

(in €millions)	1st Quarter		
	2010	2011	change
Group advertising revenues	179.1	194.9	+8.8%
- of which M6 channel advertising	150.0	162.0	+8.0%
- of which digital channels and other media advertising	29.1	32.8	+12.7%
Non advertising revenues	182.0	147.8	-18.8%
Consolidated revenues	361.1	342.7	-5.1%

The above mentioned information is aimed at disclosing revenues breakdown depending on advertising and non-advertising. The Group advertising revenues include M6 and W9 (FTA channels) advertising revenues, the share of advertising revenues of pay digital channels and the share of advertising revenues generated by diversification activities (mainly Internet).

In the first quarter of 2011, the M6 Group advertising revenues were up +8.8% at €194.9 million, thus confirming the momentum initiated in 2010 with the advertising rebound.

However the Group non advertising revenues were down 18.8%, due to a particularly tough comparison base and a different seasonality of some activities.

Consolidated sales amounted to €342.7 million at March 31st, 2011.

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M6 FTA Network

(in € millions)	1st Quarter		
	2010	2011	change
Consolidated Revenues	151.9	165.6	+9.0%
<i>o.w. M6 channel advertising</i>	150.0	162.0	+8.0%

Luxemburg-France) and long established brands (such as *Top Chef 2*, *NCIS* or *Bones*).

M6 is the only incumbent channel with an increasing audience share.

M6 channel's advertising revenues for the first quarter posted an increase of +8.0%, confirming the channel's attractiveness for the advertisers.

In the first quarter of 2011, **M6 thus posted an average audience share of 10.6% on 4 y.o + and 17.4% on commercial target up 0.9 pt over a year.** (Source: Médiamétrie).

The strategy aiming at reinforcing M6's programmes in key time slots confirmed its successes, conveyed notably by:

- whole Access prime time performances (particularly *Le 19'45* and *Scènes de Ménages*);
- Prime Time good results, that leant on federative major events (such as the football match

Digital channels

(in € millions)	1st Quarter		
	2010	2011	change
Consolidated Revenues	36.3	39.4	+8.4%

At the end of March 2011, **digital channels' revenues** (channel advertising revenues and distribution revenues) **were up +8.4%**.

Growth was mainly driven by **W9, which achieved a 3.3% average national audience share on all targets over the period, and 4.2% on commercial target** (source Médiamétrie), thus reinforcing its position as the first DTT channel on this target.

Diversification and Audiovisual rights

(in € millions)

	1st Quarter		
	2010	2011	change
Consolidated Revenues	172.9	137.7	-20.4%

After an 18.0% growth during the first three months of 2010, Diversification and Audiovisual rights revenues were down 20.4% in 2011, due to a very tough base effect.

In the first quarter of 2011, Diversification and Audiovisual rights did not benefit from the same conditions and seasonality they did in 2010, year driven by the success of *Twilight 2* in video for **Audiovisual rights**, the participation of the **Football**

Club des Girondins de Bordeaux (F.C.G.B) in Champion's League, and the remarkable performances of **Ventadis (Distance selling)**, whom revenues were up 13.4%.

However the **Interactive activities** have continued their development during the first quarter of 2011.

Considering the strong seasonality of some activities, the trend of the first quarter cannot be extrapolated to full year; nevertheless Girondins de Bordeaux will suffer in 2011 from non qualification in Champion's League.

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Financial position and dividend

At March 31st, 2011, Group Equity amounted to €719.1 million (vs. €681.8 million at December 31st, 2010) with a net cash position of €445.5 million.

The payment¹ of a €1.00 dividend per share in respect of 2010 financial year will be notably submitted for shareholders' approval at the Combined General Meeting called today.

Neuilly sur Seine, May 4th, 2011

Next release : H1 2011 revenues and earnings : 26 July 2011, after market close
M6 Métropole Télévision is a listed company on Euronext Paris, compartment A
Code MMT, code ISIN: FR0000053225

¹ Last trading day dividend incl.: 10 May 2011 – Dividend ex date: 11 May 2011 – Payment of cash dividend: 16 May 2011

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