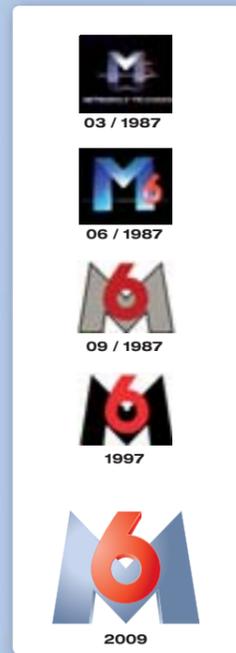




ANNUAL REPORT 2009

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A SUCCESS STORY

M6 was established in March 1987. Back then, despite being watched by only one in five French people, the new channel was already targeting all audiences, devoting a significant part of its programming to young people, through music.

23 years on, and having witnessed uninterrupted success, the many brand creations and activities integrated have enabled the rookie to turn into one of the most recognised and most dynamic media groups in Europe.

Presence on every media, very impressive audience ratings and diverse content and activities: these are the fruits of its strategy and the reasons behind its success.

Let's take a look at the success story that is the M6 Group.

1987-1991

THE YOUNG CHANNEL ON THE RISE

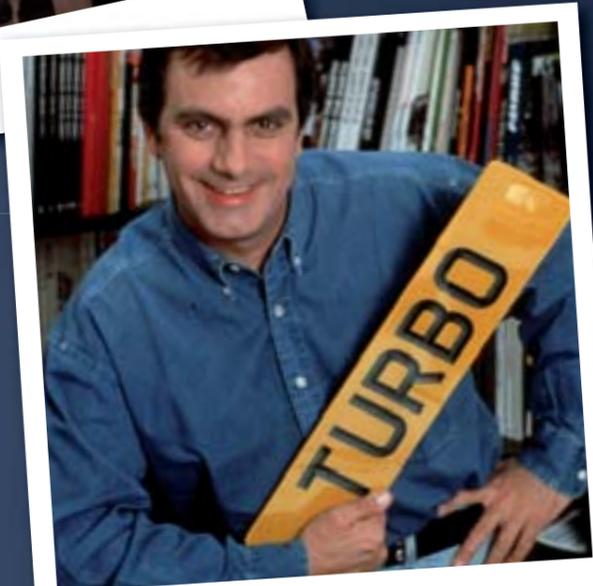
Straight from the launch on 1st March 1987 at 11.15 am, M6 revealed itself to have very bold ideas with the production of its first music video, *Joe le taxi* by Vanessa Paradis, aged 15 at the time.

Whilst establishing itself as the leading producer and broadcaster of music videos in France, the channel managed to attract 17,000 people to the largest dance club in the world at Bercy in Paris, and in doing so became the channel of choice for young people.

M6 also developed counter-programming content, and where news was concerned, this came in the shape of *Six Minutes*, a programme with a very strong concept which presented current affairs in pictures. The channel also unveiled original and innovative programmes like *Fréquentstar* presented by new stars, Nagui and then Laurent Boyer (1989), and E=M6 (1991) created by a young agriculturalist, Mac Lesggy. The magazine *Turbo*, presented by Dominique Chapatte is still broadcast on M6 today, as is the channel's first American series which has been aired since the launch date, namely *Little House on the Prairie*, which a whole generation of TV viewers will remember. M6 also diversified its programming content with the home shopping programme M6 Boutique.



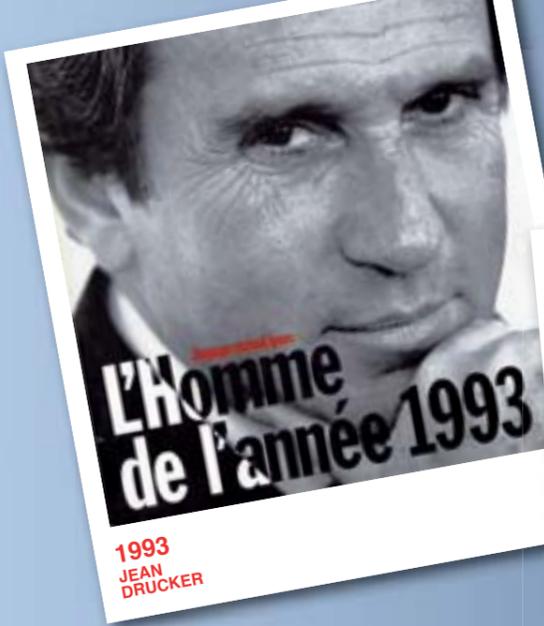
1987
LAUNCH
OF M6



1987
TURBO
DOMINIQUE CHAPATTE



1987
LITTLE HOUSE
ON THE PRAIRIE



1993
JEAN
DRUCKER



1994
NICOLAS
DE TAVERNOST



1993
CAPITAL
EMMANUEL CHAIN



1993
ZONE INTERDITE
PATRICK DE CAROLIS

1992-1995

ALREADY ONE OF THE BIG PLAYERS

As early as 1992, M6 became the third most popular television channel for the under 50s. The channel increased the production of TV films and music videos and recorded its first profits. With the creation of M6 Interactions, the channel started to diversify its activities and set the first foundations in place for building a group that would produce synergies and create complementary business activities.

1993 saw the launch of Série Club, the first channel dedicated to a specific theme. The series *Classe Mannequin*, presented by Vanessa Demouy, was sold to 80 countries. The year also saw the prime time debut of *Zone Interdite* presented by Patrick de Carolis and *Capital* with Emmanuel Chain at the helm.

M6 continued its creative streak producing series like *Nestor Burma* starring Guy Marchand, as well as films like *la Cité de la peur* starring the group of actors known as "les Nuls" ("the Idiots") and *L'appât* directed by Bertrand Tavernier, among others. The channel also witnessed increasing success with the audience ratings and won more awards. Jean-Edern Hallier launched a literature-based magazine programme, whilst M6 produced the *Combat de Femmes* series of TV films and broadcast *X-Files* which became a cult series.

In the field of music, M6 cemented its position, creating a new music chart with the programme *Hit Machine*. At the same time, M6 shares were listed on the stock exchange and Jean Drucker and Nicolas de Tavernost were successively elected "Man of the year" in 1993 and 1994 by the magazine *Stratégies*.

1996-2000

FRENCH PEOPLE'S FAVOURITE CHANNEL

Taking advantage of the beginnings of the digital age, the M6 Group played a role in the launch of TPS, acquiring a 20% equity interest, and also purchased a 10% stake in Paris Première. The Group created its own website, *m6.fr*, and at the same time, the channel started to air more programmes attracting large audiences, like *Fan de* and *Graines de star*, which unveiled numerous new stars including Jean Dujardin and Bruno Salomone.

In 1997, to coincide with its 10th anniversary, the Stratégie-BVA¹ survey rated M6 as French people's favourite channel. The channel achieved back-to-back successes and strengthened by the 10th *Dance Machine* concert, created the subsidiary, M6 Événements. The Group then moved to its new head office at Neuilly.

M6 was gradually turning into a diversified media group. It increased its holding in TPS which now had close to a million subscribers. M6 also scored further success with its audience ratings, in particular with the news magazine *Capital* and the airing of the film *Titanic*, which pulled respective audiences of 6 and 6.5 million viewers.

In 1999, the channel bought into football by purchasing the Girondins de Bordeaux Club and in doing so, further developed the diversity of its business activities. The Group also made a further addition to its family of channels with the creation of TF6. 2000 marked a turning point for the Group with the launch of the new subsidiary, M6 Web.

¹ Translator note: A French market research institute.



1996
m6.fr



1999
GIRONDINS
DE BORDEAUX



2000
GRAINES DE STAR
LAURENT BOYER, JEAN DUJARDIN



2001
LOFT STORY



2003
SND:
GANGS OF NEW YORK



2005
OUI CHEF!
CYRIL LIGNAC



2005
W9 LAUNCHED
ON DTT

2001-2004

AN EMBOLDENED MULTIMEDIA GROUP

As the leading channel for the under 35s, M6 continued to innovate. It launched the first French reality TV show, *Loft Story*, which attracted an audience of 11 million viewers for the final programme and turned out to be a real cultural phenomenon.

By diversifying its programming content, M6 also increased its audience and became the most popular channel among under 50s housewives. In its 15th year of broadcasting, M6 launched *Loft Story 2* and *Popstars*, the entertainment show *QI le grand test* and the series *Largo Winch*. These programmes were all successful, attracting audiences ranging between 4 and 8 million viewers. The crowning success for the Group came with the Girondins de Bordeaux Football Club winning its first League Cup.

The following year saw the creation of Studio 89 and the launch of *Nouvelle Star*, as well as *Bachelor*, *le gentleman célibataire*. In 2004, whilst the Suez Group was withdrawing from M6, retaining only a 5% shareholding, which increased the number of shares held by the public, M6 launched the home-shopping channel M6 Boutique and became a 100% owner of Paris Première.

M6 increasingly presented itself as a general interest channel (the second most popular channel on the French television scene among under 50s housewives), investing itself more and more in sport (final of the UEFA cup), humanitarian action (Sidaction¹), the cinema (takeover of SND and the co-production of the film *Podium* directed by Yann Moix) and programmes that appeal to large audiences: *Le pensionnat de Chavagnes* attracted over 6 million viewers.

¹ Translator note: French AIDS organisation.

2005-2008

INNOVATIVE AND EXPERIENCED

To mark its 20th anniversary, M6 changed its logo to 3D. This also coincided with the Group having now established its presence in all TV segments and activities. The Group's family of channels thus gave it scope to get the very best out of the programming content produced and purchased. The Group became a 100% owner of Téva and deployed resources for TPS for the new Canal Plus France pay-TV platform. The number of programmes attracting large audiences increased all genres and included *Oui Chef!*, *D&CO*, *T'empêches tout le monde de dormir* presented by Marc-Olivier Fogiel, *66 Minutes* presented by Aïda Touihri, and *La France a un Incroyable Talent*. M6 also launched the drama series *Les Bleus*, aired cult series such as *Prison Break* and *Desperate Housewives* and broke records with *NCIS* which pulled in nearly 8 million viewers.

The Group unveiled the W9 channel on free Digital Terrestrial Television (DTT) and started to air even more football becoming the no. 1 free-to-air broadcaster for the 2006 FIFA World Cup in terms of the number of matches. At the same time, M6 also started to broadcast some of its programmes in HD.

The M6 Group acquired the shopping website *mistergooddeal.com* and created Ventadis which grouped together its TV home-shopping and distance-selling activities. The Group also achieved further film successes with M6 Studio and the co-productions *OSS 117*, *Le Caire nid d'espions*, *Astérix chez les Vikings*, not to mention the two films dealing with the life and times of Jacques Mesrine, namely *L'Instinct de mort* and *L'Ennemi public n°1*. SND acquired a shareholding in the producer and distributor Summit Entertainment L.L.C., whilst magazine programmes such as *100 % Mag*, *Accès Privé*, *Super Nanny*, *Maman cherche l'amour*, *Belle toute nue* and *Coûte que coûte*, among others, also hit screens for the first time.

In 2008, the M6 channel was first in the top 100 TV audiences for the year (all channels included) with the Euro Championship football match, France vs. Italy, which attracted 13.2 million viewers and, following on from the successful launch of the mobile telephone offer, M6 Mobile By Orange in 2005, the Group rolled out more resources to make its services interactive and develop new media, acquiring Cyréalès and launching the first catch-up TV platform, M6 Replay.

2009

...MORE SUCCESS STORIES

2009 cemented the successes achieved with the launch of new programmes, all of which were "success" stories in their own right and the unveiling of a news show with anchors, not to mention the very fact that the Group's content was highly visible across all media. For the forthcoming years, the M6 Group can look to the future with confidence.



2009
LE 19:45
CLAIRE BARSACQ

A SOLID BUSINESS MODEL TO TAKE ON THE FUTURE

In addition to the ongoing regulatory and technological changes taking place in the audiovisual sector, and the growing strength of the DTT channels, 2009 saw a decline in the economic environment, leading in main to a decrease in advertising sales for all media groups. Faced with this difficult economic backdrop, the M6 Group achieved solid results and maintained its sales and net profit, due to the ability of its TV activities to stand up to marketplace pressure and the increasing strength of its diversification activities.

For the second consecutive year the M6 channel achieved the best results among the leading channels maintaining its share of the TV audience among the public at large, and indeed saw its evening audience ratings go up (best audience ratings for 80 evenings in 2009, compared to 59 in 2008), this being due to the Group's ability to take advantage of its strong brands and, for another year yet again, its ability to innovate. The digital channels cemented the successes achieved to date; they each have an identity of their own and for this reason are popular among the general public. Téva and Paris Première strengthened their position *vis-à-vis* their respective audiences (upper class and under 50s housewives/with children) and W9 cemented its position as the leading DTT channel, with, to its credit, 69 out of the top 100 audience ratings on DTT in 2009. Despite the difficult financial context, the good results achieved by our family of channels enabled the Group to win over further market shares and outperform competitors where advertising is concerned. Diversification activities now account for half of the Group's sales and have once again proven to be strong growth drivers: the Ventadis (distance selling), interactivity (M6 Web) and audiovisual rights divisions achieved stronger results in 2009; the M6 Interactions division (licences and merchandise), albeit operating in a difficult market, succeeded in stabilising its activity and the Girondins de Bordeaux Football Club shone out by winning the French league title and the League Cup, thus building on the progress already made.

These good results came about through the involvement and motivation of all the Group's teams. They also prove that the M6 Group has a sound and effective strategic model, based on two pillars: the M6 channel and diversification. Albeit television remains our core business, it is in fact the diversification activities, which are less dependent on advertising which have enabled the Group to stand up to the financial crisis and offset the loss in advertising revenues in 2009. The growth of these activities which are peripheral to the television activities and which have been consubstantial to the development of the Group since its early stages is in large part due to the innovation of our employees, who need to show imagination, creativeness and talent. These are all values that shine through our channels: in an industry which is becoming ever more competitive, fragmented and indeed unstable with the launch of new channels, the ability to be bold, creative and imaginative has become key to winning over audiences.

Our aim is to continue innovating with M6 and W9, as well as with the new compensatory channel that will be launched at the end of 2011. This model for generating revenues is balanced, effective and profitable and has not come about by chance or by developing the Group in any old random way. Programme launches, in-house productions and external acquisitions have punctuated the Group's history and are part and parcel of the Group's business model. We have always endeavoured to take maximum advantage of the innovative potential of our brands on the M6 channel by developing merchandise and entering into partnerships with outside players and by ensuring that our brands have maximum presence across all broadcast media. M6 was the forerunner to the 360 media model, which others are now calling for, and has successfully implemented it. This model is strengthened only further with the increase in broadcast media and the pioneering action of the M6 Group in the field of new technologies.

It therefore by virtue of the TV and diversification activities having shared values that the overall strategy is naturally consistent and the synergies work. These activities feed off each other and have formed a virtuous circle, making it possible to take advantage of strong brands and powerful assets.

Finally, it is because of the talented people both on screen and in the teams, the new stars we are constantly recruiting, and the on-going training and attention our staff receive that the M6 Group is able to complement its effective development model with a certain essence that sets it apart.

The 2009 results therefore serve to motivate us to continue our efforts in what is still a fragile and uncertain economic environment. We have the tools we need to face up to this context and ensure that our business model prevails over time. The M6 Group has been one of the few media groups in Europe to stand up to the financial crisis; our aim in 2010 is to safely navigate these testing times and once again improve our competitive performance.

Nicolas de Tavernost
Chairman of the Executive Board

2009: A YEAR FOR BEING BOLD AND CONNECTING WITH PEOPLE

In 23 years existence, the M6 Group has patiently built itself up through a series of success stories. The success of 2009 is somewhat an example of this ambition. The cross-functional nature of our Group is a major asset. With the audiovisual sector going through one of the worst crises it has ever had to face up to, the M6 Group would have achieved nothing if it had not already planned for such changes in the market by creating a family of channels, not believed from the outset that DTT would make a permanent impact, if the diversification activities had not been one of the spearheads of its business activity and if innovation, boldness and relevance had not been the watchwords of its strategy and consequently its success.

The M6 channel still forms the back bone of the Group. It was the only major channel in 2009 to see its evening audience ratings go up (+100,000 viewers compared to 2008) and for the most part retain its share of the TV audience in the face of strong growth from other TV. The M6 channel was bold, gambling with the launch of a new television news show, aired at 7.45 pm. The programme turned out to be the only television news show to attract new viewers, pulling in 300,000 more viewers than *Six Minutes* completely in images. Further proof of the channel being bold came when it created an event by for the first time broadcasting a playoff for the football World Cup, namely France vs. Ireland, which was watched by 8.2 million viewers and gave M6 the largest TV audience of the year.

Flagship programmes such as *Capital*, *Zone Interdite*, *Nouvelle Star*, *Pékin Express* and *L'amour est dans le pré* cemented their appeal, pulling in ever increasing numbers of TV viewers. *NCIS* also scored impressive audience ratings. This year also saw M6 consolidate its status as a channel that connects with people's interests, broadcasting programmes as relevant as possible to the daily lives of its family viewers, which broke the record audience ratings: *Victoire Bonnot*, *Recherche appartement ou maison*, *Top Chef*, *100% Mag*, and *Un Dîner presque parfait's Le combat des régions*, which attracted a viewing audience of 4.6 million people and unveiled the amateur gourmet Grégory.

This new discovery perfectly shows off the Group's other key speciality, which is uncovering new talent. Be it the people on our channels such as Claire Barsacq, David Jacquot, Alex Goude, Alexandra Golovanoff, Sidonnie Bonnec, Sandrine Corman, Virginie Guilhaume and Audrey Lamy in *Scènes de ménages*, or those behind the scenes at every level within the company, everyone makes a contribution to the Group through the work they do and plays a part in our success.

One of the Group's other key success stories of 2009 was W9, a flagship channel and leader on DTT, offering general interest programming. In 2009, the channel scored 69 out of the top 100 audience ratings on DTT. Like M6, W9 also strives to be imaginative and bold, the perfect example of this being the launch of the *X-Factor*. What's more, all the Group's channels, including Téva, Paris Première, M6 Music Black, Hits and Club, as well as Série Club and TF6 reflect our strategy which is about changing with the times. The presence of these channels on all broadcast media and their strong positioning and brands highlight our aim for each of them to lead the way in their respective fields.

The M6 Group was able to navigate the financial crisis in 2009 because of its diversification. In fact, we are the only audiovisual group to make as much from our diversification activities as we do from our TV activities. Be it with the development of M6 Web, the outstanding success of Ventadis or the indispensable M6 Mobile by Orange, the Group constantly strives to come up with new brands and new concepts. However, this is not at the expense of the large, traditional media, such as the cinema.

Our subsidiary SND this year distributed 16 films which accounted for a total of nearly 13 million tickets being sold at the box office; these films among others included *Twilight 1* and *2*. To mark the release of the *Twilight* films, the Group showed off the full extent of its ability to create synergies with the large-scale operation jointly launched by M6 Mobile by Orange, SND and M6 Interactions. In addition, M6 Films co-produced the no. 1 French film of the year, *Le Petit Nicolas* which achieved total box-office sales of 5.5 million tickets. M6 Studio also turned Goscinny's and Sempé's characters into a cartoon which was sold to 52 countries.

The M6 Group also got to grips very quickly with the challenges relating to the diverse nature of people's behaviour. Nowadays, people don't watch the television as they used to. The result is that M6 Replay has become the leading catch-up TV platform in France and is seen by French people as providing the best catch-up TV service. To strengthen this new offer, we successfully launched W9 Replay at the end of 2009.

Finally, when talking about a large, multimedia group in today's world, we have to consider our commitment to society and ethical values, as well as our responsibility to act for the planet and our future environment, to work towards creating a more cohesive company and to create and sustain the conditions for financial, profitable and yet responsible growth. Be it through our programmes or in the company, the challenge for the forthcoming years is quite clear: we must continue developing our Group by channelling all our energies and synergies. This is the challenge we must meet to create the future of television.

Thomas Valentin

Vice-Chairman of the Executive Board
Head of TV Channels and Content

A BALANCED AND EFFECTIVE DEVELOPMENT MODEL

5. DIVERSIFICATION
OPTIMISING AND EXPLOITING BRANDS

SPORTS LICENCES AND DERIVATIVE PRODUCTS

Ventadis
Vente à distance - Groupe M6

INTERACTIVITY

6 WEB 6 INTERACTIONS

1. VERTICAL INTEGRATION
PURCHASE AND PRODUCTION OF CONTENT

AUDIOVISUAL RIGHTS TV AND FILM PRODUCTION

6 GROUPE M6 6 VIDEO 6 STUDIO 6 FILMS

2. CORE BUSINESS
FREE GENERAL-INTEREST CHANNELS

6 M6 W9

4. ACROSS ALL PLATFORMS
NON-LINEAR CONTENT VIA NEW SOURCES

NEW MEDIA

6 REPLAY 6 VOD 6 BONUS

3. MULTI-CHANNEL STRATEGY
A FAMILY OF COMPLEMENTARY PAY CHANNELS

téva PARIS PREMIERE TF6

serieclub music hits music black music club

1. CONTENT IS THE KEY

Convinced of the fundamental importance of content, the M6 Group has consolidated its position in this field year on year by:

- developing its in-house production capacities, which are a beacon of its expertise, as well as its ability to create and innovate, with a portfolio of strong brands;
- supporting film production by co-producing feature-length films and producing animated films;
- enhancing its rights portfolio by purchasing film catalogues;
- expanding its rights distribution activity.

The creation of a portfolio of rights (exploiting all rights and catalogues) is in line with the Group's strategic objective to build quality assets which will enable it to generate complementary revenues and guarantee access to content.

2. FLAGSHIP GENERAL INTEREST CHANNELS ARE THE FUTURE

Given the stakes riding on the TV switch over to 100% digital at year end 2011, which will give the entire French population free-of-charge access to more than 18 channels, the M6 Group has kept its eye on the target and worked year on year to strengthen the M6 channel and develop the growth potential of W9.

To further develop its general interest programming, whilst also marking itself out from competitors, M6 has strived to be bold, enthusiastic and reflect its viewers' interests.

As witnessed by its ability to stand tall in the face of audience fragmentation, the channel's success has come about through the gradual development of an effective programme line-up that combines, among other things, major events, news and flagship programmes.

Launched in 2005 on DTT, W9 very quickly became the leading channel on this platform, through its diverse programme offering (music, entertainment, documentaries, series and sport), and at the same time enhanced its ability to complement its older sibling.

3. CHANNELS FOR ALL INTERESTS

In the complementary pay TV environment, the Group has created a family of the theme-based channels targeted at different audiences:

- Paris Première, the channel for culture, shows and debates has a unique positioning and specifically targets an upper class audience;
- Téva, the women's channel without comparison, airs series, as well as lifestyle and entertainment programmes;
- Série Club and TF6 (50%-owned), target audiences looking for entertainment and series;
- The music channels, M6 Music Hits, Club and Black feature the main trends and the latest news from the world of music.

The Group's family of channels is widely distributed and can be accessed via all platforms and broadcast media (cable, satellite, broadband and mobile telephones, among others).

4. WATCH THE TELEVISION DIFFERENTLY

The digitisation of programming content and the development of the internet have brought about a whole new way of watching television: via non-linear services.

The Group has proven its ability to adapt to and work with this new way of watching content after the scheduled times, by rolling out an innovative catch-up TV platform, offering 4 complementary services based on free-of-charge business models (funded through advertising) or pay business models (funded through subscription or one-off purchases of content), namely: M6 Replay, W9 Replay, M6 Bonus and M6 VOD. The M6 Group thus pioneers to provide TV viewers and internet users (PC and IPTV) with a unique video experience.

5. CAPITALISING ON EXPERTISE

Launched at a very early stage in the Group's history, the diversification strategy aims, by drawing on the strength of the brands and taking advantage of synergies, to:

- strengthen the core business;
- implement growth drivers;
- seize new development opportunities and create new assets;
- diversify revenue sources and reduce dependency on the advertising market.

Ventadis (distance selling), M6 Web (interactivity, themed portals and M6 Mobile), M6 Interactions (licences and merchandise) and the Girondins de Bordeaux Football Club are the four pillars of this strategy and form part of the balanced development model in place.

2009: A YEAR OF REGULATORY CHANGES IN A DECLINING ECONOMIC ENVIRONMENT

2009 witnessed numerous regulatory changes concerning the rules governing televised advertisements:

- average length of advertising extended for a given hour;
- changes to the way of counting advertising breaks length;
- introduction of a second advertising break in TV and film productions;
- partial ban of advertising on France Télévisions' channels (between 8 pm and 6 am).

Not all the benefits of these changes have been seen; the reason for this is that the changes were implemented at the same time as the 2009 financial crisis which led to the net share of the TV advertising market contracting.

In addition, a new tax on advertising sales for the TV channels was rolled out.

TELEVISION REMAINS AT THE HEART OF LIVING AND AT THE CORE OF COMMUNICATION STRATEGIES

2009 cemented the special place television holds in the daily life of French people: the daily television viewing time per person (viewers aged 4+) remained unchanged at 3 hours and 25 minutes.

With its appeal intact, the television has cemented the central role it plays in all communications strategies. Following on from the first half of the year when the leading terrestrial channels saw a sharp fall in advertising investments, there were some initial signs in the second half that advertisers were starting to invest again, particularly those operating in the FMCG goods sector. Furthermore, investments in advertising on the free DTT channels continued to rise.

Source: Médiamétrie, Kantar Media.

THE M6 GROUP'S CHANNELS AND OTHER ADVERTISING MEDIA HAVE PROVEN THEIR EFFECTIVENESS

In an environment with contrasting swings of momentum, the Group's channels, spurred on by their good audience ratings, have won over market shares on their respective markets, and this has been achieved through unambivalent and strong market positioning, and an attractive commitment made to viewers and advertisers alike.

M6 and W9 in particular have enabled advertisers to make their communications more effective through evening advertising slots which have an ever increasing impact on the main sales targets. Catch-up TV platforms, combining the interactive (clickable adverts) and user-friendly features of the internet, the rich quality and impact of video content and which also have excellent viewing figures for short advert slots, represent an extension and support to traditional television and as such are a unique advertising medium that is highly valued by advertisers.



GROSS SHARE OF THE ADVERTISING MARKET OF **27.4%** (TERRESTRIAL TV), UP **1.7%**



GROSS SHARE OF THE ADVERTISING MARKET OF **17.3%** (DTT), UP **2.1%**

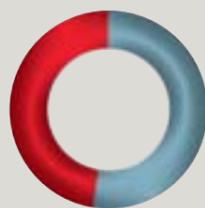


TOTAL GROSS SHARE (ALL PLATFORMS INCLUDED) OF **23.9%** UP **1.2%**

Source: Kantar Media.

BREAKDOWN OF 2009 SALES

47.4%
NON-
ADVERTISING
REVENUE



52.6%
ADVERTISING
REVENUE

A PROVEN BUSINESS MODEL

The Group has proven itself more than capable of standing up to the testing times we are in, through its diversification and growth driver strategy on digital TV, not to mention the solid performance of the M6 channel. **The Group's consolidated sales rose 1.6%** between 2008 and 2009, despite the difficult economic environment.

THE GROUP SUCCEEDED IN MAINTAINING A HIGH LEVEL OF OPERATIONAL PROFITABILITY AND STRENGTHENED ITS SOUND AND SOLID FINANCIAL STRUCTURE.

IMPRESSIVE OPERATING RESULTS RIGHT ACROSS THE BOARD

AUDIOVISUAL PRODUCTION RIGHTS

SND AND SUBSIDIARIES

CINEMA

- An all-time-record with **12.4 million** box-office tickets sold
- SND was the **6th** leading distributor in France in 2009
- SND was the **2nd** leading French distributor in 2009

FILM

- A film catalogue containing **750 titles**
- M6 Vidéo was the **no. 1** independent publisher (excluding the leading film studios) in France in 2009
- Best DVD sales in 2009 with *Twilight 1*

M6 STUDIO

52 x 13 minutes for the 3-D animated adventures of *Le Petit Nicolas*

M6 FILMS

10 co-produced films released at the box office in 2009 - More than **16 million** tickets sold

FREE TELEVISION

M6

M6 shows the best resistance among the traditional terrestrial channels to the rise of DTT with:

- An audience share of **10.8%** (consumers aged 4+), up 100,000 viewers in evenings
- **106 evenings** with over 4 million viewers in 2009, opposed to 89 in 2008

W9

The largest DTT audience in 2009:

- **1.5 million** viewers for *Astérix et les Vikings*

One of the leading DTT channels with:

- An average national audience share of **2.5%** in 2009 (viewers aged 4+)
- **69** out of the top 100 DTT ratings in 2009

PAY CHANNELS

PARIS PREMIÈRE

The channel for shows, debates and culture:

- An audience share of **1.0%** among viewers aged 4+ and the upper classes

TÉVA

The leading women's channel, part of the complementary offer:

- Over **4 million** viewers each week, making it the most popular cable and satellite channel among under 50s housewives

DIVERSIFICATION AND NEW MEDIA

VENTADIS

The combination of home and internet shopping:

- **3 million** packages shipped in 2009

M6 WEB (INTERACTIVITY)

- A comprehensive online video offer with **4 innovative services**: M6 Replay, W9 Replay, M6 Bonus and M6 VOD
- A comprehensive offer of websites and portals dedicated to specific themes
- A telephone offer appealing to 15-25 year olds: M6 Mobile has **1.6 million** customers at the end of 2009

M6 INTERACTIONS (MERCHANDISE AND LICENCES)

Disseminating the Group's brands, expertise and talents with, for example, music

- 3 platinum records
- 1 double platinum record in 2009 (albums)

GIRONDINS DE BORDEAUX FOOTBALL CLUB

No.1 for the 2008/09 season, a **6th** French League 1 title

THE GROUP'S ACTIVITIES



OUR EXPERTISE: TV RELEVANT TO PEOPLE'S LIVES



Un dîner
PRESQUE
parfait

2009: Le Combat des régions on prime time

M6 decided to vary the weekly programme format this year by creating another must-see event broadcast over 5 specially-dedicated evenings, *Un Dîner presque parfait: le Combat des régions*, on prime time and *Un Dîner vraiment parfait* in the second half of the evening. This was the largest cooking contest ever organised in France. 16 champions representing 4 regions came together to battle it out. During the first four programmes, winning contestants were chosen by Cyril Lignac and leading chefs with star ratings. Each chef represented his region and brought his expertise to this innovative programme including his support: the Pourcel brothers represented the South, Georges Blanc the East, Jean-François Piège the Paris region and Marc Meurin the North and West regions. The contest was a battle between the contestant's imagination and talent, and up for grabs was the title of "French champion" and a prize of €10,000.

Grégory: the revelation!

The contestant for the East region, Grégory, wanted to do his home town of Lyon proud - the undisputed gastronomic capital of France. He won the final in style with his "Dame de Bresse on a Roman Bed" and his "lobster tartare" with his "peach jelly". His expertise and dynamic nature won over the public and he had all the guests in awe. Grégory's performance and victory were all the more impressive as he has physical disability: a stunted arm. Grégory is currently starring on *M.I.A.M., Mon Invitation A Manger* on M6, and hopes one day to open a small bistro-grocery shop in... you guessed it, Lyon.

Le Dîner in all its wonderful forms: a website, a forum and game, to mention just a few...

Un Dîner presque parfait is much more than just a television programme; it is a brand with a whole range of complementary media, including a dedicated website showcasing the recipes, a forum, a board game and various other spin-off products. For the M6 Group, a successful story is one where everyone can see their involvement and one which can be changed and expanded for the public at large. On this basis, the concept of *Un Dîner presque parfait* leads the way.

Cookery on the Group's channels

Un Dîner presque parfait is far from being the only cookery programme. In addition to *Oui chef!*, *Panique en cuisine*, *Bon et à savoir* and *Le chef contre-attaque* on M6, all the Group's other channels also broadcast cookery programmes such as *À vos papilles* presented on Téva by Laurence Roustandjee who gives countless practical tips on learning to eat healthier, as well as *Kitchen Nightmares* on W9 presented by the charismatic chef Gordon Ramsay, who effortlessly combines cuisine, humour and issues relevant to everyday life.

A PRIZE WITHOUT COMPARISON

Magasins U and the M6 Group entered into an exclusive partnership by creating the *Le Prix Presque Parfait* which ran from 19 October to 19 December 2009. The idea was to offer customers recipe ideas from the programme and give them a book. The offer was also extended to the internet with a competition whereby users revealed all their culinary talents.

Un Dîner presque parfait - an amazing story! Given the spectacular success of this programme on M6 in 2008, dealing with culinary art and tips on cooking for guests, the Group demonstrated, through this new access prime time flagship, its complete expertise in keeping up with trends and ability to use a television programme to cover the tastes and wants of French people. 34 towns, 403 new programmes since the launch, including 211 in 2009, 2,300 applicants in 2009, with 230 contestants selected. Themes included the following: teenagers, neighbours, the Spanish hostel, a meal for next to nothing and the special end-of-year party in Strasbourg.

A TRULY
PERFECT AUDIENCE

4.6

million viewers
for the final
on 5 October 2009

MERCHANDISE

Board games: 25,000 units
Magazines: a total of 154,000 units sold for 3 issues
Gift boxes: 70,000 units
Books: a total of 55,000 units for 2 issues,
380,000 units off-printed for the Système U operation



**l'amour
est dans le pré**

IN SEARCH OF LOVE

What is the remedy for loneliness for farmers who cannot leave their work? For the contestants, finding a soul mate is more akin to taking on an assault course than being a shared interest. Following on from the huge success of the third season, *L'Amour est dans le pré* was back on screens in 2009 with ten new single farmers, including two women. The programme format is like a modern fairy tale, where nice surprises develop into romantic encounters. Season 4 beat all the records with nearly 5 million viewers on average.



FINALLY SETTLE DOWN AT HOME

Stéphane Plaza is M6's expert in selling and buying houses and flats. Through home staging in *Maison à vendre* and advice, he explains how to resolve tricky issues relating to real estate (for many of us one of our big projects in life) alone.

Multicoloured interior design

Conscious of people's desire in France to improve living conditions in the home, the Group devotes significant attention to interior design and cocooning. *D&CO* provides the perfect example of successful coaching. Valérie Damidot's success is backed up by figures of over 3 million viewers tuning into M6. The popularity of the concept has led to the *deco.fr* website being developed, where people can find the furniture and items they are looking for. Decoration and design are also dealt with in the programme *Téva Déco* which has interacted with viewers by organising the "Téva Déco: the challenge" competition, aimed at uncovering the next best interior designer. Finally, *Paris Première* with *Intérieurs* and *Hôtels du Monde*, has taken viewers to some of the most luxurious destinations and set their imaginations going.



Super Nanny passed away

Ever since 2005, this was a must-see programme for families experiencing problems bringing up their children. Over the course of the programmes, *Super Nanny* became the point of reference for mums and underneath her apparently strict appearance, her humanity, ability to listen and expertise endeared her to a large number of viewers. Cathy Sarrai passed away on 20 January 2010 and her loss has been the cause of great upset.



Non-stop ADVENTURE

a few financial worries and create a humanitarian association. This year, the programme came in two parts, the second part namely *Pékin Express, l'aventure continue*. The programme also has a website with a competition, quizzes and a forum, among other content. *Le convoi de l'extrême* on W9 with an average viewing audience of 1 million people continues the sense of adventure with 90-minute reality documentaries covering one of the most dangerous jobs in the world: HGV drivers who drive their vehicles on ice in temperatures of -60°C in Alaska.

On board a magnificent junk, the 10 competing teams in season 4 of *Pékin Express* this year headed to the spectacular location of Along Bay. The contestants included Albert and Laurence, the sports couple; with victory under their belt, they will be able to resolve

BEAUTY IN ALL ITS FORMS

Rediscovering self-confidence and feeling that you look good in the eyes of your husband, girlfriend or the people around you is the idea behind *Nouveau look pour une nouvelle vie*. *Belle toute nue* looks at breaking with stereotypes where the ideal in female beauty is concerned and feeling good about yourself when you are naturally plump. These two programmes show that anything is possible with a little advice and lots of determination. Where well-living is concerned, Daphné Desjeux uses *My Téva* to give us some valuable tips, whilst *E=M6* presented by Mac Lesggy, a flagship M6 programme, broadcast a prime time feature on 11 May 2009 devoted to diets.



Investigations and tests

Les Aventures de Marine on Téva shows that beauty is also on the inside. Marine Vignes, reporter for the women's channel, investigates a number of cultural trends. She uses a completely new, spontaneous approach, mixed with humour, and is keen to try out things for herself and reports back on what she has experienced, having, as always, been completely immersed in the environment she has visited.

téva

PARIS PREMIERE

CULTURE AND CURIOSITY

Trend-setting, bold, off-the-wall and entertaining... the Paris Première channel cannot be outdone in terms of interesting stories, given its fashionable reporting on cultural events in Paris. In addition to the partnership for the 120th anniversary of the Eiffel Tower, the channel celebrated the 200th programme of *Ça balance à Paris* with Pierre Lescuré and also achieved success with *Cactus* presented by Géraldine Muhlmann, the short programme *La Petite souris*, and *Paris Dernière* with two programmes filmed abroad in Berlin and Miami, not to mention *La Mode, La Mode, La Mode* which is still the programme of reference for fashion designers. The year also saw Paris Première's brand image entrusted with Karl Lagerfeld for a photo shoot, which took place at some of the most magical settings in the capital.





“M6 was made to unravel what goes on in society”

Claire Barsacq
02/09/2009

BOLD AND CLEAR: NEWS THE M6 WAY



LE1945

The new 19h45 news programme 2009 will forever be remembered by the channel for the successful launch

of the new news programme presented by Claire Barsacq during the week and Nathalie Renoux at the weekend. After more than two decades of success, *Six Minutes* completely in images has been replaced by a bold news programme presented by a new generation of journalists and broadcast live every evening from the new Jean Drucker studio.



Expected and immediate success

It was on Monday 7 September 2009, 7.45 pm on the dot that Claire Barsacq, stood up facing the camera and wearing jeans - much as the advertising campaign in the build-up had suggested - kicked off the new 18-minute news programme. The programme was highly anticipated and after four months of screening had 200,000 more viewers than the image-based news programme it had replaced. M6's two daily news programmes, *12h45* and *19h45* proved a success and put issues which were the most newsworthy and interesting and which mattered most to people back at the heart of the news, in particular matters relating to news topics the French are enthusiastic about and which are covered as frequently as possible; for example, sustainable development, being environment-friendly every day and diversity within French society. The programme also factored in the threefold challenge of making people understand, helping them learn and trying to create surprise.

New faces on the channel

M6 once again innovated, rather than playing it safe; it handed over the presentation of its news programmes to rising stars such as Claire Barsacq, and the official stand-in, David Jacquot, for the *19h45*, whilst slightly more established faces, such as Nathalie Renoux, Aida Touihri and Franck Georgel, who had already scored success with the channel, took over the *12h45*. These friendly and down-to-earth presenters reflect the Group and have won over the public's trust with their professional approach. This new way of "doing the news" was further supported with the friendly and easy-going weather presenters Alex Goude and Laurence Roustandjee.

6&msn Actualités

Interactivity at the heart of the news

Without doubt, one of the key original features of the news programme is the permanent and fundamental use of interactive content. In fact, every evening, viewers post questions relating to the "Topic of the Day" on the new news website, launched on 7 September in partnership with MSN, which editorial experts answer during viewers' favourite part of the programme. "Question of the Day" is another highlight of the programme to which nearly an average 70,000 internet users respond to each day! The record is held for the question "Did France deserve to qualify for the 2010 World Cup?" 140,900 internet users replied within just a few hours.

2.5

million viewers on average between September and December 2009





SUCCESSFUL news magazines

Every Sunday afternoon, *66 Minutes*, presented by Aïda Touihri, covers everything that is going at the moment, including current affairs, international news and behind-the-scenes celebrity features. The daily 6.50 pm programme, *100% Mag*, presented by Estelle Denis, has also scored record audience ratings and attracts a loyal viewing audience at a crucial access prime time juncture.

No-holds-barred investigation

The ongoing success of *Capital* and *Zone Interdite* bears witness to the Group's ability to tackle bold and high-quality topics on prime time television. *Zone Interdite*, which saw the return of Méliсса Theuriau as presenter last year, has no boundaries, tackling topical issues such as drugs, prostitution, organ donation and surrogate mothers. As for *Capital* presented by Guy Lagache, the programme this year celebrated its fifteenth anniversary and on 15 November 2009 scored an audience of 5 million viewers for its programme devoted to managing the family budget. Bernard de la Villardière's news magazine *Enquête Exclusive* dealt with issues that are sensitive at an international level; these included hooliganism, sex tourism, all types of trafficking and the unnoticed goings on at American university campuses. His audience ratings kept going up and exceeded 23% of audience share for the top programmes.



W9 AT THE HEART OF THE ACTION

On W9, François Pécheux and Marie-Ange Casalta present *Enquête d'action* which gives viewers the opportunity to familiarise themselves with the daily activities of bounty hunters, detectives, explorers and traffickers. *Enquête criminelle* further adds to the diversity of this offer. This factual magazine programme, now starting its third season, presented by Sidonie Bonnet and Paul Lefèvre looks into major crimes. These two programmes which lead the way where investigative journalism is concerned have become household names.



A FEW KEY FIGURES

620 hours of news programmes broadcast on M6, of which 71% is brand-new content
 208 hours on prime time television and 81 evenings devoted to news programmes
 182 hours of original reporting content in 2009

Téva and Paris Première play their part too...

In *Dossiers de Téva*, every Marielle Fournier hosts people live with personal experiences to share and well-known public figures for a debate on issues close to the public's heart. The programme recorded its best audience for the debate on "Large Families". The programme is also interactive, be it with the public who voice their opinions through text messages, or the dedicated website. As for Paris Première, the channel's *Un jour, une photo* has once again proven its originality with the success of the series of programmes to mark the anniversary of the fall of the Berlin wall, presented by Eva Herzigova. Then there is also *Pif Paf*, the programme presented by Philippe Vandel which each week unravels what is going on in the media.



SPORT: WHERE ENTHUSIASM SETS OFF THE EMOTIONS



SPORT ON M6 AND W9

8.2

million viewers
for Ireland vs France

Ireland vs France: a major event on M6

M6 really did create a major event by broadcasting a playoff for the next football World Cup for the first time. *Ireland vs France*, broadcast on 14 November 2009 attracted 8.2 million viewers, i.e. a 35.1% audience share. This match gave M6 its top ratings of the year and also made the M6 the leading channel among all viewers on the prime time slot.

M6 leading channel among all viewers on the prime time slot. **Top audience** in 2009 for M6.



Football: now and forever

M6 covers all football events with its programme *100 % Foot* presented by Vincent Couéffé. Every Sunday at the end of the evening, Vincent gives a straight-talking review of the weekend's results with reporters and special guests, and, for enthusiasts and novices alike, goes over the key matters yet to be decided. M6 and W9 share the broadcasting of UEFA Europa League matches, which also available on M6 Replay.



Turbo +400,000

viewers
in 2009



Cars and other sports on M6 and W9

Ever since 1987, cars have had a prominent place in M6's programming content. The historic programme *Turbo*, presented by Dominique Chapatte, took on a new format this year, increasing the number of vehicles tested, interviews conducted and coverage of current topics such as electric cars. Naturally, the programme is also backed up by content on the website *turbo.fr*. As for W9, the channel has taken up a bold position, broadcasting sports as diverse as boxing, with this summer's fight involving Mahyar Monshipour, wrestling, with TNA Impact presented by two experts, Thomas Desson and Célian Varini, not to mention extreme power sports with Air Race.



2 awards to coincide with 20 years service

To coincide with the weekly magazine programme by Stéphane Tortora celebrating its 20th anniversary in 2009, the programme was given two awards:

- A *Défense de l'esprit sportif*¹ award of recognition for the "Carton rouge" section of the programme presented for the *Iris du sport*² awards created by the *Association Française pour un Sport sans Violence et pour le Fair Play*³, under the auspices of the French Ministry of Health and Sports, and the French National Olympics and Sports Committee,
- *Micro d'or spécial* prize awarded on 11 December in Courchevel at the 4th *Génération Trophées*⁴ awards ceremony.

¹ Translator note: *Protecting the spirit of sport award.*

² *Ibidem*: French fairplay awards.

³ *Ibidem*: French association for sport without violence and fairplay.

⁴ *Ibidem*: Awards ceremony for French sports journalists.

An exceptional year of sport for the Girondins

Champions of the French League 1 for the **6th** time
Autumn champions for the **1st** half of the 2009/2010 season
Winners of the 2009 League Cup
Winners of the 2009 Champions Trophy



THE GIRONDINS DE BORDEAUX: LEAGUE 1 CHAMPIONS

The right choice for M6

Over its 128-year history, the Girondins de Bordeaux Football Club has become one of France's leading clubs. Its record includes appearances in 176 European cup matches, a 6th French league title in 2009, 3 French Cups, 3 League Cups, 2 Champions trophies and 2 European cup semi-finals. Having finished first in the league in the 2008/2009 season, the Girondins qualified for the Champions League making it through to the second round in 2009/2010. The Girondins de Bordeaux Football Club highlights the extent to which the M6 Group diversifies its activities.

One strategy: train and recruit!

The club is coached by Laurent Blanc and Jean-Louis Gasset, and is currently at the top of its form with a team that is playing exceptionally well and which takes on young, talented players. The squad includes leading internationals such as Alou Diarra, Cédric Carrasso and Yoann Gourcuff (France), Fernando Cavenaghi (Argentina), Fernando Menegazzo (Brazil) and Marouane Chamakh (Morocco). In-keeping with its aim of discovering young, talented footballers, M6 in conjunction with the Girondins has developed the second best training centre in the country, according to the French Football Federation's criteria. 50% of the club's players have graduated from this breeding ground.



Round-the-clock information on the club

Since August 2008, the club has offered supporters its own TV channel, Girondins TV, available on Orange on broadband DSL, Numéricable and Canalsat. This local channel, whose advertising sales are managed by M6 Publicité, keeps all avid football fans informed and gives them the chance to meet the players and watch the matches. In addition to showing the Sunday night match, the programme schedule is further enhanced with interviews, programmes, reports and analysis.

Other media...

To add to the TV channel, there is also a magazine sold in newsagents, a website which gets 130,000 hits each month and has seen 3.5 million pages viewed, a mobile telephone offer, a radio station, namely Gold FM, not to mention a host of merchandise including the "Champions!" DVD and a club book which has sold 8,000 copies.

Girondins TV

15

hours of live TV and brand-new programme content each week

DRAMA & SERIES: PUT YOUR FEET UP, AND LEAVE THE REST TO US



SERIES AUDIENCE RATINGS

NCIS Special Ops:
7.3 million viewers on
16 January 2009 and 6.6 million
on average for the season 6

Bones season 4:
4.5 million viewers on average
and 5.7 million
on 21 October 2009

Sons of Anarchy:
1.7 million viewers
on average and 2.2 million
on 9 October 2009

Desperate Housewives season 5:
3.9 million viewers
on average and 4.3 million
on 3 November 2009

FRENCH CO-PRODUCTIONS IN EVERY GENRE

The superpowers weigh in on M6

Éternelle, the drama series on M6 over the summer of 2009 starring Claire Keim, which ran over 6 52-minute episodes was about a young amnesiac lady possessing both spectacular and frightening paranormal powers. The channel ran out leader among under fifties housewives for all three evenings, attracting about 4 million viewers

as of the first episode. Record audience ratings were also achieved for the mini-series *XIII*, based on the cult comic-strip adventure created by William Vance and Jean Van Hamme. This Cipango and Prodigy Pictures co-production is the first French series to be broadcast on prime time on an American network, namely NBC.

Humour as well

The new short series on M6, *Scènes de ménages*, covers every joke in the book in showing the eventful day-to-day life of three couples of different generations. The series was co-produced by Noon and M6 Studio and the first season attracted an average viewing audience of 2.2 million viewers Monday to Friday. The second series is already being filmed.



85,000 *Kaamelott* Chapter VI DVD and Blu-Ray box sets sold by M6 Vidéo

No. 1 selling French series on DVD and Blu-Ray and the No. 2 best seller in 2009 for all French and international TV series

Chapter VI: The consecration...

Another highly entertaining story comes in the form of *Kaamelott* which over a series of episodes tells the adventures of the Knights of the Round Table. M6's faith in Alexandre Astier's project since 2004 has not been misplaced. This series which comes on screens just after *Caméra Café* has been an instant hit. It was broadcast on prime time in 2008 to coincide with guest star appearances from among others Alain Chabat and Christian Clavier, and this further cemented the programme's success. The consecration took place in 2009 with

Chapter VI, and peak prime time audience ratings of 3.1 million viewers were attained, including a 23.7% share of the 15-49 year olds market. The preview to the last season, *Kaamelott Night*, was held in April at the *Le Grand Rex* cinema in Paris; 4,000 fans attended, the vast majority dressed as Medieval knights. The channel's success with *Kaamelott* carried over to its general release for sale; over 1.2 million DVD and Blu-Ray box sets were sold for all the seasons. *Kaamelott* has been the best selling French series for the last 5 years. The first five chapters can also be downloaded on M6 VOD or at iTunes.

IMPRESSIVE ACQUISITIONS FOR ALL THE GROUP'S CHANNELS

Record audience ratings for the cult series

The channel operates a very active acquisition policy and gives pride of place on its channels to the most famous and entertaining American series. *NCIS Special Ops* season 6, and *Bones* season 4, both broadcast on M6, are now among the top 20 record audience figures. *Desperate Housewives* in its fifth season continued to get impressive ratings and a news series, *Sons of Anarchy*, made a successful debut on the channel, telling the story of a rather crazy club of bikers and their travels across America.



Brand-new series

In addition to well-known series such as *Buffy the Vampire Slayer* and *Missing: disparus sans laisser de trace* now broadcast by W9 for a number of years, the channel this year increased the screening of brand-new series such as *Harper's Island*, *Britannia High*, *CIB: Criminal Investigation Bureau* and *Urgence Disparitions*.

20 years of the Simpsons

To mark the anniversary, the characters from the cult series broadcast on W9 were given pride of place on 12 December, much to the overwhelming delight of 1 million viewers - a record! The French voiceover team also had the chance to meet Matt Groening, the series creator.



Dollhouse on Téva

The drama series which tells the story about men and women programmed to carry out special assignments had a remarkable debut on the Téva channel. Two brand-new series were also broadcast in 2009, namely *Mistresses* and *Secret Diary of a Call Girl*, season 2. *Vous les femmes* was

also back on Téva in 2009 with 100 new episodes, and *Un gars, une fille* also made an exclusive return to the channel. The brand-new series *Drop dead diva* will appear on Téva in spring 2010.



What's new?

The Série Club channel offered up innovative series such as *Queer as Folk* which shows the lives of several gay and lesbian friends living in Pittsburgh in the United States, as well as several very recent previously unreleased series, which among others included *Mad Men*, *Entourage*, and *Eureka*. Série Club is also the only channel with a programme devoted to news about TV series, namely *Tous fans de séries*. The channel also dedicated an entire evening to the *Emmy Awards* ceremony, which each year gives out prizes to the best programmes on American television, including cult series shown on the channel. Every Saturday since the end of November, TF6, always the next generation in television, shows *How I Met Your Mother*, the comedy series everyone is talking about following four friends looking for their soul mate, as well as *Reaper* and *Legend of the Seeker* which, continuing the trend of heroic science fiction series, tell the story of the sword of truth, intermingled with impressive fight scenes. The first short series, *Ça vous est déjà arrivé ?*, produced for TF6 was also screened in 2009.

CINEMA: PRODUCING, BUYING, DISTRIBUTING AND BROADCASTING FILMS FOR A WIDE AUDIENCE



Le Petit Nicolas, was the success story of the year in French cinemas. This wonderful story was released on the big screen to coincide with the new school term. Le Petit Nicolas was also a wonderful personal achievement for M6, which used all the Group's resources to transform Sempé's and Goscinny's characters into an animated series distributed by M6 on DVD, and sold abroad. The broadcast of the series broke **the record** for the year on its Sunday time slot with **880,000** viewers.

5.5
million box-office tickets
sold and the No. 1 French
film of the year



No. 1 French film of the year

M6 prepares the best stories a long time in advance! Jean-Jacques Sempé and Anne Goscinny, the author's daughter, re-released the famous book back in 2006 and at the time were already considering staging events to mark the fiftieth anniversary of *Le Petit Nicolas*. Right from the start M6 Films teamed up with *Fidélité* (the film producer) as a co-producer and the Group will be the first free-to-air broadcaster of the film on its channels.

A star cast was lined up for the cult hero. Directed by Laurent Tirard, the film included the following stars: Kad Merad, Valérie Lemercier, Michel Galabru, Sandrine Kimberlain, Daniel Prevost, Anémone... and of course, Maxime Godart in the role of Petit Nicolas. Success was quick to follow: 5.5 million box-office tickets sold, making it the no.1 French film of the year.

A 3-D animated series

Le Petit Nicolas has developed in a timeless era, which the children of today are familiar with, and, for the first time, has been turned into a cartoon version. M6 Studio acquired the rights to adapt *Le Petit Nicolas* and produced the series in partnership with ZDF and Disney Channel. By adapting *Le Petit Nicolas* to a 3-D world filled with colour, the producers sought to do justice to Sempé's and Goscinny's magnificent, evocative drawings, but at the same time use some of the new technologies available to them. The characters from the comic can happily be found in the cartoon version: Alceste, Agnan, Clotaire, Eudes, Rufus and Marie-Edwige...not to mention the monitor Le Bouillon. €7.5 m was invested in the series which was subsequently sold by SND across approximately twenty countries. The first 52 13-minute episodes were screened on Sunday mornings and attracted an average television audience of 500,000 viewers (880,000 on 13 December). *Le Petit Nicolas* was the most successful cartoon for M6 in 2009 and given the series' impressive audience ratings, production of a second series is already underway. M6 Vidéo has also achieved very good sales of an initial box set containing 10 episodes: 20,000 units sold.

M6 Films and M6 Studio are breaking records

In 2009, M6 Films achieved record-breaking audience figures both on the Group's channels and in the cinemas. Based on the investments previously made, M6 successfully screened two films in 2009; firstly *Nos jours heureux*, Olivier Nakache's and Éric Tolédano's comedy released in 2006, which was watched by 4.8 million viewers; and secondly *OSS 117, Le Caire nid d'espions*, starring Jean Dujardin, which performed superbly attracting 4.6 million viewers. M6 Films co-productions broke new records in 2009 with 16.2 million people watching its films at the cinema. Further to the success of *Le Petit Nicolas*, M6 Films also gained recognition at the cinema with the release of three comedies which featured among last year's best performing films at the box office: *OSS 117, Rio ne répond plus*, the second instalment starring Jean Dujardin which, in the spirit of the great 1970s French comedies was the perfect follow-up to the first film; *LOL*, Liza Azuelos's film starring Sophie Marceau which looks at the relationship of love and conflict between a mother and her young adult daughter; *Safari*, a comedy which creates humour through local customs which follows the travels of six French tourists in South Africa. Each of these films performed extremely well at the box office. Success also came the way of the first M6 Studio production, *Astérix et les Vikings*, which gave W9 the overall record audience for DTT in 2009 with 1.5 million people tuning in.



CHILDREN AND M6 KID: ONE OF THE GROUP'S TARGET AUDIENCES

Available on M6 Kid, the *Gormiti: the Invincible Lords of Nature* and cartoon heroes have become a brand in their own right, with a dedicated website and interactive fan club: the *Gormiti* are the talk of the playground. *Émile et Mila* produced by M6 Studio has also proved to be a resounding success, as has *Vinz et Lou*, a series of short episodes aimed at making children laugh, think and aware of their responsibilities, which can also be watched on the internet.

M6 FILMS SUPPORTS NEW TALENT

Ever since it was established, M6 Films has strived to promote new talent, by in particular supporting their first films (Pascal Bourdiaux - *Le Mac*, Michaël Youn - *Fatal*, Géraldine Nakache and Hervé Mimran - *Tout ce qui brille*) and by placing its trust in its stars - the directors: Olivier Baroux - *Safari* and *L'Italian*, and Guillaume Canet - *Les Petits mouchoirs*.

THE BEST YEAR FOR M6 FILMS SINCE ITS CREATION

2009 box-office success with 10 films co-produced by M6 Films which attracted a total 16.2 million cinema goers. Films included:

- Le Petit Nicolas:** 5.5 million box-office tickets sold
- LOL:** 3.6 million box-office tickets sold
- OSS 117, Rio ne répond plus:** 2.5 million box-office tickets sold
- Safari:** 2 million box-office tickets sold

Powerful films

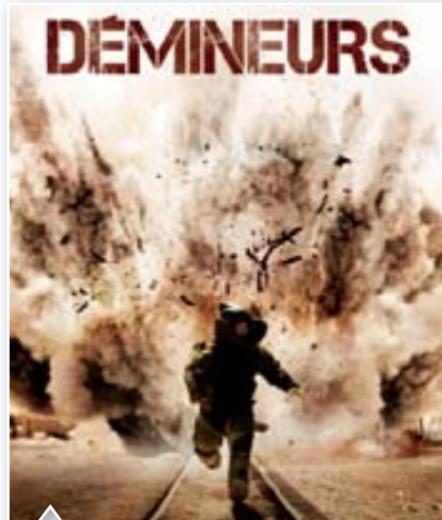
To complement the Group's centralised acquisition of content for all of its channels, aimed at broadcasting such varied films as *Da Vinci Code* and *Million Dollar Baby* in 2009, the Group also developed an "all rights reserved" distribution activity upstream with *SND*, making it possible to acquire and exploit audiovisual rights, particularly American blockbusters at the box office, on DVD and Blu-Ray and on television. In 2009, the Group made use of these two facets to broadcast *Lord of War* on M6 and *Mr and Mrs Smith* on W9, which were both distributed by *SND*.



An exceptional year

During 2009, *SND* became the second largest French film distributor at the box office and the leading independent film publisher on the traditional network (excluding the subsidiaries of the major film studios).

The M6 Group subsidiary distributed 16 films this year to cinemas for a total of 12.4 million in box-office ticket sales. Thus, *SND* succeeded in doubling its box-office receipts in two years. This historic success was owing not only to the launch of a new licence with phenomenal repercussions (e.g. *Twilight*), but also on the successful releases of numerous films as diverse as *Prédications*, *Underworld 3*, *The Reader*, *Harvey Milk*, *Je l'aime*, *Le Bal des actrices* and *Numéro 9*.



Distributed by *SND* and released at cinemas in September 2009, Kathryn Bigelow's film *The Hurt Locker* won 6 Oscars at Hollywood

- The Oscar for best film in 2010
- The Oscar for best director to Kathryn Bigelow
- The Oscar for best script to Mark Boal
- The Oscar for best editing to Bob Murawski and Chris Innis
- The Oscar for best sound to Paul N.J. Ottosson and Ray Beckett
- The Oscar for best sound editing to Paul N.J. Ottosson

This was the first time that a woman won the top award in the history of the Oscars. It also was the most acclaimed and heralded film of the year winning 75 international awards.

CINEMA AUDIENCES

Da Vinci Code: 4.3 million viewers

Million Dollar Baby: 4.4 million viewers

Lord of War: 3.2 million viewers

Mr and Mrs Smith: 1.4 million viewers on W9

In 2000, M6 acquired the rights to be the first to broadcast *Slumdog Millionaire* on free television, which won 8 Oscars.

No.1

Newsagent sales with Bourvil: 190,000 units sold

COLLECTIONS FOR EVERYTHING

Following on from *Les Comiques de légende*, M6 Interactions this year continued its policy of featuring top French comedians by publishing a collection of DVDs containing all of Bourvil's films. This filmography honours for everyone's great pleasure both the actor, the comedian, the singer and the lyricist. Bourvil is the unforgettable combination of naivety and kindness and he is an integral part of our cultural heritage.

7

million

box-office tickets sold in France for *Twilight 1* and *Twilight 2 - New Moon*

TWILIGHT: A SUCCESS STORY

The event of the year was the release in France of the *Twilight* films, the first of which attracted a worldwide audience of 26 million viewers. The M6 Group's 2007 acquisition of an equity stake in Summit Entertainment, the American film production company, and the distribution contract concluded with Summit, enabled *SND* to obtain the rights to exploit the *Twilight* saga in France. The Group's subsidiaries joined forces to show the two first opuses in cinemas and to release *Twilight 1* on DVD and Blu-Ray. 2010 is slated to see the release of *Twilight 3 - Eclipse* at the cinema and on DVD and Blu-Ray.

TWILIGHT AND M6 MOBILE BY ORANGE

The full force of the M6 Group's synergies came into play as M6 Orange Mobile, *SND* and M6 Interactions launched a large scale operation which, among other things, included M6 Mobile in the media plans for films at the cinema and on DVD. It also spurred the creation of an exclusive free website on mobile telephones for M6 Mobile customers, featuring news on events, as well as major competition on *m6mobile.fr*. The *Twilight* brand can be found on prepaid cards, at M6 Mobile sales outlets and in the joint sale with LG of a co-branded mobile telephone in the film's colours.

No. 1 in the DVD market
920,000 DVDs sold
(all editions and networks included)
for *Twilight 1*

SNC and the French cinema's heritage

Société Nouvelle de Cinématographie (SNC), which holds and exploits the rights to over 400 great classics of the cinema, undertook the restoration of this cinematographic heritage before releasing the DVD and broadcast TV versions of most of these films. After Jacques Deray's *La Piscine* and Jean Cocteau's *Orphée* last year, *SNC* remastered Marcel Carné's *Les Visiteurs du soir* in 2009 in a special edition released in November. Thirty films were remastered this way during the year, raising the total number of films restored to 120.



EVENTS AND ENTERTAINMENT: ART, MUSIC AND SHOWS - WE MAKE THEM MORE LIVELY



SHOWS WITH M6

M6 Spectacles specialises in the co-production and co-exploitation of shows, and this year it offered a varied line-up with over 24 shows including *The Lion King* (3rd season), *Bharati*, *Holiday on Ice*, *Starfloor*, *La Marche des dinosaures*, *Cinderella*, *La Clique*, plus Julien Doré and Sheryfa Luna on tour.

A YEAR THAT BROKE ALL RECORDS

Nouvelle Star (Pop Idol), witnessed immense popularity in 2009 breaking all the records for audience ratings. Facing stiff competition, the programme entered its seventh season attracting an audience which never stopped growing. More and more people auditioned in France, taking on all categories of music, with an increasingly discerning panel of judges to impress. Candidates had to prove not only their vocal capability, but also their charm and creativity. In the wake of Christophe Willem, Julien Doré and Amandine Bourgeois, this year Soan won the TV audience vote in the final. "An unadulterated moment of rock" congratulated Philippe Manœuvre, one of the judges, after his interpretation of *Alabama Song* by the Doors. The young man who before being selected used to play in the Paris underground, stood out because of his eccentric look and a strong dose of provocation. He has just signed a contract with Sony for his first album.

JULIEN DORÉ WINS TWO AWARDS AT THE 2009 VICTOIRES DE LA MUSIQUE¹ CEREMONY

The 2007 *Nouvelle Star* winner received two awards at the 24th *Victoires de la musique* ceremony, namely best newcomer album, for *Ersatz*, and best music video of the year for *Les limites*.

CHRISTOPHE WILLEM WINS TWO NRJ MUSIC AWARDS

The 2006 *Nouvelle Star* winner's second album, "*Caféine*" went double platinum this year.

¹ Translator note: French music awards ceremony.

Nouvelle Star - Season 7

25,000 people auditioned from all over France

120 candidates selected at the Trianon theatre

4.2 million viewers on average each week



The concert for Tolerance took place on 17 October 2009 on the Agadir beach before 200,000 spectators. M6, a partner for this event, broadcast the show hosted by Laurent Boyer and Aïda Touihri. A truly diverse gathering, the concert was punctuated with messages of tolerance and intercultural dialogues delivered by all of the artists present. The concert's foremost aim was to make the widest possible audience aware of respecting differences and being open to diversity through the only universal language - music!



M6 has all the CD hits

Through M6 Interactions, the Group is engaged in the production and co-exploitation of artists coming from *Nouvelle Star* and even beyond. The year saw the confirmation of Julien Doré's successes (platinum record) and those of Christophe Willem (platinum record), Amel Bent (platinum record) and Sheryfa Luna (double platinum record). Solid production and co-exploitation activities were also behind the discovery of artists such as Agnès (No. 1 on radio), Michael Bubble (platinum record) and Jena Lee (platinum record).



PARIS PREMIÈRE

ACTORS AND DIVAS ON PARIS PREMIÈRE

Paris Première is the entertainment channel with all types of shows: theatre, opera and operettas. It broadcasts theatrical plays live including *Le Comique* with Pierre Palmade, *Le Grand bain* and *Jupe obligatoire* or *Le siècle sera féminin ou ne sera pas* with Doc Gynéco. The divas are given pride of place with spectacular live broadcasts of *Rigoletto*, Verdi's opera directed by Francis Perrin in the French senate's gardens and *le Chanteur de Mexico*, the well known operetta by Francis Lopez.

180 PARTNERSHIPS IN 2009

In terms of partnerships, once again this year, the Parisian channel was one of the major players in cultural life. It operates in all aspects of culture and was involved in the largest cinema, theatre, exhibition, show and concert events.

In particular, there was the play *Baby Doll* with Mélanie Thierry at Théâtre de l'Atelier, *Le Diable rouge* with Claude Rich at the Théâtre Montparnasse, *Mon brillantissime divorce* with Michèle Laroque and *Miam Miam* by Édouard Bear. There was also the new magazine from Crazy Horse, *Désirs*, and museum shows like *Le Siècle du jazz* at the musée du quai Branly and *Le Futurisme à Paris* at the Centre Beaubourg, the *La Clique* show at Bobino, *La FIAC* at the Grand Palais and the Liza Minelli concert at the Palais des Congrès, to mention just a few.

ALL TYPES OF MUSIC WITH M6MUSIC HITS, M6MUSIC CLUB AND M6MUSIC BLACK



The channel with all the hits and all the stars; *JT Flash* brings you the music news stories, and there are also concerts, exclusive documentaries, and scheduled broadcasts including *Miss/Mister VIP* and *Miss VIP on board* in partnership with IDTGV¹, the *DJ de la semaine* and other special events.



The only channel entirely devoted to dance music with brand new shows like *Inside my radio*, *Clubman* and *Mix by Kaio*. Top DJs are also featured, for example with *Bob Sinclar dans ton club*, an internet competition where the prize is a personal visit by the famous artist to the winner's club. *Ma Playlist* by and *Marrakech Dancefloor* showcase other leading DJs.



The undisputed channel for French and American R'N'B fans, showing concerts and special event broadcasts, and featuring the expert opinions of a specialist in Le blog de Fred Musa, as well as big-name appearances in *La Famille de...* and new Hip Hop hits in a brand new mix, *Mixtape*.

¹ Translator note: French long-distance train service provider.



From the X-FACTOR...

W9's music event also attracted a large TV audience. The channel achieved an impressive feat by broadcasting the *X-Factor* and in doing so underlined its ability to offer ambitious programming. It was the first singing contest open to anyone from 16 to

99 years old, solo or as a group and from any type of music. With Alexandre Devoise at the controls and a celebrity panel of judges, with the *X-Factor*, W9 offered its TV audience a quality programme worthy in its values of the major terrestrial channels. The final between Marie and Sébastien was a moment of great emotion. This programme cements W9's role as a talent scout and especially as a channel devoted to music. Music takes up over 50% of its air time.



...TO OTHER MUSIC ON W9

Once again this year, W9 offered a varied line-up of programming with music videos, concerts, charts, games and documentaries, etc.

LAUGHTER AND RELAXATION



HUMOUR FIRST AND FOREMOST

Laughter on M6, W9, Téva, Paris Première... Whether it be programmes dedicated to humour, comedies, cartoons or just a state of mind distilled in the various programmes, the M6 Group made it a speciality to put laughter and good humour into its programmes. This year, two comedy events topped the news: **the unveiling of the new series, *Scènes de ménages* which cements the success of *Kamelott*.**



téva

Vous les femmes !

Whether a bit nutty or completely nuts, the two comics, Judith Siboni and Olivia Côte, depict women in their daily life but always in an unexpected, absurd and crazy way. Eroticism, seduction, harassment, they try it all and with a great success on Téva in this 2nd season full of humour!

6

La France a un Incroyable Talent

Season 4 of *La France a un Incroyable Talent (France Has Got Talent)*, presented by Sandrine Corman and Alex Goude, attracted an average TV audience of 3.9 million viewers and witnessed the unveiling of the group *Les Échos-Liés*.

Les Grands bêtisiers

This is a selection of hilarious videos carefully gathered together on all types of audiovisual media and compiled for the occasion by Alex Goude and Sandrine Corman. For television fans, there is nothing funnier than these victims of live TV who fall prey to their troubled egos and their own mistakes.

PARIS PREMIERE

Unanimous and uncontrolled laughter

Les Gérard de la télévision, which takes place once a year is the wacky awards ceremony for the best comedy prizes, both deliberate and impromptu. A parody of

the big awards ceremonies with a judges panel made up of professional comedians. The broadcast of *Sarkomania* live from the Théâtre des 2 ânes drew 403,000 television viewers on 17 January for a 5.1% audience share, a record for Paris Première for which it was the fifth largest audience ever. Note that Jérôme de Verdière regularly hosts *La revue de presse des 2 ânes* on the prime time slot, the must-watch programme features a line-up of political songwriters. Lastly, *Les Grosses têtes*, the TV version of Philippe Bouvard's famous radio programme, is having an uninterrupted success on Paris Première.

TF6

Laugh with Cauet

When Cauet tours the regions of France or foreign countries, things get lively. Jokes, ragging, good feelings, Cauet and his team tickle the funny bone with ghosts in Scotland, fanfare in rattle snake country and a camel ride at Marrakech.

W9

Azap and Lip Dub

Camille Combal does his comedy routine every evening on *Azap* on W9. In this new type of show, the news and current events are the pretext for him to offer sketches and parodies with his humorous tone and impertinence. No unusual image or star's slip-up escapes his watchful eye. It's a real success with a TV audience of over 400,000 viewers every night watching this programme. W9 also unveiled its Lip Dub in September. For this parody of Bob Sinclar's *Lala song*, all of the channel's hosts and personnel promoted the channel in play-back. A piece of anthology!

SHORT SERIES AWARDS

Kamelott: won the Press Award for the best French series at the 49th Television Festival at Monte Carlo and the best prime time series at the 11th drama festival held in La Rochelle.
Déformations Professionnelles won the best short programme award at the 11th drama festival in La Rochelle.

Comedy entertainment shows

Founded in 1983, the *Juste pour rire* festival has become the world's largest event specialised in humour and comedy. M6 regularly broadcasts the best acts, particularly those done by Franck Dubosc and the Canadian comedian, Stéphane Rousseau. W9, which always strives to entertain, also broadcast several shows including *Dany Boon A s'baraque et en ch'ti* and *Waika, Florence Foresti & Friends* as well as 20 years of *Juste pour rire*. Paris Première aired Anne Roumanoff's programme, *Anne... bien plus que 20 ans*. M6 Spectacles was also involved in shows featuring such comedians as Franck Dubosc and Stéphane Rousseau, Élisabeth Buffet, Audrey Lamy, Alex Lutz and Michaël Gregorio.



OUR KNOW-HOW IS TO DREAM UP NEW BRANDS AND OTHER CONCEPTS



The M6 Mozaïc card. Launched 7 September 2009
the M6 Mozaïc card is the M6 Group's first customer loyalty payment card schem. The group chose Crédit Agricole as its partner not only for its existing clientele of 1.7 million Mozaïc card holders, but also the fact that this international payment card concerns the 12-25 year old age group. It's a safe and flexible card which exactly meets the specific needs of young people and their parents' expectations, notably in terms of protecting against overdrafts. Hence it is the ideal medium for a young audience. **That is why the card features a rich and innovative loyalty programme managed by M6 which includes permanent and one-off benefits, discounts on cultural products, private sales, games, VIP access to concerts and reduced ticket prices, a dedicated website and all sorts of advantageous promotions.**



M6 Mobile Music Live is the musical community event

For the 3rd consecutive year, this major music contest created by M6 Mobile has helped groups of young amateur musicians to come out of the shadows. The concept is simple; preselected groups battle it out on the internet and M6 Mobile subscribers and then internet users vote for their favourite group with the winners performing at leading venues all across France. The overall winner of the final wins a grant to produce their album. This is a nationwide contest and transcends all genres of music. In 2009, M6 Mobile Music Live had 1,000 registered groups, 6 TV shows on M6 and M6 Music Hits, 37,000 spectators at 6 concerts and 1.1 million web pages viewed on the operation's website.

AVEC LES SMS ILLIMITÉS* 24H/24, 7J/7,
TOUT LE MONDE DÉBARQUE DANS TON MOBILE.

ÉDITION SPÉCIALE NOËL
19,99 € / MOIS
FORFAIT BLOQUÉ 1H,¹¹
AVEC ENGAGEMENT
DE 24 MOIS¹²

M6 Mobile
Orange

OÙ ÇA ? DANS TON MOBILE !

M6 Mobile by Orange: Even more appealing to 15-25 year olds

Four years after it was launched, the partnership between M6 and Orange is more buoyant and constructive than ever. M6 Mobile by Orange now offers up a range of even simpler and more generous fixed call plans, prepaid cards partnered with licenses in keeping with the M6 line-up (*Nouvelle Star*, *Caméra Café*, *Twilight*...) and a 3G+ key which is still the only one in the market targeted exclusively at 15-25 year olds. With 1.6 million customers, it is also the core of a true community which can be found on a mobile portal rich in diverse and often brand new content that includes live access to several TV channels and M6 Replay. 2009 was a year of renewal and establishing solid foundations in the collective entertainment field for M6 Mobile with a new multi-media advertising platform capitalising on these values. The year also saw events such as the "M6 Mobile Music Live" contest and the national video game tour, "M6 Mobile Game Contest", and even a brand presence in online video games.

Entertainment in 3D surges in line with an "M6 Mobile" in transformation

The *La piscine* campaign was seen on TV, at the cinema and online. A teaser phase began on 18 October, paving the way for the film lasting 1 minute and 35 seconds on 22 October. Adverts on the new range of M6 Mobile packages were subsequently broadcast in November alongside the brand logo. First by car, then motorcycle and flying saucer, the polymorphous machine takes the viewer on a frenetic race to entertainment. The tone is light, out of sync, a touch crazy and just a surprising as the cast line up (the main character in the film is the hero of "*Beaux gosses*"). The M6 Mobile symbolises the new brand positioning which will now say, "M6 Mobile. Where's that? In your mobile!"

INTERNET: LOOK, LOOK AGAIN, RESEARCH... ANOTHER TELEVISION

M6 Web meets with success

M6 Web, an M6 Group subsidiary, is in charge of new media developments. In addition to its activities relating to wireless technology and games, M6 Web has created a powerful offer of thematic websites and portals, making it a platform of convergence among the various multi-media supports and the programming policy of the Group's channels. M6 Web manages about forty websites.

M6 has a unique offer of video services on the web

In an environment where online video is growing fast, M6 Group is expanding its offer with four additional services based on different economic models which are either free and funded by advertising or paid for through subscription or at the time of video purchase. As a pioneer of catch-up TV, the Group has cemented its advance by integrating these services in a unique intuitive experience whereby everyone can exploit the quality of the television experience at will along with the functional wealth of the new media.

M6 Replay: watch it all and then watch it all again

The M6 Replay platform, unveiled less than two years ago, now is France's leader in catch-up TV. As the name indicates, M6 Replay lets internet users watch any of M6's TV programmes for free one hour after they are broadcast and for a week to two weeks (the offer excludes box-office films, sports and some series). This service is full of innovations like multilingual versions, as well as programmes which are specifically "dressed up", thereby making them more targeted for advertisers. M6 Replay is the most complete catch-up TV service on the market. In 2009, M6 Replay was launched on television screens through Orange's and SFR's IPTV offers, plus Canalsat's Satellite offer.

To continue to follow viewers in their new television viewing habits, M6 Replay was also launched on mobile telephones in 2009 and on the Orangeworld and Inside M6 Mobile portals. Since it is free for users and funded by advertising, M6 Replay is spreading out to all the new screens, particularly televisions connected to the internet. M6 Replay will appear on Sony Bravia television sets starting in the first quarter of 2010 as was already announced. Moreover, the latest studies confirm that catch-up TV consumption does not cannibalise consumption of live TV. To the contrary, they find that the more that viewers watch M6 Replay, the more they watch M6.



M6 Web :

12.4

million single visitors
at end-December 2009

M6 Replay:
20 million programmes
viewed each month

LES NEWS

ZONE INTERDITE : UN RECORD

4,4 millions de téléspectateurs au

rendez-vous dimanche (8 y a 07 h 17)

66 MINUTES LEADER

2,8 millions de téléspectateurs

dimanche dernier (8 y a 07 h 17 min)

ELISEZ LE TOP CHEF 2010 !

100 personnes vont être tirées au sort
pour constituer le jury de

IN THE VANGUARD

New behaviours. The success of the M6 model lies in having understood and exploited the issues surrounding the wide range of behaviours well before anyone else. We don't watch television like we used to. Each person not only chooses their programmes and shows, but also the media on which they want to watch them - preferably interactive - and at the most suitable time.



W9 Replay is W9's catch-up TV service

Following the success of M6 Replay and W9's growing presence in DTT, it was natural for W9 to have its own catch-up service with an interface as functional and ergonomically modern to navigate as M6 Replay's. The service was rolled out on 9 November on PC and Mac and allows users to receive the channel's top programmes for free including *X-Factor*, *Azap*, *Enquête d'action* and *Kitchen Nightmares* and others for a week or two after their broadcast.

M6 Bonus delivers the channel's best moments and behind-the-scenes shots

M6 Bonus selects the best M6 television moments and packages them up in brand new videos of new programming and behind-the-scenes interviews, making-of, TV bloopers and the like. M6 Bonus proposes over 3,000 videos, which can be accessed for free, and is always adding more. M6 Bonus also uses the same advertising formats which have contributed to the success of M6 Replay.

The M6 VOD Series Pass unlocks the best of M6 series

NCIS, *Desperate Housewives*, *Kyle XY*, *90210*, *Médium*, *Kamelott*... All the latest seasons of the best series broadcast on M6 can be viewed on demand with a Series Pass. The pass lets users watch the programmes legally and in their original format for only 5.99 euros a month. M6 VOD also users download recent or cult films from a catalogue containing over 2,000 feature-length selections. M6 VOD is also available on SFR's Neufbox since December 2009.



m6.fr and w9.fr have been revamped

M6 and W9 revamped their websites, *m6.fr* and *w9.fr*, in 2009 in order to meet the expectations of users and advertisers more effectively. They are now clearer, thoroughly modern, easy to access and rich in video content. Users will find them more interactive and can give their opinion on the programmes thereby contributing to their development.

teva.fr is new for 2009

Having launched *turbo.fr* and *deco.fr*, the M6 Group continued to expand its offer of thematic portals this year with the introduction of *teva.fr*. This easy-to-use and useful site is devoted to today's women who pursue an active family life. The site covers all topics, which are grouped under eight main headings corresponding to women's lifestyles, namely fashion, beauty, physical form, cooking, the home, shopping and leisure, etc. The site also has exclusive video content taken from the channel's programmes. Hence, the Téva brand cements and enhances its legitimacy with a broad female audience by meeting their daily needs and aspirations.

Editorial quality and price comparisons provide a good mix of thematic portals

M6 Web's offer of thematic portals has also spurred its expansion begun in 2008. Owing to its expertise and to the successful integration of its new staff from Cyréal, acquired in 2008, M6 Web has continued to develop these sites (*clubic.com*, *jeuxvideo.fr*, *neteco.com*, *mobinaute.com*, *teva.fr*, *deco.fr*, *turbo.fr*) employing a strategy focused on the audience and on quality. The goal is to develop a qualified audience that appeals to advertisers in as much as the economic model of these websites is based on advertising revenue. The M6 Group's editorial content on the web is built around cohesive themes: high-tech (*clubic.com*), the home (*deco.fr*), video games (*jeuxvideo.fr*), women (*teva.fr*) and cars (*turbo.fr*). With their focus on quality, these portals attract large audiences (nearly 5 million separate hits in December 2009 - source: *Médiamétrie Netratings* - for *clubic.com*) which are monetised both through advertising and the inclusion of price comparison as the core of their content. The general content price comparer, *achetezfacile.com* is thus one of the main sources of new business for internet

traders in France with its various thematic permutations on the portals. Some of these portals supplement their editorial offering by also being the internet relay for programming centred on the same theme. The election of the Turbo 2009 cars of the year with over 10,000 users taking part illustrates the complementarity of TV and the web. Nearly 9 million users (25% of which were French) visited one of M6 Web's thematic portals in December 2009 (source: *Médiamétrie Netratings*).

achetezfacile.com: a price comparer

Purchasing over the Internet is easier thanks to the Group's price comparer. Computer equipment, home appliances, garden equipment, DIY, fashion, healthcare, accessories; it's all there. Over 800 online stores and 7 million products are there for your discernment on *achetezfacile.com*. Happy shopping!

Interactive games and programmes

M6 Web designs and operates all of the interactive systems provided to the public through programmes broadcast over the Group's channels. These systems maintain a link with viewers by giving them an active role in how the programmes play out. M6 Web also offers content on mobile telephones like personalisation, video, texting games and chat. This activity includes the Echo6 company, founded in 2006 and 50% held by the Group. Its purpose is to develop mobile entertainment products and services.

m6jeux.fr is changing its look

The *m6jeux.fr* portal wants to be friendlier and now offers a new range of games taken from the channel's programmes like *Pékin Express*. In addition, M6 has formed an exclusive partnership with *cafe.com*, a new online game format which includes community functions to play and have fun with friends.

THE LEADING WEBSITES' OFFER FOR CHILDREN AND ADOLESCENTS

M6 Web has been developing the leading service aimed at youth aged 13 to 16 under a 5-year exclusive partnership. The service is *habbo.fr*, a virtual community in 3D with over 10 million users registered in France. Unveiled in 2008 in partnership with the Swedish company, Paperdoll, M6 Web is also developing the game *Stardoll*, which is aimed at girls. The game features a broad range of games to dress up, adorn and put makeup on virtual dolls. The community now has over 1.8 million members in France. And since November 2008, M6 Web also offers a current events site to adolescents, *fan2.fr*, devoted to news, celebrities, music, cinema and fashion.



VENTADIS: SHOPPING IN FRONT OF A SCREEN

3 million packages
shipped in 2009

23,000

packages in just one day
after a live broadcast
for M6 Boutique's
anniversary

THE TELEVISION AND INTERNET ALLIANCE

Distance selling is a traditional field for the M6 Group. Well before the internet and e-commerce exploded on the scene, this activity was broadcast daily as a specialised programme and then became a dedicated channel.

At present, all of the distance selling activities are grouped together in the Ventadis division which puts the customer at the centre of a entire world of products and services. **Now more than ever, and in a habitual fashion, you can do all of your shopping in front of the screen.**



BOUTIQUE

THE CONSECRATION

After more than twenty years on the air each morning on M6, *M6 Boutique* has been an unqualified success. The programme kept up with the times, moving with new demands of customers. 2009 saw a proliferation of thematic events live on the M6 Boutique programme and channel. The time is always right to develop these live theme programmes: the Christmas market, the new school term and the programme anniversary, etc. The new development for 2009 was that programmes were also broadcast in partnership with commercial brands like Bosch for home appliances. This way, manufacturers could display the intrinsic qualities of their products and better target their clientele by marketing their latest innovative products.

A supply chain soon to be certified

Both Ventadis's entities, Mistergooddeal and M6 Boutique, were each elected "Best Customer Service for 2009" (*Institut français de l'opinion publique (Ifop)*¹ - *Viséo Conseil*² report for the 2009 Customer Service Election). With these successes under its belt, Ventadis moved to certify its logistics and customer relations. With over 400 telephone operators and 50,000 sq. m of dedicated warehouse space, Ventadis pulls out all the stops to provide the best service for the 3 million shipments it makes each year.

¹ Translator note: An institute reporting on French public opinion and carrying out market surveys.
² Ibidem: A French consultancy firm.

popgom.fr growth in tyres

This site specialises in the online sale of tyres to private individuals and is a growing success. With a network of 500 technical partners located throughout France, the website can have new tyres mounted for any make of car in under 72 hours at prices around 30% below the market.

A website growing at full tilt

m6boutique.com, the website of both the programme and the channel, continues to see rapid growth. With a peak of 1.4 million unique visitors in March 2009, it is by far France's number 1 distance shopping website.

MISTER
GOOD
DEAL

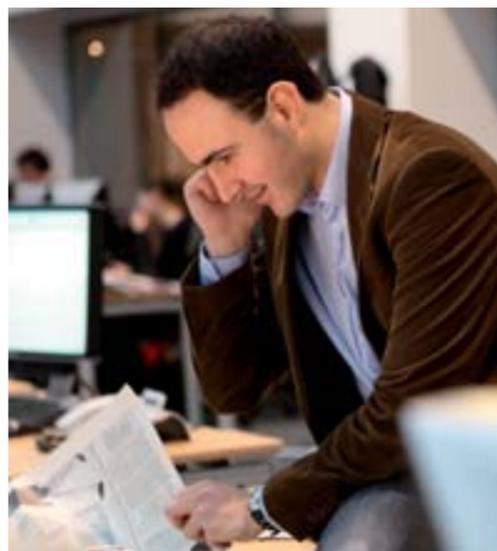
An internet leader in equipment

Mistergooddeal specialises in home equipment and furnishings, offering a wide range of products. It has taken new commercial initiatives to continuously improve the customer service experience and quality. Owing to the strong forward momentum of take away sales, Mistergooddeal has bolstered its network of pick-up points in the regions. Following the centres at Lille, Lyons, Marseilles and Nice opened in 2009, it will soon be Toulouse and Bordeaux's turn in 2010.

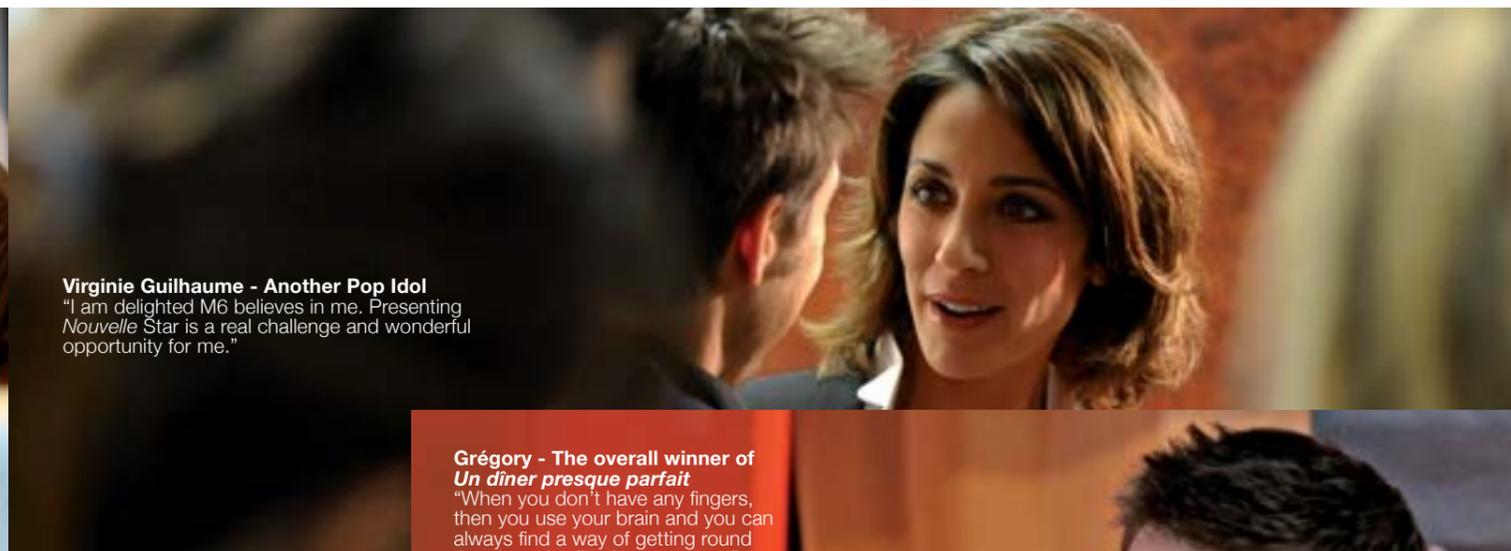


We specialise in discovering new talents

André - Journalist
 "The M6 editorial team set itself an immense task with the launch of a televised news show with anchors on 7 September 2009. Since then, I have relished taking on this challenge and have not forgotten that the best is yet to come."



Virginie Guilhaume - Another Pop Idol
 "I am delighted M6 believes in me. Presenting *Nouvelle Star* is a real challenge and wonderful opportunity for me."



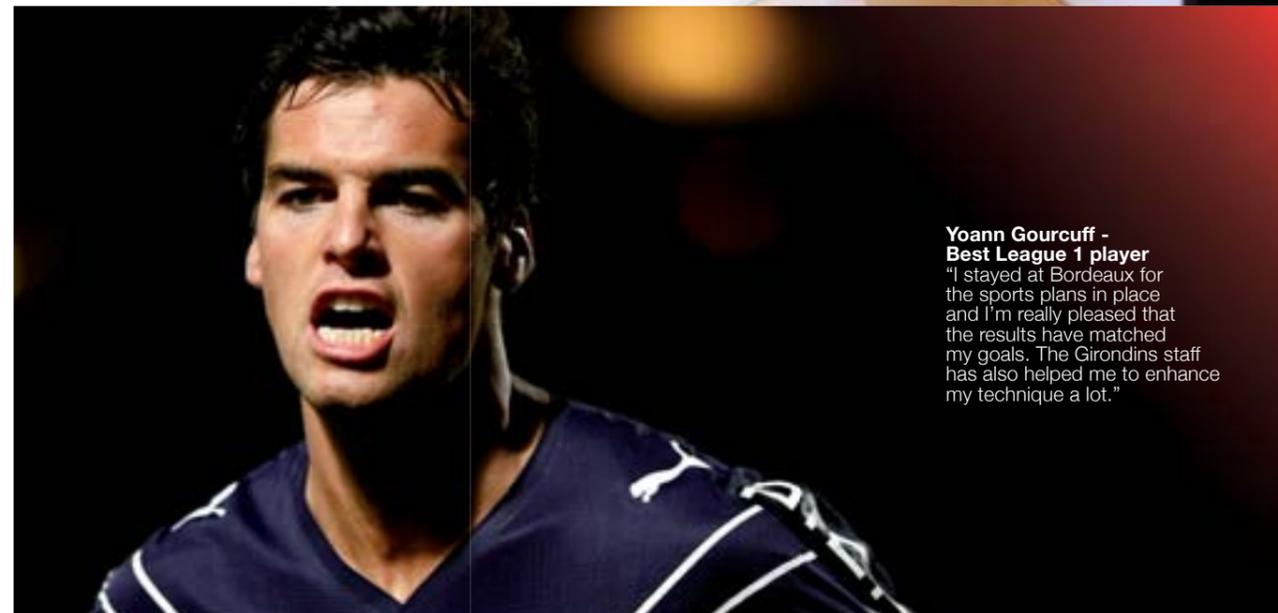
Grégory - The overall winner of *Un diner presque parfait*
 "When you don't have any fingers, then you use your brain and you can always find a way of getting round the obstacles life throws at you."



Typhaine - Legal Officer
 "After working as a lawyer, playing a role in protecting the assets of a group like M6 represents a whole new challenge for me, in what is a dynamic and artistic field."



Yoann Gourcuff - Best League 1 player
 "I stayed at Bordeaux for the sports plans in place and I'm really pleased that the results have matched my goals. The Girondins staff has also helped me to enhance my technique a lot."



Karine Le Marchand - Loves the people around her
 "I love giving people the opportunity to speak, respecting what they represent and hearing about their life experiences. M6 channel loves women and puts them on TV to present programmes rich in content."



David - Senior Project Manager - M6 Spectacles

"I promote products across the Group's different media. I need to be in tune with the work carried out by each department, in order to optimise visibility through our synergy".



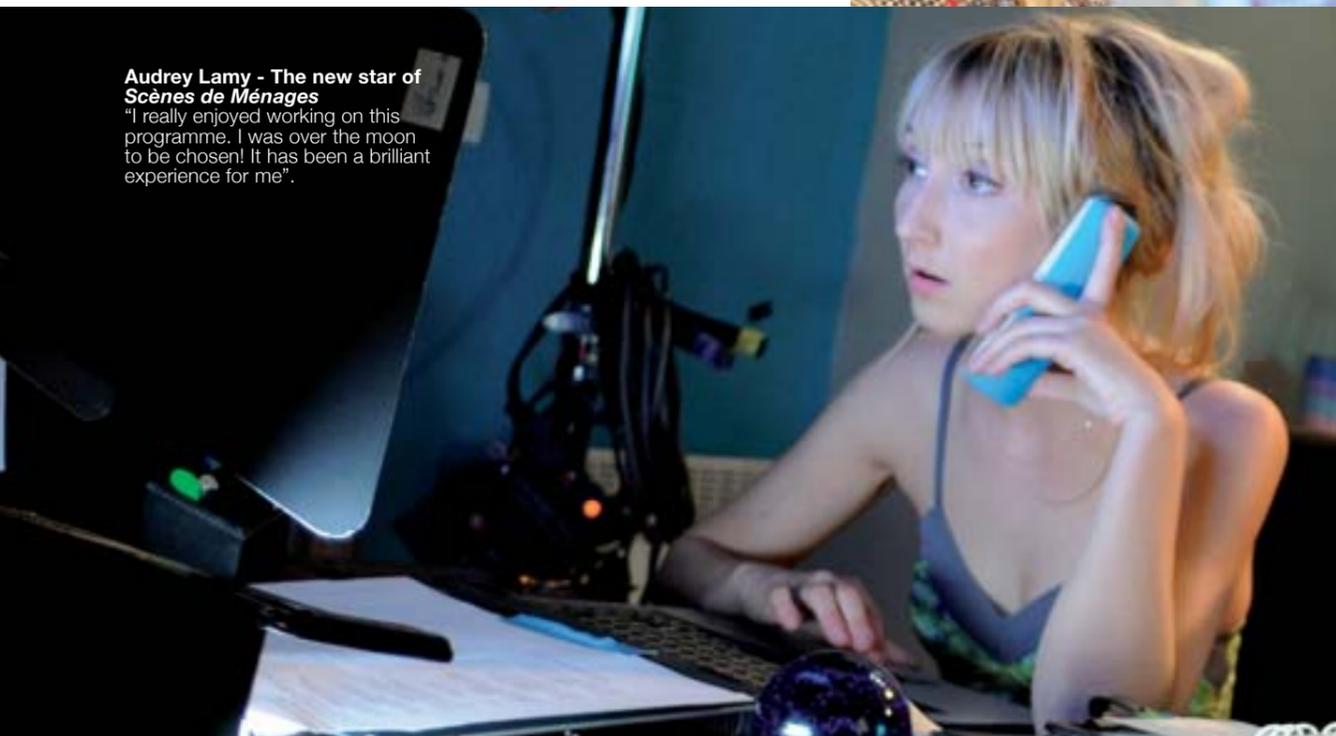
Sandrine Corman - Made for the job
 "I love live TV, when the adrenalin gets going. It's what the job is all about".



Alex Goude - Humour and self-assuredness
 "One thing is for sure, I have never achieved as much job satisfaction".

Audrey Lamy - The new star of Scènes de Ménages

"I really enjoyed working on this programme. I was over the moon to be chosen! It has been a brilliant experience for me".



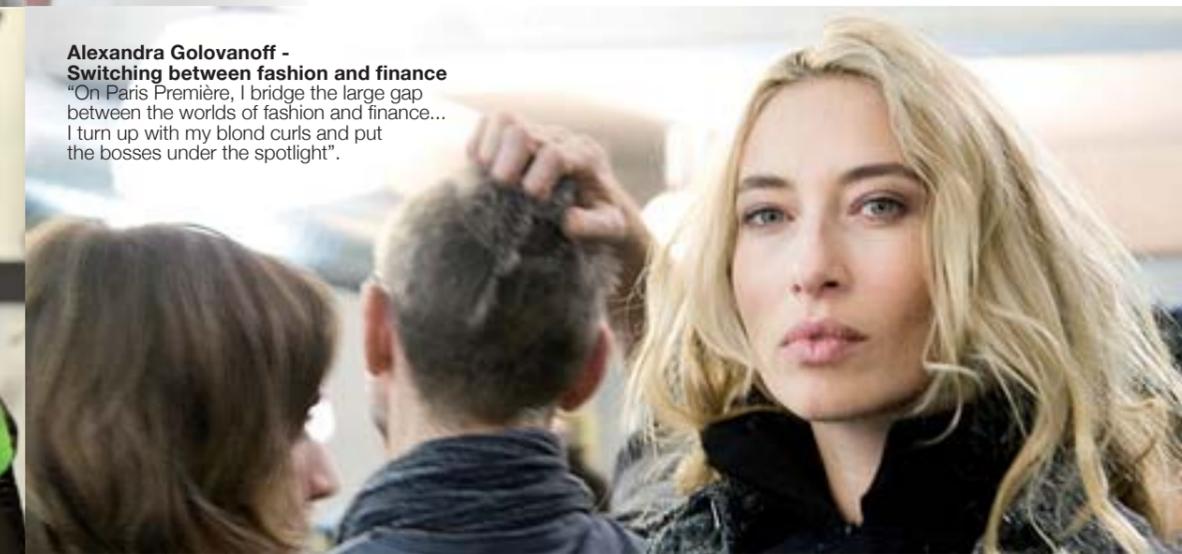
Diaraye - In charge of monitoring French drama series in production

"Whatever the size of your contribution, it is extremely rewarding to be involved on a project and I am proud to have chosen to work for a company so dynamic and which has been so successful with its diversification strategy."



Alexandra Golovanoff - Switching between fashion and finance

"On Paris Première, I bridge the large gap between the worlds of fashion and finance... I turn up with my blond curls and put the bosses under the spotlight".



Les Échos-Liés - An incredible talent

"The thing we'll remember most is the first time we auditioned in public. We've shared lots of experiences on this adventure, it's brilliant".



Jean-Marie - Artistic Manager, W9

"My motto is this: substance before form. This might seem contradictory in my line of business, but it's what enables me to communicate clear and precise messages, which are subsequently packaged and presented in an artistic world which measures up to the targets I set myself each day".



Aïda Touihri - "Through perseverance you can achieve everything"

"This is a saying which I came across at an exhibition on Aborigines in Australia and which really connects with me. It is obviously relevant to my work at M6 as well as my private life. The saying in French goes "la persévérance vient à bout de tout", and in African, "perseverance is a talisman for life!".



Nathalie Renoux - Living the news

"I've reached a point where I have experience under my belt. It's uncommon for a journalist to be able to take part in launching a new adventure".

Claire Barsacq - Anchoring the news

"I am now moving on to a new stage in my career and I love it. M6 strives to help its people develop their careers; it's what the company is about".



David Jacquot - The news: a choice of life

"I used to be an investment banker. After four years, I decided to gamble on a career doing what I love best, journalism. I have no regrets".

Sébastien - Winner of the X-Factor on W9

"It was a fantastic personal experience and it's thanks to the programme that I can now finally get my career up and running".



Soan - The 2009 Nouvelle Star

"Without Nouvelle Star, I would have struggled to make an album, it would have perhaps taken me two or three years more".



Camélia Jordana - The other big discovery of 2009's Nouvelle Star

"It was an amazing experience. I kind of came out of it a different person. It was pure magic and a dream come true".

Florette - Head of M6 Web Partnerships and Events

"The jobs I do on a daily basis are very complementary and rewarding. I always need to keep an eye out and look to find both ways of entertaining our audience and suitable partners. Group synergies are prominent in what I do, since they make it possible to draw on the strength and diversity of the Group's activities to create operations and build partnerships".



Sidonie Bonnet - A new face and a new star

"I had been telling the channel for a long time that I really wanted to host a TV magazine. W9 has granted my wish! The channel has put its trust in me, so now it's my job to prove them right!"



DUTY BOUND BY OUR BUSINESS ACTIVITIES

For further information
and indicators, please refer to
the registration document at

www.groupem6.fr

UNDERSTANDING



ACTING



MAKING PROGRESS



DISCOVERING

By virtue of the law and regulations governing the audiovisual sector, the M6 Group's channels are bound by a framework guaranteeing strong commitment to society and ethical values: responsibility for programming content, safeguards to ensure editorial impartiality, particularly with regard to the financial interests of its shareholders, and respect for the many different trends in thinking and opinions, and different persuasions. The Group's channels are committed to promoting inclusion and social cohesion and ensure that people's dignity is upheld. The channels attach particular importance to the family-oriented nature of their programming and protecting young viewers.

UNDERSTANDING



ACTING



DISCOVERING





MAKING PROGRESS



PROGRAMMES MAKING SENSE OF THE NEWS AND ACCESSIBLE TO ALL VIEWERS

The M6 Group's channels broadcast the most comprehensive and varied news programmes dealing with current affairs in the world today and the changes that will take place around us. All the key issues concerning society are covered, including employment, the economy, social inclusion, science, the environment and consumption. In fact, the Group has charged itself the task of explaining, delivering news on and interacting with its audience on the key issues in society. For this reason, the Group makes a responsible contribution to the civic education of each member of the public and to the development of a better world.

FOSTERING UNDERSTANDING OF THE WORLD

Capital, Zone Interdite, 66 Minutes, E=M6, Enquête Exclusive, all bear witness to the M6 Group's commitment to society. The most topical issues were dealt with this year in a non-obsequious, no-holds-barred manner: "Managers and employees: companies facing up to the economic crisis", "Is cheap and quick healthy eating really possible?", "I am an environmentally-friendly consumer: illusions and pitfalls", "Sponsoring children living in

hardship". The Group has an instinctive calling to deliver the news, and in doing so fully complies with television regulations relating to programming ethics, diversity and accuracy of the news and respect for people's right to privacy and their human rights.

GREATER PROMINENCE FOR THE NEWS IN ALL ITS DIFFERENT VARIETIES

2009 saw the launch on M6 of the news programme *le 19h45*, presented by new anchors and which delivers a comprehensive run down of current affairs. This news programme replaced *Six Minutes*, which delivered the news in images and which in no small part had appealed to its audience through its tone, condensed format, impartiality and original way of covering stories. The *19h45* news programme now forms the core of a complete strategy in place to deliver the news, which comprises news magazines, investigations and reports, and embodies the Group's aim to adopt a new approach to providing the news, which involves being bold, in tune with people's interests and interactive.

PROGRAMMES ACCESSIBLE TO THE WIDEST POSSIBLE AUDIENCE

As far as the Group sees it, accessible programming is first and foremost about factoring in the needs of all disabilities, in particular by subtitling its programmes for the deaf and hard of hearing. The Group continued to implement and further developed its policy for making its programmes accessible to the deaf and hard of hearing. 4,250 hours are now subtitled for M6, close to 60% of its programmes. W9 has also significantly increased the amount of its programming which is subtitled; over 4,000 hours are now subtitled, which has enabled the channel to significantly exceed its

obligation for 40% of its programmes to be subtitled in 2010. Since 8 February 2010, M6 has made the channel 100% accessible (with the exception of advertisements, slots for sponsors, film trailers, songs performed live and distance shopping, among others) to people with hearing impairments. In addition, the new broadcasting control room enables all the Group's channels to use this specific type of subtitling, thereby ensuring that programmes on Paris Première, Téva and the three music channels can be accessed by the widest possible audience.

LOOKING AFTER THE YOUNGEST



In 1989, pursuant to measures taken to protect children, the M6 Group took the initiative to create an easily recognisable classification label to show who the films broadcast on its channels would be suitable for. M6's commitment to this strategy has been unwavering and the Group always takes care to ensure that its programmes do not include violent, vulgar or any content which could upset the youngest viewers. With this in mind, the Group carefully monitors the development of co-produced series, from the original concept stage through to delivery of the final episode. Great care is also taken with the dubbing of foreign productions. As such, all programmes for young viewers, including films, series, TV films and music videos are watched and approved by a screening committee which submits its recommendations to the classification committee which makes the final decision regarding the award of four possible classifications; either universal, not suitable for children under 10, not suitable for children under 12 and not suitable for children under 16. This year, M6 supported and broadcast the campaign organised by the *Conseil Supérieur de l'Audiovisuel* (CSA)¹ to increase awareness about programming classification.

¹ Translator note: French Higher Council for the Audiovisual Sector.

COMBATTING CHILD OBESITY, A PUBLIC HEALTH OBJECTIVE

Under the auspices of the French Ministry of Health and the French Ministry of Culture and Communication, on 18 February 2009, television channels, producers and advertisers alike signed a five-year charter, to be enforced by the CSA, the aim of which was for programmes combating child obesity in France to be broadcast on TV. To coincide with the charter's first year, M6 broadcast a dozen different programmes, accounting for over 20 hours air time, devoted in whole or in part to relaying the messages of the PNNS (*Programme National Nutrition Santé*)¹. Programmes highlighting balanced eating habits were broadcast throughout the year and targeted both parents and children; these included the news magazine *E=M6*, the short programme *Tous ensemble à table*, the cartoon *Vinz et Lou mettent les pieds dans le plat* as well as *Kid et toi* which tackled the theme "Why should I eat a balanced diet?"

¹ Translator note: French nationwide scheme for health and nutrition.

INDICATORS

Number of hours and % of subtitled programmes on M6:



1,116 hours 14% in 2005



1,582 hours 20% in 2006



2,756 hours 33% in 2007



4,114 hours 51% in 2008



4,250 hours 59% in 2009

as of 8 February 2010
100%

ACTING FOR THE PLANET AND OUR FUTURE ENVIRONMENT

The M6 Group has chosen to evoke environmentally-friendly behaviour in many of its programmes and by doing so, to convey messages about our environment on a daily basis. What's more, the Group strives to set the example and make its in-house staff aware of the great environmental challenges. The M6 Group is increasing its daily activities to make savings, recycle, reduce actions that harm the environment and cut back on excesses.

MAKING THE PUBLIC AT LARGE AWARE OF THE ENVIRONMENTAL CHALLENGES

The M6 Group is aware that the environment represents one of the great challenges for the 21st century and because of this, it devotes a significant amount of air time to environmental issues in its programmes. Indeed, the notion of sustainable development is very much present, in particular on a news magazine like *E=M6*. The magazine *C'est du propre* devoted an entire evening to the environment and protecting nature. The theme of environmentally-friendly behaviours is also developed by Téva, with programmes and topics looking at cosmetic products and organic food. The Group endeavours to educate young viewers about environmentally-friendly actions

and responsible attitudes through series which deal with these matters. This year on M6, the animated characters *Vinz et Lou* played a significant role in increasing awareness in these fields. Environmental issues and related news also received extensive daily coverage on the news programmes (the *12h45* and the *19h45*): these included the French environment round table (the *Grenelle de l'environnement*), the introduction of carbon tax and the Copenhagen Summit, the coverage of which was complemented with reports on global warming (among others, "visit to a model environmentally-friendly neighbourhood in Copenhagen", "global warming in Kenya", "animal victims of global warming"). The news programmes also give prominence to unusual stories and innovations relevant to the environment; for example, "the release of the first French hybrid boat", "a sea-based wind turbine", "shops which recycle jeans" and "the sunflower house", among others.

M6 also covered a number of events and featured messages to promote sustainable development, for example by broadcasting the *Earth Hour, 60 minutes for the planet* campaign on 28 March 2009, organised by the Non-Governmental Organisation the World Wild Fund (WWF) for Nature, which called on France to flick the switch on its lights and electrical appliances and pull the lights on its landmark sites for one hour, 8.30 pm to 9.30 pm. Furthermore, Ventadis, the distance-selling division, collected a charge from its customers on top of the price of appliances with electrical and electronic components in order to recycle waste electrical and electronic equipment (WEEE). This eco-tax is repaid in full to suppliers and is used to pay specialist organisations to recycle old equipment. In 2009, €1.5m was collected in eco-tax, compared to €1.4m in 2008.

PUTTING IN-HOUSE STAFF IN THE KNOW ABOUT RESPONSIBLE BEHAVIOURS

The M6 Group believes that the environment concerns everyone and that it has an impact on every individual. This is why the Group involves its entire staff in the actions and behaviours it advocates in its programming. This policy of increasing the awareness of staff is implemented on daily basis. Sustainable development week (1-7 April 2009) gave each of the Group's employees the opportunity to change their consumption habits in the workplace.

FOSTERING EXEMPLARY BEHAVIOURS THROUGH DAILY ACTIONS

At Group level, M6 is attentive to its own consumption and takes initiatives to control the amount of energy it uses and recycle its waste. A modern system has been installed to regulate temperatures and the level of lighting in the buildings based on certain criteria, such as the level of occupancy. The consumption of water, raw materials and energy is monitored and controlled by the Group's facilities departments, the aim being to reduce consumption levels by installing new equipment. As such, gas consumption at the Group's main site has fallen by 40% since 2002 owing to control valves being installed. Where waste is concerned, selective sorting was extended this year to the majority of the company's premises.

INDICATORS

Water consumption (in thousands of m³)

2008	24.5
2009	22.3

This drop came about through the closure of a site.

Electricity consumption (in kWh)

2008	8,580,787
2009	9,296,595

This increase is due to the opening of a new control room and new service rooms.

CO₂ emissions (in millions of kilograms)

2008	0.413
2009	0.359

The difference between 2008 and 2009 has come about through the closure of a site.

Production of waste (in tons)

2008	418
2009	372





WORKING TOWARDS A MORE COHESIVE COMPANY

Given its values and expertise, it is natural for the M6 Group to try and make the company more cohesive.

TELEVISION WHICH IS SOCIALLY AWARE, RESPONSIBLE AND COHESIVE

The M6 Group is strongly committed to promoting programming which is more socially aware, responsible and cohesive and for this reason broadcasts messages and campaigns on its channels free of charge. By doing so, the M6 Group aims to help and promote community and charitable actions and make the public aware of these actions. In 2009, numerous campaigns for humanitarian operations, non-governmental organisations and charities were broadcast free of charge on M6 and the digital channels, supporting causes relating to social cohesion. These campaign adverts made over 1,000 appearances on the Group's channels.

Since 2006, M6 has been the official TV partner of the association Handicap International, relaying the association's message via its channels and websites. M6 gives its support for the association's three major annual operations: the Pyramid of Shoes, which aims to heighten public awareness about the disasters caused by cluster bombs, the Christmas Tree Bag, which W9 successfully partnered, and the set of protective books covers (for the new school term) which enables society at large, by making a united and responsible effort to purchase these sets, to make a financial contribution to the association's work.

W9, along with the other free-to-air DTT channels, partnered the *Pasteurdon* campaign from 9 to 11 October 2009 which aims to increase awareness and understanding about the research carried out by the *Institut Pasteur*¹ and the foundation's need for donations. Eight short programmes were broadcast appealing for donations to coincide with the campaign.

The programmes on the Group's channels always present opportunities to increase public awareness about hardship and give the programmes' teams the chance to help improve the lives of certain individuals. Valérie Damidot (*D&CO*) and her team each year work to improve families' living environments. In 2009 it was the turn of foster family Claire and Matthieu to have their home renovated. Finally, M6 partnered the programme *Rockcorps* (see above photos) which offered a concert ticket in exchange for 4-hours voluntary work for any of 70 charities. M6 then broadcast the concert on 10 October 2009.

PREVENTING, TAKING ACTION AND INCREASING AWARENESS ABOUT PUBLIC HEALTH ISSUES

In 2006, alcohol became the principal cause of road deaths. M6 has continually supported the fight against risk behaviours in this field by broadcasting adverts and reports. This determination was rewarded at the 24th international *festival du Scoop et du Journalisme* in November 2009 where the *Zone Interdite* report, "My world turned upside down" ("*La vie blessée*"), which heightened awareness about road safety, won the judges special prize. For a number of years now, the Group has rolled out resources on its channels and on the internet to support the *Sidaction*² campaign, held between 16 and 22 March 2009. In addition, and along with the other media organisations, the

¹ Translator note: A French foundation for research and public health.
² Ibidem: French AIDS organisation.

Group's channels were mobilised for the French Ministry of Health's prevention campaign to provide information on influenza A (H1N1), make people aware of the measures to prevent contamination and the spread of the virus and encourage them to get vaccinated.

SUPPORTING MANY OTHER INITIATIVES

The Group also supports the "*Restos du Cœur*"³ association, by each year providing reconditioned computer equipment which the association uses for its projects to get people back into jobs. The Group's employees also supported many other causes, including breast cancer by once again this year taking part in the *La Parisienne*⁴ race and supporting *La ligue contre le cancer*⁵ by giving their old mobile phones. They helped out Haïti by making donations to *Entrepreneurs du Monde*⁶ to make a contribution to the country's economic recovery through micro-lending.

PROMOTING EQUALITY AND DIVERSITY

In 2009, as is the case every year, the M6 Group continued to enforce its policies to implement concrete initiatives and measures to ensure that the channel reflects the cultural variety and diversity (socio-professional category, sex, background and disabilities) within French society. The Group's commitment to ensure that it is representative of the diversity within French society is now set forth in its Agreement with the CSA. However, further to its obligations, M6 for many years has been aware of its responsibility to increase awareness and understanding about diversity and to respect differences. As a broadcaster, the Group has a duty to reflect the image of a multicultural France on its channel by promoting inclusion and social cohesion and by ensuring that people of different origins are can be seen on the channel. W9 applies the same policy. The CSA checks that the channels comply with their undertakings, in particular by taking account of the diversity ratings, the initial results of which are satisfactory for M6 and W9.

PROMOTING INCLUSION AND DIVERSITY

Zone Interdite ("*Starting up your company: a project for life*"), *Enquête Exclusive* ("*Youth on the estates: hope v. malcontent*") and *Capital* ("*Food caravans*") all took an in-depth look at the careers of young entrepreneurs from diverse backgrounds and without dealing in stereotypes, followed the trail of their efforts to succeed in society and realise their dreams, which included opening a beauty salon, creating a clothes brand and innovating in mobile catering. Trusting in its expertise to make sense of what is going on in the world around us, M6 covered issues relating to diversity, presenting different profiles and different approaches to success, so that viewers got a better grasp of the challenges facing the modern world and society in which we live. The channel also partnered the project "Living together to combat ordinary racism" by airing 10 2-minute short broadcasts on diversity, presented by celebrities, in conjunction with *SOS Racisme*⁷. Furthermore,

diversity can be seen across many of the programmes on the Group's channels, be it entertainment magazines and programmes such as *Belle toute nue*, *D&CO*, *Un Dîner presque parfait* and *Nouvelle Star*, dramas such as *Scènes de Ménages*, *L'internat*, *Déformations professionnelles* and *Les Bleus premiers pas dans la police*, as well as short programmes like *Ça a commencé comme ça*, which gives writers and singers with very diverse origins such as Alain Mabanckou, Corneille, Abha Dawesar and Tran Huy the chance to reveal what motivated them to become artists and to go over how their careers developed.

The news magazine *66 Minutes* took action to mark the week for the employment of people with disabilities (16 to 22 November) by broadcasting a report "Disabled and getting by nonetheless", which looked at the daily lives of two people with disabilities who have overcome the things which make them different from other people and made successful careers for themselves.

The success of the M6 Group's channels is largely due to the fact that, among all the diversity, people can identify with the programming content. Indeed, magazines, dramas and series provide a true reflection of French society as it is today. Cartoons like *Vinz et Lou*, which are part of the programme offer for young viewers serve as a platform for communicating key values, such as tolerance, sharing, solidarity and friendship.

³ Translator note: French association providing free meals to the poor in winter.
⁴ Ibidem: Race held in Paris for female participants only.
⁵ Ibidem: The French League Against Cancer.
⁶ Ibidem: A French non-profit organisation which raises funds for the developing world.
⁷ Ibidem: French anti-racism organisation.



PRISONS: A COMPANY FOUNDATION DEDICATED TO IMPROVING PRISON LIFE

The M6 Group decided to take an active role in relation to this important issue within society. As television is the only window on the outside world for prisoners, it has a duty to fulfil certain obligations with respect to this specific audience. The Foundation set itself a number of priority goals which included developing the activities linked to the audiovisual sector, increasing the number of training workshops and encouraging entertainment and sports recreation in prisons.

INDICATORS

M6 Foundation budget: €2.5 m over 5 years

CREATING AND SUSTAINING THE CONDITIONS FOR FINANCIAL, PROFITABLE AND RESPONSIBLE GROWTH

The M6 Group's entire history bears witness to the Group's ability to base its development on solid and permanent foundations. By being creative, bold and innovative, the Group has diversified its activities by exploiting the growth potential of its different markets. The Group continues to deliver better financial results year on year and has expanded and consolidated the bases for its growth in a rapidly changing competitive and technological environment.

A SUSTAINABLE MODEL FOR PROFITABLE GROWTH

In 2009, the M6 Group scored success by implementing its strategy across all its business activities, the following being of particular note: the M6 channel grew stronger, recording increased audience ratings for the key time slots, and W9, the Group's second leading free channel, achieved very strong growth on the free-to-air DTT market.

The family of pay TV channels, in particular Paris Première and Téva, also saw their success cemented. The channels' growth coincides with a bold diversification and audiovisual rights strategy, aiming to consolidate the Group's presence in activities which meet the following objectives: complementarity and synergies in TV activities, limiting dependency on advertising, creating assets and brands, and content on all the distribution and consumption networks.

ACTIVELY LOOKING FOR NEW OPPORTUNITIES

The first challenge for any media group is to innovate in order to be at the avant-garde of new ways of using and accessing content. According to a *Médiamétrie* survey ("The 2009 TV Year"), more than one in two people in France use non-linear services (all media included) on the odd occasion to watch programmes. More than one in five people occasionally watch catch-up TV if they miss or want to watch a programme again. The M6 Group has proven its expertise in developing these different services.

Catch-Up TV

High definition and mobility are transforming the ways people can gain access to content that is ever more varied and available across a significant number of platforms. The M6 Group plays an active role in developing these new ways of watching audiovisual content, having in 2008 successfully launched the catch-up TV platform, M6 Replay. In 2009 this strategy was further rolled out with the launch of 3 new offers: W9 Replay, M6 Bonus and M6 VOD.



High Definition (HD)

The M6 channel has been broadcast in HD on DTT since 2008, in line with the Group's commitment to develop technologies. The same year also saw M6 switch over to its new, fully HD, digital master control room. This control room is compatible with the Group's multimedia operations and enables it to automatically deliver the different media required for all the distribution channels, whether it be terrestrial television, HD and SD DTT, cable, DTH, TV over IP, video on demand such as M6 Replay, etc. In 2009, following on from M6, it was the turn of W9, TF6, Série Club, Paris Première and then Téva to be broadcast via this single broadcasting control room.

PRESERVING THE CULTURAL AND FINANCIAL ENVIRONMENT

The second challenge involves preserving the environment in which the Group operates, whilst ensuring that preservation measures do not put the brakes on the necessary actions to adapt the business models in a rapidly changing competitive and technological environment.

Protecting intellectual property

The M6 Group, as a producer and broadcaster of content, plays a role in developing an effective policy to combat piracy and protect intellectual property. This policy is based on reducing the time between box office release and the distribution of productions and on expanding catch-up television and Video On Demand, which give viewers access to a wide selection of programmes.

Supporting creativity and new stars

Pursuant to its broadcasting and production obligations, M6 is committed to developing artistic creation and promoting its diversity through cinema, audiovisual productions and music.

Looking after our assets and preserving cultural heritage

The Group's audiovisual rights subsidiaries play a role in preserving the master pieces of European cinema by restoring classic films.

SOUND CORPORATE GOVERNANCE STRUCTURES

The M6 Group's corporate governance principles are governed by French laws and standards. In 2000, Métropole Télévision changed its status to that of a public limited company with an Executive Board and Supervisory Board, which has the advantage of making a clear distinction between the Group's operations managers and the members of the Board responsible for monitoring the management of the company. This separation of powers thus ensures that the company's long-term interests and those of its shareholders are taken into account.



BALANCED AND TRANSPARENT RELATIONS WITH ITS PARTNERS

The M6 Group also maintains balanced and transparent relations with its partners, be they shareholders, advertisers, TV viewers, customers or suppliers.

Shareholders

Since 2004 and the increase in the floating stock, the M6 Group has attached great importance to its financial reporting, in order to provide all its shareholders accurate, detailed and true information that is in line with the applicable French standards and regulations.

Advertisers

Relations with advertisers and advertising agencies are governed by the French Act of 1 April 1993, referred to as the "Sapin Act", which ensures that business conducted on the advertising market is fully transparent.

Suppliers

Relations with suppliers, in particular the programme producers, which include the American studios (films and series), are governed by multiannual agreements.

The consumers

With the development of Ventadis (the distance-selling division) the M6 Group has acquired real expertise when it comes to managing its customer relations, from the placement of orders right through to after-sales services, thereby enabling it to deal with calls and requests promptly and in the best possible manner. In 2009, the division applied to have its logistics and customer relations certified.

THE TV VIEWERS

In order to increase the level of direct contact with the TV viewers and reply to their questions as quickly as possible, the M6 Group has set up a customer service department. In 2009, over 87,000 questions from viewers were dealt with by telephone (22.5%), e-mail (76%) and post (1.5%).



CREATING A STIMULATING AND RESPECTFUL WORK ENVIRONMENT

Making the difference is also about being able to create a responsible working environment which motivates staff. The rich quality of the M6 Group is based on one of its inherent features - the creativeness of each member of staff. This richness is further enhanced by the diversity, youth and motivation brought by both the teams and individual staff members.

PROMOTING EQUAL OPPORTUNITIES BETWEEN MEN AND WOMEN

If there is one thing above all on which the M6 Group wants to lead the way, it is equal rights between men and women. Over half the Group's employees are women, accounting for 51% of the workforce and 53% of the managers (excluding the Girondins de Bordeaux Football Club).

PROMOTING THE EMPLOYMENT AND INTEGRATION OF WORKERS WITH DISABILITIES

The M6 Group is committed to promoting the inclusion of workers with disabilities. As such it takes part in the "One day, one business in action" week under the auspices of the *Agefiph*¹, which has enabled workers with disabilities to discover the audiovisual world and see for themselves whether or not their impairment prevents them from carrying out the job of their

choosing. The Group also subcontracts a number of administrative tasks to companies with facilities for disabled workers.

PROMOTING THE EMPLOYMENT OF THE OVER 50S

The Group has committed to a three-year action plan to promote the employment of the over 50s, which comprises numerous measures with calculated targets. The key aim is to prepare for how professional careers develop, improve working conditions, ensure strenuous situations are avoided, make arrangements for the end of workers' careers and the transition from employment to retirement, and encourage action to be taken for workers expertise and skills to be passed on.

PROMOTING FLEXIBLE WORKING HOURS

Since 2000, the working time of the Group's employees, depending on the staff category they fall into, has been calculated in hours or days. The M6 Group firmly believes that having employees with a good work-life balance helps the company to perform well, and for this reason the Group is all too ready and willing to offer its employees flexible working hours. At present, 6% of the Group's employees work flexible hours.

TRAINING AT THE HEART OF THE BUSINESS

The M6 Group is aware of the need for its personnel to adapt to the rapid changes taking place within the audiovisual professions and for this reason believes it to be of the utmost importance and a priority for each individual to receive training. The Group develops its employees' skills through its ongoing training policy, which focuses on the company's activities, management and language learning. 691 employees received training in 2009, compared

to 671 in 2008. The Group stakes a lot on the future and the importance of making its young stars loyal and for this reason attaches great importance to student work placements. As such, in 2009, the Group trained over 320 students on work placements, all of whom were covered by contract and paid for the 3 to 6 months they were with the company. The Group also recruited 68 of these trainees upon completion of their placement (on fixed-term contracts, permanently, as freelancers or on an occasional basis). The Group is increasingly committed to taking on students on work/study programmes (apprenticeships or professional training contracts) and to providing introductory placements for children (year four and five pupils), where they shadow members of staff for a week.

PROMOTING CAREER DEVELOPMENT

Among its strategic objectives, the M6 Group seeks to ensure that its employees have long careers within the company and remain loyal. All the Group's employees have an annual appraisal with their line manager. In addition to the results obtained during the year, the assessment criteria also relate to the skills specific to each position, cross-functional skills within the Group and, where applicable, management skills.

SHARING THE FRUITS OF THE COMPANY'S GROWTH WITH EMPLOYEES

The Group's payment policy is a key ingredient to motivating employees. Employees can earn a thirteenth month pay bonus and benefit from employee savings schemes (profit sharing, bonus scheme, Group Savings Plan into which the Group makes individual contributions in respect of every employee), which give them the chance to a share in the company's results.

GUARANTEEING THE VERY BEST WORKING CONDITIONS AND LOOKING AFTER EVERYONE'S HEALTH

The Group attaches great importance to the safety and well-being of its staff. The health and safety conditions within the different premises are regularly checked by a committee specifically charged with this matter. A whole host of measures have been taken over recent years to improve the working conditions, including improving access for people with reduced mobility as well as addressing all matters relating to the layout and comfort within the workplace as well as breaks. In 2009, the desk areas or working environments of over 534 employees changed, with offices being refitted or moving to new premises. The *Comité d'hygiène, de sécurité et des conditions de travail* (CHSCT)² worked to ensure that the work spaces, layouts, lighting, position of computer screens and workstations complied with the required standards. Defibrillators were also installed at each site and safety officers were trained up for this equipment. A prevention plan for the influenza A (H1N1) pandemic was also rolled out. Finally, in 2009, 180 people received training on safety standards.

WELCOMING AND INTEGRATING NEW ARRIVALS

As soon as they arrive in the company, new employees attend an induction course, which in particular comprises a welcome seminar held over one and a half days. The company Chairman and numerous operations and administration managers attend the seminar to present key information about their activities. This gives the new employees an overview of the diversity and complementary nature of the Group's business. 130 new employees were inducted in 2009 and thus found out about the Group's activities. A half-day welcome seminar is also held each month for the trainees at the company for 3 to 6 months: 300 young people attended such seminars in 2009.

RALLYING THE TEAMS TOGETHER AND COMMUNICATING

The M6 Group considers internal communications to be a priority. Every effort is taken to promote and identify good practices, circulate ideas and stimulate creative thinking. Life within the Group is punctuated with sports meetings and challenges; for example, forty of the Group's staff took part in the *Parisienne* race for women in September 2009 to combat breast cancer and in doing represented both Téva, the channel for women, and the M6 Group.

COMMITTED TO HEALTH

Blood donor sessions are held each year and in 2009 saw nearly 150 people give blood.

The group has worked closely with the *Ligue Contre le Cancer* since 2008 and in 2009, this work resulted in the launch of an information and prevention campaign about nutrition targeted at employees. The campaign was relayed by the medical practice which held themed workshops on the need to "eat well to stay healthy".

The M6 Group also acquired an audiometer in 2009 in order to make people wearing headsets (in TV studios, in the master control room and sound engineers, etc.) aware of the need to look after their hearing and more generally invite all the employees to take a hearing test.

INDICATORS

Group workforce (permanent at 31 december)



Average age



Training budget (including the *Droit individuel à la formation* - DIF³)



Number of employees trained

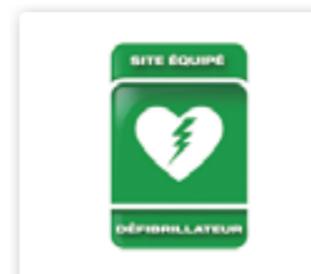
671 accounting for 1,981 training days in 2008

691 accounting for 2,118 training days in 2009

% of women making up the Group's management (excluding the Girondins de Bordeaux Football Club)



Number of defibrillators installed in 2009: 5



¹ Translator note: French organisation managing funds to integrate disabled persons into the workplace.

² Translator note: A committee found in all companies in France with at least 50 employees, whose role is to supervise health and safety and workplace conditions.

³ Translator note: Individual Right to Training.

**STANDING BY
OUR VALUES IS
THE BEST WAY TO
CREATE NEW ONES**



CORPORATE GOVERNANCE

Métropole Télévision is a public limited company with an Executive Board and Supervisory Board. The company makes every effort to comply with recognised standards and apply the best industry practices where governance is concerned. The corporate governance rules are in line with statutory and regulatory standards in force in France, as well as the recommendations issued by different French and European institutions, in particular those of the *Association Française des Entreprises Privées (AFEP)*¹ and the *Mouvement des Entreprises de France (MEDEF)*², which make up the company's code of governance.

¹ Translator note: French Association for Private Companies
² Ibidem: French Business Confederation

THE EXECUTIVE BOARD

Role of the Executive Board

The Executive Board sets out the major policies and manages and steers the M6 Group's operations. The Board is appointed for a five-year term and comprises four members, all natural persons, appointed by the Supervisory Board, and who are under 65 years of age. Members of the Board are representative of the M6 Group's various activities.

Executive Board Functions

The Executive Board assesses and rules on different investment plans submitted to it by the operations teams. 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. In 2009, the Board held 32 meetings.

Members of the Executive Board

Members	Main position	Date of first appointment	Date of renewal / departure	Expiry of term of office
Nicolas de Tavernost	Chairman of the Executive Board	26 May 2000	25 March 2010	25 March 2015
Thomas Valentin	Vice-Chairman of the Executive Board and Head of TV Channels and Content	26 May 2000	25 March 2010	25 March 2015
Catherine Lenoble	Member of the Executive Board and Head of Advertising	28 January 2001	25 March 2010	25 March 2015
Jérôme Lefébure	Member of the Executive Board and Head of Management Operations	25 March 2010		25 March 2015
Éric d'Hotelans	Vice-Chairman of the Executive Board and Head of Management Operations	14 November 2003	25 March 2010*	

* The terms of office of the members of the Executive Board were renewed by the Supervisory Board, meeting on 25 March 2010. The Supervisory Board took due note of Éric d'Hotelans's intention to concentrate solely on his new operations responsibilities with the Ventadis division.

CORPORATE GOVERNANCE

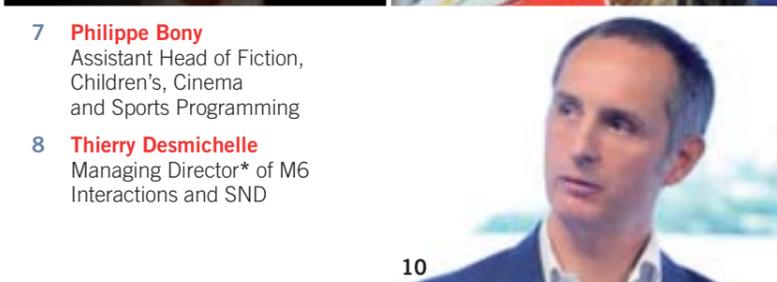
THE MEMBERS OF THE EXECUTIVE COMMITTEE AND THE MANAGEMENT COMMITTEE AROUND THE EXECUTIVE BOARD

Role of the Management Committee and the Executive Committee

The Management Committee, whose members include the main executives in charge of operations and administration departments, is a forum for discussion about how the business activities are managed. Some of the Management Committee members also sit on the Executive Committee, which comprises the main operations and administration executives and meets approximately twice a month. The Executive Committee is responsible for implementing the major operations-related and strategic decisions taken by the Executive Board.

OPERATING DIVISIONS

- 1 **Catherine Lenoble**
Member of the Executive Board and Head of Advertising
- 2 **Éric d'Hotelans**
CEO of HSS and Mistergooddeal
- 3 **Bernard Majani**
Head of Film, TV Film and Series Acquisitions
- 4 **Bibiane Godfroid**
Head* of M6 Programming
- 5 **Jérôme Bureau**
Head of Newscasts and News Magazines
- 6 **Vincent Régnier**
Assistant Head of Newscasts



- 5 **Karine Blouët**
Group Company Secretary and Chairwoman of Paris Première
- 6 **Delphine Cazaux**
Head of Organisation and Human Resources
- 7 **Jean-Marc Duplaix**
Deputy Chief Financial Officer
- 8 **Guillaume Charles**
Head of Strategy and Development

ADMINISTRATION DIVISIONS

- 1 **Jérôme Lefébure**
Member of the Executive Board
Head of Management Operations
- 2 **Marc Roussel**
Head of Broadcasting Networks
- 3 **Christophe Foglio**
Head of Technological Resources
- 4 **Nathalie-Camille Martin**
Head of Legal Affairs

- 7 **Philippe Bony**
Assistant Head of Fiction, Children's, Cinema and Sports Programming
- 8 **Thierry Desmichelle**
Managing Director* of M6 Interactions and SND

- 12 **Ronan de Fressenel**
Assistant Managing Director of Marketing and Surveys (M6 Publicité)
- 13 **Florence Duhayot**
Managing Director* of the In-house Flow Production Unit (Studio 89)
- 14 **Frédéric de Vincelles**
Assistant Managing Director of W9
- 15 **Christian Bombrun**
Assistant Managing Director of M6 Web
- 16 **David Larramendy**
Assistant Managing Director of HSS and Mistergooddeal

* Managing Director without representation powers

Members of the Executive Committee are indicated in red

CORPORATE GOVERNANCE

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 Shareholders' 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.

Pursuant to amendment no. 3 to the Agreement concluded between the company and the CSA, the Supervisory Board noted that at least one third of its members were independent, after assessing each member's status pursuant to the independence criteria set forth by the 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 Recommendations issued in January 2007 and October 2008. Consequently, six members of the Supervisory Board are currently independent members, namely Mrs Delphine Arnault and Messrs Albert Frère, Gérard Worms, Guy de Panafieu, Jean Laurent and Gilles Samyn.

Role of the Supervisory Board

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 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 seven meetings in 2009. The Supervisory Board also assesses its modus operandi once a year.

Supervisory Board Members

Board Members	Age	Main Position Held within the Company	Date First Appointed	Year Term of Office Expires	Departure Date
Albert Frère*	84	Chairman	26 May 2000	2012	
Gérard Worms*	73	Vice-Chairman	26 May 2000	2012	
Guy de Panafieu*	67	Member	18 February 2004	2012	
Jean Laurent*	65	Member	18 February 2004	2012	
Remy Sautter	65	Member	26 May 2000	2012	
Delphine Arnault ⁽¹⁾	34	Member	5 November 2009	2012	
Gilles Samyn*	61	Member	2 May 2007	2011	
Gerhard Zeiler	54	Member	8 March 2002	2012	
Philippe Delusinne ⁽¹⁾	52	Member	28 July 2009	2012	
Vincent de Dorlodot	45	Member	18 March 2004	2012	
Andrew Buckhurst	44	Member	7 November 2007	2012	
Elmar Heggen	41	Member	22 November 2006	2012	
Christopher Baldelli**	45	Member	12 January 2010	2011	
Fabrice Boé**	48	Member	3 March 2008		12 January 2010
Axel Duroux	46	Member	6 February 2007		15 June 2009
Bernard Arnault*	61	Member	18 February 2004		27 August 2009

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⁾ Members whose co-option shall be ratified by the Shareholders' General Meeting of 4 May 2010.

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 2009, the Committee held three meetings, and the overall attendance rate was 92%.

Members of the Audit Committee		Date First Appointed	Year Term of Office Expires	2009 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	67%
Jean Laurent*	Member	6 May 2008	2012	100%

* Independent Member.

Remunerations 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 2009 the Committee held 2 meetings with a 100% attendance rate.

Members of the Remunerations and Appointments Committee		Date First Appointed	Year Term of Office Expires	2009 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	2011	100%

* 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.groupe6.fr
(Finance/Regulated information)

SHAREHOLDERS' NOTEBOOK 2009 FINANCIAL YEAR

In 2009, the M6 Group allocated over €109 million to pay a €0.85 dividend per share. For FY 2009, M6 shall recommend to the Shareholders' General Meeting that a €2.35 dividend per share be paid, which shall include a €0.85 ordinary dividend per share and a €1.50 special dividend per share based on the Group's net profits and cash position, particularly in the wake of the put option being exercised in February 2010 on the 5.1% stake in Canal+ France.

For the latest financial news from the M6 Group, visit www.groupem6.fr

To contact Investor Relations, write to actionnaires@m6.fr

Reporting policy and documents available to the public

M6 Group held numerous meetings during 2009 to establish and maintain a regular dialogue with our shareholders and the entire financial community. These included:

- a meeting to present the annual results;
- 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 2009.

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
Reuters Code : MMTP.PA
Code Bloomberg : 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 service eligibility : Yes

Market indices

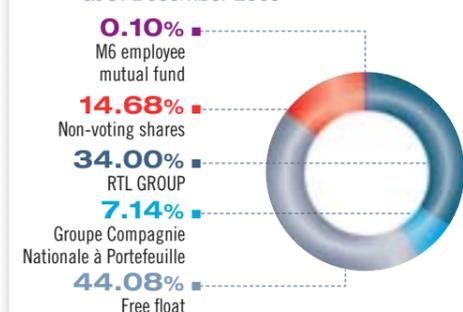
The M6 share is included in the following indices: SBF 80, SBF 120, SBF 250, IT CAC, NEXT 150, CAC ALL SHARES, CAC MID & SMALL 190, CAC MID 100, CAC CONSUMER SERV., CAC MEDIA and MSCI Media. The stock is included in 34 DJ STOXX® indices, notably the two sector indices DJ Euro Stoxx Media and DJ Stoxx 600 Media, which comprise 35 and 52 of the most important European media stocks respectively.

OWNERSHIP STRUCTURE

SHARE CAPITAL BREAKDOWN at 31 December 2009



VOTING RIGHTS BREAKDOWN at 31 December 2009



Source: Euroclear survey of bearer and registered shares

2010 Shareholders' agenda (for information only)

- Wednesday 27 January 2010:** Release of 2009 annual sales figures
- Thursday 11 February 2010:** Release of 2009 annual results
- Friday 12 February 2010:** Analysts meeting
- Tuesday 04 May 2010:** Release of 1st quarter 2010 sales and quarterly information (before opening bell)
- Tuesday 04 May 2010:** Shareholders' General Meeting
- Monday 17 May 2010:** Payment of FY 2009 dividend (ordinary and special)
- Tuesday 27 July 2010:** Release of 1st half 2010 sales and results
- Wednesday 28 July 2010:** Conference call
- Thursday 04 November 2010:** Release of 3rd quarter 2010 sales and quarterly information

This schedule is for information only and will be updated on the website

Dividends and yield for 2009

Ordinary dividend per share proposed for FY 2009*	€0.85	A stable pay-out ratio of approximately 80% of the net profit Group share
Special dividend per share proposed for FY 2009*	€1.50	Corresponding to approximately 50% of the sale value of the 5.1% stake in Canal + France
Total dividend per share proposed for FY 2009*	€2.35	i.e., a total amount of €303 million paid to shareholders
Dividend yield	13.1%	Calculated on the last share price of FY 2009

*Dividend proposed to the Shareholders' General Meeting of 04 May 2010

MARKET CAPITALISATION AT YEAR END (in millions of €)



M6 SHARE PRICE AS COMPARED WITH THE CAC 40 AND DJ EUROSTOXX MEDIA INDICES (basis of 100 at 1 January 2009)

In 2009, the M6 share price rose by 29.8%, thus outperforming its industry benchmark index and the CAC 40 Index.



Source: Euronext

STOCK PRICE HISTORY

	2004	2005	2006	2007	2008*	2009*
Number of shares (at 31/12)	131,888,690	131,888,690	131,888,690	129,934,690	128,954,690	128,954,690
Year's high (in €)	29.30	25.07	27.52	28.44	17.81	18.72
Year's low (in €)	18.94	19.12	22.29	17.32	11.47	9.62
Year end price (in €)	20.90	23.40	27.06	18.00	13.84	17.97

* Information based on closing prices

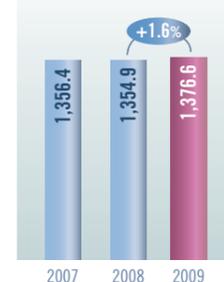
Source: Euronext

KEY INDICATORS

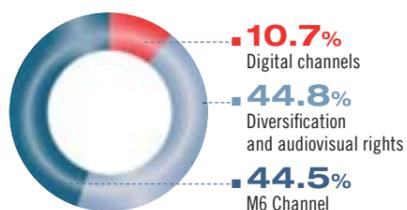
In 2009 our businesses faced up to a difficult economy and grew stronger

CONSOLIDATED SALES

(in millions of €)



BREAKDOWN OF 2009* CONSOLIDATED SALES by segments (in %)



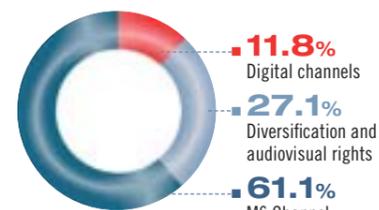
* excluding other sales

CONSOLIDATED EARNINGS BEFORE INTEREST, TAX AND AMORTISATION (EBITA)

(in millions of €)



BREAKDOWN OF 2009* CONSOLIDATED EBITA by segments (in %)



* excluding eliminations and unallocated items

NET PROFIT FOR THE YEAR

(in millions of €)



ACCOUNT ITEMS BY SEGMENTS

(Contribution to sales and consolidated earnings before interest, tax and amortisation)

M6 Channel & Production

(in millions of €)	2009	2008
Sales	612.1	664.6
Earnings before interest, tax and amortisation	117.9	137.8
% of consolidated sales	44.5%	49.1%
% of consolidated earnings before interest, tax and amortisation (EBITA)*	61.1%	69.2%

Mainly M6 SA, M6 Publicité, M6 Films, C.Productions, Studio 89 Productions and Métropole Production

Digital channels

(in millions of €)	2009	2008
Sales	147.1	125.0
Earnings before interest, tax and amortisation	22.7	18.9
% of consolidated sales	10.7%	9.2%
% of consolidated earnings before interest, tax and amortisation (EBITA)*	11.8%	9.5%

Mainly W9, Téva, Paris Première, TF6 and Série Club (50%) and M6 Music

Diversification and audiovisual rights

(in millions of €)	2009	2008
Sales	617.1	565.1
Earnings before interest, tax and amortisation	52.2	42.3
% of consolidated sales	44.8%	41.7%
% of consolidated earnings before interest, tax and amortisation (EBITA)*	27.1%	21.3%

Mainly Audiovisual Rights, M6 Interactions, M6 Web, Ventadis (HSS and Mistergoodeal) and the Girondins de Bordeaux Football Club

*excluding eliminations and unallocated items

CONSOLIDATED FINANCIAL STATEMENTS

Simplified consolidated income statement

(in millions of €)	31/12/2009	31/12/2008
Sales	1,376.6	1,354.9
Total revenues from ordinary operations	1,387.8	1,367.8
Total expenses from ordinary operations	(1,197.5)	(1,173.8)
Earnings before interest, tax and amortisation (EBITA)	190.3	194.0
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	(6.3)	(9.8)
Earnings before interest and tax (EBIT)	184.0	184.2
Net financial income	22.3	19.9
Share of profit/(loss) from associates	(1.5)	(9.9)
Earnings before tax (EBT)	204.8	194.3
Income tax	(65.6)	(55.9)
Net profit	139.1	138.4
Group Share	139.2	138.4
Minority interests	(0.1)	-
Number of shares outstanding (thousands)	128,622	128,888
Net Group earnings per share (in €)	1.082	1.074

Simplified consolidated balance sheet

ASSETS (in millions of €)	31/12/2009	31/12/2008*
Non-current assets	361.5	737.2
o/w Goodwill	74.3	83.0
Current assets	1,114.2	691.8
o/w Cash and cash equivalents	85.6	40.5
Total Assets	1,475.7	1,429.0
LIABILITIES (in millions of €)		
Group equity	820.8	795.1
Minority interests	(0.1)	(0.1)
Non-current liabilities	16.3	26.3
Current Liabilities	638.7	607.7
Total Liabilities	1,475.7	1,429.0

* The 2008 balance sheet was restated for purposes of comparison owing to the offsetting of deferred income tax receivables and payables starting with 2009

Simplified consolidated cash flow statement

(in millions of €)	31/12/2009	31/12/2008
Cash flow from operating activities	252.6	225.8
Cash flow from investment activities	(85.5)	(119.5)
Cash flow from financing activities	(121.9)	(155.0)
o/w dividends paid	(109.3)	(128.7)
Net change in cash and cash equivalents	45.1	(48.6)
Opening cash and cash equivalents	40.5	89.1
Closing cash and cash equivalents	85.6	40.5

MULTIMEDIA ADVERTISING SALES

€724.6 m

M6 ADVERTISING SALES

€605.6 m

GROWTH IN DIGITAL TV SALES

+17.7%

GROWTH IN DIVERSIFICATION AND AUDIOVISUAL RIGHTS SALES

+9.2%

€384.2 m

PROCEEDS FROM THE DISPOSAL IN FEBRUARY 2010 OF THE STAKE IN CANAL + FRANCE

A SOUND FINANCIAL STRUCTURE

(in millions of € at 31 December)

	2007	2008	2009
Group Equity	788.0	795.1	820.8
Financial debt	0.1	2.2	0.4
Gross cash and cash equivalents	89.1	40.5	85.6
Net cash and cash equivalents	89.0	38.3	85.2

M6 Group Finance Department and Communications Department - Designed and Published by: INC  EA - Translated by Over the Word

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