

**ANNUAL REPORT**  
**2011**



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## **PREFACE** **NICOLAS DE TAVERNOST** p.6

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## **THE M6 GROUP IN 2011** p.8

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Message from : Thomas Valentin Strength and performance.....	10
<b>Highlights 2011</b> A fantastic year... of records.....	12
A Multimedia Group.....	14
<b>The management</b> M6 Group stations.....	18

## **ACTIVITIES** p.20

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<b>Magazines</b> Creativity brings us closer.....	22
<b>Information</b> Analysis helps in knowing and understanding everything.....	30
<b>Sports</b> Hand in hand with shared passion!.....	34
<b>Cinema</b> Emotion and humour meet on the small and big screen.....	38
<b>Drama/Series/Youth</b> Writing gets ever more innovative.....	42
<b>Music/Entertainment/Shows</b> Music: creativity meets new talent.....	48
<b>Web</b> M6 Web the new way of watching television.....	56
<b>Ventadis</b> Make purchases while on the computer, a new habit.....	64

## **SOCIAL RESPONSIBILITY & GOUVERNANCE** p.66

---

<b>CSR</b> Commitment, awareness and a shared desire.....	68
<b>Fondation</b> An opening into the world of prisons.....	74
<b>Corporate Governance</b> The Executive Board.....	76
<b>Statutory Auditors</b> .....	82
<b>Key Indicators</b> .....	84
<b>Photo credits</b> .....	86

“THERE REMAIN  
UNTAPPED AUDIENCES  
FOR OUR CHANNELS  
AND NEW CHALLENGES  
FOR OUR  
DIVERSIFICATION  
ACTIVITIES.”



# METHODICAL AND DETERMINED

Television operations once again drive growth in 2011.

**M6** posted the best performance among the major channels for the 4<sup>th</sup> consecutive year despite the on-going fragmentation of audiences. Continuing its strategy of strengthening primetime programming, M6 was able to increase audience numbers. It was the 2<sup>nd</sup> most popular national channel in the evening timeslot and the third most popular in daytime. With an audience share of 10.8% among the general public, M6 was the only traditional national channel to progress. Its audience share rose 0.4 points over 2010. Faced with strong competition, the channel was able to capitalise on its good ratings to increase advertising. This shows that audience fragmentation can be overcome.

The W9 sister channel also enjoyed a positive dynamic: it made targeted investments in content, advertising revenues increase and saw ratings rise (audience share of 3.4% among the general public - an increase of 0.4 points compared with 2010 - and 3.5% in December), which enabled it to finish off the year as the TNT leader. Therefore, W9 affirmed in 2011 its position as the most popular DTT channel for the under 50's and the third most popular national channel among young people.

Téva and Paris Première, which this year celebrated their 15 and 25 years of existence respectively, also continued to improve their programming and they still occupy a prime position in their respective target segments (AB + and housewives under 50 years).

Faced with a difficult economic climate and lower consumer spending, The Diversification and Audiovisual Rights division slowed in 2011, with a view to streamlining operations. Ventadis started being more selective, M6 Interactions (licenses and derivatives) tried to adjust to the downward trend in some markets by focusing on the most promising ones, and FCGB suffered from disappointing results in sports. Finally, audiovisual rights continued to complement the group's channels, but suffered from seasonality. M6 Web, the group's interactive activities, continued to advance, driven by the success of the M6 mobile phone service and the catch-up TV platforms of M6 and W9.

The group is celebrating its 25<sup>th</sup> anniversary in a context that has never been so fluid: diversity of content, significant technological innovations and uncertain economic conditions. There is one safe bet, however: TV is making a stand. Even better, people continue to watch more and more TV. The French watched TV three hours and forty-seven minutes a day in 2011, 15 minutes more than in 2010.

The health of television enables us to pursue with method and determination the growth strategy we started 25 years ago. Offbeat programming was the hallmark of M6 in its early years, while the patient construction of strong and persistent brands helped build our image. The success of progressive and regular evening shows, followed a few years later by the rise of access prime programming, have helped make M6 a major mainstream channel. These different stages of our growth illustrate the thoughtful way we have built M6. W9 is following in these footsteps and is growing steadily in a wildly competitive market space. In 25 years, the M6 Group has established a coherent portfolio of channels. Each has its own personality, texture and scope so that it clearly corresponds to the expectations of its audience. And all of them are successful in their market spaces.

Advertising cannot grow proportionately to match the increase in new TV content. In fact, the supply is generally inelastic. Early on, M6 Group wanted to work around this glass ceiling. So as not to be dependent on advertising revenues, it diversified its activities (licensing, broadcasting rights, distance selling) and entered new markets. Each time, its brand image and marketing firepower were used to launch exciting projects that have enabled the group to find new resources and ensure its balanced and sustainable development.

We must continue to build on the work done over the past 25 years. We want to expand our portfolio of channels. There remain untapped audiences for our channels and new challenges for our diversification activities. The group's employees can be proud of the progress made so far, and are ready to take on new endeavours with energy, ambition and fighting spirit, to make 2012 a year of new achievements. In 2012 we will demonstrate the same energy and entrepreneurial spirit that has driven us for the past 25 years.

**Nicolas de Tavernost**  
Chairman of the Executive Board



# THE M6 GROUP IN 2011

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# STRENGTH AND PERFORMANCES

In the current context of uncertainty and economic weakness, more than ever, the channels of the M6 Group have a vital role to play: inform and entertain. It is our calling. M6 Group is in a virtuous circle: by investing in programmes it improves the quality of the shows on all its channels, which attracts higher audience ratings and enables more investment. And the results in 2011 were above average. This year the M6 Group has successfully demonstrated its power and confirmed its performance.

M6 is celebrating its 25<sup>th</sup> anniversary on March 1, 2012. What started out as the «unnecessary channel» and turned into the «the little channel that could» has today become France's third most popular mainstream channel, and the 2<sup>nd</sup> most-watched national channel in the early primetime slot. We owe these results to the quality of our programmes and the teams that produce them. 2011 was a record year in all genres. *Le 19.45* was the news show that increased its audience share the most. *Scènes de Ménages* attracted 5 million viewers. In fact, the prime access timeslot attracted 1.5 million new viewers between 7:45 and 8:30 pm. In summer, *L'Amour est dans le pré* beat a new record, with on average more than 6 million fans. The film *Le Petit Nicolas*, an M6 films co-production, attracted 7.6 million viewers, the biggest audience of the year. Our goal is to provide programmes that are relevant and daring, that reflect their audience and that know how to renew and adapt.

For 25 years, M6 has always been a trailblazer, a pioneer. We were the first to introduce reality TV in France, and we have invented lifestyle magazines and other magazines inspired by the world we live in. We have imagined new cooking shows and brought educational, mass-market news shows to primetime. Today's results are the outcome of a long and patient evolution, built on consistency and imagination. No one does content like M6!

M6 may be the foundation on which the group is built, but our portfolio of channels continues to grow. This year, W9 was the strongest DTT channel among under 50's. It attracted on average 1 million viewers in the evening, and by October it had become the fourth most popular channel in this audience segment. Paris

Première celebrated its 25<sup>th</sup> anniversary at the Grand Palais. It is a bold channel, both artistic and mass-market, sassy and well known. Téva turned 15 in 2011, and is the most watched pay channel among women under 50. The other channels of the group -- M6 Music Hits, Black and Club -- each offer strong, targeted concepts. All three of them have found their audiences by offering a wide variety of music and participating actively in events created by the group, such as *Le concert pour la Tolérance*.

All this would not have been possible without using technology to constantly adapt to the new ways of consuming and distributing content. The success of catch-up TV (M6 Replay and W9 Replay), the redesign of our B2B websites, new mobile and tablet apps -- they all enable us to offer an up to date TV viewing experience to the widest possible audience.

The 25 years of activity that we will celebrate in 2012 have enabled us to build the group step by step, with courage, tenacity, boldness and energy. Today, the power of the group, its performances, the recognition and loyalty of our viewers, are our greatest reward. Now it is up to us to invent the next 25 years, which I am sure will be just as astonishing as the first.

**Thomas Valentin**

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



“ No one does content  
like M6! ”

# Highlights

# 2011

## A FANTASTIC YEAR... OF RECORDS

### JANUARY

- The M6 iPhone application reached a million downloads in 3 months.

### FEBRUARY

- *Scènes de ménages* received the people's choice award *Prix du meilleur tout court* at the Festival of audio-visual creations at Luchon 2011.

### MARCH

- Record audience ratings for M6 with the Luxembourg/France match: 6.5 million viewers.
- *Enquête Exclusive* awarded with Lauriers de la Radio et de la Télévision (Radio and Television Laurels).
- Launch of the La Femme Téva great casting on the Women's day.

### APRIL

- Record for the live finale of the *Top Chef*: with 4.3 million television viewers
- Launch of the Fan Factor application: a new way of looking at M6.

- The M6 Group henceforth owned 100% of the company TCM DA, a catalogue of films.

### MAY

- *E=M6* celebrated its 20-year anniversary and *D&Co* its 5-year anniversary.
- Launch of «Présidentielle 2012 et vous» with MSN Actualités and RTL.fr.
- M6 Web launched the *Clubic* application on iPhone, iPod Touch and Android Smartphones.

### JUNE

- Music promotion on television: agreement signed between the M6 Group and the music producer companies (SCPP and SPPF).
- The animated film *Le Petit Nicolas* wins an award at the 35<sup>th</sup> international animation film festival in Annecy: Prix spécial pour une série TV (Special prize for a TV series).
- For the second consecutive year M6 is voted as the preferred channel of the French (TV Notes survey).

- The channel Téva celebrates its 15 years.
- M6 is the 3<sup>rd</sup> preferred brand of the French (mag Capital/ BVA survey) behind Google and Youtube.
- M6 Mobile by Orange launched a new range of locked-in fixed rates and renewed its communication platform.

### JULY

- Launch of a partnership between M6Web and Bon-Prive.com, pioneer of the French daily deals sites.
- Organisation of the *M6 mobile Mega Jump* on W9. Taig Khris broke a new rollerjump record in front of the Sacré Cœur at Montmartre.

### AUGUST

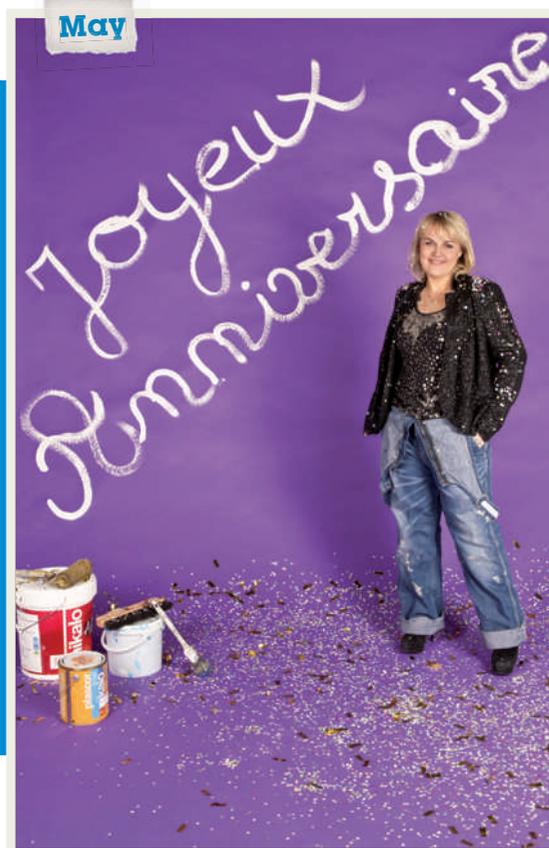
- Best summer for M6 since 2007. Only incumbent national channel to make progress.
- *L'Amour est dans le pré* was the most watched summer programme on all channels, with a record of 6.6 million television viewers for the series' final report.



November



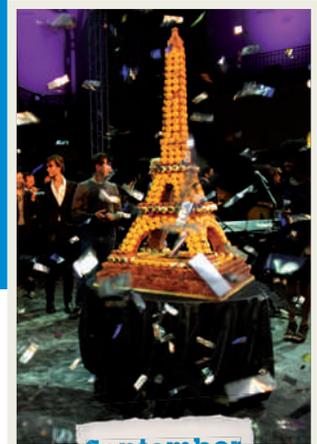
April



May



August



September

- Record for the first edition of *Capital* presented by Thomas Sotto with 3.7 million viewers.
- *Le 19.45* displays: «Le 20h en avance sur son temps» (The 8 o'clock news that is ahead of its time). With a 4 by 3 campaign presented on more than 8,000 billboards all over France.

## SEPTEMBER

- Paris Première celebrated its 25 years at the Grand Palais. The occasion brought 25 artists of contemporary art together around a temporary exposition.
- Spectacular success for the film *Le Petit Nicolas*: 7.6 million viewers, this programme received record ratings for the year and the best all-time ratings for a film on the M6 channel.
- Launch of the *J'ai testé un job qui recrute* operation. The hosts of the M6 Group and employment sector came together to promote future professions.

## OCTOBER

- Record for the live finals of *La meilleure Danse* on W9 with 1.3 million viewers. This programme received the best

ratings for a musical entertainment programme on DTT.

- W9 became the 4<sup>th</sup> national channel for the under 50's for the 1st time since its inception.
- Up & Net along with M6 Interactions launched the gift card *Un Dîner presque parfait*.
- Launch of the *Cuisinez avec M6* fair that brought together more than 30,000 visitors in 4 days.

## NOVEMBER

- M6 became the 2<sup>nd</sup> prime-time channel for the 5<sup>th</sup> consecutive month.
- M6 broke the record ratings with its prime-time access: *Le 19.45* surpassed 4.4. million viewers and *Scènes de ménages* reached a new record with 5.5 million viewers.
- W9 rallied to change our mindset regarding the handicap.
- Launch of the Paris Première HD and Téva HD channels on Canalsat.
- W9 set a new record (DTT prime-time record ratings) with 2.1 million viewers for the film *Die Hard with a Vengeance*

broadcast on 13 November. W9 is the DTT leader and 5<sup>th</sup> national channel among all viewing public.

- Orange and the M6 Group started an experiment during the launch of the new application *RendezVousTV*.

## DECEMBER

- Launch of *Conseils d'amies*, a new documentary collection on Téva.
- Jérôme Lefébure, administrative and financial director of the M6 Group received the Financial director of the year 2011 award (Hudson-Le Figaro-PwC-DFCG).
- W9: immense success for the new series *Spartacus*: rated second TV station in France among male viewers.
- M6 affirmed its spot as the major online video player and displayed the best video consumption time.
- The NCIS series attracted 6.7 million viewers on Friday, 2 December on M6. This is the 2<sup>nd</sup> best rating of the year for the channel.

# A MULTIMEDIA GROUP

## FREE-TO-AIR TELEVISION



### on the growth trajectory

M6 is the only major channel to show upward progression in 2011. This is partly due to its increasing popularity in primetime. M6 has been the 2<sup>nd</sup> most viewed channel during primetime since June 2011. The programmes have become increasingly more powerful and have enabled the channel to be first in the 8.50 pm slot on 41 evenings. Its other driver of growth is the primetime slot. M6 was the top channel in households under 50 years during the week in the 7.45 pm - 8.30 pm slot and gained 1.5 million viewers in 1 year. *Le 19.45* continued its upward trajectory and gained 600,000 viewers in one year, recording the best growth

among televised news. It is the 2<sup>nd</sup> most viewed televised evening news by the under 50's. Another remarkable hit, the *Scènes de ménages*, became the preferred series of the French (source Pure media-20 Minutes-RTL), and the most viewed programme by the under 50's at 8 pm during the week. In the list of the top 100 best ratings for the year, all registering more than 4 million viewers, the film *Le Petit Nicolas* topped with 7.6 million viewers, followed by the NCIS cult series with 6.7 million, *L'Amour est dans le pré* with 6.6 million and the Luxembourg /France football match that attracted 6.5 million fans.



### in great shape

W9 has entered the big league and had a remarkable 2011 with a 3.4% audience share among all viewing public, an increase of 0.4 points over 2010. This is the top DTT channel and the 5<sup>th</sup> national channel during prime time. 299 programmes attracted at least 1 million viewers (against 161 programmes in 2010). W9 had 43 of the 100 best DTT ratings in 2011. W9 is the 3<sup>rd</sup> national channel for the 11-24 year old youth with 7.7% of audience share and the most watched DTT channel by the public under 50 years old with a 5.1% audience share. In 2011, W9 held several rating records on DTT: best ratings for a new series, best ratings for an animation series, best performance during the day (5.4% audience share). The annual record was broken by the *Die Hard with a Vengeance* that attracted 2.1 million viewers on 13<sup>th</sup> November.

This success is due to the diversity of its programmes reaching out to a broad spectrum of its public.

## PAY CHANNELS

### PARIS PREMIERE

#### Greatest reputation

On the threshold of its 25<sup>th</sup> anniversary, Paris Première continues to be a channel with a difference in the media world. Bold and sassy, the channel was able to combine editorial ambition and general interest programmes with elegance and style. It was able to evolve while maintaining its tone, freedom and temperament. Paris Première is the most viewed of the paid channels with close to 15 million viewers each month (source: Mediamat Thématik<sup>1</sup> January-June 2011). It is also the 1st general-interest

pay channel with the ABC++. Now received by close to 58 million individuals in the 4+ category during its unencrypted slot, it is ranked among the most popular channels in France. For the rest of the day, it is received by 23 million 4+ individuals through cable, satellite and broadband. The channel is also relayed in paid DTT and on mobile networks. (Source: Mediamétrie - initialisation June 2011). Paris Première is a benchmark among channels. This is a pay channel with the highest reputation. Deeply rooted in the French media landscape, it is the most well-known Cabsat channel among the general public: Three-quarters of the French know of it which translates into a 75% awareness rate (the CSA supplemental channels barometer in 2011). Film series, shows and live events, sports, original magazines and theatre, the Paris Première

programmes, always selective and original, were all very successful.

### téva

#### The year of records

Téva has gifted itself a double audience ratings on its 15<sup>th</sup> anniversary:

- No.1 paid channel with housewives under 50 years<sup>1</sup>
- All-time record of the entire viewing public (50% ratings in 1 year)<sup>2</sup>

Téva recorded its best ratings among the housewives under 50, whether in the free-to-air category, with 1.4% audience share, or the pay category, with 1.7% audience share. Téva is broadly ranked at the top of the 87 pay channels with this viewer base. Téva had its best ratings among the entire viewing public<sup>1</sup>, with a growth of 50% over the same period last year<sup>2</sup>.

<sup>1</sup> target of housewives between the 15- 49 year age group / 4+ target receiving a multi-channel package through satellite, cable and broadband

<sup>2</sup> compared to wave 19 (March-June 2010)  
Source: Médiamétrie / Mediamat-Thématik wave 21 (January- June 2011)



L'Amour est dans le pré



OTTO



Enquêtes  
criminelles

## A MULTIMÉDIA GROUP (continuation)



Téva



### Diversity

The M6 Group's music channels have their own editorial policies and are based on clearly defined positioning. M6 Music Hits is the channel to be for the latest music, M6 Music Black offers the best of the rap/R&B music whereas M6music Club is targeted at the 15-24 year olds and is positioned in the DJ category. In 2011, the music channels launched a new version of their website: [m6music.com](http://m6music.com).

<sup>1</sup> target of housewives between the 15- 49 year age group / 4+ target receiving a multi-channel package through satellite, cable and broadband

<sup>2</sup> compared to wave 19 (March-June 2010)

Source: Médiamétrie / Médiamat Thématik wave 21 (January- June 2011)

<sup>3</sup> (source Médiamat Thématik January-June 2011)

<sup>4</sup> (source Médiamat Thématik January-June 2011)

### TF6

#### The entertainment channel

The hallmark of TF6 is to create the event, both with its original idea productions as well as with its new series which makes the news.

- Monthly reach = 8.8 million 4+ viewers<sup>3</sup>
- Exceptional programmes: *Gaga by Gaultier, La grande traversée*
- Exclusive entertainment: *Le plus grand fan, Cauet fait le tour, 100% phénomènes !, Skins party: Supernatural, etc.*

### serieclub

#### the leading series broadcaster in France.

It has a unique positioning: offers the best of the recent multi-theme series, in all genres, especially: *the new cop shows Dark Blue, White Collar, drama Mad Men, In Treatment, Damages* or off-beat *Hung* series and the out-of-the-world series *Eureka, Stargate Universe*. Série Club is THE series channel:

- Monthly reach = 6.8 million viewers<sup>4</sup>.
- Flagship programmes of the channel are: *Stargate Universe, Mad Men, White Collar, Eureka*
- Events: live broadcast of the Emmy Awards; *the Les losers sont des héros ()* documentary on the launch of the *Hung* series
- Event-based series: *Hung, White Collar, Hawthorne, Entourage, Dark Blue*
- Complete «must-watch» series: *Médium, 24: Redemption, Amy, NY 911, Stargate SG-1 and Atlantis, etc.*

## YEAR OF ADVERTISING



### A year of consolidation

After its rebound in 2010, the M6 Group is proceeding with its growth to achieve the highest advertising turnover in 2011, with M6 which beat its highest level in 2007. In fact, it is The group of channels, both free and paid, which consolidates its advertising performance (this also includes the Internet department). In 2011, the performance of the M6 Group increased by 2.7%, with the performance of M6 rising by 0.9% and the net advertising turnover of the numeric channels and other media benefiting from an increase of 11.0%

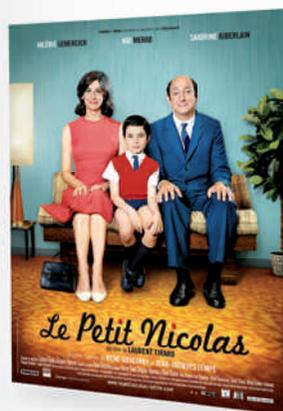
## CONTENT: MEDIA RIGHTS, PRODUCTION AND DIVERSIFICATION



The 2011 success of the year on M6 channel was the Laurent Tirard film *Le Petit Nicolas*. After getting 5.5 million footfalls in cinema halls, this movie, which became the top French film of the year in 2009, got a viewership of 7.6 million and gave the channel its all-time best ratings for a film.



With 14 cinema releases in 2011<sup>5</sup>, SND recorded more than 9 million footfalls in cinema halls translating into very high growth of over 42% much higher than the market average<sup>6</sup>. SND is ranked 9<sup>th</sup> among distributors and 4<sup>th</sup> among French distributors ahead of Universal, StudioCanal, UGC, EuropaCorp, Metropolitan or Wild Bunch<sup>6</sup>.



<sup>5</sup>excluding technical releases

<sup>6</sup>Source CNC

<sup>7</sup>(Médiamétrie NetRatings)



Armed with a video catalogue of close to 1,000 titles, M6 Vidéo was ranked as the top independent video market label, excluding majors, in 2009 and 2010 and has remained a player to reckon with in 2011. Its best sales of the year included the movies *Red*, *Les Femmes du 6ème étage*, *Skyline* and *Scream 4* and of course the various opus of the *Twilight* saga.



### In-house flow production unit

M6 Group channels rely on the subsidiary, Studio 89 Productions, to develop and produce several gaming, entertainment and magazine programmes. In 2011, Studio 89 produced : *Un Dîner presque parfait*, *Top Chef*, *Pékin Express*, *Accès Privé*, *C'est ma vie*, *Cauchemar en cuisine*, *Top Tendance*, *Ma maison est la plus originale de France*, *La meilleure Danse*, and also bloopers, documentaries, special evenings and the weather. Innovative and efficient, Studio 89 has established its development and production skills by combining diversity, creativity and control of distribution rights.

### Ventadis

An alliance between tele-shopping and e-commerce, Ventadis is the name of M6 Group's distance selling division, comprising names specialising in the marketing of household and personal goods. The M6 Group is continuing its strategy of diversifying its activities into markets excluding advertising, by using the power of its media to create a market share in distance distribution. The Ventadis division is operating in a competitive market, bringing together many players including mass retailers with a web portal, traditional players in the mail order selling business, media players with a distance selling offer or Internet players.



M6 Web is responsible for the digital and interactive products of the M6 Group. It has in particular developed the leading mobile platform product targeted at the youth, M6 mobile by Orange, which presently has 2 million subscribers. M6 Web supports the M6 Group's brands and channels in their new platform development (PC, IPTV, tablets, smartphones) with innovative content offerings such as M6 Replay. M6 Web also publishes a bouquet of topical sites, leaders in their category, (clubic.com, turbo.fr, jeuxvideo.fr, deco.fr, M6 & MSN News etc.) and a games product targeted at all the TV, mobile and PC public. Nearly 11.3 million unique visitors viewed the M6 Group's websites in October 2011 (Médiamétrie NetRatings).



Various activities of M6 Interactions were again brimming with novelty and innovation. M6 Music Label signed 51 projects in 2011, including 3 albums under own production, 6 co-produced albums, 29 albums under cooperation and 11 compilations. About 30 shows were co-produced or co-operated by the subsidiary including *Mamma Mia*, *Cabaret* and *Le Cirque du Soleil*. In the publishing domain, 11 titles of *Un Dîner presque parfait* were released as well as two books as a spin-off of the *Top Chef* programme. The Mozaïc payment card is hugely successful with more than 680,000 cards sold and, this year's new feature was that the benefits site reserved for the card holders was opened to public: [www.ca-mozaic.com](http://www.ca-mozaic.com).

# The management

# M6 GROUP STATIONS



## M6: THE ONLY CHANNEL THAT GREW IN 2011

Faced with the challenge of increased audience fragmentation and very strong competition, M6 was once again the only channel to grow in 2011, with 10.8% total audience share (compared to 10.4% in 2010). M6 had a remarkable year in 2011. It had the best results among the main networks for the fourth year in row. Innovation, proximity and audience involvement enabled it to reach an important milestone for primetime: in 2011 it became the 2<sup>nd</sup> most watched channel in primetime, with on average 3.4 million viewers. In fact, M6 is often the most watched channel in primetime. It had the top rated primetime show 41 times in 2011 compared to 19 in 2010. And it had over 4 million viewers more than 100 times (one out of four) in the early primetime slot in 2011.

In the prime access slot, M6 has become a heavy hitter thanks to the quality of its programming. The 19.45 news programme and the *Scènes de ménages* comedy series has made it the top channel 2 out of 3 times among housewives under 50. *Le 19.45* keeps getting stronger and stronger,

reaching 4.4 million viewers in early November. *Scènes de ménages* reached a record high of 5.5 million regular viewers. The best audience score of the year was *Le Petit Nicolas* a film co-produced by M6. Directed by Laurent Tirard, the film attracted 7.6 million viewers when it was broadcast on 2<sup>nd</sup> September. This is the highest ever score for a film on M6. In the summer, *L'Amour est dans le pré* had its best season, with an average audience of 6.1 million viewers. Whether it was news, sports or series, all genres were up strongly, providing a clear return on the investments made. These results reflect the quality of the programming and the involvement of my teams who prepare them. At the end of the day, M6 is *La vie en mieux*.

**Bibiane Godfroid**  
Head of M6 Programming

“ M6 knew how to become a major player based on the quality of its programmes ”



## W9: LEADER IN DIGITAL TERRESTRIAL TV

W9 continued its development, simultaneously strengthening its audience and its image. It is both leader in overall DTT at night (in particular it is the undisputed leader in the under 50 age group) and it is regularly ranked as France's favourite DTT channel. This double performance reflects a diverse range of programming, which was greatly enhanced this year with major primetime events, such as *La meilleure Danse*, and an ambitious policy of producing innovative entertainment, such as reality shows like *Les Chtis à Ibiza*. In addition, a significant effort has been put into producing original news reporting to strengthen our primetime magazine news brands *Enquête d'action*, *Enquête Criminelle* et *Vies croisées*. These efforts have enabled W9 to regularly reach the top of DTT ratings. It is the 5<sup>th</sup> most popular channel with the 4+ age group, the 4<sup>th</sup> most popular among the under 50 age group, and the 3<sup>rd</sup> most popular for the 15-24 age group.

**Frédéric de Vincelles**  
Managing Director of W9



## PARIS PREMIÈRE: 25 YEARS OF ANOTHER KIND OF TV

This year, Paris Première celebrated its 25<sup>th</sup> anniversary. The channel is a true landmark. For 25 years it has stood apart from the competition, thanks to its outspokenness, original content and editorial position. Paris Première celebrated its anniversary in style. It is once again France's most watched pay channel, with almost 15 million viewers monthly<sup>1</sup>. It beat all its audience records in all genres. It broadcast 18 films that attracted over 200,000 viewers and 10 live performances that also pulled in over 200,000 viewers. These scores are the result of unique programming, featuring magazines with strong concepts and presenters with strong personalities. From the two Érics (Zemmour & Naulleau), to Guillaume Durand presenter of *Rive Droite* and not to mention Philippe Besson in *Paris Dernière* and Alexandra Golovanoff in *Paris Première Style*, the channel has never looked so good. Pride, boldness and curiosity, these are the hallmarks of the channel, which sees itself as a place where freedom reigns.

**Karine Blouët**  
Chairwoman of Paris Première

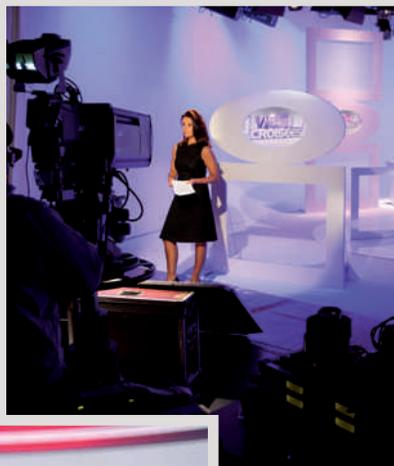


## TÉVA: THE CHANNEL WOMEN ARE WATCHING

In 2011, Téva turned 15. It is the leading channel among housewives under 50, having beat its previous audience record. In 2011 it became the best-distributed mainstream pay channel. It is now accessible by nearly 25 million people, or 40% of households with TVs. Our successful ratings and strong ties with our distribution partners demonstrate the relevance of our unique positioning among female viewers and the strength of our original and ambitious editorial choices. In 2011, the programme offer was strengthened in all genres: new, quality series, acclaimed by critics, that are funny, with strong female heroes who are both crazy and charming at the same time. Magazines and documentaries such as « *Gaza une jeunesse sous surveillance* » directed by Mélissa Theuriau and the series about primary school, « *Lire, Ecrire, Grandir* » ; Téva, the channel for women, cultivates its uniqueness, building on the long term and creates its own path with conviction, enthusiasm and serenity via the image of the hosts who present it.

**Catherine Schöfer**  
Managing Director of Téva

<sup>1</sup>Source: Mediamat Thématik' January-June 2011



# ACTIVITIES

# Magazines

# CREATIVITY BRINGS US CLOSER



**4,3  
million**

**television viewers  
for Top Chef:  
Record live  
audience for  
the finale.**

## CULINARY PLEASURES

**Un Dîner presque parfait** on M6 gathers a very large audience around the table. This programme is a perfect illustration of The group's diversification strategy. It is available as derived



products (games, books, magazines, dishes, kitchen utensils etc.), special shows (couples, culinary blogs, twins, seduction, brunch), personalities: Sophie Vouzelaud, Eve Angeli, Danièle Evenou, Frédéric Mitterrand<sup>1</sup>, and as prime time shows with **Un Dîner presque parfait**: *la meilleure équipe de France* that attracted over 2.8 million viewers.

Thrilled with its success, **Top Chef** began its 2<sup>nd</sup> edition in 2011. A large nationwide casting was used to select the 14 best aspirants of French cuisine who competed with each other for several weeks in set tests. They were judged by four of the most renowned chefs of France: Ghislaine Arabian, Christian Constant, Thierry Marx and Jean-François Piège. The most popular of chefs, Cyril Lignac, was on their side to advise them and assist them in this competition. 4.2 million viewers

watched the final adventures of these future chefs which saw Stéphanie Le Quellec, the big winner, winning the title of the Top Chef 2011 and the sum of 100,000 Euros.

With **Cauchemar en cuisine**, Philippe Etchebest, the great starred chef, came to the help of drifting restaurateurs who were at the point of failing. This demanding and very outspoken chef challenged the quality of food and the establishment's staff and gave indispensable advice required to improve the operations. During its broadcast, the programme attracted 3.1 million viewers on M6.

<sup>1</sup> On the occasion of the 1st national food day, the Secretary of state for Culture and Communication, Frédéric Mitterrand invited 4 food lovers to a dinner prepared by him in an exceptional location, the Ministry of Culture. This show made M6 the top ranked channel among all the viewing public and got the best rating of the season.



Top Chef



### The «Cuisinez avec M6» Fair

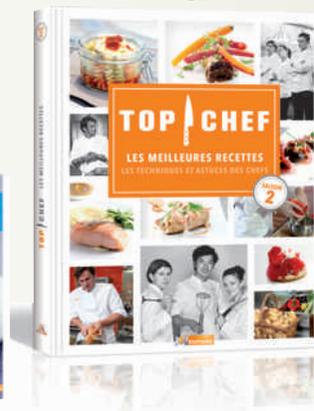
By developing the «Cuisinez avec M6» fair in association with Reed Exhibitions (the world number 1 fair organiser), M6 wanted to extend the channel's television food experience through an original culinary event. A successful risk, which again confirmed the public's love for food, with the first edition of the «Cuisinez avec M6» fair held from 6<sup>th</sup> to 9<sup>th</sup> October 2011 at the Porte de Versailles, Paris, attracting more than 30,000 food lovers, 250 chefs (Cyril Lignac, Jean-François Piège, Philippe Etchebest, Stéphanie Le Quellec, Grégory Cuilleron, Michel Roth, Philippe Conticini, etc.) and 150 exhibitors. Over four days, hundreds of shows, cooking classes and activities were held.

### Un Vin presque parfait

The «Un Vin presque parfait» competition, created this year by M6 and Armonia (wine competition specialists), was the channel's natural extension into the culinary world. «Un Vin presque parfait» is the first wine selection where the jury is made up of both professionals and amateurs. During an evening show that was held at the palais Brongniart on 9<sup>th</sup> June 2011, 400 participants tasted and judged more than 1200 bottles from all the regions of France. Each wine underwent blind tasting and was marked based on novel criteria: its sensory qualities as well as the product's quality/price ratio and the bottle's aesthetic features. The first successful experience of using our brand as a label.

## PRESS, LITERARY PUBLICATIONS AND EVENTS

- **Un Dîner presque parfait** Collection: 11 titles and more than 100,000 in sales
- **Top Chef** is a strong brand. It is also available in spin-off products: books (*Top Chef Book 2, Si c'est beau c'est bon*), «relookez vos plats» cooking sets, professional knife sets, and even theme stays for children and infants, etc. **Top Chef 1 et 2**: had nearly 40,000 in sales. Various cooking publications were released with the participants and winners of the *Top Chef* show (Grégory Cuilleron, Stéphanie Le Quellec, Pierre Sang Boyer, etc.



Magazines  
**CREATIVITY**  
BRINGS US  
CLOSER  
(continuation)



**La Grande Traversée**

## FARAWAY DESIRES

In 2011, M6 and **Pékin Express** took 10 new teams on *La route des grands fauves* through the African continent: Egypt, Kenya, Tanzania, Lesotho and South Africa, under the watchful eye of the director of races, Stéphane Rotenberg. With 1 Euro per day per person, our competitors definitely lived the most gruelling and the most exotic season of *Pékin Express*. At the end of this adventure, only 2 teams took part in the grand finale in Cape Town where Jean-Pierre and François won the sum of 100 000 Euros. This finale thrilled 3 million viewers.

**La Grande Traversée** is an adventure based reality documentary on TF6, which only has the Mediterranean as its backdrop. 22 days of crossing, a struggle against natural elements, common commitment: this was the challenge given to 3 girls and 4 boys between 20 and 23 years of age. They experienced difficulty, failure and had to let go of any dreams or ideals.



They agreed to get on board to take their destiny back in their own hands and change life! To assist them in this unique adventure, TF6 turned to one of the most renowned French skippers: Marc Pajot, Olympic medallist and multiple times champion of France and a World champion. His task was to train them in navigation and also to guide them in this new chapter of their lives...

## Involvement in daily lives

**Accès Privé**, hosted by Faustine Bollaert on M6, reveals the hidden side of the lives of the stars. The show has already attracted up to 2.0 million viewers.

With **C'est ma vie**, Karine Le Marchand takes us on a journey to discover the daily life of families, an authentic reflection of today's society. Over several days, the show gets fully involved and follows the obstacles, joys, deceptions, crisis and outcomes of these out of the ordinary families every step of the way. These stories told with sincerity, have seen a growing audience and have been attracting up to 1.5 million viewers every Saturday. 2011 was also the year when an entirely new magazine, **Top Tendances**, was launched hosted by Johanna Kawa.

## Pékin Express



This magazine reveals the latest trends, deciphers and reveals the secrets of everything that catches our eye and that is in vogue: fashion, beauty, travel, design, etc.

**Vies croisées** on W9 is now a well established magazine. Hosted by Faustine Bollaert, it talks about life, the true life, and points a spotlight at these everyday heroes who travel through storms, embark on incredible challenges or overcome life's travails with courage. With modesty and sincerity, Faustine leaves her mark on this society magazine that equalled its all-time high ratings of last April with an average of 1.1 million viewers.

**3,1 million**  
television viewers  
for the finale of *Pékin Express*



***L'Amour est dans le pré***

### The chemistry of love

The sixth season of **L'Amour est dans le pré** displayed its best all-time high ratings since its launch: 6.1 million viewers on average, an increase of 1.3 million viewers over the previous season. This was the best season for a weekly show on M6 since *Loft Story* in 2001! One episode broke an all-time record with 6.6 million viewers on 12<sup>th</sup> September. M6 was the most viewed channel by all the viewing public every week throughout season 6. For the last five seasons, *L'Amour est dans le pré* brings together people who would never have met each other. Due to the chemistry of love, there are today dozens of couples living beautiful lives together, engaged or even married. The record speaks for itself! Out of the fifty or so farmers who participated in the show, 23 are living with partners, 9 got married, soon to become 10 and most of all 19 children have been born! These 14 farmers searching for love affect us and make us aware of realities other than our own. The simplicity and directness with which they agree to confide and share their daily lives with us goes against the preconceived notions.

**L'Amour est dans le pré** is also on Téva that broadcast a preview this year with the portraits of farmers in the new season before the programme was broadcast on M6. After the success of the show, Téva broadcast the Belgian version of «*L'Amour est dans le pré*».

### 16 years, soon mothers...

The lives of adolescents and parents upturned overnight. Every year about 15,000 teenagers become pregnant in France. Nearly 5,000 of them complete their full term. 5,000 of the 800,000 births per year in France. For several months, we followed the daily life of Coralie, Julie, Elodie, Armelle and Amandine. Five teenagers on the way to becoming mothers. With no recourse possible, they will become mothers at an age when all other young girls are carefree and think of having nothing but fun. How will they go through their pregnancy and their childbirth? Will they come to terms with the arrival of a child? Will they be understood by their parents? What place will their boyfriend have in this new life?

“ ***L'Amour est dans le pré*** brings together .....  
people who would never have met each other. ”

Magazines  
**CREATIVITY**  
BRINGS US  
CLOSER  
*(continuation)*

*On ne choisit pas  
ses voisins*



*Ma maison est la plus  
originale de France*



**D&CO**



**Un trésor dans  
votre maison**

### Travelling to the heart of one's home

In **D&CO**, Valérie Damidot gives your house or apartment a complete facelift in line with the latest tastes and trends in interior design. *D&CO, une semaine pour tout changer*, a brings together around 3.5 million television viewers.

Stéphane Plaza takes charge of your plan to buy or sell a house or flat, making allowance for current property prices and the prescribed budget.

**Maison à vendre** and **Recherche appartement ou maison** are two very firm brands of the channel with 3.0 million and 2.6 million viewers respectively. «**Maison à vendre**» brought together around 3.8 million television viewers.

### With On ne choisit pas ses voisins

Karine Le Marchand and Stéphane Plaza declare war on neighbourhood quarrels! Noise, disputed rights of passage, wrongly placed fence, etc. are just to name a few among the numerous disputes between neighbours. An unfortunate word, an inappropriate gesture, sometimes nothing at all is enough to light a spark. More often than not, the tensions that destroy neighbourly relationships are rooted in more personal or more intimate problems...

In *On ne choisit pas ses voisins*, Karine Le Marchand and Stéphane Plaza unite their strength and their power of persuasion to resolve disputes between neighbours who are living in hell. In order to bring about peace again, each one takes the side of one of the parties. They discuss, compare views, negotiate and propose concrete solutions.

They just have one goal: to again make talking and listening the centre of neighbourly relationships and bury the hatchet forever!

### Ma maison est la plus originale de France

**Ma maison est la plus originale de France** is a great competition in which a jury comprising three experts, Aurélie Hémar, Mac Lesggy and Paolo Calia, travelled across France to visit and vote for the most original and the most unusual house. At the end of their visits, the jury discuss and nominate the most original house for each of the regions of France, based on 3 criteria: functionality, aesthetics and sense of well-being. During the national finals, aired during prime time, the public voted to elect from among the 12 homes selected by the jury, «*the most original house in France*»: this was a vast underground villa located in the Paris region. Olivier, the happy owner, won the sum of 10,000 Euros.

Don't we all have useless objects that are cluttering our cupboards and gathering dust in our garage? In **Un trésor dans votre maison**, Jerome Anthony and Emmanuel Layan, auctioneers, accompany us in a treasure hunt that is as entertaining as it is educational to help us sell these items at the best prices and give us unexpected pleasure! A good way to combine business with pleasure! The show broke its ratings record on 3<sup>rd</sup> December with 2.2 million viewers.

This season **Téva Déco** celebrated 15 years of Téva through a special show with all the channel's hosts: «*Le Défi des animatrices*», Marine Vignes, Marielle Fournier, Sophie Brafman and Laurence Roustandjee, coached by Cendrine Dominguez, took up the challenge of changing the decor for the benefit of an association that helps women in re-integrating themselves.



**Téva Déco**

Another special show this season in **Téva Déco** was: **Éric B, le designer aveugle**. The story and the unbelievable meeting with a decorator capable of changing the decor in spite of his handicap were a huge draw. **Téva Déco**, always on the lookout for new talents of tomorrow, gave a chance this year to the students of the MGM Graphic Design school, who became «*Decorators for a day*» of the show. This show was hooked up with Facebook to get votes for the best decorator.

**3,8 million**  
television viewers  
for «*Maison à vendre*»

## Magazines **CREATIVITY** BRINGS US CLOSER *(continuation)*

E=M6



### **SCIENTIFICALLY INCONTROVERTIBLE**

**E=M6**, M6's science magazine hosted by Mac Lesggy, celebrated its 20 years in 2011 and continues to be the incontrovertible programme to learn while having fun, to be surprised by science and to test one's knowledge. This year the magazine saw an exceptional growth with an increase of over 400,000 viewers compared to 2010. The show broke its rating record since March 2008 by attracting 3.5 million viewers on 4<sup>th</sup> December.

### **PARIS PREMIÈRE: CHANNEL THAT CELEBRATES CULTURE, FASHION AND GLAMOUR**

With the cultural programme **Ça balance à Paris** and **OTTO**, the magazine on contemporary art hosted by Tom Novembre, Paris Première has become the channel of culture. A positioning reaffirmed on its 25<sup>th</sup> anniversary at an evening event organised under the Grand Palais with more than 4,000 guests. During this party, the channel proposed a temporary exhibition named **Paris Première s'expose** around 25 artists

of contemporary art. They agreed to return to the world of Paris Première based on the channel's themes and offer unique works made for the occasion. Paris Première called Arabelle Reille, historian and collector, now a consultant to collectors of contemporary art, to curate this project. She turned to Marcus Kreiss, Karl Lagerfeld, Thomas Lélou, Daniel Buren, Philippe Perrin, Marjane Satrapi, Claude Lévêque, André, Ali Mahdavi (also photographer of the channel's new season), Jean-Michel Othoniel, Pierre & Gilles and also Jean-Charles de Castelbajac to take part in this event. Each one made a work of art to represent one of the major themes of the channel: Culture, Cinema, Night, Art of Living, Live Performances, Sports, Fashion and Humour.

With the **La mode, la mode, la mode** programme hosted by Alexandra Golovanoff, the channel does not forget fashion and glamour. It also broadcasts complete haute couture and ready-to-wear fashion shows four times a year, the **Victoria's Secret** show, the «*Show Etam*» show and also the **Miss World, Miss Universe** and **Miss USA** competitions broadcast live.

### **TÉVA: TIME FOR THE EXPERT HOSTS TO SPEAK**

The High Priestess of fashion came to **Téva!** Cristina Cordula launched her fashion and beauty programme

#### **Magnifique by Cristina**

and gave her expert advice, the mistakes to avoid, how to look like a star within a budget, etc. In brief everything that one ought to know to be Magnificent!

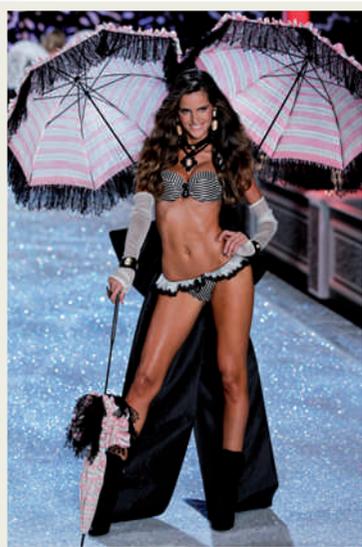


**Téva** magazines are also programmes that inspire and help women in their daily lives. Every week, in **Du temps pour moi**, Sophie Braïman decodes all the trends to simplify the lives of women based on the time that they have, with special programmes devoted to beauty, office and a stopover at Brussels.

In **Les aventures de Marine** Marine Vignes shares her adventures on her blog with us. After explaining «how to make one's relationship last» or «how to age gracefully» and «giving all the good anti-crisis plans», she sets out to conquer the world, to discover other communities of women.

## THE STILL MORE EFFECTIVE MAGAZINES

Défilé « Victoria's Secret »



- **Top Chef** saison 2 : 3.8 million viewers on an average, i.e. a growth of over 300,000 viewers compared with season 1 and record ratings for the live finals with 4.3 million viewers on 4<sup>th</sup> April.
- **Pékin Express La route des grands fauves** : 3.1 million viewers for the 6<sup>th</sup> July finals.
- **Maison à vendre** : 3.8 million viewers on 29<sup>th</sup> November.
- **Recherche appartement ou maison** : 3.0 million viewers on 22<sup>nd</sup> February.
- **D&CO** : 3.5 million viewers on 15<sup>th</sup> February.
- **Nouveau look pour une nouvelle vie** : 2.6 million viewers on 22<sup>nd</sup> August .
- **Belle toute nue** : 1.8 million viewers on 11<sup>th</sup> July.
- **Cauchemar en cuisine** : 3.1 million viewers on 18<sup>th</sup> April.
- **Ma maison est la plus originale de France** : 3.2 million viewers for the 22<sup>nd</sup> November finals during prime time and the best performance since 2005 for a Saturday afternoon with a wide range of television viewers.
- **On ne choisit pas ses voisins** : 2.5 million viewers on 29<sup>th</sup> November during the second evening slot.
- **E = M6** : 3.5 million viewers on 4<sup>th</sup> December.
- **Un Dîner presque parfait** : 2.9million viewers on 30<sup>th</sup> December.
- **Un trésor dans votre maison** : 2.2 million viewers on 3<sup>rd</sup> December.



La mode, la mode, la mode



Du temps pour moi



“ « Téva » : television programmes that inspire and help women in their day-to-day lives ”

# Information

# ANALYSIS

# HELPS IN KNOWING

# AND UNDERSTANDING

# EVERYTHING

Céline Bosquet  
Franck Georgel  
Kareen Guiock



## 2011, «CRAZY» NEWS

Revolutions in Egypt and Tunisia, Bin Laden and Gaddafi, DSK and the Socialist Party primaries, the Euro, Dupont de Ligonnes, Fukushima and E-Coli, floods and heat waves, Steve Jobs and Amy Winehouse, Teddy Riner and Tony Parker, Kate and William and so on. Rarely has a year given us such diverse and scintillating news. All these events have been reported and analysed daily in *Le 12.45* and *Le 19.45* by news journalists either during national editorials in the local

offices or by special correspondents in the field across France and the world. Our fully televised news always has the same ambition when handling current affairs: assist in learning, seek to understand it and try to surprise. The information on M6 is diverse both in terms of the topics dealt with and the personalities encountered. Cultural, human or social diversity, witnesses who voice their opinions like the experts called in during the debates, diversity of everyone's concerns and finally diversity of viewpoints and questions, without preconceptions or bias.

**2011 and the confirmed journalists:** Aïda Touihri (*Le 12.45*), Nathalie Renoux and Xavier de Moulins (*Le 19.45*) established themselves as benchmarks in television news. Their replacements, Céline Bosquet and Franck Georgel, ensured continuity and quality of the broadcasts in their absence. This year also saw Kareen Guiock join them during the week to present the *19.45* during the holiday period.

**4,4 million**  
television viewers for *19.45*  
November 3<sup>rd</sup>, 2011 on M6

Xavier de Moulins



Aïda Touihri



Nathalie Renoux



**2011, information that is increasingly multimedia: M6 and MSN Actualités**, our site, created in partnership with MSN, the uncontested leader of television channel information sites, is also used to enrich our television news through two daily sections «Expliquez-nous» and «La question du jour». An interactive participation that continued to grow with an average of more than 80,000 people voting in «La question du jour» (compared with 65,000 in 2010), with record voting of 144,000. In addition, to cover the presidential

elections, RTL joined us with MSN to develop «2012 et Vous», a site dedicated to the electoral campaign. Along with videos, audios and editorials, this site also offers a web-cast that is broadcast live, which, to begin with, has been hosting a participant in these elections every month and will make this feature weekly from January 2012 onwards. The originality of this broadcast is that the guest comes face to face not only with the journalists of M6 and RTL but also with the spokesperson of the MSN internet community.

## 2011, AUDIENCES AT THEIR HIGHEST LEVELS

- **Le 12.45** attracted 100,000 viewers between 2010 and 2011 with record ratings: 1.3 million viewers on 31 August.
- **Le 19.45** gained more than 600,000 viewers in one year and more than 800,000 in the beginning of the season, with record ratings of 4.4 million viewers on 3<sup>rd</sup> November. With its televised news, M6 has been the leader in the under50 households, more than one evening out of three in 2011.
- **m6actu.fr** : 4.4 million unique visitors per month on an average i.e. + 100 million videos viewed in 2011.

“ Complete TV news programmes with the same ambition : help learn, look to understand and try to surprise ”

## Information L'ANALYSIS HELPS IN KNOWING AND UNDERSTANDING EVERYTHING (continuation)



Bernard de La Villardière

### NEWS MAGAZINES: PROMINENT PLACES FOR STRONG BRANDS

The news magazines, which are very specific, constitute the group's strength both on M6 and on W9 where they have now gained a prominent place especially during prime time. In 2011, 679 hours of documentaries and magazines have been broadcast in this manner on the group's channels, 7% more than the previous year, which is equivalent to 587 hours of original programming. This growth is even more dramatic, - an increase of 14% compared to 2010. Thus, 170 evenings have been devoted to magazines or documentaries by the M6 Group, which in itself is a record.

On M6, **Capital**, in which Thomas Sotto resumed his sterling presentation in the summer of 2011, consolidated its position as the leading prime time magazine on all channels, whereas **Zone Interdite**, hosted by Melissa Theuriau, grew to more than 200,000 viewers on average over the previous year. The programmes **66 Minutes** and **Enquête Exclusive** have continued to be successful, which, since their inception, have been presented by Aida Touihri and Bernard de La Villardière respectively who celebrated their 200<sup>th</sup> editions with exceptional programmes, not to forget

Claire Barsacq



# 4,2 million

TV viewers for **Zone Interdite**  
November 13th, 2011 on M6

Mélissa Theuriau



**100% Mag** by Estelle Denis, which is more successful than ever in its 7 p.m. daily slot and acts all the more as an anchor in such a strategic section through its originality.

The channel has continued to innovate with its magazines by creating new original formats, such as **La vraie histoire de...**, a portrait gallery of new kinds of personalities and public figures, from Mark Zuckerberg to Sophie Marceau and Madonna, **Alerte Evasion**, a documentary series on the great escapes of history based on 3D reconstructions and **Les grandes énigmes criminelles**, a series based on major unresolved cases. During the year's last quarter, each week Marc-Olivier Fogiel presented **Face à l'Actu**, a news magazine where he invites the major players in the week's news live in his studios.

Two new episodes of **Capital Terre**, one on over-consumption and its dangers, the other on the sketch of a world without oil, and two new episodes of **50 ans qui ont changé notre quotidien**, on the history of holidays and the evolution of our shops, were also broadcast. This continued to make the M6 Group and its subsidiary C Productions the key drivers of dynamism of a sector in which more than 80 independent production companies from all backgrounds, specialising in documentaries or in-depth reporting, regularly provide documents for these broadcasts.

The magazines have also become a prominent fixture on W9 that offers two weekly prime time shows to the viewers, **Enquête d'Action** presented by Marie-Ange Casalta and **Enquêtes Criminelles** presented by Sidonie Bonnet and Paul Lefèvre, two programmes that have since set the benchmark and regularly exceed a million viewers when they are broadcast.

### DES MARQUES SOLIDES

- **Capital** : 4.2 million viewers on 9<sup>th</sup> January. The magazine gained over 240,000 viewers in one year.
- **Zone Interdite** : 4.2 million viewers on 13<sup>th</sup> November.
- **Enquête Exclusive** : 2.2 million viewers on 16<sup>th</sup> October.
- **66 Minutes** : 2.7 million viewers on 20<sup>th</sup> February.
- **100% Mag** : 2.7 million viewers on 1<sup>st</sup> November. The magazine gained 100,000 viewers in one year.
- **Enquête d'Action** : 1.2 million viewers on 28<sup>th</sup> January. Its record ratings since its inception.
- **Enquêtes Criminelles** : 1.1 million viewers on 2<sup>nd</sup> March.

Regarding factual programmes, the Kate et William Le mariage royal special broadcast got 1.3 million viewers on 29<sup>th</sup> April.

Marie-Ange Casalta

Éric Zemmour  
et Éric Naulleau

## DIFFERENT INFORMATION

### On Paris Première, a unique editorial package featuring keen interest in debates

This year's strong commitment is to take part in political debates during the presidential term. With its strong temperament and keenness for holding discussions, the channel is a natural participant in the campaign through its several magazines. The event is a powerful stimulant for **La Revue de Presse**, and broadly feeds the new magazines of the coming season: **Zemmour et Naulleau**, the most dreaded duo of the PAF showcases a unique, critical and expert side of the news each week. Since September, Eric Zemmour and Eric Naulleau have met several political personalities including François Bayrou, Laurent Fabius, Marine Le Pen, Jack Lang, Dominique de Villepin, Gérard Longuet and Nicolas Dupont-Aignan.

**Rive Droite** the new dinnertime of Paris Première. Guillaume Durand has already met Rama Yade, Bruno Solo, Jean-Louis Debré, Jean-François Kahn, Mademoiselle Agnès, Jacques Séguéla, Roger Karoutchi, Jean-Michel Apathie, Chantal Jouanno, Claude Allègre, Nicolas Bedos, Virginie Efira, Frédéric Beigbeder, Isabelle Giordano, Benjamin Biolay, and even Philippe Tesson at his table.

### On Téva, documentaries and reports unravel our society

**Les Dossiers de Téva** has been deciphering the evolution of the society for almost a decade now by tackling topics that are close to the viewers' concerns. This year, more new reports appeared in the programme hosted by the journalist Marielle Fournier: «Gaza: une jeunesse sous surveillance», the first report presented by Mélissa Theuriau; «Une famille polygame: un incroyable quotidien» and the first report made by Marielle Fournier on «La seconde vie des femmes après leur sortie de prison». **Les Dossiers de Téva** also celebrated 15 years of Téva with a special programme «Génération Téva» that located many witnesses several years later to discover what happened to them.

The fantastic documentary series **Lire, écrire, grandir**, which ran for a year in four primary schools was also unveiled this year.

Téva continues with its original collection of documentaries filmed around the **everyday life Heroines**. After nurses, it is focusing on grandmothers by portraying four formidable grandmothers.

**Conseils d'amies**, a new prime time show on Téva, is a documentary in which the women share their experiences, their difficulties and their hopes with the aim of supporting each other or solving a common problem.



Marielle Fournier

# Sports

## HAND IN HAND WITH SHARED PASSION!

Jean-Michel Larqué  
et Thierry Roland



### FOOTBALL: ENJOYMENT HIT THE GOAL!

This year sports came back to life on 6<sup>th</sup> September on M6 with the return of the mythical duo of commentators, Thierry Roland and Jean-Michel Larqué, for the Romania vs. France match important for the Euro 2012 eliminations.

In 2011 M6 also broadcast the Luxembourg-France qualifying match for the Euro 2012 on 25 March and on 18 May the final of the UEFA Europa League featuring FC Porto against Sporting Braga, which once again brings to the fore M6 Group's capacity of being present at the heart of the largest sporting events. Two new rating highs.

**Luxembourg-France: 6.5 million viewers on 25 March 2011.**  
**Romania-France: 6,2 million viewers on 6 September 2011.**

### SPORTS NEWS, ANOTHER KIND OF NEWS

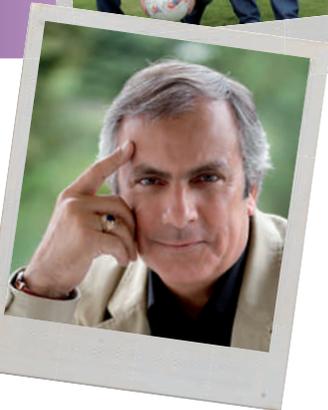
Every week, **Sport 6** offers two 10-minute editions each of sports in images...Sunday at 11.50 am and at 08.30 pm. This magazine attracts 3 million loyal fans each week. In the evening edition, we wait with bated breath for the famous and dreaded red card of Stéphane Tortora, the hallmark of Sport 6, which denounces anything that is displeasing in sport: cheating, doping, violence, etc.

### Turbo: 25 years of loyalty

Iconic magazine of the channel since its creation, Turbo continues travelling to keep us informed and to surprise us. This year Dominique Chapatte placed her cameras in New Delhi or in Shanghai. Week after week, the most diverse topics follow each other at a breathtaking pace: the historic Grand Prix of Pau, road safety with a platoon of gendarmes not to forget the special guests of the show: Gérard Larvin, Richard Anconina, Jean-Michel Jarre, Laure Manaudou and Frédéric Bousquet, Thomas Sisley, Doc Gynéco, Arthur Jugnot, Anthony Kavanah, and so on.

### W9 in full form

Throughout the year, W9 has broken records during Access and Prime time with the PSG matches. For some encounters such as that of



**Turbo**  
Dominique Chapatte



### Luxembourg/France

29<sup>th</sup> September last, W9 rode on digital technology by offering to show this football match with comments in French and Spanish.

*UEFA Europa League PSG-BATE BORISOV: 1.8 million viewers on 24<sup>th</sup> February. UEFA Europa League Salzburg- PSG: 1.9 million viewers on 1st December.*

*This was the best ratings for a football match on the channel. W9 is ranked as the DTT leader among all the viewing public and the national leader for men under 50.*

For the first time since its inception, W9 broadcast tennis. With Paris Première, the channel broadcast the matches of the prestigious BNP Paribas Masters tournament. Moreover, on Sunday, 27<sup>th</sup> November, W9 broadcast the final of the ATP World Tour Finals – Masters

in London, which featured the eight best players of the tennis season. This final enabled the channel to break its rating record for a sports competition. Paris Première broadcast the matches with one live match every day during the «BNP Paribas Masters» tournament in November. *Tennis - Master ATP World Tour Final with Jo Wilfried Tsonga / Roger Federer: 2.0 million viewers on November, 27<sup>th</sup> on W9.*

### PARIS PREMIÈRE: THE SPORTS- SPECTACLE

Sports events are part of the Paris Première channel's brand image: the sports dance at Bercy, the Festival of

Martial Arts, «The Saint-Patrick night» live from Rennes, skating with «Holiday on Ice» and their new «Festival» show live from Zénith de Paris.

# 6,5 millions

television  
viewers for the  
Luxembourg-  
France match  
on March 25<sup>th</sup>,  
2011 on M6 .



**Football Club des  
Girondins de Bordeaux -  
new stadium project**

## Sport HAND IN HAND WITH SHARED PASSION! (continuation)

### Football Club of the Girondins de Bordeaux

Sports results: 7<sup>th</sup> in the championship for the 2010/11 season.

### One of the largest French clubs

In 2011, the Club of the Girondins de Bordeaux celebrated its 130 years of history, establishing itself as one of the oldest French and European clubs. Its national records, with 6 championship titles of France, 3 France Cups, 3 League cups and 2 Champion Trophies is one of the richest of French football.

With 180 matches fought in the various Europe Cups, one semi-final of the Champions Cup and one final of the UEFA Cup, the Club has obtained international recognition.

The club, trained by Francis Gillot, assisted by Alain Benedit and René Lobello, whose contracts will terminate at the end of the 2012/13 season, has a team of international players, Cédric Carrasso (France team), Jaroslav Plasil (Czech Republic), Vujadin Savic (Serbia), Joël Tsafack Nguemo (Cameroon). This group is supplemented by young players from the training centre, regularly called up for their national trials: Cheick Diabate and Abdou Traore (Mali), Ludovic Sane (Senegal), Grzegorz Krychowiak (Poland), Azbe Jug (Slovenia) and André Biyogho Poko (Gabon).

The Club pursues its training policy by focusing on the excellence of its centre,

regularly recognised as one of the best French centres according to the criteria of the French Football Federation. For the last 5 years, half of its professional players have come from this pool, proving how good it is in discovering and bringing out young talent.

### The new stadium project

The city of Bordeaux, in order to ensure major economic development for the municipality, department and region, has opted to build a new stadium aimed at the UEFA European Football Championship «UEFA Euro 2016» to be hosted by France. It shall have a capacity of 43,000 seats whereas the Chaban Delmas stadium has a capacity of 34,000 with a resident club, the FCGB. This project shall be an indispensable developmental and strategic tool for the Club to establish itself firmly among the best French and European clubs.

### A Club open to the media

Since August 2008, the club offers its supporters a dedicated TV channel, Girondins TV, available through Orange, Numéricable and Canalsat. This proximity television, which is governed by M6 Publicité, is used to provide information to the fans, allowing them to meet the players and assist with the matches. In addition to broadcasting, interviews, shows, testimonials and comments add to the programme grid. This media package is supplemented

by a magazine sold in the kiosks, a web site with 200,000 unique hits on an average per month and 3.5 million page views, one Facebook page totalling 242,000 fans (4<sup>th</sup> French Club), 3 000 subscribers on Twitter, a mobile telephone package (25,000 iPhone applications downloaded), one radio, Gold FM, and several derived products.

### Integrated services and strong marks

The Club prefers in-house development of its activities. Merchandising, marketing, media and even the commercial department are under the full responsibility of the Club's officers with qualified employed staff. More than ten trademarks have been filed and strengthen the presence and the notoriety of the Girondins.



**1,9 million**  
television viewers for the Salzburg-PSG  
(UEFA Europa League)  
December 1st, 2011 on W9

# Cinema

## EMOTION AND HUMOUR

### MEET ON THE SMALL AND BIG SCREEN

BUY, PRODUCE, DISTRIBUTE, BROADCAST... THE M6 GROUP INVESTS AND IS INVOLVED IN ALL THE STEPS OF FILM CREATION AND PROMOTION.

#### Le Petit Nicolas



**7,6**  
million  
television viewers  
for *Le Petit Nicolas*  
September 2<sup>nd</sup>,  
2011



### A PLAYER OF THE FRENCH CINEMA TO BE RECKONED WITH

#### Theatre releases

Four films co-produced by M6 Films were released in the theatres in 2011 with 3 million tickets sold in all. These were **Philibert** with Jérémie Renier, **Monsieur Papa** of and with Kad Merad, **Bienvenue à Bord** with Franck Dubosc and **Mon pire cauchemar** with Isabelle Huppert and Benoît Poelvoorde.

#### Success on the channels

After ranking as the top French film of the year in 2009 with 5.5 million audiences in theatres, **Le Petit Nicolas** directed by Laurent Tirard,

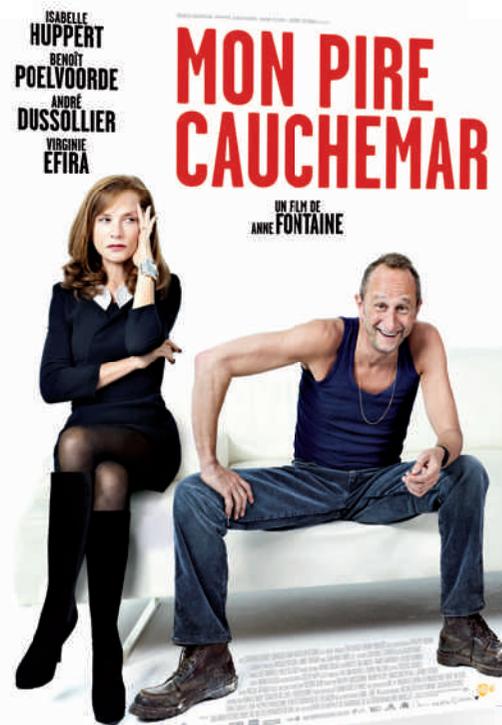
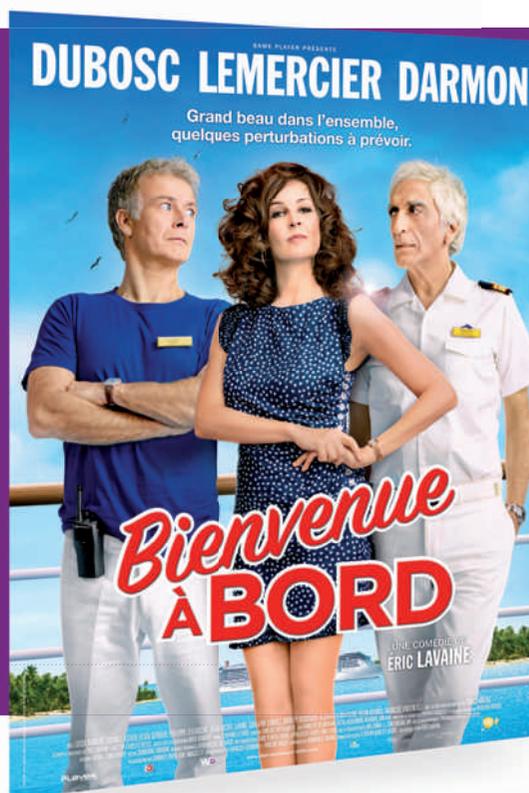
gave the best all-time ratings to the M6 channel for a film and set the record of the year attracting 7.6 million viewers on 2<sup>nd</sup> September! The channel also got remarkable ratings for the film **Vilaine** with Marilou Berry, which attracted 4.5 million viewers on M6 and 1.5 million on W9, **Cars** got 4.4 million viewers on 21st July and **Indiana Jones and the Kingdom of the Crystal Skull** on M6 attracted 4.3 million viewers.

#### The financial angle and the investments in 2011

The activity of M6 Films is part of the obligation to invest 3.2% of the net advertising revenue of the major national free-to-air television networks into French and European film productions, which, in 2011, amounted to 18.8 M euros.

#### New talents

In its new investments in 2011, M6 Films took it upon itself to back new talents by especially supporting the initial films of Juliette Arnaud and Corinne Puget for **Arrête de pleurer Pénélope**, inspired by the successful plays of the same name, Philippe Lellouche for **Mes Meilleures Vacances** and Stéphanie Murat for her second film, **Max**. M6 Films was also loyal to its talents by supporting Jean Dujardin, shifted into production, in the collective film **Les Infidèles** in which he played the leading role with Gilles Lellouche. Loyalty also to Charlotte de Turckheim who signed her third film **Mince alors!** And to the young team of **Tout ce qui brille** (Géraldine Nakache and Hervé Mimran) who directed their second film, **Nous York**, with Manu Payet and the very beautiful Leïla Bekhti. Rare are the films that figure in the American box-office and **taken** up for a sequel: Taken is one of them with a



sequel shot in Europe that sees Liam Neeson reprise his role from the first film.

#### Animation:

Finally, M6 Films innovated this year by entering into the production of 3D animation films through Jamel Debouzze who co-directed and embodied

#### Pourquoi j'ai pas mangé mon père

as well as Alexandre Astier and Louis Clichy who signed the new opus of animated adventures of our Gaul heroes in **Astérix et le domaine des Dieux**.

#### Cinema breaks records on W9

In 2011, the channel broke several records due to its very diverse programming.

- **Die Hard with a Vengeance:**

2.1 million viewers on November, 13<sup>th</sup>

- **Die Hard:** 1.9 million viewers on October, 30<sup>th</sup>

- **Asterix le Gaulois :**

1.8 million viewers (national leader among children) on July 25<sup>th</sup>

- **Bad Boys II :** 1.7 million viewers. On October 9<sup>th</sup>

#### Cinema becomes a cult on Paris Première

Paris Première offers heritage cinema with cult French films from the post-war years (**Le pacha**, **La fille du puisatier**) up to the present day and the greatest American blockbusters featuring the Hollywood stars (**S.W.A.T.**,

**Ronin**). Paris Première editorialises cinema with prime time and film cycles focusing on the genre, actors or directors, specifically with cycles dedicated to the western: the Georges Lautner cycle, Clint Eastwood prime time, etc.

#### When stars become journalists

In addition to **Cinéquin** a cinema-centric programme, Paris Première also featured special weeks focusing on personalities who become chief editors of the channel for one week: Vanessa Paradis, José Garcia, Pénélope Cruz, Martin Scorsese and Leonardo DiCaprio, Guillaume Canet, Patrick Timsit and most recently Fabrice Lucchini and Laëtitia Casta.



**4,4**  
million  
television viewers  
for **Cars** July 21,  
2011



Cinema  
**EMOTION AND HUMOUR**  
 MEET ON THE SMALL  
 AND BIG SCREEN  
 (continuation)



**3,6 million**  
 tickets sold for  
 the 4<sup>th</sup> film in  
 the Twilight series

<sup>1</sup> excluding technical releases

<sup>2</sup> Source CNC

<sup>3</sup> Source Le Film Français

**Téva thrills us**

The cinema has not been forgotten on Téva with box-office successes to thrill us and make us dream. Among the very high ratings of Téva this year during prime time cinema are: **Men in Black**: 305,000 viewers, on January, 27<sup>th</sup>; **Pearl Harbor**: 269,000 viewers on June, 16<sup>th</sup>; **Men In Black II**: 218,000 viewers on February 3<sup>rd</sup>; **Intolerable Cruelty**: 210,000 viewers on January, 20<sup>th</sup>; **The Green Mile**: 196,000 viewers on March 17<sup>th</sup>.



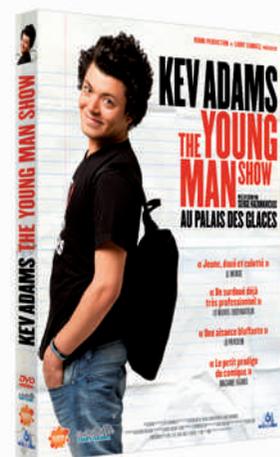
**THE 4<sup>TH</sup> LARGEST FRENCH DISTRIBUTOR**

With 14 cinema releases in 2011<sup>1</sup>, **SND** recorded more than 9.5 million footfalls in cinema halls translating into very high growth of more than 46% compared to 2010, very much above the market average, +4.2%<sup>2</sup>. SND is ranked 4<sup>th</sup> among French distributors ahead of Universal, StudioCanal, UGC,



**Twilight**

**The Young Man Show**  
 Kev Adams



EuropaCorp, Metropolitan or Wild Bunch<sup>3</sup>.

This success is due to the diverse releases in terms of genres, nationalities or publics: The fourth instalment of the **Twilight** saga drew more than 3.6 million spectators, affirming the solidness of the Twilight franchise. The film is the 4<sup>th</sup> greatest American grosser of the year. This franchise co-financed and distributed in France by SND has already sold 14 million tickets all told. As is already known, SND was also a shareholder in the Summit studio, the producer of the saga which was subsequently bought by Lion's gate in 2012 and thus sold.

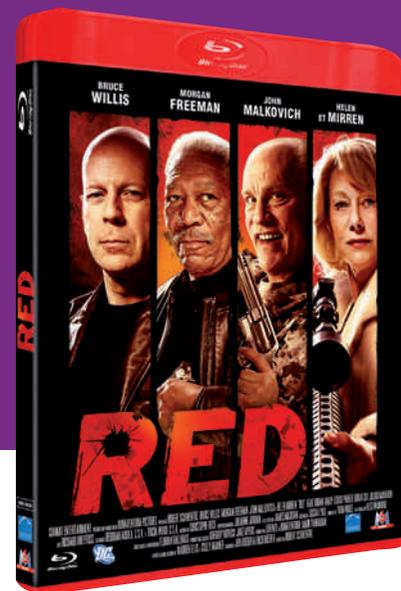
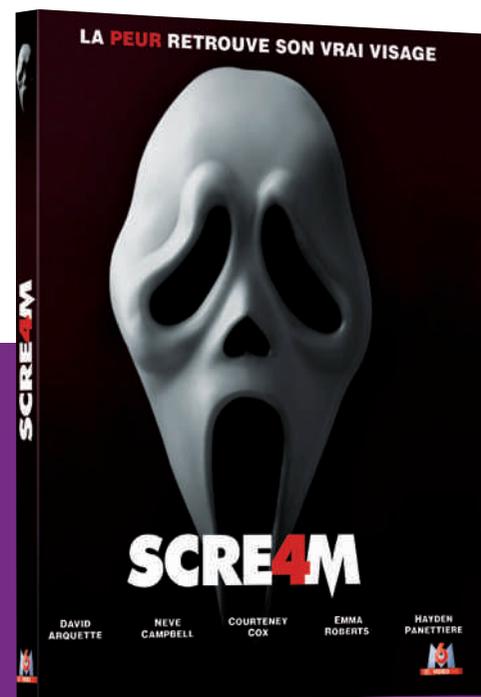
SND also recorded several successes among American films including **Scream 4** (1 million tickets sold), **Source Code** (700,000 tickets sold) and **Larry Crowne** (500,000 tickets sold).

In 2011, SND also got its best rating for a French film, due to the success of **Les Femmes du 6<sup>e</sup> étage**. With more than 2.3 million tickets sold, the film co-produced and distributed by SND is the 4<sup>th</sup> French film success this year. Among the 611 films distributed in France in 2011, SND released the 4<sup>th</sup> biggest French earner and the 4<sup>th</sup> biggest American grosser of the year. In 2012, SND will distribute the 5<sup>th</sup> instalment of the **Twilight** saga, **Ghost Rider: Spirit of Vengeance**, **Underworld : Awakening**, **Looper** starring Bruce Willis and Joseph Gordon-Levitt, the romantic comedy **Paris-Manhattan** starring Patrick Bruel, Alice Taglioni and Woody Allen, and even the adaptation of the acclaimed theatrical drama **Arrête de pleurer Pénélope**.



**A CATALOGUE OF NEARLY 1,000 TITLES**

M6 Vidéo was ranked the top independent video market label, excluding majors, in 2009 and 2010 and has remained a player to be reckoned with in 2011. Armed with a catalogue of nearly 1,000 titles, published under the M6 Vidéo label, the media rights activity has one of the major role in the video distribution market and is present on all sales channels from traditional networks to newsagents. Its catalogue of films is rich and varied, covering all periods and genres of cinema ranging from comedy to cartoon, alternative films to blockbusters. Among the best sales figures in 2011 are the films *Red*, *Les Femmes du 6<sup>ème</sup> étage*, *Skyline* and *Scream 4* and naturally the various opus of the *Twilight* saga. On the non-film front were the successes of the series *XIII*, and the Kev Adams and the Chevaliers du fiel shows. SND, with its M6 Vidéo label, continues to remain, in spite of no *Twilight* video releases in 2011 as against 2 films in 2010, among the very top independent labels, excluding majors, of the market.



“ The M6 video catalogue is rich in films that represent all genres and all periods in cinema history ”

# Drama/Series/Youth

# WRITING

# GETS EVER MORE

# INNOVATIVE

**L'homme de la situation**



## ON M6, FICTION GIVES WAY TO COMEDY

French fiction is part of the M6 Group's DNA since its creation.

The M6 channel takes risks by financing original creations of recurring societal dramas or family comedies.

This year, two new episodes of **Victoire Bonnot** with Valerie Damidot were broadcast.

Two more are under production and two are being filmed. The brand is now well established and has succeeded in combining comedy with modern day society truths like alcoholism among the youth, teenage mothers and illegal immigration.

Several comedies were broadcast in 2011: Episode 2 of **Ma femme, ma fille, deux bébés** with Pascal Legitimus attracted 3.9 million viewers on 15<sup>th</sup> November, **Dans la peau d'une grande** with Claire Keim attracted 4.4 million viewers on 27 October, **Demain je me marie** with Delphine Chaneac, broadcast on 9 February got 3.6 million viewers, **The Worst Week of My Life**, with Bruno Salomone won over 4 million viewers on 6<sup>th</sup> April and **L'homme de la situation**, the first drama starring Stephane Plaza playing a not very gifted nanny taking care of children, attracted 3.3 million viewers on 15<sup>th</sup> December.

The French drama produced and broadcast on M6 reflects the channel's image: humour and closeness. With a

new approach, an astonishing rhythm and an innovative format, the year's unparalleled success was *Scènes de ménages*.

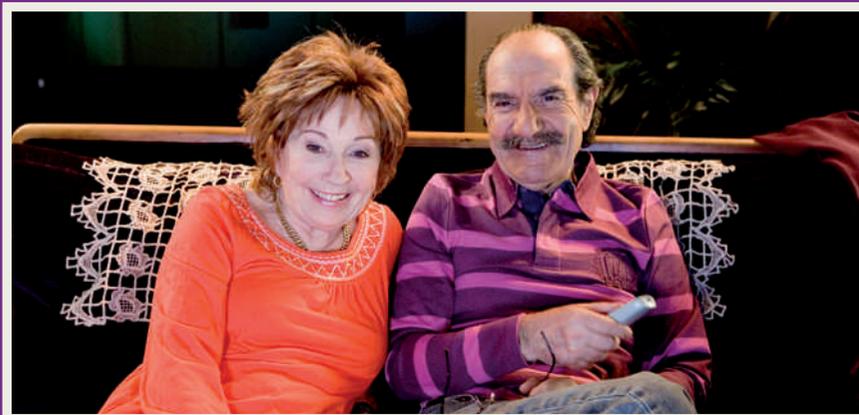
### **Scènes de ménages: revelation of the year**

The second season of «*Scènes de ménages*» was announced through an advertisement campaign in cinema theatres and it played on M6 from October 2010 to June 2011 with audience ratings clearly higher than that of the first season. On 29<sup>th</sup> August, the series returned to the channel with a 3<sup>rd</sup> new season. On this occasion, the viewers discovered a new couple: Emma and Fabien, who just had their first child, Chloe, and decided to leave Paris to live in the countryside. This third season continues its upward march (4.2 million



**Dans la peau d'une grande**

## Scènes de ménages



Demain je me marie



Victoire Bonnot

on an average) stringing together rating records (5.5 million peaking at 7.7 million on 2<sup>nd</sup> November 2011). Thus, season 3 won over 1.5 million more viewers in comparison to the previous one. Produced by Noon and M6 Studios, this series, together with the «Le 19 45» televised news, was the major success of the prime-time slot in 2011.

Various spin-offs of the «Scènes de ménages» also tasted success with the launch in September of the first volume of «Scènes de ménages» as a comic strip.

At the same time, Audrey Lamy, who plays Marion in the series, drew full crowds to her one woman-show at the Palais des Glaces and La Cigale in Paris. *Scènes de Ménages*: 5.5 million viewers on 2<sup>nd</sup> November

**Soda, the teenager series**

This summer, *Soda*, a new short drama series produced by CALT (Caméra Café, Kaamelott), showed the daily life of a teenager struggling with his parents, teachers, buddies and especially girls. *Soda* provides a true springboard to the young gifted humorist Kev Adams, who filled up the stages of France, Belgium and Switzerland with his performance in «The Young Man Show», in which M6 is a partner. High audience ratings were obtained not only on the small screen (market share stable versus to season 1 of *Scènes de Ménages*) but also on catch-up TV on M6 Replay. A second season is under production.

## Soda



**5,5 million**  
television viewers for  
« Scènes de ménages »  
November 2<sup>nd</sup>, 2012  
on M6

Drama/Series  
**WRITING**  
 GETS EVER MORE  
 INNOVATIVE  
 (continuation)

**Desperate Housewives**



**NCIS**



**THE SERIES:  
 STRONG AND  
 VARIED BRANDS IN  
 ALL THE GROUP'S  
 CHANNELS**

**The best always unites**

M6's strategy with regard to foreign series is to discover and acquire strong programmes, which are varied across a range of genres. Whether it's new seasons of the police shows (**NCIS and NCIS: Los Angeles, Bones**), which are today fully identified with the channel and still get high audience ratings, latest shows of 2011 (**Hawaii 5.0 and White Collar**), legal dramas (**The Good Wife**), fantasy series (**Medium**) or societal series (**Desperate Housewives**). True to its spirit of discovering cutting-edge series, M6 also showed programmes with more targeted themes such as **Sons of Anarchy** and **Californication**.

- *Desperate Housewives: 4.1 million viewers on an average. Best ratings since season 1.*
- *NCIS: 6.7million viewers on December 2<sup>nd</sup>*
- *NCIS - Los Angeles: 3.8 million viewers on November 19<sup>th</sup>.*
- *Bones: 5.3 million viewers on February 23<sup>rd</sup>.*
- *Hawaii Five-0: 3.5 million viewers on April 30<sup>th</sup>.*

For the launch of the musical-comedy drama series **Glee**, M6 and W9 proposed an exceptional programming feature for the first time in France. In fact, the viewers were able to see a

preview of the first three episodes on M6. And the next day onwards, W9 proposed a special **Glee** evening at 4.30 pm! All the episodes were broadcast in multilingual version. *Glee: 1.3 million viewers on May 11<sup>th</sup> «the best audience for a new series on TNT»*

For the launch of **Spartacus**, a series with strong violence and sexual content, the W9 channel proposed an original programming approach by first broadcasting the initial three episodes in a version prohibited for the under 12 year olds, then the full version prohibited for the under 16 year olds, which was programmed in the late-night slot and was met with spectacular success: W9 is ranked the 2<sup>nd</sup> national channel among all the viewing public, with 10.1% audience share. The channel was the national leader among men under 50 years, with a 16.6% audience share.

W9 again broke the all-time records with its benchmark series **The Simpson**: 1.5 million viewers on March 12<sup>th</sup>.

On Paris Première, **Modern Family**, the original, funny and intelligent family series was this year awarded 5 Emmy Awards, including that for the Best Comedy Series. Paris Première aired the second season this summer, exclusively in French and on all Sundays. The series recorded very high ratings that enabled the channel to double its ABC+ scope by getting 40% more ratings in comparison to last summer when the 1st season was broadcast.

The channel also offered the highly addictive series, **The Killing**, (adaptation of the Danish series *Forbrydelsen*) from AMC exclusively. With its six nominations at the Emmy Awards 2011, the series delighted both the critics and the public with the originality of its treatment.

Téva continues to honour the original and novel series led by feminine heroines with original seasons 2 of **Cougar Town** and **Nurse Jackie**, original season 3 of **Drop Dead Diva** and the inimitable duo of **Vous les femmes** in a more crazy than ever season 4!

The high scores obtained by this series are worthy of note: 214,000 viewers at the launch party of *Cougar Town*; 219,000 viewers for *Drop Dead Diva* and 88,000 viewers for the launch of *Nurse Jackie* in late evening slot on January, 9<sup>th</sup>.

**Glee**



**Nurse Jackie**

**Dark Blue****Cougar Town****Hung**

## SÉRIE CLUB: THE CHANNEL FOR ALL TYPES OF SERIES

### Event: 63<sup>rd</sup> Emmy Awards show live

With numerous stars and a show on the scale of the globally successful American TV shows, the *Emmy Awards* is an event not to be missed! For this 63<sup>rd</sup> edition, the charismatic **Jane Lynch** (*Glee*) was given the honour of hosting the ceremony live from Los Angeles. Série Club held the exclusive rights to broadcast the ceremony live, preceded by the much awaited Red Carpet!

### HUNG: a provocative series

Some assets are measured in centimetres... Ray Drecker, sports professor and coach of the high school's basketball team, decided to change his life. Gifted with an exceptional attribute, he wants to benefit from it by becoming a gigolo...

A true from-another-planet series of the HBO family, **Hung** continues the tradition of the channel's provocative series: funny, quirky, well written and never vulgar! An unusual and surprising series.

At the launch event of the **Hung** series, Série Club created the event by ordering an exclusive documentary to **Eléphant Doc**. Directed by Olivier Domerc, this documentary titled **Les losers sont des héros** deciphers how and why the losers possess hero like qualities in the series, films, advertisements or on the Web ... The losers are everywhere and endorse the best parts!

### WHITE COLLAR new seasons 1 to 3

In order to catch a thief the best way is to be one... Neal Caffrey is a thief par excellence. After being on his trail for a long time, Peter Burke, an FBI agent, also as brilliant as Neal, manages to arrest him. In exchange for his freedom, Neal agrees to pursue the most wanted criminals of the country by using his skills...

A fresh and entertaining series, capable of holding the viewer in suspense without any use of violence, which is normally part and parcel of the police genre. The pilot episode attracted 5.4 million viewers in the United States and the Facebook page of the series has 1,200,000 fans!

### DARK BLUE, new seasons 1 and 2

«There is going under, and then there is stepping over... I get scared when I don't know the difference.» (Carter Shaw). After the death of his wife, Lieutenant Carter Shaw took refuge in his work and has just one obsession in his head: to put as many criminals as possible in prison. He therefore sets up a secret undercover unit made up of seasoned police officers. With three nominations including an award won in 2010, this police series is produced by the incontrovertible Jerry Bruckheimer who has given us *Cold Case*, *Without a Trace*, *Pirates of the Caribbean* and the *CSI*!

Drama/Serie  
**WRITING**  
GETS EVER MORE  
INNOVATIVE  
(continuation)



**Gossip Girl**



**One Tree Hill**



**Hawthorne**

**HAWTHORNE, season 4**  
previously unreleased

A mother, colleague, friend, but before all else Hawthorne... Christina Hawthorne is the Chief Nursing Officer at the Richmond Trinity Hospital, in North Carolina. Very passionate about her work, she tends to put her patients before her private life, especially her family.

**Hawthorne**, is a medical drama that differentiates itself from its counterparts by taking the side and focusing on the role of nurses rather than that of the doctors.

**ENTOURAGE,**  
season 5 new

The only series in which the biggest stars fight it out to get themselves a role! Vince Chase is a young actor from the Queens, a well-known neighbourhood of New York. Very soon, he finds himself being propelled to the ranks of a rising Hollywood star. With two friends, he goes on to discover the glitz and glitter under the California sun: autographs, parties, people, alcohol, drugs, beautiful girls, and so on.

**Entourage** relates the lives of Mark Wahlberg, the series producer, Doug Ellin, the creator and Steve Livingstone, their manager. Against a background of comedy, their deep knowledge of this very exclusive environment makes the series both exciting and ultra-realistic.



**Entourage**

**TF6: THE NEW**  
**GENERATION**  
**SERIES**

**GOSSIP GIRL an «it-series»**

Gossip Girl revolves around the lives of privileged young adults on Manhattan's Upper East Side. Every secret, every meeting, every mistake is immediately made public by this blogger who seems to know everything!

A series freely based on the acclaimed book series of the same name written by Cecily von Ziegesar, Gossip Girl's originality is on account of its style of narration since one of the main characters in the series is... a voice in the background!

**ONE TREE HILL, season 8 new**

After 2 years of absence, *Les frères Scott* returned on TF6! While season 7 marked the departure of Lucas and Peyton, two iconic characters of the series, this was also the occasion to discover new faces, giving a fresh boost to the series and also make grounds for a new love story... But all is not rosy at Tree Hill...

Notice to the fans, it is now official: there will soon be a ninth season of One Tree Hill!

**SMALLVILLE, season 10 new**

The day a meteorite fell near Smallville, a small town in Texas, the Kent family could never have imagined that they would pick-up and adopt a baby with exceptional powers.

This tenth season was broadcast simultaneously in the United States and on TF6 in France. This was also the final season of Smallville and the series therefore aimed not to disappoint its fans while bringing an end to ten years of adventure in style.

**SUPERNATURAL, season 5 new**

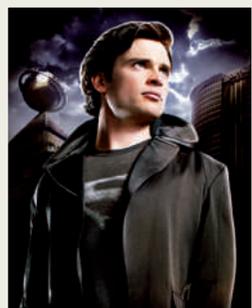
Sam and Dean Winchester were still children when their mother was assassinated under strange conditions. Convinced that this murder had demonic origins, their father John continues to search for the culprit in order to destroy it. Season 5 opens amid Apocalypse: the Winchester brothers will face the arrival of Lucifer as well as several new demons!

**SKINS PARTY: no limit!**  
**Documentary**

Everyone has already heard about the British series Skins that features young unemployed teenagers of Bristol, who drown their family, school or emotional problems in partying, drugs and sex. This controversial series was an instant hit and crossed the English Channel,



**Supernatural**



**Smallville**

giving the French teenagers the idea to adopt the Skins Party. These parties, held at an individual's place or at secret locations until the last minute, gather skimmers who have only one motto: to let go! An event that takes on the appearance of «no limit» parties: crazy world, outrageous costumes, loud music and especially teenagers who allow themselves any excess through alcohol, sex and sometimes drugs ... A worrying phenomenon since it is totally unchecked. **TF6** brings this unknown world to us...



## YOUTH: A TIMELESS WORLD IN CARTOONS!

M6 speaks to children when they are old enough to enjoy special programs designed for them.

This year again the Disney Kid Club heroes weave the dreams of little children (**Mickey Mouse Clubhouse, Timon and Pumba, Handy Manny**) and of the older ones (**Lilo & Stitch, Phineas & Ferb**).

**The Chico Chica Boumba Pepper School** is a somewhat special school where the teachers never see a problem but only solutions that sway to a rhythm. They help Fabrice score goals in football while dancing the French Cancan, or Edgar by helping him slip on his tight pullover while dancing the Tecktonik and bringing him happiness.

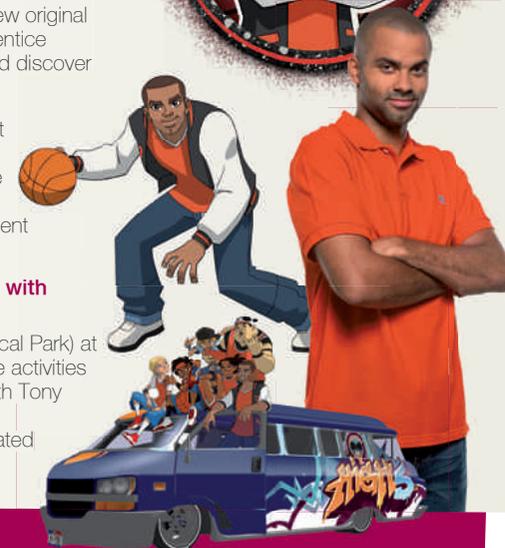
In 2011, **Le Petit Nicolas** returned to the M6 channel, with 52 new original adventures. For example, he will learn of Mouchabière, the apprentice replacing Bouillon, he must solve a police mystery with friends and discover television ... at least until his father breaks it.

**Baskup**: touring the United States and participating in the biggest Street Basketball competition ever held while being coached by the international champion Tony Parker! This is the dream that the High 5 will live, a team of five prodigies, friends for life and united by the same passion for basketball. Their aim: to win the tournament and get international recognition.

### A licensing Activity in synergy with the licenses associated with the channel:

«The *Baskup* day» was held in the Jardin d'Acclimatation (Zoological Park) at Paris, on 24<sup>th</sup> September. Hundreds of children participated in the activities hosted by representatives of the French Basketball Federation with Tony Parker himself present!

This day was organised in parallel with the broadcast of the animated cartoon on the channel.



### Timon and Pumba



**Le Petit Nicolas**



**Handy Manny**

## Music/Entertainment/Shows

# MUSIC: CREATIVITY MEETS NEW TALENT



**Le Concert pour  
la Tolérance**

“ M6 dedicates  
evenings entirely  
to music ”

### MUSIC

#### M6 mobilizes the public around major music events

The first **Fête de la Jeunesse** (Youth Festival) at the Zenith, Paris on 31<sup>st</sup> May, in partnership with the Ministry of Youth, brought together 22 artists from various musical backgrounds such as James Blunt, Nicole Scherzinger of the Pussycat Dolls, M.Pokora, the rapper La Fouine, etc.

The four concerts on the sidelines of the **M6 Mobile Music Live** action, the highlight of which was a concert in front of 20,000 people at Issy les Moulineaux in June, attracted the big stage names such as Christophe Maé, Zaz, Inna, Grégoire and even Bob Sinclar.

**The Concert pour la Tolérance** on

15<sup>th</sup> October at the Agadir beach in front of 200,000 people rallied major artists such as Patrick Fiori, Chimène Badi, Anggun and BB Brunes.

Generous and sincere music with a renewed partnership around the **Orange Rockcorps** project: in return for 4 hours of voluntary work for an association, Orange Rockcorps gave the volunteers a ticket for an unforgettable concert.

With **X-Factor**, for 4 months the M6 viewers gyrated to the beats of this TV show that hosted the greatest French and International music stars: Lady Gaga, the Black Eyed Peas, Beyoncé, Jennifer Lopez, David Guetta, Yannick Noah, Jean-Louis Aubert, Johnny Hallyday and so on.

- M6 also participated in entire nights dedicated to music, with broadcasts of

more than 1,500 clips per month, and a concert every weekend, with artists such as Amy Winehouse, Beyoncé, Ben l'Oncle Soul, etc.

#### True to its music theme, W9 consolidated the presence of its brands

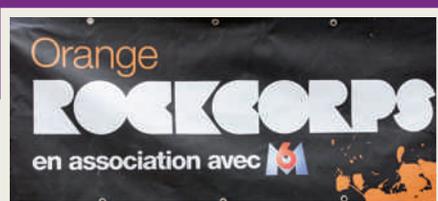
**E-Classement** unveils the legally 50 most downloaded tracks on the web. Since September, this programme was regularly hosted by music stars. Thus, the viewers were able to appreciate the hosting talents of Inna and of Shy'm. **Hit Talent** with the bubbly Nancy Sinatra. Much more than just music charts, this programme highlights the new voices that will be the future successes. It is a very serious indicator of young artists yet to be discovered, which is essential to get the feel of the times.



Fête de la Jeunesse



JT agité



Rockcorps



Talent tout neuf

@ vos clips, also presented by Nancy Sinatra. This programme lets the viewers take control of the channel and rank their preferred videos clip.

**Talent tout neuf: le live** presented by Karima Charni. Broadcast every month, this novel music magazine helps in discovering new French artists in an individual's apartment. This year, the public was able to assess the performances of Brigitte, Imany, Mélanie Laurent, Aaron and Julien Doré.

**Le JT agité** presented by Derka. After the summer break, this televised news was integrated in the programme **La semaine dans le rétro**, thus providing it with greater exposure.

**Absolument:** This year, the documentary collection again became a part of the exceptional careers of Vanessa Paradis and Jenifer.

**Orange Rockcorps:** This unique concept helps in sensitising youth to the community environment. By devoting 4 hours of their time to community activities, they get a ticket for an exceptional concert. In 2011, the event grew with a tour all over France. David

Guetta, Snoop Dogg and Selah Sue presented an exceptional show to the volunteers. Small features highlighted the actions of volunteers, whether or not anonymous, and a documentary traced the human story of this operation.

**Starfloor:** For the third consecutive year, W9 and Fun Radio converted Bercy into a giant discotheque. 17,000 people met to take part in the event. On Saturday, 26<sup>th</sup> November 2011, Karima Charni and Bruno Guillon received Pitbull, Taio Cruz, Inna, Alexandra Stan, Flo rida, Colonel Reyel, Jason Derulo and Antoine Clamaran.

### This year, W9 developed prestigious events under partnerships

**Rock en Seine:** Associated for the first time with this festival that attracted more than 100,000 people, W9 established an exceptional feature. The channel broadcast the BB Brunes concert live on the Facebook social network and broadcast six major concerts of the festival at the end of the year.

**Galleries Lafayette:** The end-of-year holiday season was celebrated in style with this original collaboration. First, Charlie Winston, the sponsor of the «Christmas Rock'N Mode» event lit up the facade of the Galleries Lafayette Haussmann. Then the chic star gave a live explosive performance on the rooftop of the department store. The viewers could relive this exceptional moment on the W9 network in December. Lastly, from 9<sup>th</sup> to 17<sup>th</sup> November, the channel invited young talent to perform in the «Vitrine W9 live» of the Galleries Lafayette. The public was able to enjoy the performances of Inna Modja,



Hit Talent

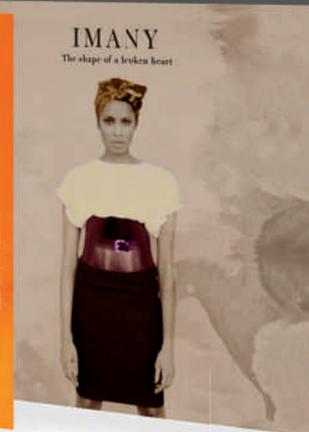
Vitrine W9 Live



Concert pour la Tolérance



Gaga by Gauthier



Mademoiselle K, Imany, Brigitte and also meet these artists during the signing sessions.

**Eager to offer a variety of programmes to its viewers, W9 has once again been innovative**

**Génération Top 50:** Created in 1984, the Top 50 is the first official ranking of the singles sales in France. Ranked by year, the viewers re-discovered the most kitsch clips and also the hits that monopolized the top spot. The programme was so successful that it earned the right to be broadcast during the prestigious prime-time slot.

**Génération Dance Machine:** Through this programme, the W9 viewers were able to discover or re-discover all the hits of the 90s: Yannick, Ophélie Winter, Larusso, Lou Bega, John Scatman, etc.

**Hommage à Amy Winehouse :** W9 arranges its programmes according to the music world's requirements. Thus, it paid homage to Amy Winehouse by broadcasting a documentary and a concert after the singer's tragic death.



**TF6: an exceptional programme**

**Gaga by Gaultier: a mind-blowing documentary**

But who is Lady Gaga actually? TF6 organised an exceptional meeting between Lady Gaga and Jean- Paul Gaultier! From his workshops, the creator conducted an exclusive interview with Lady Gaga to discover the person hiding behind the public persona: her childhood, her family, her difficult beginnings, her music, her relationship with the fans, her personal commitments and also the influence of her success on fashion... The topics were addressed through new and exclusive images of Lady Gaga!

## Music/Entertainment/Shows

# MUSIC: CREATIVITY MEETS NEW TALENT (continuation)

### Three additional music channels



M6 Music Hits was true to its editorial policy and showed all the current hits to the viewers. From the biggest artists with «must-watch» clips to the young newly successful talent, M6 Music Hits promises a rich musical package with varied programming during the day and theme-based programmes in the evening: Dance, Black music, Gold, New, etc.

The **Miss Vip** show takes the viewers backstage at a concert, at the filming of a clip or to meet an artist during the day to promote their new album. In September 2011, Karima Chami joined the team to become the new *Miss Vip*. The channel continued its partnership with IDTGV to organise concerts on board the trains: Lilly Wood and the Prick, Medi, Corneille and even Mademoiselle K came to sing their songs in a very special setting.



M6 Music Black offers the best of the rap/R&B music: from RAP to R&B and even reggae, all the trends are present on the channel.

And in order to get news about the artists, M6 Music Black brings to you the weekly magazine **Parlez-vous Cefran** ? co-produced with radio Générations.

At the core of today's music, M6 Music Black has modified its programming to include weekends devoted to artists: this year Booba, Soprano, La Fouine and also the Black Eyed Peas were honoured on the channel.



Targeted at the 15-24 year olds, M6 Music Club immerses the viewer in the world of DJs who have become true stars today. From David Guetta to Bob Sinclar, not to forget Antoine Clamaran or Martin Solveig, they all have their slots reserved on the channel to host their programme in the **Ma Playlist By...** show

M6 Music Club also goes behind the scenes of big dance floor events such as **Starfloor**.

#### m6music.com

In 2011, the music channels launched a new version of their website **m6music.com** providing information on the programmes as well as news on the goings-on in the music world and original content with artist interviews or columns on albums.



The role of M6 Music Label is to support the development of French or international artists, to co-produce some talents or just design albums. Music distribution is an essential link to get to know the artists but, in the upstream, it is essential to discover talents and produce their works.

### KEY PROJECTS DEVELOPED IN 2011

- 51 projects in 2011 including 3 albums under own production, 6 co-produced albums, 29 albums under cooperation and 11 compilations, etc.
- 1 Diamond record certified album: Nolwenn Leroy «*Bretonne*» (co-operation).
- 5 Platinum record certified albums with more than 100 000 copies sold: Selah Sue «*Selah Sue*» (co-op), Mickaël Miro «*Juste comme ça*» (co-op), Keen V «*Carpe Diem*» (co-op), Christophe Willem «*Prismophonique*» (co-prod), Imany «*The Shape of a broken heart*» (own production)
- 3 Golden record certified albums with more than 50,000 copies sold: Julien Doré «*Bichon*» (co-prod), Collectif Métissé «*Destination soleil*» (co-op), Amel Bent «*Délit Mineur*» (co-prod)
- 4 Golden Record certified compilations with more than 50,000 copies sold: «*M6 Hits Hiver 2011*», «*Starfloor*», «*M6 Hits Été 2011*» and «*Starfloor l'album dancefloor de l'année*»
- Without forgetting Dave «*Blue eyes soul*», who re-recorded his biggest hits in Soul version (own production).

## Music/Entertainment/Shows

### MUSIC: CREATIVITY MEETS NEW TALENT (continuation)

**La Meilleure  
Danse**



**La France a un incroyable talent**



## ENTERTAINMENT

### M6, discovering talents

**La France a un incroyable talent**, the most spectacular show of television returned in its 6<sup>th</sup> edition even more intensely, bringing more original and more incredible artistic worlds and exceptional personalities to our doorsteps. Because behind every issue there is always an extraordinary personal story and a real human story. The winner of this season was a young singer, 13 year old Marina, who won the sum of 100,000 euros and an entry into the Just For Laughs festival in Montreal, which celebrated its 30<sup>th</sup> anniversary this year. In addition, Marina will appear in the first part of the new Pascal Obispo show *Adam et Eve*, coproduced by M6. The 3<sup>rd</sup> episode of the new season 6 of *La France a un incroyable talent*, broadcast on 2<sup>nd</sup> November, attracted 5.2 million viewers. This was the best ratings for an episode of the show since the launch of its first season in November 2006. The entire 6<sup>th</sup> season had an average of 4.3 million viewers, the best ratings for one season of this popular entertainment show garnering 600,000 more viewers compared to the previous year.

**La France a un  
incroyable talent**



**5,2  
million  
television viewers  
for «France a un  
incroyable talent»  
November 2<sup>nd</sup>, 2011  
on M6**

### W9, an inventive channel

Since its inception, W9 has strived to innovate in the selection of its programmes as well as its programming.

**La meilleure Danse:** W9 favoured the French creation and selected an original format produced by Studio 89. The channel launched the biggest dance competition in France. Irrespective of age, dance style (rock, hip-hop, salsa, modern jazz, classical dances, traditional dances, etc.) and preferred dance formation (solo, duo or group), all dancers were invited to try their luck. The candidates clashed in the form of «battles» (duels). Thus, not only was talent required, but also strategy with regards to the selection of the opponents. To decide between them, W9 called upon 3 top professionals:

- the prima ballerina Marie-Agnès Gillot,
- Franco Dragone, internationally renowned art director and director,
- and Redha, dancer and choreographer, known the world over.

*La meilleure Danse* was a huge ratings success since the launch of the programme in which W9 trumped as the DTT leader in households of under 50's up to the finals of the show. Due to this W9 also got the best ratings for a music entertainment programme on DTT.

*La meilleure Danse:* 1.3 million viewers for the 11<sup>th</sup> October finals live.

**Les ch'tis à Ibiza:** with this show, W9 focused on a new genre: the reality series. The text of this programme corresponds to fictional text, without script or dialogues. In «*Les ch'tis à Ibiza*», 4 boys and 4 girls, from the North of France, leave to conquer Ibiza. Their professions were as diverse as waiter, DJ, barman, beach attendant, model, dancer etc. and they were deemed masters in their fields. For 4 weeks, they had to combine sun, work and partying. The result: an unforgettable experience.

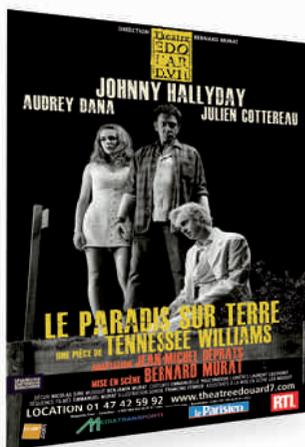


**Dany Boon****Les Gérard de la télévision**

## Paris Première, the live-performance channel

### Theatre

Paris Première was the first cable channel to offer live broadcast from the theatre. This year has been replete with successful plays including a first on television given that Paris Première is also a pioneer the broadcast of **Du mariage au divorce**, a show made up of 4 plays with Éric Elmosnino (winner of César for best actor 2011). This year, Paris Première also featured **Le banier de crabes**, the French chanson show des Deux Ânes, which attracted 300,000 viewers, peaking at 400,000 viewers, i.e. 4.5% of audience share in the 4 years and more category and 4.5 % audience share in ABC+. Other shows included **Le président, sa femme et moi** with Michel Guidoni, that attracted 461,000 viewers, record ratings this year for the channel, **Le repas des fauves**, the play awarded with 3 Molières, **Parce que je la vole bien** by Laurent Ruquier, which also had a huge audience with 300,000 viewers, **Grossesses nerveuses** with Anémone and Henri Guybet and the theatre event of the year: **Le paradis sur Terre** with the latest performance by Johnny Hallyday... naturally broadcast live.



### Live performances

These included **Il était une fois Joe Dassin** broadcast live from Olympia and also **La fabuleuse histoire de Bollywood** live from Casino de Paris.

### Humour and impertinence

*La revue de presse des Deux Ânes* received successful ratings every month. The most famous theatre of Parisian political satirists brought together the cream of «the stand-up artists» of the made in France humour and invited political guests in the studios. This satiric and politically incorrect programme travelled twice this year first to Dijon and then to Nice to meet the local politicians.

**Les Gérard de la télévision, Les Gérard du cinéma** and for the

first time this year **Les Gérard de la politique** were the impertinent ceremonies proposed by Arnaud Demanche, Fred Royer and Stéphane Rose who are attracting more and more of the public.

**Les grosses têtes** and the one-man shows of the biggest humorists were: Laurent Lafitte with his show **Comme son nom l'indique** live from the Théâtre des Mathurins, Elisabeth Buffet live from La Cigale, François-Xavier Demaison and Laurent Baffie with their latest original show, a special Anne Roumanoff evening and also Jean-Marie Bigard with his **100 villes 100 blagues** show, Patrick Bosso, Dany Boon, Les Chevaliers du Fiel, les Bodins, and the list goes on.

### A major player in the cultural scene

With more than 200 partnerships in 2011, Paris Première is a preferred partner in the world of arts, shows and the cultural life of Paris. By associating itself with the major events, selected for their quality and their consistency with the channel's core, Paris Première affirms its attachment to the world of arts, drama and entertainment. The number of partnerships forged by the channel this year include films such as: **The Tree of life** by Terrence

**Anne Roumanoff**

Music/Entertainment/Shows

**MUSIC:**  
**CREATIVITY**  
MEETS NEW TALENT  
*(continuation)*



Malick, winner of the Golden Palm Award at the Cannes festival, **The King's Speech** by Tom Hooper, Oscar for the best film, **La guerre est déclarée** by Valérie Donzelli selected to represent France at the Oscars; plays such as: **Le repas des fauves** at the Theatre Michel which received 3 Molières in 2011, **Hollywood** at the Theatre Antoine with Daniel Russo, Samuel Le Bihan and Thierry Frémont; shows such as «*Cabaret*» at the Theatre Marigny; exhibitions like **Charlotte Perriand** at the Petit Palais, **Trônes en majesté** at the Château de Versailles, **Pompéi** at the Musée Maillol, **My way, Jean-Michel Othoniel** at the Centre Pompidou and the literary comeback of Actes Sud. In addition, recurring partnerships such as the FIAC and Paris Photo at the Grand Palais were again renewed this year. The channel positioning can be summed up in these words: culture in all its forms.

## TF6, innovative entertainment

### Le plus grand fan : entertainment presented by Elodie Gossuin and Alex Fighter

They are ready to do anything for Lady Gaga, Lara Fabian, the mangas or a football club... the Sky is the limit. They have built their lives around an all-consuming passion... But among all these fans, who is THE greatest fan? TF6 showcases those who, while remaining in the shadows, go all out sometimes to nurture their love for their idol.

Everything, they collect everything! They are capable of travelling hundreds of kilometres to get a glimpse of their idol for 5 minutes or buying the same album

10 times, just because it is a new edition. The fans have no limits!

### Cauet fait le tour...:

Tourist trips, one after the other and yet so different! This year, again, our merry band discovered unusual places and overcame impossible challenges around the world! In this year, Cauet and the team went bar-hopping in London, took dance courses in Istanbul and played the role of lifeguards on Miami Beach...

### 100 % Phénomènes !

They are the only ones who hold a useless record, or the only ones who believe that they are amazing! In order to bring them out of the shadows, TF6 decided to give a chance to all these unknowns, without laughing at them but with a lot of humour and self-mockery.

### Shows for the general public

In 2011, over 30 shows were co-produced or co-operated by the subsidiary of M6 Interactions: **Mamma MIA!** (400,000 spectators), **Cabaret**, **Le Cirque du Soleil**...as well as shows with comedians such as Audrey Lamy, Alex Lutz, Kev Adams and also Jamel Debbouze.

### The major projects of the year were:

Multi-artist show productions, **la tournée des années 90**, **Génération Dance Machine**: with about 40 at Zénith de France. Production of the evening performance **F\*\*\* Me I'm Famous** with David Guetta at Zénith de Paris (huge success), the evening show **Starfloor** at Bercy as also the Nolwenn Leroy tour (about fifty Zéniths), that of ATTMatt Pokora (Zenith and Olympia) etc. Production of new novel shows:



### Disney, la symphonie des grands

**classiques**. Three performances given at the Grand Rex, with a symphony orchestra conducted by Stanislas and the broadcast of extracts from Disney films on screen. New performances are planned in 2012, followed by a tour of the regions.

Other projects in 2012 include: **Adam & Eve**, the musical comedy event of Pascal Obispo on the Palais des Sports stage from 31st January onwards.

**Sister Act**: After its success at London in front of an audience of over a million and its four nominations at the Laurence Olivier Awards, the show will move to the Mogador Theatre in Paris from October onwards.

The following editorial site gives a list of all the entertainment activities, M6événements.fr, and is being constantly updated and enhanced. It gets hundreds of thousands of page views.

### 100 % Phénomènes

Paris Première is a privileged partner of the arts, theatre and Parisian cultural life

# M6WEB

## THE NEW WAY OF WATCHING TELEVISION

### A LEADING VIDEO PRODUCT

Catch-up TV has grown phenomenally: to date, 14.5 million French have already used the services of catch-up TV, which amounts to nearly 30% of the population above 15 years of age\*.

The M6 Group pioneered catch-up TV with the launch of **M6 Replay** in 2008, and has since then enhanced its video service offering with **W9 Replay**, **M6 Bonus** and **Pass M6**, and has pursued its development on all media formats.

In the wake of this dynamism, the video services of the M6 Group still attract more:

- viewers, with more than 1 billion viewings of which 500 million in 2011 alone
- advertisers, with more than 1,200 campaigns broadcast of which 500 in 2011

- operators of television packages, which are generally distributed by them. For example, M6 Replay is accessible as part of nearly all television packages on offer by the operators.

Today, the M6 Group leads the catch-up TV segment as is evident from the new wave of the Médiamétrie benchmark study «Global TV», which ranks M6 Replay at number 1 in catch-up TV, with 56.1% users of catch-up TV having used it already on all types of media, which represents a growth of more than 16 points in 2 years. W9 Replay on the other hand tops the DTT services with 22.8% users of catch-up TV having already used it on all types of media, a growth of 2.4 points in 6 months.

Moreover, since December 2011, the M6 Group's sites aligned themselves with the new video ratings on Internet measurement (PC only) gathered by Médiamétrie/NetRatings.

### PRESENCE ON ALL SCREEN TYPES:

- **Computer**
- **Television on IP / DSL Box** through television packages from Orange, SFR, CanalSat, Free, Numéricable and Bouygues Telecom distributors.
- **Connected television** through video package by Sony Bravia.
- **Smartphone and tablet** on iPhone and iPad through the M6 and W9 applications, of which more than 3 million copies have been downloaded and more broadly through television packages of the Orange, SFR distributors.



## INTERACTIVITY ON ALL THE SCREENS

Rise of social networks and high growth of the mobile Internet (with the tablets and Smartphone boom) are exceptional development opportunities for our activities.

In 2011, the M6 Group capitalised on these new concepts and focused on accessibility, interactivity and 360° advertising features around its programmes.

Web users were also able to find their favourite programmes on dedicated Facebook pages and more widely on all social networks (Twitter, Google+). As of 1<sup>st</sup> November 2011, M6

accounted for more than 2.5 million fans on its Facebook pages, on sites adapted to each mobile or tablet and through dedicated applications. (1 million unique hits in Q3 2011, source Médiamétrie / NetRatings, Panel Mobile)

Web users could live their first social TV experience by following and sharing major channel events directly from the programme site via Facebook or Twitter with the participation of channel presenters like Alex Goude during **the Incredible Talent France** awards and through completely innovative interactive devices like **Fan Factor**. This 100% digital and interactive programme, dedicated to the X Factor programme scenes, is an original creation at the forefront of **the social TV**, the media of tomorrow.

## M6 REPLAY AND W9 REPLAY

M6 Replay and W9 Replay are the catch-up TV services of the M6 and W9 channels, which enable the viewers to access all the M6 and W9 programmes free of charge for 7 to 15 days (excluding cinema).

The M6 catch-up TV platform has insisted on the word «Replay» and its user experience as the market reference.

The services are financed by a premium advertising package highly popular with the advertisers.

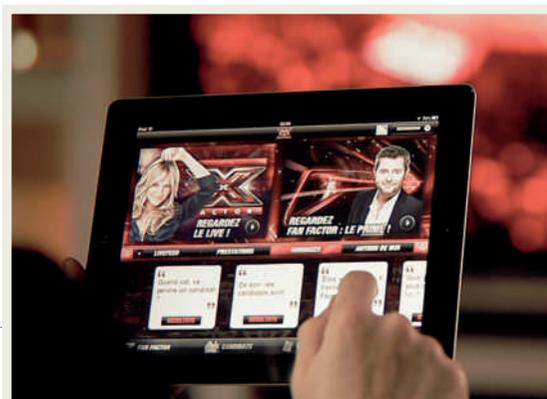
Latest studies conducted confirm that catch-up TV consumption does not cannibalise live TV consumption. Rather, the more the users view M6 Replay, the more they watch M6.

“ The M6 Group emphasizes accessibility, interactivity and 360° advertising ”

## M6 WEB THE NEW WAY OF WATCHING TELEVISION *(continuation)*

M6&MSN

m6.fr



Advertisers have been able to communicate with the customised 360° devices, like the mechanics set up on **Top Tendances** (creation of the programme's blog on m6.fr, TV & Web relay with a request to view the blog on m6.fr, integration of the advertiser's brand content sponsoring the programme) and **Soda** (exclusive presence of the sponsor on digital media: the series website, catch-up TV).

Along with these new programme formats, the popularity of **Pékin Express**, **L'Amour est dans le pré** and **La France a un incroyable talent** has been growing year on year on the M6.fr site.

On w9.fr, the new season was marked by the programming of two brand new shows **Les Ch'tis à Ibiza** and **Le concours de la meilleure Danse**. Attracting several thousands of web users, the site was pushed to record heights with more than 409,000 unique hits in September, i.e. a month-on-month increase of 76% (over 54% in a year).<sup>1</sup>

With more than 405,000 unique hits on an average in 2011, the teva.fr website is still very popular with women, abounding with information and advice. A complete, practical and entertaining site that celebrates and simplifies the life of web users and TV viewers.

The M6 Group's channel sites attracted more than 2.5 million unique hits in 2011 on an average<sup>2</sup>

## INFORMATION AT THE HEART OF THE DIGITAL DEVICE



At the launch of «Le 19 45» the new televised news in September 2009, M6 joined hands with MSN, a major Web player and launched a current news site «M6 & MSN Actualités». The site combines M6's editorial know-how with MSN portal's high ratings.

Since the launch, in addition to its very high ratings, the videos and interactive feature have been the two major successes of the site especially with «La question du jour» (Question of the day) that, on an average, gets 80,000 participations/day.

The site attracts an average of 4.4 million\* unique hits per month and exceeded 100 million video views in 2011 alone.

M6 & MSN Actualités has consolidated its rank as the top TV news channel site.

### Présidentielle 2012 et vous.fr

M6 has partnered with two major media players: RTL and MSN, for the May 2012 Presidential Elections, to launch a site dedicated to the election campaign. «2012 et vous» throws a fresh perspective on the event through an educative, simplified and eminently interactive editorial policy. This site specifically offers a web-show filmed live, presented by renowned M6 and RTL newscasters and in interaction with the MSN web-user community. This web-show started out as a monthly

programme throughout 2011 and shall progressively become a weekly show at the start of 2012.

The site attracted 1.5 million unique hits\* in its launch month and has since accounted for more than 45 million page views and 8 million video views.

## THEMATIC PORTALS

In 2011, the thematic portals strengthened their positioning along various major verticals: video, «live» broadcasts and TV programmes; mobile application development and more services adapted to the site's themes.

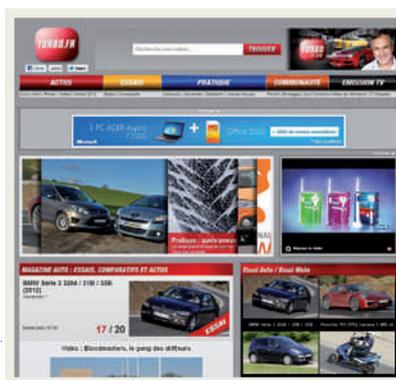
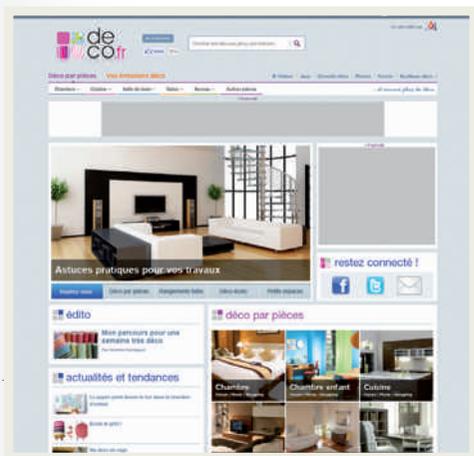


With more than a million<sup>4</sup> unique hits, **jeuxvideo.fr** consolidated its position in 2011 as the 2<sup>nd</sup> video game editorial portal and is available live and on TV. jeuxvideo.fr is in fact the first French video game site to offer live and in-studio shows during the Gamescom (Cologne), Tokyo Games Show fairs or during the launch party of the last *Call of Duty* opus. Jeuxvideo.fr also offers the weekly show «Carrément jeux vidéo» on W9, entirely produced and directed by the editorial staff. With 500,000 TV viewers every week in al<sup>5</sup>, **Carrément jeux vidéo** is the most viewed programme in France on video-gaming entertainment.

<sup>1</sup>Source : Médiamétrie / NetRatings.

<sup>2</sup>Source: Médiamétrie/NetRatings – January-September 2011 average

<sup>3</sup>Source Nielsen Médiamétrie



deco.fr (on left)  
turbo.fr (on right)

## PASS M6

In October 2009, the M6 Group launched a very attractive SVOD\* package: The Pass M6.

This service enables the viewer to view the best of the M6 series, in HD, multilingual and for an unlimited duration, on one's computer or television set. American series are also available for viewing the day after they are broadcast in the United States. The PASS M6 is offered as a monthly subscription at 7.99 Euros/month.

\* SVOD : *Subscription VOD ou offre de vidéo à la demande par abonnement*



The **Clubic.com** high-tech site gets 4.2 million unique hits per month<sup>6</sup> and this year has become available on mobile with the iPhone and Android applications, and also through its [clubic.com](http://clubic.com) mobile site.



In 2011, **Deco.fr** sustained its leadership in its category with 1.5 million unique hits per month<sup>7</sup>. The Deco portal has recently been upgraded with new sections: free access to the largest home decoration photo database for ideas (15 000 views to date); the «La rédaction vous répond» service (more than 30 customised answers to Internet users every month) and «Coaching déco» where a stylist comes to the assistance of the Internet users.

\*\*Deco.fr: Home/Garden category, excluding e-commerce websites and supermarket chains



**Turbo.fr** got 1.2 million<sup>8</sup> unique hits in 2011 and 280,000 downloads of the iPhone application (launched in October 2010). It also offers editorial slideshows tracking past histories of the big brands or car models and launched the model purchase guide: «quelle voiture choisir par catégorie?» (Choose which car in what category?).



With its catalogue of 15 million products from 850 e-commerce sites, the price comparison website **Achetezfacile.com** offer a wide range of products to its 3 million plus web consumers. In 2011, the e-commerce portal developed Inshop, a new affiliation solution that assists the e-buyers as they surf the content sites by making better product offerings to them. This solution already has several hundred affiliated sites.

*Achetezfacile.com* has moreover been awarded the price comparison charter label by FEVAD (the French home shopping trade association).

## M6 PUBLICITÉ DIGITAL

M6 Publicité Digital is the advertising agency of M6 Group's Web and new media.

With a portfolio of over twenty websites, mobile applications and IPTV services, it is a major player in the digital advertising arena, getting more than 11 million<sup>9</sup> unique hits on computer; 1.6 million<sup>10</sup> on mobile and has 1.7 million<sup>11</sup> residences on interactive services available on television.

Pioneer and expert in marketing the in-stream video ads, M6 Publicité Digital has been offering simple and powerful multi-screen packages since 2010 (PC, IPTV, Mobile, Tablet, connected TV)

that enable advertisers to go beyond the programme consumption method and broadcast their advertisements on all screens with content in line with their target(s).

Thus, more than 800 advertising campaigns have already been broadcast simultaneously on PC and IPTV since February 2010 and more than 600 on PC, IPTV, mobile and tablet since September 2010.

This offer, made possible by a technology developed by M6 Web, got a new ad server in 2011 specialising in video streaming across all media.

M6 Publicité Digital is continually evolving its portfolio to offer innovating advertising formats to the advertisers. In 2011, more than 10 new rich-media formats were added to the display offer to generate more concentrated attention at these locations, including the ability to broadcast the «in-banner» video spots in parallel with an «in-stream» campaign on the video sites.



clubic.com

<sup>4</sup>Source Médiamétrie/NetRatings January-September 2011

<sup>5</sup>Source Médiamétrie

<sup>6</sup>Source Médiamétrie/NetRatings all areas September 2011

<sup>7</sup>Source Médiamétrie/NetRatings all areas September 2011

<sup>8</sup>Source Médiamétrie/NetRatings all areas September 2011

<sup>9</sup>Source Médiamétrie/NetRatings all locations October 2011

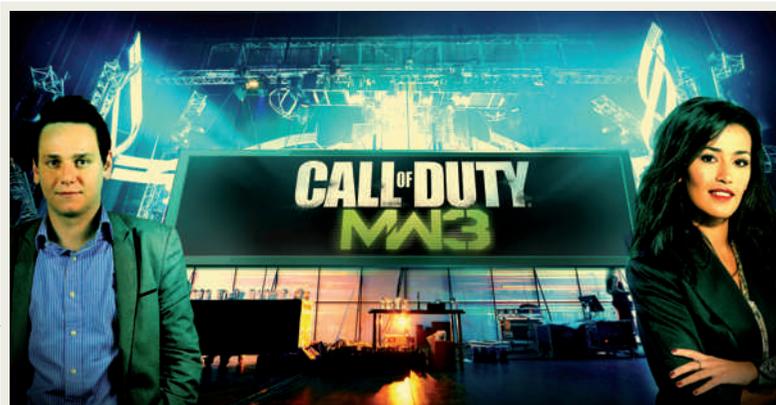
<sup>10</sup>Source Médiamétrie/NetRatings Panel Mobile, T3 2011.

<sup>11</sup>Operator data

## M6 WEB THE NEW WAY OF WATCHING TELEVISION *(continuation)*



**Kia Picanto Urban Challenge**



**Call of Duty : MW3**

Since May 2011, the agency has offered new “enriched” ad formats within the **M6 Replay** and **W9 Replay** sites, enabling advertisers to optimise the interaction and the involvement of web users.

**M6 Publicité Digital** hand-holds its customers in designing and producing event-based features, integrated within its media and supported by the strong brands in its portfolio, around related topics: decoration, automobile, gastronomy, high-tech, video games, etc.

An OPS structure integrated in the feature takes over these digital devices or TV/Web cross-media in close collaboration with M6 Publicité (Standard, Sponsoring, Licences) and the M6 Group’s media production teams (M6 Creations, M6 Web). In 2011, M6 Publicité Digital supported the launch of the new Kia Picanto, for example, with an exclusive web programme **Kia Picanto Urban Challenge** on m6.fr presented by Jerome Anthony.

Another major feature: Coverage of the **Call of Duty®: Modern Warfare® 3** game release from the Palais de Chaillot with an exclusive programme broadcast live on jeuxvideo.fr and presented by Karima Charni

### iphone and ipad Applications

With more than 4 million combined downloads for the M6 Group, it ranks today among the leading media groups in the mobile and tablet applications market in France.

Spearheading the M6 Web developments, the M6 application for iPhone and iPad has, on its own, recorded close to 2.3 million downloads in just one year of its existence. Two-times winner (IAB award for digital innovation 2010 and Mobile Gold medal 2011 «Site and Media Application / Editors for Smartphones»), the M6 application meets the requirements of social TV and new uses of the TV viewers. Thus existing functions were renovated like the «talk» function to give live comments on programmes with one’s Facebook or Twitter account,

programme alerts with push notifications or even the possibility of voting for the Reality TV candidates with one’s iTunes account.

The W9 application celebrated its first million downloads with a new version having functions similar to the M6 application.

Moreover, the M6 Group sites are available as web apps (m6.fr; w9.fr; parispremiere.fr; clubic.com; jeuxvideo.fr, etc)...

In all, the M6 Group sites and applications count for more than 1.6 million unique hits<sup>1</sup> on mobile. The M6 Group is persevering in its development strategy to continually provide solutions for new kinds of uses.

<sup>1</sup> 1 631 000 unique hits, Médiamétrie / NetRatings, Panel Internet Mobile France, July-September 2011



**M6 Mobile By Orange: When entertainment becomes mobile**

Six years after the brand was launched, there is still more of M6 in M6 Mobile! The mobile telephone package, leader in the 15-25 year age group, continues to expand and tap sources of differentiation in the programmes and The group's most related licences. M6 Mobile by Orange thus spreads the «M6 spirit» within a young target audience, whereas the mobile community gives an aura of digital and technological modernity to the channel.

**M6 Mobile by Orange: «The brand to follow» for more than two million customers!**

Today, M6 mobile has more than two million customers, of which one young person in five. By integrating access to community sites in all fixed-rate plans and deciding to sign up for **M6 Mobile. T'as le profil** last June, the brand has today become part of the customs and codes of the 15-25 year olds. In addition, this generation is at the heart of M6's Mobile communication. In an extremely off-beat tone, it tips them off about the unlimited influence they would have on any subscription

to a new package especially through the **Success story** campaign, which is broadcast, among others, on M6, W9 and the music channels Club, Hits, Black. This new campaign unites everyone with its humour and the strength of its content.

“ M6 Mobile by Orange : « a brand to follow » with more than 2 million clients! ”





**M6 mobile  
Méga Jump**



To continually add new features to its promised «shared entertainment», M6 mobile also capitalises on the most related licenses (**Pékin Express**, **Glee**, **Twilight**), which are given a strong 360° in-store and in-media coverage.

Over the years, its major events have become true public meeting points: the M6 mobile Music Live has been showcasing music groups for the last 4 years; the **M6 mobile Game Contest** has challenged gamers on all the latest video games for the second year running.

**M6 Mobile Mega Jump: a new live record on W9**

On 29<sup>th</sup> May 2010, **Taïg Khris** jumped off the first floor of the Eiffel Tower and thus broke the world record for high jump.

On 2<sup>nd</sup> July 2011, the most decorated athlete in the history of extreme sports took up a new challenge: to beat the roller blade long jump record. A success! And the W9 TV viewers saw this exceptional performance live from the Sacré Cœur.

This event also gave the opportunity

to relive the unusual career of this young champion and the behind the scenes activities of his first record.

These activities are systematically relayed on the digital channels (m6mobile.fr, the Facebook fan page, the YouTube and Dailymotion channels) and on Inside M6 Mobile, the mobile site of the subscribers. Inside M6 mobile offers new content, news, games, the group's channels and even free access to M6 Replay. It accounts for 30 million page views and 300,000 unique hits per month.

**M6 Mobile Game Contest: a national video game tournament that is open to all.**

For its 2<sup>nd</sup> edition, the *M6 Mobile Box* travelled across the beaches of South of France during summer. It is in this event-based foldable box, still new to France, that one could compete in the three games on offer (*PES 2011*, *DJ Hero 2* and *Kinect Dance Central*) alongside the voice of a Fun radio DJ. Player scores appeared in real-time on the dedicated mini-site and on the Facebook fan page.

A grand finale in Paris determined the 2011 winner at the end of a decisive match commented by Thierry Rolland. A TV & radio campaign was shot around the tournament, which was also relayed on the partner sites.

**M6 mobile Music Live**



**M6 mobile Game Contest**



**SOME KEY-FIGURES FOR THIS NEW SEASON:**

- **15 000 visits** to the M6 mobile Box
- **11 000 video games** turns played
- **100 hours** of Fun radio mix

## M6 WEB THE NEW WAY OF WATCHING TELEVISION (continuation)

### INNOVATIVE SERVICES

To meet an increasingly customised demand and targeted web consumption, the M6 Group created or became associated with partner sites. **TiiLT**, the site that has changed the Web meeting behaviour, recorded more than 750,000 registrations. Since April 2011, it is available on tablets and Smartphones (IOS, Android) through the freely downloadable TiiLT application, to ensure that no opportunity of a new meeting is ever missed...

In 2011, M6 Web also initiated series of partnerships with young (promising) start-ups which include: **Bon Privé**, pioneer of the daily deals site in France, launched in February 2010; **CoachClub**, the video-based sports coaching site and **Qooq**, the video-based culinary teaching service on its proprietary tablet (made in France) and on all connected media (IPTV, connected TV, **tablets**, smart phone), **Disney – Club Penguin** (exclusive media partnership signed with Disney), gaming and interactive virtual world for the 6-14 year olds.

### GAMES AND INTERACTIVE PROGRAMMES

**Habbo Hotel** is the first virtual community for the 13-18 year olds and 2<sup>nd</sup> social network in the world after Facebook with close to 230 million members, of which 16 million from France.

M6 has been its exclusive partner since 2004.

Launched in April 2011, Tara Duncan,

the online game, is derived from the novel of the same name and the cartoon on M6. Aimed at the under 20 year olds with the main target being girls aged between 10 and 16 years, **TaraDuncan-le-jeu.com** has more than 280,000 people registered on its site as of date.

The concept is based on creating and customising an avatar to complete quests and become the best «sorcerer/sorceress».

The on-line game is accessible in freemium model, i.e. registration is free with the option of purchasing premium components that enable faster progression within the game or increasing its comfort level.

M6 Web also designs and runs all the interactive features available to the public within the programmes broadcast on the group's channels.

New technologies actually let the TV spectators be at the heart of the programmes.

With this logic, the programme **Tout Le Monde Peut Jouer** (Everyone Can Play), launched in the first half of 2011, allowed live participation by TV spectators in the first TV musical game programme while sitting in their armchair. They just needed a computer connected to the Internet to compete in multi-player mode and possibly become part of the programme through their webcam. This technological test helped in bringing together several thousands of players simultaneously.

At the same time, M6 Web also capitalises on the ratings and some content of the group's channels by offering content on mobiles (customisation, video, SMS games, chat) or the online games available on M6jeux.fr.



Some of these products - **Aldo Le Chef Cochon** targeted at the much younger people or the D&Co game aimed at the housewives – were able to create a real digital buzz with thousands of paid downloads, millions of videos viewed and registrations.

### CARTE MOZAÏC M6: A TRUE SUCCESS!

Since its launch in September 2009, more than 680,000 Carte Mozaïc M6 cards have already been sold.

New feature in June 2011: The benefits site reserved for the card holders was turned into a site open to the general public [ca-mozaic.com](http://ca-mozaic.com)

Mozaïc M6 became a new medium to broadcast the group's events.



# Ventadis

# MAKE PURCHASES WHILE ON THE COMPUTER, A NEW HABIT



**M6 Boutique**

Distance selling is an historic activity of the M6 Group. It started with a morning teleshopping broadcast on **M6 Boutique**, the M6 channel, and has extended its activities with **M6 Boutique la Chaîne**, rechristened **M6 Boutique & Co**, the first dedicated French teleshopping channel. In 2005, it took over **Mistergooddeal**, a leading e-shopping website, and this helped it in developing the Internet know-how and benefiting from the dynamics of on-line shopping. In 2010 Ventadis crossed a new milestone in its growth by getting the ISO 9001 certification for its Supply Chain, and thereby reinforcing its commitment to control its supply chain and strengthen its trust-based relationship with its customers.

## **M6 BOUTIQUE, A TV PROGRAMME, A CHANNEL AND A WEBSITE**

*M6 Boutique* will celebrate its 24<sup>th</sup> Anniversary this year and it still remains the teleshopping programme *par excellence* of the French audiovisual landscape. In 2011, its priority veered more towards live broadcasts for better reactivity and marketing efficiency. Pierre Dhostel and Valérie Pascale conducted live broadcast and presented offers at exceptional prices nearly every day of the week on limited stock items. The programme gave explicit demonstrations, had expert guest appearances, customer

testimonies and offered exclusive and innovative items. *M6 Boutique & Co*, the group's channel, has continued to grow by offering more jewellery and fashion-oriented products to ensure that the viewers are spoiled for choice with maximum new models. This store is accessible 24x7 and offers eight hours of live broadcasting every day. It also depends on proximity, exchange and user friendliness to offer enjoyable and quality items. Constantly in touch with the current-day affairs, *M6 Boutique & Co* launched new themes such as **Nature en Beauté** presenting natural cosmetics and cosmetics manufactured with the environment in mind. Similarly **Coaching Cuisine**, allows a chef to discover simple and original recipes, made with innovative high quality utensils.

## M6 Boutique



Anniversaire Mistergooddeal



Available on cable, satellite and broadband, M6 Boutique is also the name of a website that attracts up to a million hits each month. It has a catalogue published four times a year and four outlets located in and around Paris, in Nantes and in Strasbourg.

**Home Shopping Service** has also maintained its leading position in Flanders through its joint venture with RTL Belgique.

## MISTERGOODDEAL: A HIGHLY DIVERSIFIED OFFER

This site was created in 2000 and celebrated its 11<sup>th</sup> Anniversary in 2011. Involved in clearance sales since its inception, Mistergooddeal has expanded its offer over the last few years to household equipment, electrical appliances, electronics and computers and furniture. The focus

in 2011 was mainly on improving customer satisfaction and expanding the services available to them.

MonAlbumPhoto was integrated within the M6 Group through Mistergooddeal on 1st October 2010 with the aim of developing its communication with the public. The company started advertising on television, which translated into high growth. Founded in September 2004, MonAlbumPhoto is a benchmark when it comes to creating printed and bound photo albums. Users can download free software directly from the [www.monalbumphoto.fr](http://www.monalbumphoto.fr) website, and use it to create their photo album, upload it, order it and receive it at home by La Poste fully printed and bound within four to six days. For the last two years, MonAlbumPhoto has expanded its offer to posters, scrapbooks and calendars.

### Distance selling in France:

At the end of 2010, there were nearly 82 000 active e-commerce sites. The number of sites has been growing at an astounding rate of 28%.

According to the results of Médiamétrie's Observatoire des Usages Internet (Internet Use Observatory), the number of cyber-buyers at the end of 2010 has continued its steady march with a growth of 13% in a year to 27.7 million on-line buyers.



# **SOCIAL RESPONSIBILITY & GOVERNANCE**

# CSR

# COMMITMENT, AWARENESS AND A SHARED DESIRE



## SUSTAINABLE DEVELOPMENT : A LONG-TERM COMMITMENT

In addition to the equipment that has been installed for several years now to reduce the impact on the environment (water consumption, CO2 emissions, electricity consumption, waste production), new commitments towards sustainable development were made in 2011.

In fact, after doing away with plastic glasses in 2010, the M6 Group focused on limiting the in-house use of paper:

«0 paper» goal! This initiative was promoted during **the sustainable development week**, through the employee awareness campaign on reducing the use of paper for printing. For 5 days, 1 «aspect» per day was

sent to each person through different in-house communication media (e-mail, screens) on the topic of «Et vous, vous en êtes où avec le papier?» (And what is your plan regarding paper?).

In the same vein, all the group's printers were configured by default for **black and white/recto verso printing**.

Lastly, the M6 Group committed itself to the **dematerialisation of its salary slips** with Novapost. In the spring of 2011, all the group's permanent employees received a suggestion to get an electronic safe and get their salary slip each month in electronic format. To date, more than a third of the employees have registered for this service.

In addition to this activity and in partnership with the **Planète Urgence NGO**, one tree was planted for each employee that registered for the dematerialisation service...

## HEALTH, SAFETY AND WELLNESS: TAKING CARE OF EVERYONE FOR AN EVEN MORE ENJOYABLE LIFE

A «Bio» appetiser, main course or dessert is regularly served at the Company's Restaurant.

In addition, the **M6 Group nurse** is deeply concerned for everyone every day: her advice, «**les Conseils de Nadine**» is regularly published on the group's intranet on topics as diverse as sleep, nutrition, hygiene, etc. Trained in **AMMA massage**, she gives a seated massage in her office to any employee who wants it, upon request.

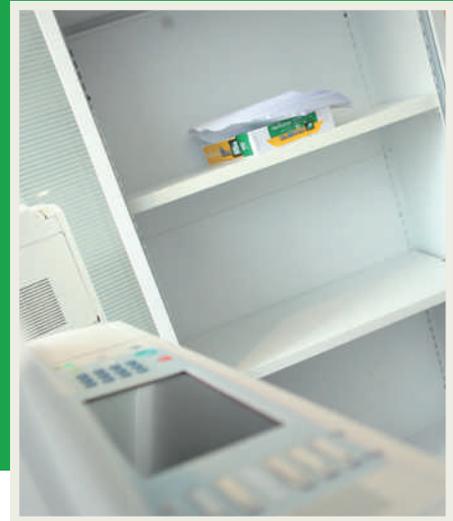
Specific actions were taken for some professions: for example, the M6 Group called an **ergonomist** for designing



C30 Volvo electric



AMMA massage



0 paper goal

some of its workstations, especially the placement of headsets or the equipment in fully equipped first-aid kits. Finally, in order to sensitise every person in safety, solar lamps and arm bands were distributed to the **Leading and Trailing Fire Wardens** to remind them of their main job, and a major recruitment drive was undertaken to recruit volunteers. At the end of this drive, 95 employees were trained in fire evacuation and in First-Aid at Work. A garden in one of the group's buildings was used to set up a **Summer restaurant** for two months so that everyone could take advantage of the bright sunny days in a very «garden-party» like environment; the menu was salads, grilled dishes and sunglasses.

## ASKING THE EMPLOYEES FOR THEIR OPINION AND VALUING EACH ONE'S WORK

In order to improve communication and dialogue, **an opinion survey was conducted among the employees** for the first time in the group by the Great Place to Work Institute.

**78%** of the employees thus gave their opinion on topics as diverse as management, strategy, information, working conditions, etc. and shared their expectations and also the positives of their daily lives.

An action plan was formulated based on the survey results and subsequent interchanges and submitted to the staff representatives; it shall be deployed in 2012.

2011 also saw the birth of a **new web version of the in-house letter «Zoom»**. This letter is published every month and contains all the news from all entities of the group, events, key figures, gossip, etc. This new letter now has a new section «people», which ensures high readership ratings each month by featuring employee portraits or focusing on the comings and goings (arrivals, appointments, mobility)!

**78%**  
of participants gave their opinion during the survey conducted by «Great Place to Work»

## CSR COMMITMENT, AWARENESS AND A SHARED DESIRE *(continuation)*



Femmes en Or



### PROVIDING LIFE-LONG SUPPORT TO EVERYONE IN THE GROUP: KNOW THEM BETTER, UNDERSTAND THEM BETTER AND DEVELOP THEIR SKILLS

**M6 Campus**, the group's training arm, supports everyone throughout their professional life with two major tasks: **integration and training**.

**Receiving and inducting the new arrivals in two parts:** in small groups and then during a seminar organised twice a year, which showcases the main activities of the M6 Group. 140 employees have thus been inducted in the group and helped in taking their first steps. **Training:** 716 employees were trained in 2011. A new focus was given to training within the group. First, an educational process was initiated this year to better understand and meet the needs of the employees. On the other hand, several customised training sessions were developed (trade or Group culture) as well as training courses in-line with the professional requirement of some employees (e.g.: journalists).

Lastly, after working hours, the group strived to **create informal meeting opportunities** and as in 2010 continued to organise the «**Afterwork by M6'Bar**» every month, and which now has 145 members in its Facebook group.

On another sports-based occasion: a joint 21-person team was formed for the **Paris-Versailles** race which took place on 25<sup>th</sup> September 2011.

Sharing common memories of meeting each other in an informal environment and a strong corporate culture are thus two pillars of the M6 Group's HR policy.

### ACTING IN SOLIDARITY AND FOR DIVERSITY

As it happens every year, the group made internal commitments towards joint actions relayed for some people by the group channels:

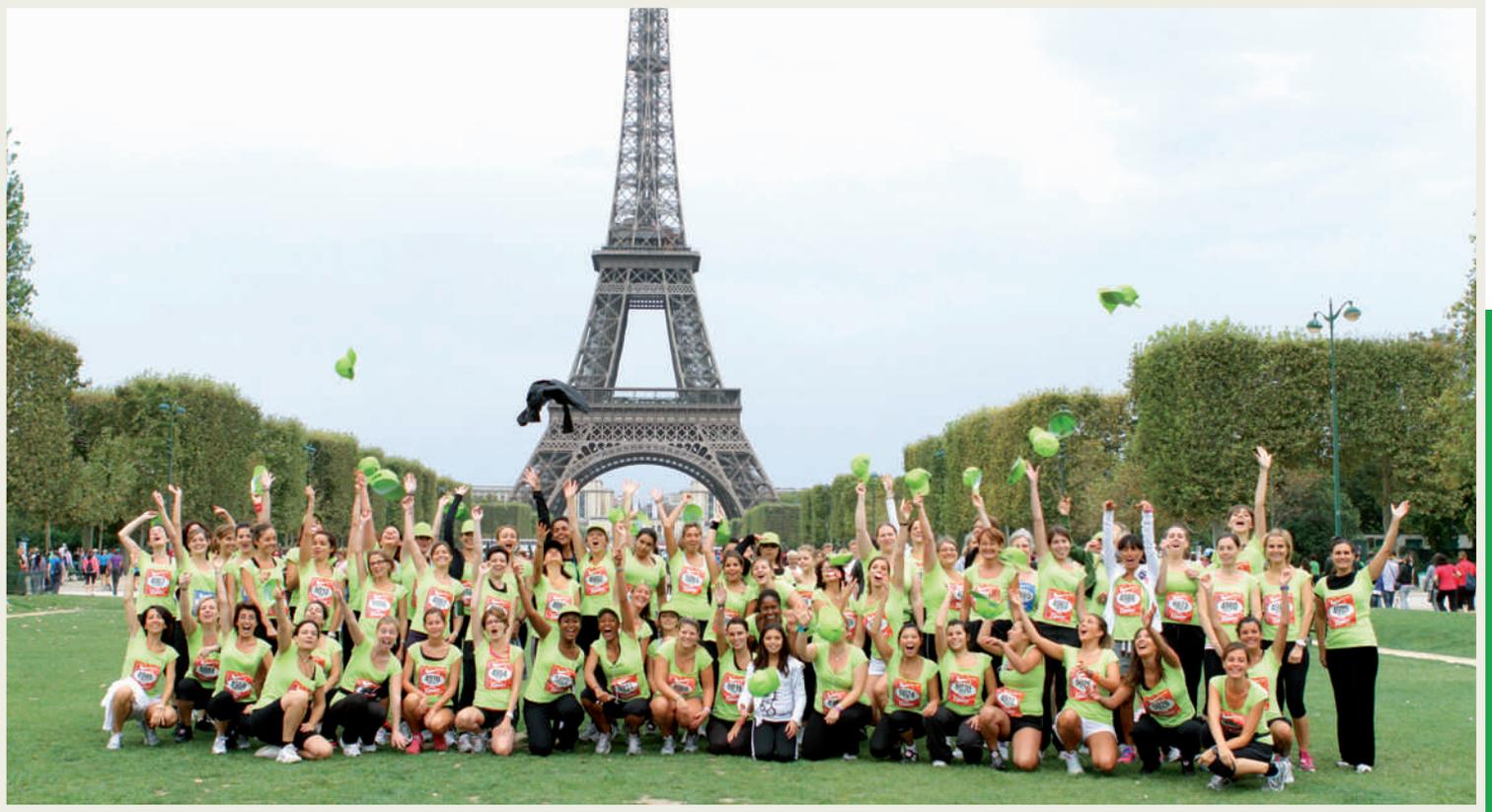
La Parisienne: for the 4<sup>th</sup> consecutive year, 89 employees represented the M6 Group and Téva in the 15<sup>th</sup> edition of the «La Parisienne», an all-women footrace. This included 6 presenters: Karine Le Marchand, Estelle Denis, Aïda Touihri, Marielle Fournier, Laurence Roustandjee and Marine Vignes. Téva has now been a partner for

3 years of the **PRIX CLARINS DE LA FEMME DYNAMISANTE**, which awards a woman of heart every year for her work with children. This year, the award was given to Malika Belaribi, «the neighbourhood diva» who is THE dynamic woman. She teaches classical singing to the children of disadvantaged neighbourhoods. Here selfless act was highlighted in a report for «Les dossiers de Téva».

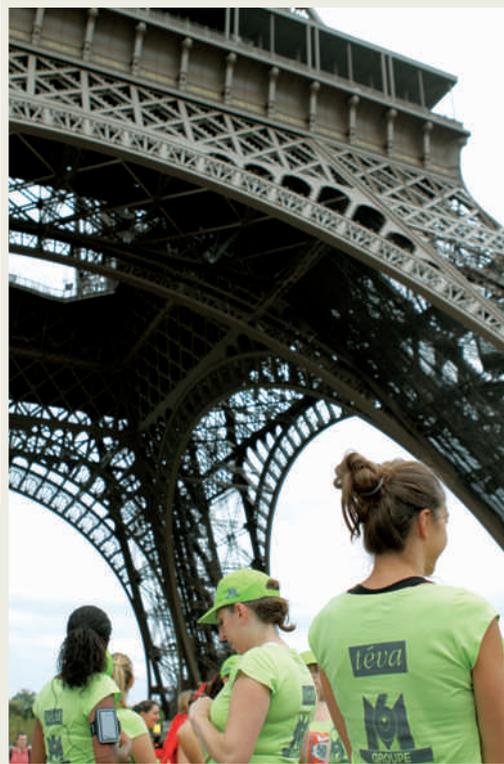
Téva, a partner of the **FEMMES EN OR** five years running, had the privilege of handing over the Woman of style award this year to Judith Milgrom, founder of MAJE, in recognition of her talents. A documentary produced for Téva «*Des femmes en or*» was broadcast showcasing the commitment of exceptional women.

Téva also shows its corporate social responsibility through its programmes especially with **Téva Déco**, which, this year, supported the company Sakina M'Sa, which, through couture, helps women in reintegrating themselves in the working environment and the **Arc en Ciel** association patronised by Sophie Marceau.

As every year for the last eight years, **two blood donation camps** for the group's staff were organised with the Etablissement Français du Sang (French Blood Organisation). 127 people donated in 2011!



La Parisienne



“ To share a corporate culture is a pillar of M6 Group's HR politics ”

**Arc en Ciel**

Cendrine Dominguez, Sophie Marceau



Don du Sang  
Don du Sang

A loyal partner of « **Sidaction** » since the beginning, the M6 Group has made available a host of multisupports (stations, web and mobile) for the association during 3 days again this year. The hosts have educated television viewers through different topics, prevention messages and donation calls.

**The Laurette Fugain association** came to present its activities under the impetus of one of the group's employees. An awareness session was organised towards the «gifts of life» (gifts of blood, platelets, plasma, bone marrow, umbilical cord blood, organs, etc), during which each employee was able to receive information on the importance and challenges of the gifts of life and ask questions to the Association volunteers. 2011 saw a significant increase in the actions of the M6 Group's **Mission Handicap**.

For the 5<sup>th</sup> consecutive year, the «Employment week for disabled workers» was held within the group: On the one hand by welcoming 13 disabled workers as part of the «**One day, one business in action**» campaign; **On the other hand**, through W9, which rallied to change our

mindset on disability and for the second consecutive year developed special programming by broadcasting the mini-series **J'en crois pas mes yeux** that shows a blind and an able-bodied person and uses humour to try and change our attitude towards disabled persons. A spot in sign language was shot by the channel presenters: Stéphane Rotenberg, Sidonie Bonnet, Faustine Bollaert and Derka...

Clips from Florent Pagny's *Savoir Aimer* and from Calogero's *Nathan*, which deal with disability, were broadcast every day. The telefilm **Des mains en or** where a surgeon attempts an operation to separate 2 Siamese twins.

The programme **Vies Croisées: S'aimer malgré le handicap** Yann-Alrick, winner of **La meilleure Danse** and suffering from deafness, sponsored this awareness campaign. A second session was also developed in July: **Handicap, la semaine de tous les défis** (Disability: the week to face all challenges). For 5 days, during lunch time, each employee could challenge the champions, alone or as a team, based on the ideas received around the topics of cooking, dance, table tennis, etc.

- Taste challenge with Grégory Cuilleron (winner of *the combat des régions* in

2009),

- Agility challenge with Christophe Durand (4 table-tennis medals in para-olympic games),
- Rhythm challenge with Patrick Ripoche (dancer and choreographer),
- Precision challenge with Yann Eon (billiard champion) and so on.

Lastly, with the help of the Club des DRH and the City of Neuilly-sur-Seine, the M6 Group organised the **1<sup>st</sup> edition of the Handicap & entreprises** forum on 3<sup>rd</sup> November 2011. A Disability service providers guide was created for the event. This guide is the culmination of a joint effort by the Equal Opportunity Companies / Etablissement et Service d'Aide par le Travail (Establishment and Support Service through Work) / the Service Providers selected for their capabilities and professionalism.



“ To share a corporate culture is a pillar of M6 Group's politics ”

## CSR COMMITMENT, AWARENESS AND A SHARED DESIRE *(continuation)*

### Actions taken on the Group channels

To meet the demand of the entire viewing public, the M6 Group made sub-titling available to 100% of its programmes on M6 and W9 and to 30% programmes for Paris Première and Téva. In addition, 13 original programmes were broadcast in 2011 on the M6 channel with Audio-Description.

### RECRUITMENT AND YOUTH- CENTRIC ACTIONS

Internships or alternate learning opportunities offered to the youth enable them to learn different professions in a multimedia group. **334 interns** were received for 3 to 12 month periods as well as 30 people pursuing alternate learning opportunities stayed with us for 12 to 24 months.

This constitutes a genuine recruitment pool for the M6 Group. This can be gauged from the fact that: 32 interns were hired on a limited duration contract or unlimited duration contract and 57 as

freelance or from time to time in 2011. It is possible to open our recruitment process and propose training assignments only by forging partnerships with the most renowned schools in our professions.

Thus, this year, the M6 Group increased its presence:

- In school forums (audiovisual, business, communication, journalism, etc.)
- In school campuses: group's presentation and internship opportunities
- By hosting student promotional activities within our premises (M6 Group's presentation and presentation of various audiovisual professions by the group's employees)
- By taking part in examination juries

### ASSISTANCE TO ASSOCIATIONS

The M6 Group supported and financially assisted about fifty charity associations including:

ACTION CONTRE LA FAIM, ASSOCIATION FRANCAISE DES HEMOPHILES, ASSOCIATION PETITS PRINCES ATD QUART MONDE, COLLECTIF AUTISME, COMITE NATIONAL CONTRE LA TABAGISME, CROIX ROUGE FRANCAISE, CYCLAMED, FONDATION ABBE PIERRE, FONDATION POUR L'ENFANCE, PASTEURDON, LE CANCER DU SEIN PARLONS EN, LES PRISONS DU CŒUR, LA FLAMME MARIE CLAIRE, NOS QUARTIERS ONT DES TALENTS, REPORTERS SANS FRONTIERES, REPORTERS SANS FRONTIERES, SIDACTION, SNSM SAUVETEURS EN MER, SOLIDAYS SOLIDARITE SIDA, L'UNICEF, LES RESTOS DU CŒUR, etc.

### THE GROUP'S WORKFORCE

**1843 employees (including FCGB)  
as of 31/12/2011 vs 1806 in 2010**

**1621 employees (outside of FCGB) as of  
31/12/2011 vs 1571 in 2010**

AVERAGE AGE  
**36 years old**

AVERAGE SENIORITY  
**7 years old**

### TRAINING

NUMBER OF EMPLOYEES TRAINED  
**716 in 2011 vs 700 in 2010**

**100%**

**100% of programmes are  
subtitled for M6 and W9**



# AN OPENING INTO THE WORLD OF PRISONS



Marius Trésor

18 months ago, the M6 Group took on a formidable challenge through its corporate Foundation: to focus on the world of prisons by helping in the subsequent reintegration into society and by improving the quality of life of the prisoners. It was a difficult decision but in line with the television business. The small screen is perhaps the only window to the outside world for most of the prisoners. Apart from its punitive purpose, prison life should also be a time for rebuilding the prisoner with a view to reintegration within the society. The M6 Foundation seeks to support this effort by implementing some actions. The aim is not just to provide distraction by broadcasting programmes but also to help the prisoners become stakeholders in developing and learning various media activities. The M6 Group Foundation has set itself the goal of adding its own cultural contribution to the reintegration initiatives set up by the Ministry of Justice by helping and supporting the partner associations within the penal administration system. Thus, two priority sectors were defined:

“ Help  
reinsertion  
and improve  
the quality of life  
of imprisoned  
persons ”

## ASSISTANCE WITH REINTEGRATION

- Providing **training** in the media professions in supported workshops;
- Carrying out practical and useful work through **sub-titling activities** for the deaf and hard of hearing;
- **Fighting against illiteracy** with a scholarship for the needy.

## IMPROVEMENT IN THE DAILY LIVES OF THE PRISONERS

- **Projecting M6 films** (Kad Merad presented the film «L'italien» in Nanterre), shows, cookery classes;
- Getting involved in **sports activities, training in refereeing** and making a film on the preparation of physical activities in prison (Marius Tresor sponsored an arbitration Foundation in Villepinte);

- **Creating an induction film** for the «new arrivals» to reduce the impact of imprisonment;

## FIRST REPORT

Since its creation, the M6 Foundation has already organised and supported the following:

- **11 audiovisual workshops:** 80 inmates presently trained in these workshops located at Tarascon, Bourg-en-Bresse, Rennes, Bonneville, Strasbourg, Dijon, Béziers, Varcès, St Quentin Fallavier, Avignon and Poissy ;
- **24 cultural entertainment** programmes (M6 films, SND and shows): 1815 inmates attended
- **2 training workshops in arbitration:** 30 inmates were awarded certificates;
- **1 film** on the preparation of physical activities during imprisonment broadcast in 191 French prisons;
- **3 «cookery» workshops** conducted by Gregory Cuilleron in the Melun, Bourg en Bresse and St Quentin Fallavier prisons;



Grégory Cuilleron

- **3 induction films** for «new-arrivals» produced for the Bourg en Bresse, Bois d'Arcy and Melun prisons;
- **2 shows** put on and performed by the inmates and «captured» on film by the M6 Foundation at Melun and at the women's prison at Rennes.

## ASSISTANCE TO ASSOCIATIONS

This is the other priority of the Foundation. Six of them receive financial assistance:

- **Relais Enfants-Parents** promotes the maintenance of family links, allowing children to make accompanied visits to see their parents in jail during visiting hours or at Christmas and offers the prisoners the opportunity to make presents for their children.
- **Le Mouvement de Réinsertion Sociale** (MRS, Social Reintegration Movement) helps the people leaving prison to find decent and independent housing. 300 former inmates are supported each year for financing short-term housing. 60 inmates got public housing and 10 others succeeded in passing their driving test.
- **L'Accueil**, located at Alençon, was endowed with a minibus by the Foundation for families to go to the

Mans prison's visitor's room each week. 250 of them were able to use this facility.

- **L'Association Nationale des Visiteurs de Prison** (National Prison Visitors Association) morally supports isolated prisoners during regular visits. It also sets up training sessions and discussion groups.
- **L'Oustal**, located in the South-West, created an educator's post to help inmates leaving the prison who are most isolated and most in difficulty.
- **Les Yeux de l'Ouïe** («The Eyes of Hearing») promotes the broadcasting, production and promotion of audio and visual creations in order to establish a network of artistic exchanges.

## THE M6 GROUP RALLIES

The M6 Foundation mobilises and unites skills and goodwill within the group. Two people work full-time for the Foundation and several employees volunteer to take part in activities, travels, organisation and technical or artistic logistics.

At the end of 2011, 25 employees of the M6 Group accepted to accompany children for visiting their parents imprisoned in Bois d'Arcy and Fleury-Mérogis.

### Un jouet de plus dans la hotte du

**Père Noël** (One more toy in Santa's basket) operation: during a Christmas gala organised by the CE, toys were collected under the aegis of the M6 Group Foundation and the *Relais Parents-enfants* association. These toys were given by the prisoners to their children aged between 2 and 12 years.

A Facebook page dedicated to the M6 Foundation follows various actions taken throughout the year and shares ideas and thoughts through this ambitious initiative.

## SOME FIGURES OF THE PRISONS IN FRANCE:

- **191** prisons
- **64 726** inmates in prison (excluding the managed sentences such as electronic bracelets, conditional freedom, etc.)
- **57 268** spots
- **+5%**, this is the annual growth rate of the imprisoned population.
- **25 873** detention officers
- Television has been available in jail since 1985
- **54** prisons have active in-house video channels.

# CORPORATE GOVERNANCE **THE EXECUTIVE BOARD**

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**Nicolas de Tavernost****Catherine Lenoble****Thomas Valentin****Jérôme Lefébure**

## THE EXECUTIVE BOARD

### Role of the Executive Board

The Executive Board sets out the major policies while it 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 all under 70 years of age. Its composition is representative of the various businesses of the M6 Group.

### 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. It meets as often as is required in the interests of The group. In 2011, the Executive Board held 28 meetings.

### Nicolas de Tavernost

CHAIRMAN OF THE EXECUTIVE BOARD

Date of first appointment  
**26<sup>th</sup> May 2000**

Date of renewal  
**25<sup>th</sup> March 2010**

Expiry of term of office  
**25 mars 2015**

### Thomas Valentin

VICE-CHAIRMAN OF THE EXECUTIVE BOARD  
HEAD OF TV CHANNELS AND CONTENT

Date of first appointment  
**26<sup>th</sup> May 2000**

Date of renewal  
**25<sup>th</sup> March 2010**

Expiry of term of office  
**25<sup>th</sup> March 2015**

### Catherine Lenoble

MEMBER OF THE EXECUTIVE BOARD  
HEAD OF ADVERTISING

Date of first appointment  
**28<sup>th</sup> January 2001**

Date of renewal  
**25<sup>th</sup> March 2010**

Expiry of term of office  
**25<sup>th</sup> March 2015**

### Jérôme Lefébure

MEMBER OF THE EXECUTIVE BOARD  
HEAD OF MANAGEMENT OPERATIONS

Date of first appointment  
**25<sup>th</sup> March 2010**

Expiry of term of office  
**25<sup>th</sup> March 2015**



**Christophe Foglio**



**Nathalie-Camille Martin**



**Eric d'Hotelans**



**Bernard Majani**



**Bibiane Godfroid**



**Karine Blouët**

## THE EXECUTIVE COMMITTEE AND MANAGEMENT COMMITTEE

### 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. It held 16 meetings in 2011. 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. It is responsible for implementing the major operations-related and strategic decisions taken by the Executive Board. In 2011, it held 17 meetings.

## MEMBERS OF THE MANAGEMENT COMMITTEE AND THE EXECUTIVE COMMITTEE

### THE EXECUTIVE BOARD

**Nicolas de Tavernost**  
**Thomas Valentin**  
**Catherine Lenoble**  
**Jérôme Lefébure**

### ADMINISTRATIVE DIVISIONS

**Delphine Cazaux**  
Head of Organisation and Human Resources

**Karine Blouët**  
Company Secretary and Chairwoman of Paris Première

**Nathalie-Camille Martin**  
Head of Legal Affairs

**Christophe Foglio**  
Head of Technological Resources

**Marc Roussel**  
Head of Broadcasting Networks

**Guillaume Charles**  
Head of Strategy and Development

**Jonathan Curiel**  
Head of Coordination for the Chairman

**Jean-Marc Duplaix**  
Deputy Chief Financial Officer

**Delphine Cazaux****Guillaume Charles****Jonathan Curiel****Philippe Bony****Thierry Desmichelle****Emilie Pietrini****Valéry Gerfaud**

## OPERATING DIVISIONS

### **Eric d'Hotelans**

CEO of HSS and Mistergooddeal

### **Bibiane Godfroid**

Head of M6 Programming\*

### **Philippe Bony**

Assistant Head of Drama, Children, Cinema and Sports Programming

### **Emilie Pietrini**

Head of Group Communications

### **Valéry Gerfaud**

Managing Director of M6 Web\*

### **Thierry Desmichelle**

Managing Director of M6 Interactions and SND\*

### **Bernard Majani**

Head of Film, TV Film and Series Acquisitions

### **Jérôme Bureau**

Head of Newscasts and News Magazines

### **Vincent Régnier**

Assistant Head of Newscasts

### **Frédéric de Vincelles**

Assistant Managing Director of W9

### **Ronan de Fressenel**

Assistant Managing Director of Marketing and Surveys (M6 Publicité)

### **Florence Duhayot**

Managing Director of the in-house Flow Production Unit (Studio 89)\*

### **Christian Bombrun**

Assistant Managing Director of M6 Web

### **David Larramendy**

Assistant Managing Director of HSS and Mistergooddeal

### **Arnaud Boucher**

Head of Group Programming

\* Managing Director without representation powers

Colour code: In red, members of the Executive Committee

## 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 mission. 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's 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 Conseil Supérieur de l'Audiovisuel (CSA, French Higher Council for the Audiovisual Sector), 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 and updated in April 2010. Consequently, **six members of the Supervisory Board are currently independent members** : Madame Delphine Arnault, Messieurs Albert Frère, Gérard Worms, Guy de Panafieu, Jean Laurent et Gilles Samyn.

### How the Supervisory Board operates

The Supervisory Board's bylaws 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, 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 required in the interests of the group and at least once each quarter. The Board held five meetings in 2011. The Supervisory Board also assesses its modus operandi once a year.

### Supervisory Board Members

Board Members	Age	Main position held within the company	Date of first appointment	Expiry of term of office	Date of leaving
Albert Frère*	86 years	Chairman	26 <sup>th</sup> May 2000	2012	
Gérard Worms*	75 years	Vice-Chairman	26 <sup>th</sup> May 2000	2012	
Guy de Panafieu*	69 years	Member	18 <sup>th</sup> February 2004	2012	
Jean Laurent*	67 years	Member	18 <sup>th</sup> February 2004	2012	
Remy Sautter	66 years	Member	26 <sup>th</sup> May 2000	2012	
Delphine Arnault	37 years	Member	5 <sup>th</sup> November 2009	2012	
Gilles Samyn*	62 years	Member	2 <sup>nd</sup> May 2007	2015	
Gerhard Zeiler	56 years	Member	8 <sup>th</sup> Mar 2002	2012	
Philippe Delusinne	54 years	Member	28 <sup>th</sup> July 2009	2012	
Vincent de Dorlodot	47 years	Member	18 <sup>th</sup> Mar 2004	2012	
Andrew Buckhurst	45 years	Member	7 <sup>th</sup> November 2007	2012	
Elmar Heggen	44 years	Member	22 <sup>nd</sup> November 2006	2012	
Immobilière Bayard d'Antin, represented by Christopher Baldelli	47 years	Member	12 <sup>th</sup> January 2010	2015	

\* « 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 his/her freedom of judgement. » (Source: French Code of Corporate Governance for Listed Companies, drawn up by the AFEP and the MEDEF in December 2008, updated in April 2010).

## SUPERVISORY BOARD COMMITTEES

### The 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 at least twice a year. In 2011, the Committee held four meetings, and the overall attendance rate was 81%.

Members of the Audit Committee		Date of first appointment	Expiry of term of office	2011 meeting attendance rate
Guy de Panafieu*	Committee Chairman	18 <sup>th</sup> February 2004	2012	100%
Remy Sautter	Member	26 <sup>th</sup> May 2000	2012	100%
Elmar Heggen	Member	22 <sup>nd</sup> November 2006	2012	50%
Jean Laurent*	Member	6 <sup>th</sup> May 2008	2012	75%

\*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 appointed among the members of the Supervisory Board. The Remuneration and Appointments Committee meets at least once a year. In 2011, the Committee held two meetings, with a 100% attendance rate.

Members of the Remunerations and Appointments Committee		Date of first appointment	Expiry of term of office	2011 meeting attendance rate
Gérard Worms*	Committee Chairman	26 <sup>th</sup> May 2000	2012	100%
Gerhard Zeiler	Member	30 <sup>th</sup> April 2003	2012	100%
Gilles Samyn*	Member	10 <sup>th</sup> March 2009	2015	100%

\*Independent Member.

### Statutory Auditors

Ernst & Young – PriceWaterHouseCoopers

FOR FURTHER INFORMATION, REFER TO THE CHAPTER «MANAGEMENT REPORT» IN THE REGISTRATION DOCUMENT AVAILABLE ON OUR WEBSITE  
**WWW.GROUPEM6.FR**  
 (FINANCES/REGULATED INFORMATION).

# Statutory AUDITORS

In 2011, M6 allocated over 129 million Euros to pay a dividend of 1.00 € per share.  
For Financial Year 2011, M6 will recommend to the Shareholder's General Meeting that a dividend of 1.00 € per share be paid.

## REPORTING POLICY AND DOCUMENTS AVAILABLE TO THE PUBLIC

Numerous meetings were held during 2011 to establish and maintain a regular dialogue with the shareholders and the entire financial community:

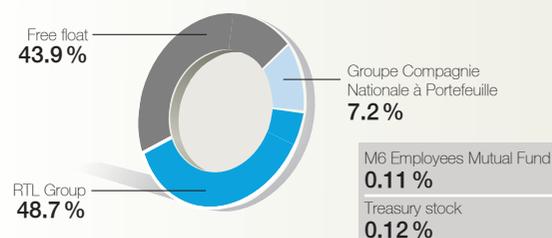
- a meeting to present the annual results.
- telephone calls when the half-year financial results and quarterly sales figures were announced.

Moreover, the group continued to hold meetings with the financial community in France and abroad in the form of road shows and investor conferences. Lastly, many individual meetings were held with analysts, shareholders, investors and fund managers in 2011.

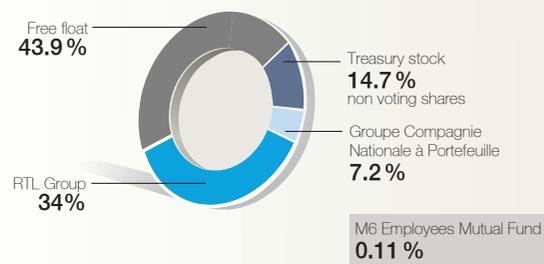
All of the group's financial reporting is available in both French and English at the following website: [www.groupem6.fr](http://www.groupem6.fr), under the Finance heading.

## OWNERSHIP STRUCTURE

Share capital breakdown as on 31st December 2011

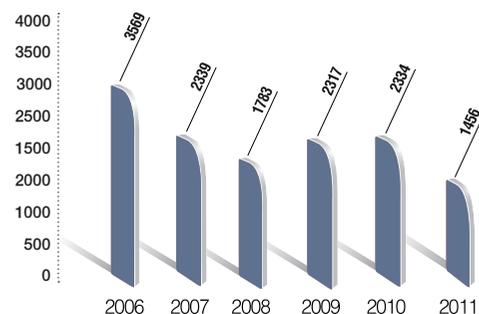


Breakdown of voting rights as on 31st December 2011



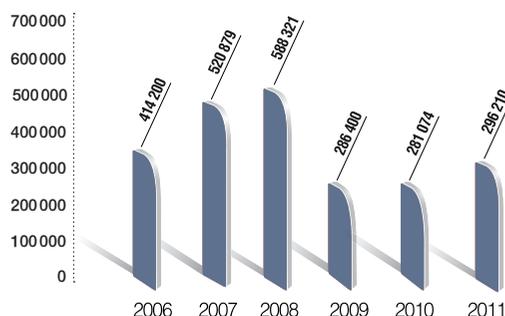
Source: Euroclear survey of bearer and registered shares

## Market capitalisation at year end (in millions €)



Source : Euronext

## Daily average volumes (in number of securities)



Source : Euronext

## LISTING INFORMATION

Official business name: Métropole Télévision  
 ISIN Code: FR0000053225  
 Reuters Code: MMTP.PA  
 Bloomberg Code: MMT: FP  
 Share capital: € 51 581 876 composed of 128 957 939 shares with a face value of € 0.40 of the same class and fully subscribed and paid-up.  
 Listing Market: EURONEXT Paris Compartment A (companies with an average market capitalisation exceeding 1 billion Euros)  
 Date first listed: 28th September 1994  
 Deferred settlement service eligibility: Yes

## MARKET INDICES

The Métropole Télévision share has been classified in Euronext's compartment A (companies whose average market capitalisation exceeds 1 billion Euros). The Métropole Télévision share is included in the following indices: CAC MID 60, SBF 120, CAC Mid & Small, CAC All-Tradable, CAC All-Share, CAC Media and CAC CONSUMER SERV.

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.

### DIVIDENDS AND YIELD FOR 2011

<b>Ordinary dividend per share proposed for financial year 2011*</b>	1.00 euro	A stable pay-out ratio of approx. 84% of the net profit Group share
<b>Dividend yield</b>	8.7 %	Calculated on the year-end closing price of FY 2011

\* dividend proposed at the Combined Shareholders' General Meeting on 03 May 2012

### M6 SHARE PRICE AS COMPARED WITH the CAC 40 and DJ EuroStoxx Media indices (basis of 100 as on 1st January 2010)

In 2011, the M6 share has declined by 36,33%



### STOCK PRICE PERFORMANCE SINCE 2006

	2006	2007	2008	2009	2010	2011
Number of shares	131 888 690	129 934 690	128 954 690	128 954 690	128 957 939	126 383 964
Year's high (in €)	27.52	28.44	17.81	18.72	20.22	18.9
Year's low (in €)	22.29	17.32	11.47	9.62	15.46	9.38
Year end price (in €)	27.06	18	13.84	17.97	18.1	11.525

Source : Euronext

## 2012 SHAREHOLDER'S AGENDA (for information only)

<b>Tuesday 14<sup>th</sup> February 2012</b>	Release of 2011 annual results and sales figures
<b>Wednesday 15<sup>th</sup> February 2012</b>	Analysts' meeting
<b>Thursday 03<sup>rd</sup> May 2012</b>	Release of 1 <sup>st</sup> quarter 2012 sales and quarterly information (before opening bell)
<b>Thursday 03<sup>rd</sup> May 2012</b>	Combined Shareholders' General Meeting
<b>Tuesday 15<sup>th</sup> May 2012</b>	Payment of FY 2011 dividend
<b>Tuesday 24<sup>th</sup> July 2012</b>	Release of 1 <sup>st</sup> half 2012 sales and results
<b>Wednesday 25<sup>th</sup> July 2012</b>	Conference Call
<b>Tuesday 6<sup>th</sup> November 2012</b>	Release of 3 <sup>rd</sup> quarter 2012 sales and quarterly information. (indent)

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

- FOR THE LATEST FINANCIAL NEWS FROM THE M6 GROUP, VISIT: [HTTP://WWW.GROUPEM6.FR](http://www.groupeM6.fr)
- TO CONTACT INVESTOR RELATIONS, WRITE TO: [ACTIONNAIRES@M6.FR](mailto:ACTIONNAIRES@M6.FR)

# KEY

## ACCOUNT ITEMS BY SEGMENTS

Contribution to sales and consolidated earnings

### M6 AERIAL \*

\* M6 SA, M6 Publicité, M6 films, c.Productions, studio 89 Productions and Métropole Production essentially

(In € millions)	2011	2010
Advertising sales	675.9	670.2
Other revenues	9.4	7.7
Sales	685.3	677.9
Earnings before interest, tax and amortization	175.7	162.7
Consolidated operating profit (EBIT) in %	48.2%	43.3%
Consolidated profit from recurring operations (EBITA) in %	69.6%	66.5%
Margin from recurring operations	25.6%	24.0%

### DIGITAL CHANNELS \*

\* W9, Téva, Paris Première, TF6 et Série Club (50%) and M6 Music essentially

(In € millions)	2011	2010
Sales	184.6	168.9
Earnings before interest, tax and amortization	34.3	29.2
% of consolidated sales	12.9%	11.5%
% of consolidated earnings before interest, tax and amortization (EBITA)	13.6%	11.9%
Margin from recurring operations	18.6%	17.3%

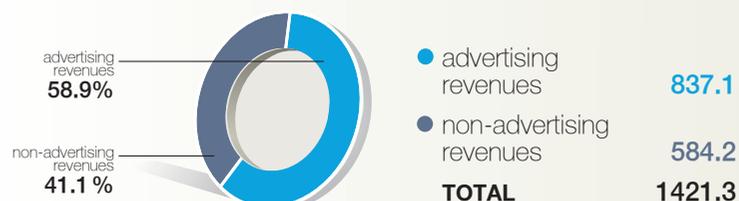
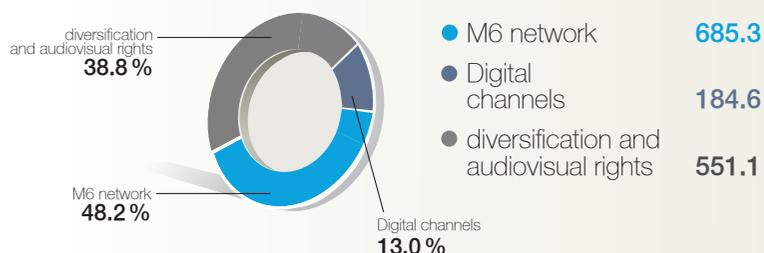
### DIVERSIFICATION AND AUDIOVISUAL RIGHTS \*

\* Audiovisual rights, M6 Interactions, M6 Web, Ventadis (HSS et Mistergoodeal) and F.C.G.B essentially

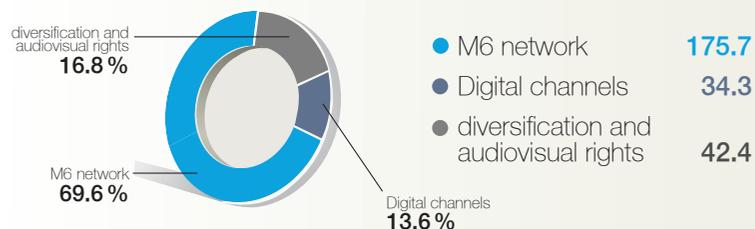
(In € millions)	2011	2010
Sales	551.1	614.9
Earnings before interest, tax and amortization	42.4	52.9
% of consolidated sales	38.77%	42.06%
% of consolidated earnings before interest, tax and amortization (EBITA) <sup>1</sup>	16.8%	21.6%
Margin from recurring operations	7.7%	8.6%

<sup>1</sup> hors éléments non affectés

## BREAKDOWN OF 2010 GROUP CONSOLIDATED SALES



## BREAKDOWN OF 2010 CONSOLIDATED EBITA



ADVERTISING  
REVENUE  
M6 AERIAL  
**675.9 € millions**

DIGITAL  
CHANNELS  
SALES  
GROWTH  
**+9.3%**

SALES FOR THE  
DIVERSIFICATION  
AND AUDIOVISUAL  
RIGHTS 'SEGMENT'  
**551.1 € millions**

MGROUP'S  
MARGIN FROM  
RECURRING  
OPERATIONS  
**17.2%**

# Indicators

## CONSOLIDATED ACCOUNTS

### SIMPLIFIED CONSOLIDATED INCOME STATEMENT

(In € millions)	31/12/2011	31/12/2010
Sales	1421.3	1462
Total revenues from ordinary operation	1437.7	1479.4
Total expenses from ordinary operation	(1 192.7)	(1237.2)
<b>Earnings before interest, tax and amortisation (EBITA)</b>	<b>245</b>	<b>242.2</b>
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	(3.4)	0.2
<b>Earnings before interest and tax (EBIT)</b>	<b>241.6</b>	<b>242.4</b>
<b>Net financial income</b>	<b>3</b>	<b>2.8</b>
Share of profit/(loss) from associate	(0.1)	0.6
<b>Earnings before tax (EBT)</b>	<b>244.6</b>	<b>245.7</b>
Income tax	(94.6)	(88.7)
<b>Net profit</b>	<b>149.7</b>	<b>157</b>
Minority interest	0.1	(0.1)
<b>Group Share</b>	<b>149.6</b>	<b>157.1</b>
Number of shares outstanding (thousands)	127 890	128 408
Net Group earnings per share (in euros)	1.170	1.223

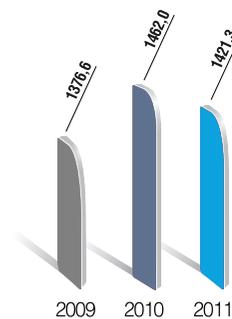
### SIMPLIFIED CONSOLIDATED BALANCE SHEET

ACTIF (In € millions)	31/12/2011	31/12/2010
Non-current assets	379.4	364.7
Current assets o/w Cash and cash equivalent	995.8 328.6	996.6 376.9
<b>Total Assets</b>	<b>1375.2</b>	<b>1361.3</b>
PASSIF (In € millions)		
Group equity	693.7	681.8
Minority interest	0.1	
Non-current liabilities	18.8	16.8
Current Liabilities	662.6	662.7
<b>Total Liabilities</b>	<b>1375.2</b>	<b>1361.3</b>

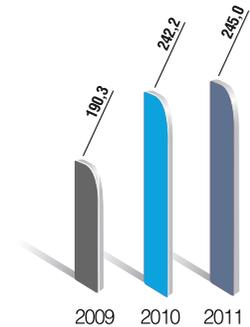
### FINANCIAL STRUCTURE

(in million d'€ on December 31st)	2011	2010	2009
Group Equity	693.7	681.8	820.8
Financial debt	(0.8)	(0.6)	0.4
Gross cash and cash equivalent	328.6	376.9	85.6
Net cash and cash equivalent	329.4	377.5	85.2

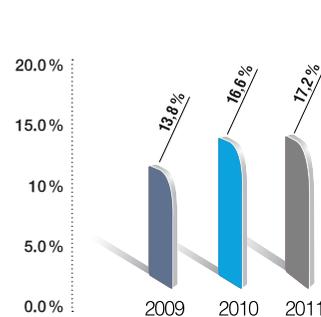
### Group's turnover (past 3 years) in € millions



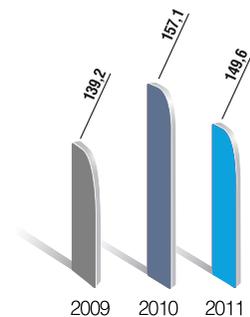
### Group's profit from recurring operations (past 3 years) in € millions



### Group's margin from recurring operations



### Net profit for the owners of the parent company In € millions



### SIMPLIFIED CONSOLIDATED CASH FLOW STATEMENT

(In € millions)	31/12/2011	31/12/2010
Cash flow from operating activities	335.7	357.7
Cash flow from investment activities	(32.9)	52.6
Cash flow from financing activities	114.7	90.7
<b>Net change in cash and cash equivalents</b>	<b>188.2</b>	<b>319.5</b>
<b>Opening cash and cash equivalents</b>	<b>(73.8)</b>	<b>275.2</b>
<b>Closing cash and cash equivalents</b> o/w dividends paid	<b>(162.6)</b> (128.6)	<b>(303.4)</b> (302.1)
<b>Net change in cash and cash equivalent</b>	<b>(48.1)</b>	<b>291.3</b>
<b>Opening cash and cash equivalent</b>	<b>376.9</b>	<b>85.6</b>
<b>Closing cash and cash equivalent</b>	<b>328.6</b>	<b>376.9</b>

## FINANCIAL OFFICE AND COMMUNICATION OFFICE - M6 GROUP

### DESIGN



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