

CALL FOR APPLICATION TERRESTRIAL NATIONAL HD CHANNELS 3 CANDIDATURES FOR M6 GROUP

Within the framework of the call for application launched by the CSA for HD national and terrestrial channels, M6 Group applied on January 10th, 2012 for three projects of which one for a teleshopping channel, through its distance selling subsidiary, Ventadis.

M6 Group is a major actor of the audiovisual landscape and has been contributing to the development of the TV offer for a long time. With the launch of the free channels M6 in 1987 and W9 in 2005, or Paris Première in 1986 and Téva in 1996, M6 group has always been proposing qualitative channels in favor of the public, and in the strict respect of the subscribed commitments.

M6 Group has already participated to bids for national digital channels in 2002 and 2005. In spite of its efforts, some innovating projects have been turned down for the benefit of “new entrants” of which some have already decided to quit the business. In 2012, it will defend its 3 coherent projects, leaning on its experience, its professionalism, and its historical respect of requirements.

M6 Group, that has no net debt, is ready to invest almost M110€ in 4 years to succeed in the launch and assure the sustainability of these three new channels.

In an heavily competitive environment, M6 Group intends to continue its contribution to the enrichment of free DTT in France and will lay out all the creative, human, technological and financial means, necessary to carry them out.

Neuilly sur Seine, January 10th, 2012

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