socially responsible Group



Shareholders' notebook

The 2008 financial year

IN 2008, THE M6 GROUP ALLOCATED OVER €142 MILLION TO PAY A €1 DIVIDEND PER SHARE AND TO REDUCE THE SHARE CAPITAL BY NEARLY ONE MILLION SHARES.

Reporting policy and documents available to the public

M6 Group held numerous meetings during 2008 to establish and maintain a regular dialogue with our shareholders and the entire financial community. These included a meeting to present the annual results and calls when the half-year financial results and quarterly sales figures were announced. The Group also continued with its meetings with the financial community in France and abroad in the form of road shows and investor conferences. Lastly, it had many individual appointments with analysts, shareholders, investors, and fund managers during 2008. All of the Group's financial reporting is available in both French and English at the following website: www.groupem6.fr under the *Finance* heading. The site was completely overhauled in 2008, thereby providing better access to the information.

Listing information

Official business name ... Métropole Télévision SA
ISIN code FR0000053225
Reuter's code MMTP.PA
Bloomberg code MMT: FP
Share capital €51,581,876 composed of 128,954,690 shares with a nominal value of €0.40 of the same class and fully subscribed and paid up.
Listing market Euronext Paris Compartment A (companies whose average market capitalisation exceeds €1 billion).
Date first listed 28 September 1994
Deferred Settlement
Eligibility (SRD): Yes

Market indices

The M6 share is included in the following indices: SBF 80, SBF 120, SBF 250, IT CAC, CAC MID 100, CAC MID&SMALL 190, CAC Media, CAC Consumer Serv. and MSCI Media. The stock is included in 15 DJ STOXX® indices, notably the two sector indices DJ Euro Stoxx Media and DJ Stoxx 600 Media, which comprise 35 and 52 of the most important European stocks respectively.

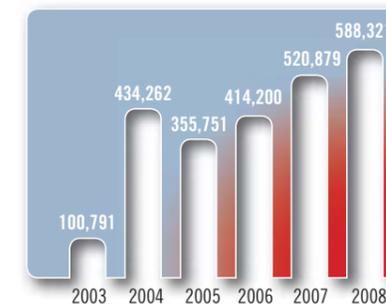
A stable pay-out ratio at around 80% of the Net Profit Group Share.

Dividends and yield
 Proposed dividend per share: €0.85*

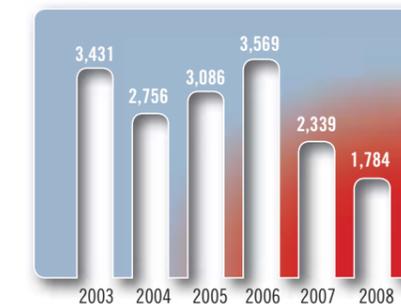


Dividend yield
 (calculated on the last share price of the year in %)
 * dividend proposed to the Shareholders' Combined General Meeting of 5 May 2009

Average daily volumes at 31 December 2008
 (in number of shares)



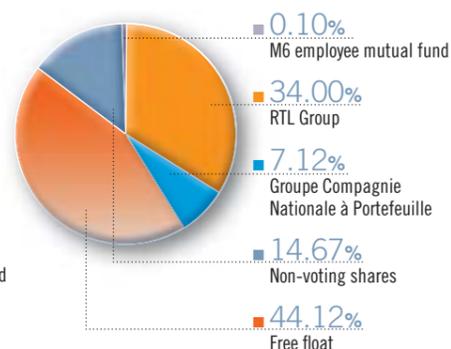
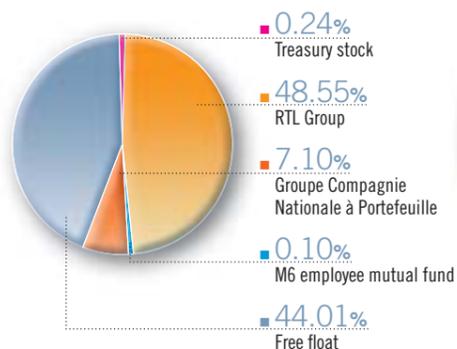
Market capitalisation at 31 December 2008
 (in millions of €)



OWNERSHIP STRUCTURE

Share capital breakdown at 31 December 2008

Voting rights breakdown at 31 December 2008



(Source: Euroclear survey of bearer and registered shares)

2009 SHAREHOLDERS' AGENDA

- **Tuesday, 20 January 2009**
Release of 2008 annual sales figures.
- **Tuesday, 10 March 2009**
Release of 2008 annual results.
- **Wednesday, 11 March 2009**
Analysts meeting.
- **Tuesday, 5 May 2009**
- Release of 1st quarter 2009 sales and quarterly information (before opening bell).
- Shareholders' Combined General Meeting.
- **Friday, 15 May 2009**
Payment of FY 2008 dividend.
- **Wednesday, 29 July 2009**
Release of 1st half 2009 sales and results.
- **Thursday, 30 July 2009**
Conference call.
- **Thursday, 5 November 2009**
Release of 3rd quarter 2009 sales and quarterly information.

THIS SCHEDULE IS FOR INFORMATION ONLY AND WILL BE UPDATED ON THE WEBSITE

M6 share price as compared with the CAC 40 and DJ Euro STOXX Media indices

(basis of 100 at 1 January 2008, source: Euronext)

In 2008, the M6 share price fell by 23.11%, thus outperforming its industry benchmark index and the CAC 40 index.



STOCK PRICE HISTORY

	2003	2004	2005	2006	2007	2008
Number of shares (at 31 December)	131,888,690	131,888,690	131,888,690	131,888,690	129,934,690	128,954,690
Year's high in €	27.68	29.30	25.07	27.52	28.44	17.81
Year's low in €	14.25	18.94	19.12	22.29	17.32	11.47
Year end price in €	26.02	20.90	23.40	27.06	18.00	13.84

For the latest financial news from the M6 Group, visit

<http://www.groupem6.fr>

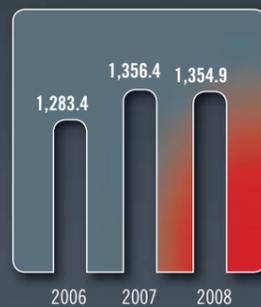
To contact Investor Relations, write to

actionnaires@m6.fr

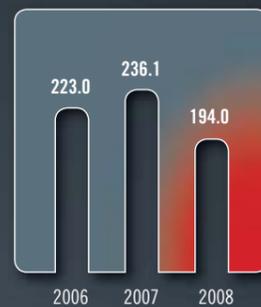
Key indicators

In 2008 our businesses faced up to a difficult economy and grew stronger

M6 Group consolidated sales (millions of €)



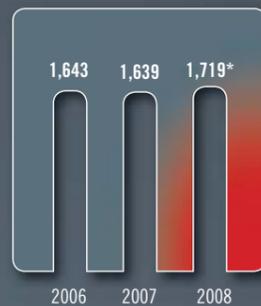
M6 Group earnings before interest, tax and amortisation (millions of €)



M6 Group net profit Group share (millions of €)



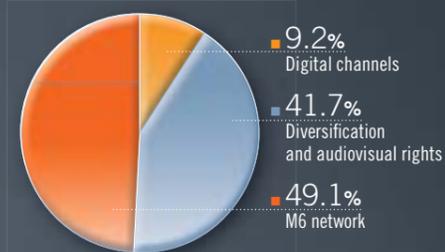
Permanent staff at 31 December



* Including Cyréal's staff who joined the M6 Group in May 2008.

Breakdown of 2008 consolidated sales (in %)

By segments



By advertising revenue and non-advertising revenue



A SOUND FINANCIAL STRUCTURE

(in millions of € at 31 December)	2006	2007	2008
Group equity	798.8	788.0	795.1
Financial debt	53.0	0.1	2.2
Gross cash and cash equivalents	250.7	89.1	40.5
Net cash and cash equivalents	197.7	89.0	38.3

M6 Group has a

5.1%

equity stake in Canal+ France

THE CONSOLIDATED FINANCIAL STATEMENTS

Simplified consolidated income statement

(millions of €)	31/12/2008	31/12/2007
■ Sales	1,354.9	1,356.4
■ Total revenues from ordinary operations	1,367.8	1,376.9
■ Total expenses from ordinary operations	(1,173.8)	(1,140.8)
■ Earnings before interest, tax and amortisation (EBITA)	194.0	236.1
■ Amortisation and impairment on intangible assets acquired as part of the business acquisitions (o/w goodwill) plus proceeds from the sale of subsidiaries and equity holdings	(9.8)	(1.8)
■ Earnings before interest and tax (EBIT)	184.2	234.3
■ Net financial income	19.9	22.9
■ Share of profit/(loss) from associates	(9.9)	(0.7)
■ Earnings before tax	194.3	256.5
■ Income tax	(55.9)	(87.9)
■ Net profit	138.4	168.6
■ Minority interests	-	0.1
■ Net profit Group share	138.4	168.7
■ Number of shares outstanding (thousands)	128,888	129,677
■ Net earnings per share from continuing operations (in €)	1.074	1.291

Simplified consolidated balance sheet

ASSETS (millions of €)	31/12/2008	31/12/2007*
■ Non-current assets	748.9	678.9
o/w Goodwill	83.0	53.5
■ Current assets	691.8	748.2
o/w Cash and cash equivalents	40.5	89.1
■ Total Assets	1,440.7	1,427.1
LIABILITIES (millions of €)		
■ Group equity	795.1	788.0
■ Minority interests	(0.1)	-
■ Non-current liabilities	38.0	33.1
■ Current liabilities	607.7	606.0
■ Total Liabilities and Equity	1,440.7	1,427.1

* The 2007 balance sheet was restated for purposes of comparison owing to the inclusion of VAT and income tax receivables and payables starting with 2008.

Simplified consolidated cash flow statement

(en millions d'€)	31/12/2008	31/12/2007
■ Pre-tax cash flow	276.0	318.5
■ Change in working capital requirements	23.9	(16.8)
■ Income taxes paid	(74.0)	(83.4)
■ Cash flow from operating activities	225.8	218.2
■ Cash flow from investment activities	(119.5)	(154.5)
■ Cash flow from financing activities	(155.0)	(172.8)
o/w dividends paid	(128.7)	(125.0)
■ Cash flow from disposed activities	-	(52.5)
■ Net change in cash and cash equivalents	(48.6)	(161.5)
■ Beginning cash and cash equivalents	89.1	250.7
■ Ending cash and cash equivalents	40.5	89.1

ACCOUNT ITEMS BY SEGMENTS (contribution to consolidated sales and earnings)

M6 network

(millions of €)	2008	2007
Sales	664.5	681.6
Earnings before interest, tax and amortisation	137.8	196.5
% of consolidated sales	49.1%	50.3%
% of consolidated earnings before interest, tax and amortisation*	69.2%	81.1%

Digital TV

(millions of €)	2008	2007
Sales	125.0	100.0
Earnings before interest, tax and amortisation	18.9	0.3
% of consolidated sales	9.2%	7.4%
% of consolidated earnings before interest, tax and amortisation*	9.5%	0.1%

Diversification and audiovisual rights

(millions of €)	2008	2007
Sales	565.0	574.6
Earnings before interest, tax and amortisation	42.3	45.7
% of consolidated sales	41.7%	42.4%
% of consolidated earnings before interest, tax and amortisation*	21.3%	18.8%

* excludes unallocated items

Economic responsibility



INNOVATE, OFFER, RESPECT

M6 Group's economic responsibility consists of ensuring its continuous growth by exploiting its various markets. M6 Group's priority objectives are to innovate and offer new products which meet the needs of each audience and to distribute them across its media. This production of innovative content is matched by the ongoing aim to achieve quality standards and ensure a very high level of respect for our TV audience and consumers.

PROTECTING THE INTELLECTUAL PROPERTY OF OUR WORKS

At a time when the digitisation of media supports requires new measures for protecting works, M6 Group as a holder, producer and broadcaster of content assigns top priority to and places the fight against piracy and the protection of intellectual property rights at the heart of its relationships with partners. This effort entails reducing the time between box office release and the distribution of productions and expanding video on demand.

SUPPORTING CREATIVITY

M6 Group supports creativity both in the field of music and in film. M6 channel and W9 rely on the success of *Nouvelle Star* which is already in its 7th season, to reveal young musical talent and help them break into the market. M6 Films also supports audiovisual and film creation in all its diversity. This year, the Group invested in numerous films including *Vilaine*, *Caméra Café* and *Mesrine*.

Profitable, continuous growth

In order to deliver consistently improving financial performance, the M6 Group continuously expands the bases for its future growth in a competitive and technological environment marked by rapid change. M6 Group's consolidated audiences, its websites which score more and more hits and its programmes which are growing in popularity are proof that its economic model is particularly effective now and will also work well in the future.

Seizing all new growth opportunities

M6 has all the resources to expand the broadcasting of its programmes and thus consolidate its positions and market share. These include 1) catch-up TV with M6 Replay and in due course, W9 Replay; 2) expanding digital and high definition TV with the opening of its new control room; and soon 3) Mobile Personal Television.

The M6 Group is both powerful and diversified, especially in its ability to foresee social behaviours and to transform them into quality TV content, thereby ensuring its future strength.

Sound corporate governance structures

The separation of the various powers within the company ensures that the Group's long-term interests as well as those of its shareholders are taken into consideration. The procedures in place serve to audit the management actions taken and to ensure its operating efficiency while preventing risk. This system guarantees that financial and accounting information is reliable and accurate.

Solid partnerships

M6 Group also maintains balanced and transparent relations with its principal partners. Be they shareholders, advertisers, suppliers, TV viewers, or clients, everything is done so that relations are carried out in a spirit of mutual respect and full disclosure.

Social and environmental responsibility



TELEVISION WHICH PROMOTES SOCIAL RESPONSIBILITY AND COHESION

As a major media presence in France's audiovisual environment, M6 Group has a special responsibility to its audience. Being a reflection of society, it is highly involved in promoting and broadcasting socially responsible programming content, covering such themes as the environment, health, social cohesion, inclusion and children's rights.

Quality news

M6 Group seeks to provide the most complete and diversified news. To do so, it has boosted its production of magazines, documentaries and news to foster knowledge and understanding of the contemporary world. It broaches a diverse range of topics such as employment, the economy, social inclusion, science, ecology, consumption and purchasing power, etc. – and this in a no-holds barred and completely independent manner, where every effort is made to be objective.

Programmes accessible to all

For the M6 Group, accessibility primarily means providing for the physically impaired. Top of the list is programme subtitling aimed at the deaf and hard of hearing. The Group has made constant efforts to increase the hours of programming with subtitles. The new digital control room opened in 2008 should make it easier to put subtitles on all of the content. The Group also protects its viewers from violence, with particular attention accorded to protecting the youngest. It has always led the way in providing a rating system indicating what type of TV viewer may safely watch a given programme.

Increasing awareness of the major causes within society

M6 Group is committed to promoting socially responsible television. It airs socially-oriented messages and short clips for free, thus helping out

charitable organisations. M6 Group supports the physically impaired and the fights against drink-driving and AIDS, among other causes, through its magazines and broadcasts. The Group also formed new partnerships in 2008 to increase awareness within society about public health and child protection issues.

The environment: a daily battle

M6 Group does not perform any activity which could have a significant structural impact on the environment. The Group nonetheless uses its programmes to broadcast information on certain events and messages aimed at promoting sustainable development and respect for the environment.

PROMOTING DIVERSITY AND TALENTS

The M6 Group is committed to promoting the French Republic's values of social inclusion and cohesiveness at the channel. As a reflection of society and the diversity of its components, television is an essential means of promoting the inclusion of minority groups. The Group is also committed to promoting young talent, notably in music, through its reality TV and game shows.

MODERN ENERGY CONSUMPTION MANAGEMENT

At its own level, the M6 Group is attentive to its own consumption and is taking initiatives such as controlling the amount of energy it uses and recycling its own waste. A modern system was installed to regulate the temperature and lighting on the premises depending on certain criteria such as the level of occupancy. As for waste, selective sorting was expanded this year to cover the majority of the company's premises.



M6 Group Finance Department and Communications Department - Creation and Published by: INC REA

Audience data: Médiamat - Médiamétrie - MédiaCabSat - **Photo credits:** M6/Cyril Bruneau - Christian Arnal - Arnaud Baumann - Aurélia Blanc - Julien Cauvin - Sophie Chivet - François Darmigny/Paris Première - Yann Dejardin - Christophe Giral - François Goizé - Julien Knaub - Cyril Lagel - Guillaume Landry - Jean Brice Lemaire - Lionel Moreau - Pierre Olivier - Pascalito - Cyril Plotnikoff - Xavier Popy - Eric Robert - Cécile Rogue - Stéphane Ruet - Wahib - M6/FMF/Abacapress.com - CBS Studios Inc/All Rights Reserved - Disney/ABC/ESPN Television/All Rights Reserved - Pathé Distribution - Twentieth Century Fox Film Corporation/All Rights Reserved - Gilbert Coullier Productions - Paul Bergen 2008 T. Layani /Barejo/Good TV/TF6 - American Broadcasting LLC - Universal Music - SND - M6 Studio/Method Film Animation/Luxanimation/DQ Entertainment - M6 mobile by Orange - M6 Web - M6.fr - Dominique Le Lann/FCGB - M6 Interactions - Tralalère - DR.



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