



# Road-Show Londres

-  
15 May 2013



GROUPE

Presentation of M6 Group



TV

Free Channels



Pay-TV Channels



DIVERSIFICATION





- ▶ Consolidate and/or reinforce 
- ▶ Develop 
- ▶ Establish 
- ▶ Enlarge the family of channels (?)
- ▶ Use the stock of rights and reinforce the in-house production
- ▶ Pool the costs / organization



Invest for audience



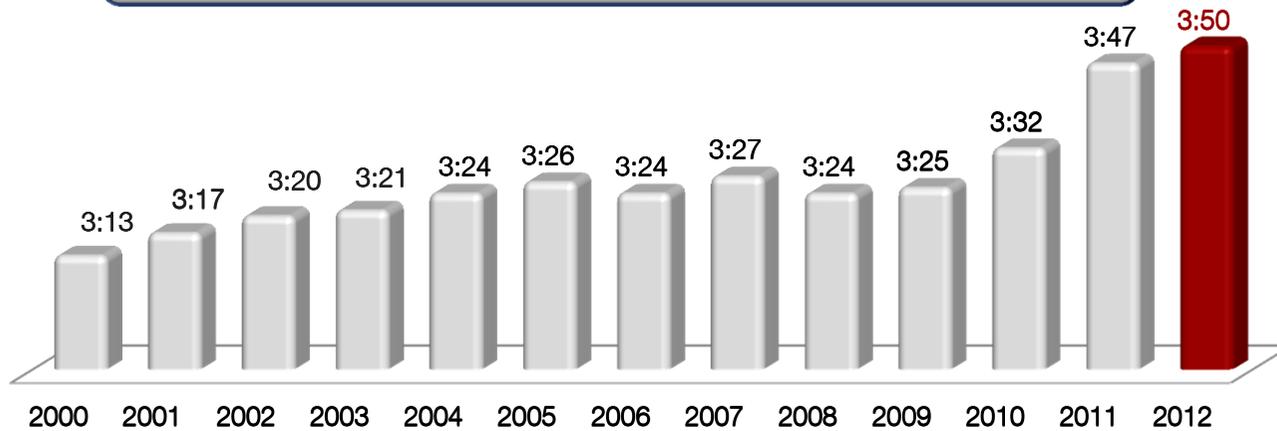
Increase the audience shares



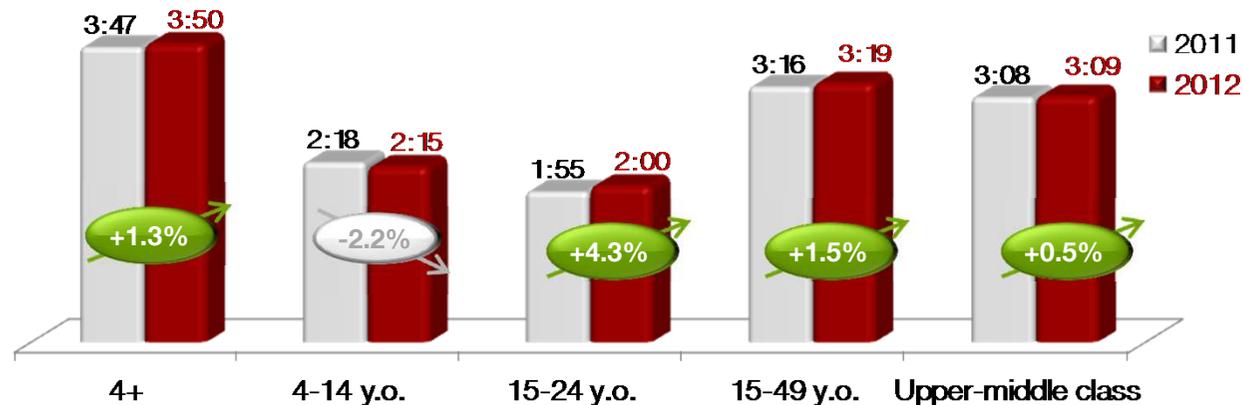
Increase the advertising market shares

## TV consumption continues to grow: length of viewing time reached an all-time high in 2012

Change in viewing time per capita



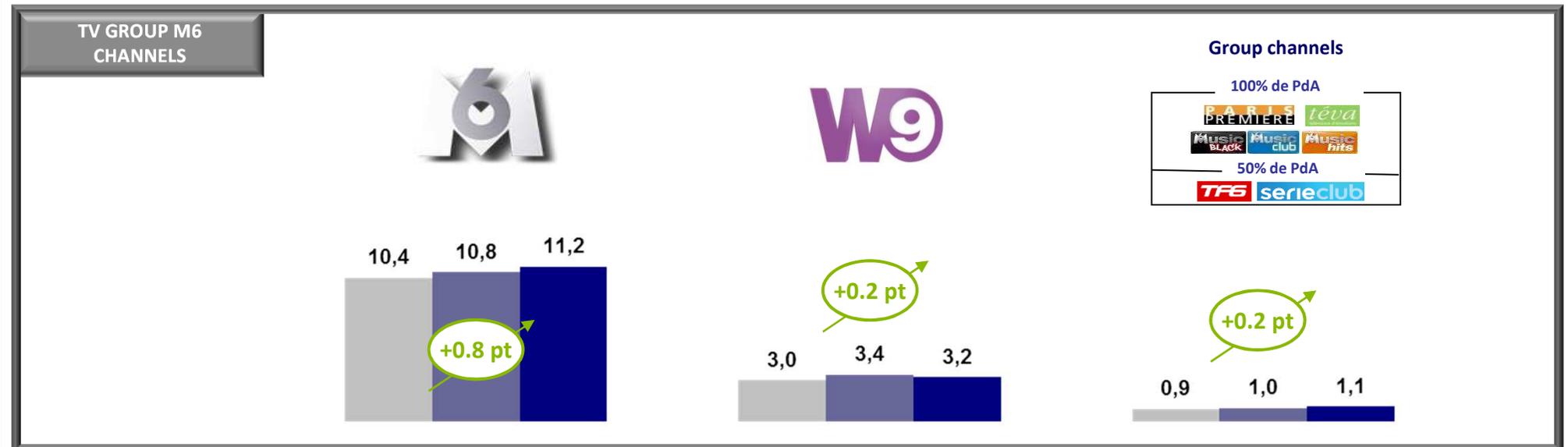
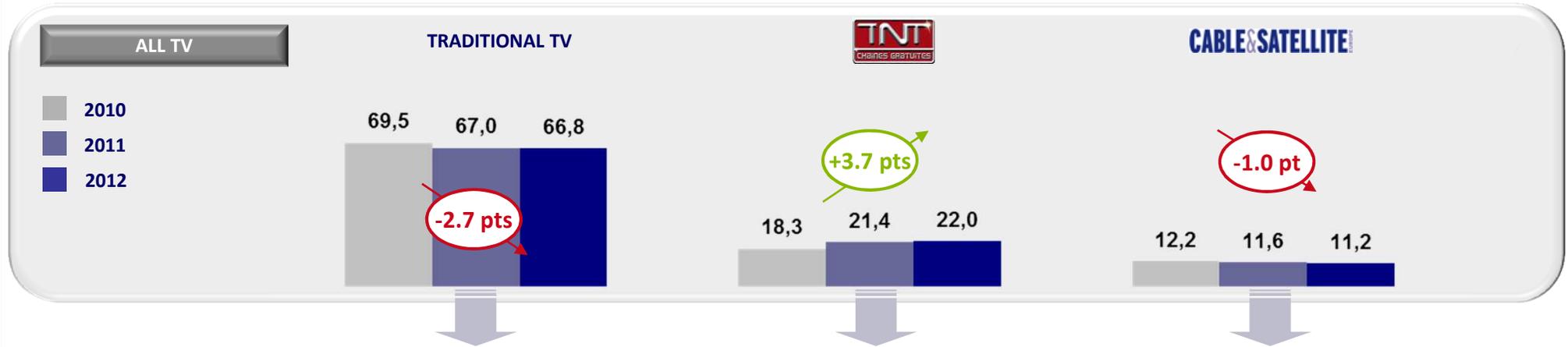
Change in viewing time by age group





2012: The Group's channels make headway in all TV environments

4+ year old audience ratings (%)

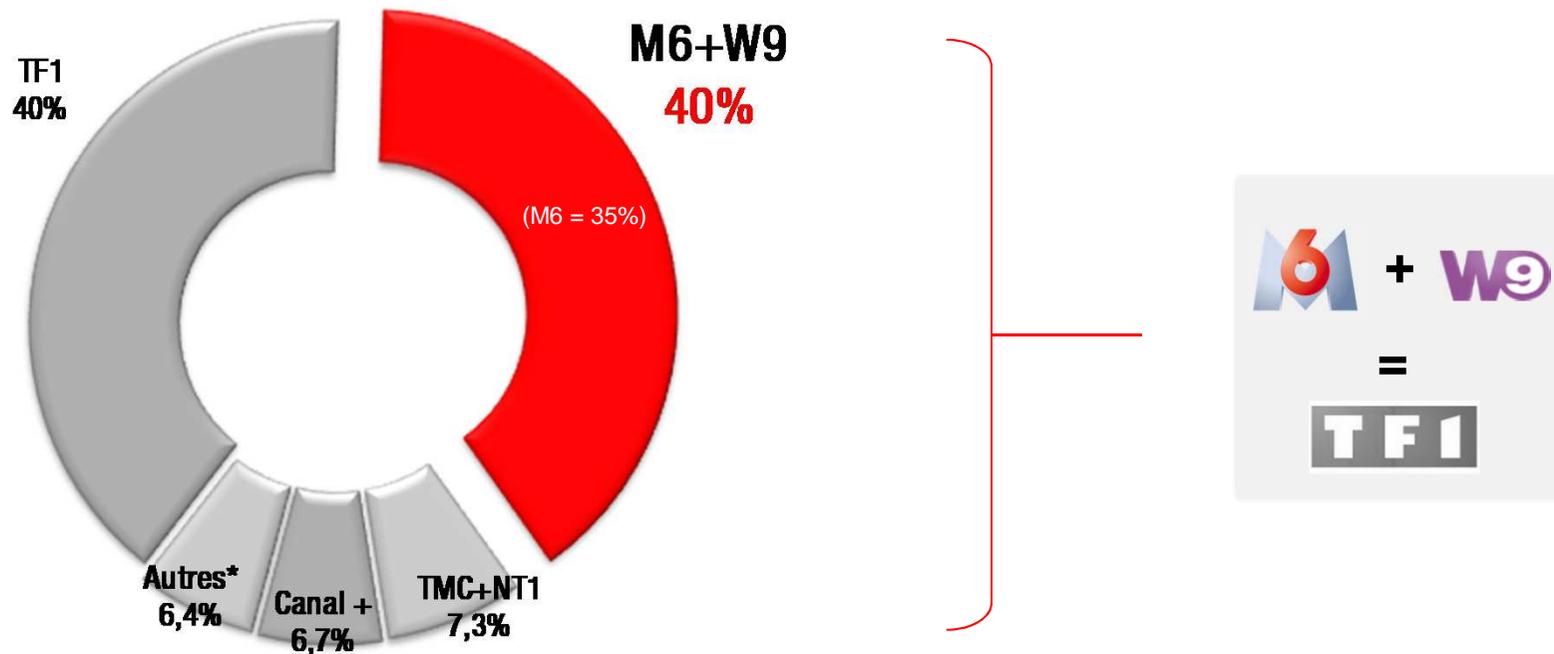




2012: In peak time, M6 et W9 deliver an advertising strength similar to TF1' one

SHARE OF <50 HOUSEWIVES GRP CAPACITY

January–December 2012 - Peak (2000-2199) / Mediamat channels





# May 2013 audiences update

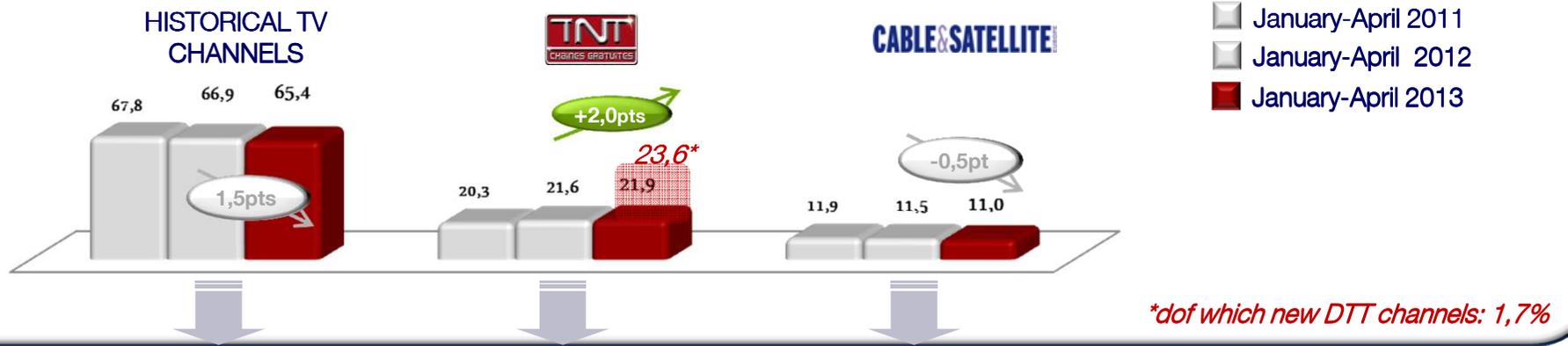


GROUPE

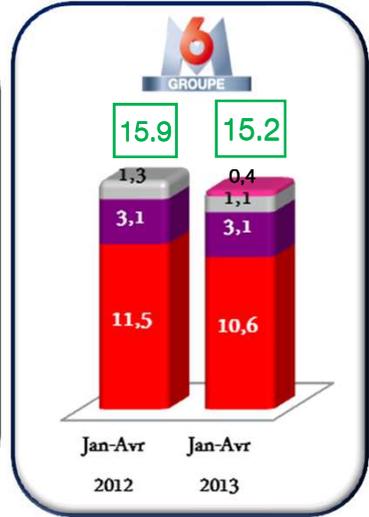
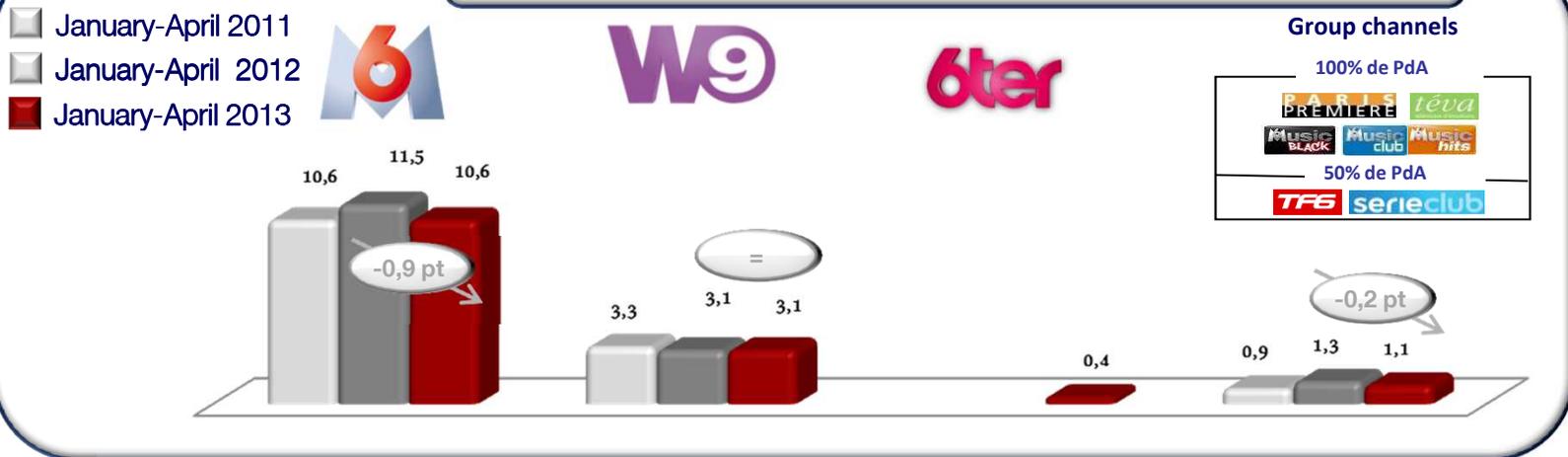
A highly competitive environment



Audiences share 4 years + (%) all TV



Audiences share 4 years + (%) M6 Group



Sources : M6 et TNT : MMW (janvier-avril 2013)  
 Chaînes payantes : MédiamatThématique, Fichiers Médiaplanning (janvier-février 2013)

January-April 2013 : M6 gathers a large audience thanks to its strong brands



Entertainment shows



Series



Magazines



Cinema Movies



**January-April 2013 : W9 remains leader of the DTT in prime time**

Ranking of DTT channels in 2013  
(8.50pm-10.30pm)

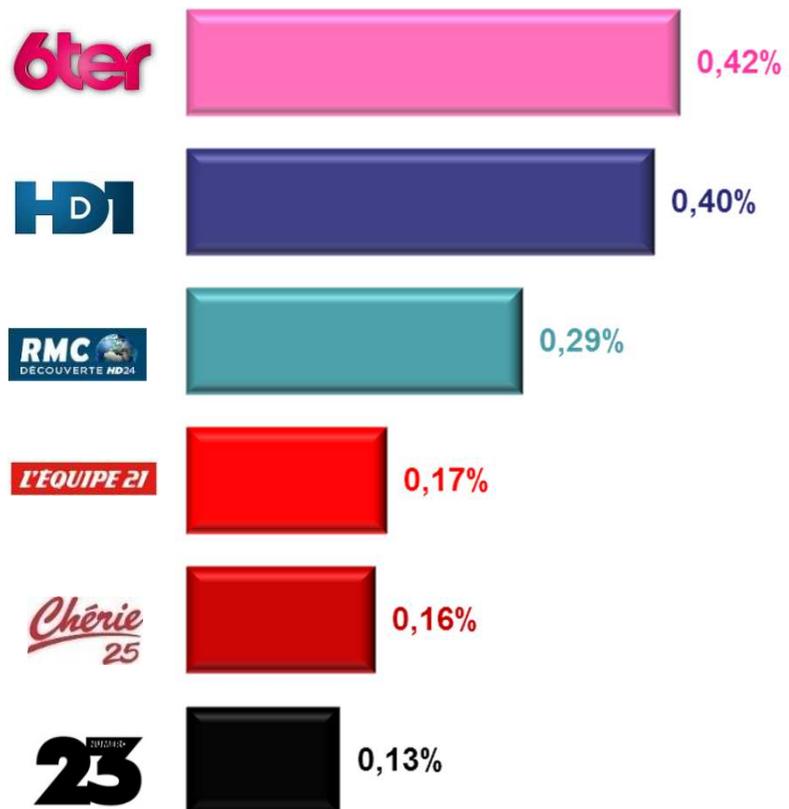


Source : Médiamétrie

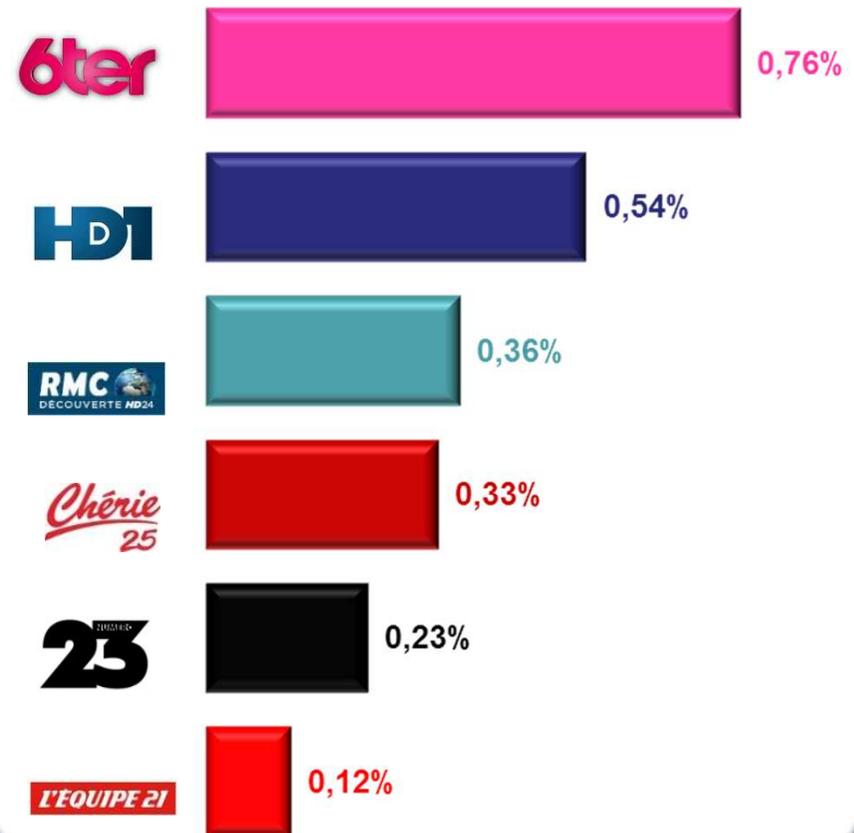
Successful launch of 6ter



Top 4+ of new DTT channels (3h-27h)



Top H-50 of new DTT channels (3h-27h)





▶ **Develop autonomous and profitable activities, by using available advertising slots** (*M6 Mobile, MonAlbumPhoto.fr, M6 Mozaïc,...*)

▶ **Reinforce the TV access and audience: TV Any time / Any where / Any device** (*M6 Replay, VOD, ...*)

## Diversification

### Strong businesses



 **2,5 M** customers at the end of April 2013

**13,9 M** unique visitors each month in 2012

INTERNET

**52 M** videos watched in January 2013

### AUDIOVISUAL RIGHTS

More than **8,7 M** tickets sold in 2012



**4th** French cinema distributor

=> In 2012,



Catalogue of nearly **1.000** titles

ventadis

 **600 000** products sold in 2012

**>10%** of market shares on the internet for white goods in 2012

**2 073 600** products  sold en 2012

Revenue : **>150 %** since the takeover 



**6** times French League 1 Champion

**8th** in the current League 1 season 2012-2013

**3** recent qualifications in Champions League (o.w. 2009/10)



PRODUCTS AND SERVICES AROUND  
F.C.G.B.





# Key Figures



**GROUPE**

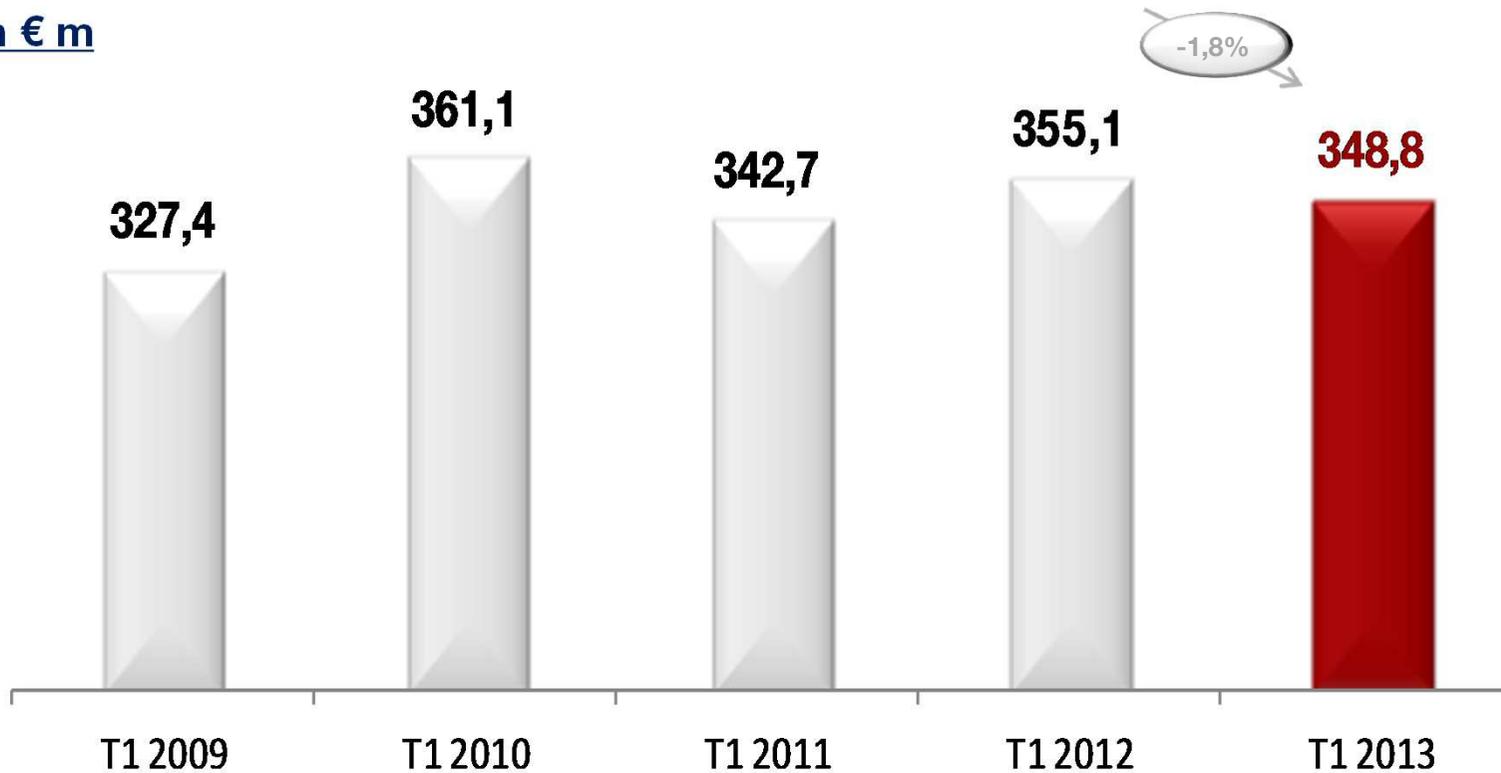
## Key figures – 3-month 2013

Consolidated revenues: € 348.8 m (-1.8%)



### Change in quarterly revenues

In € m



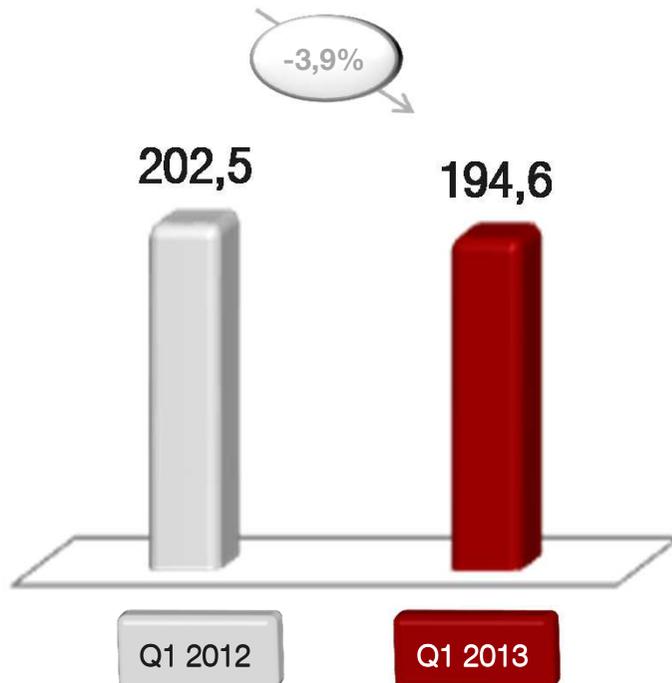
Source : M6 Group

## Key figures – 3-month 2013

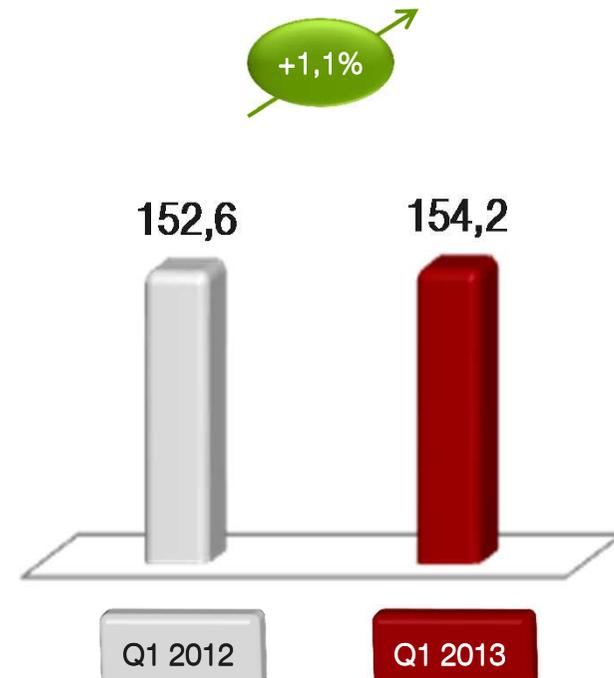
### Non-advertising revenues increase softens the decrease of advertising revenues



Advertising revenues (M€)

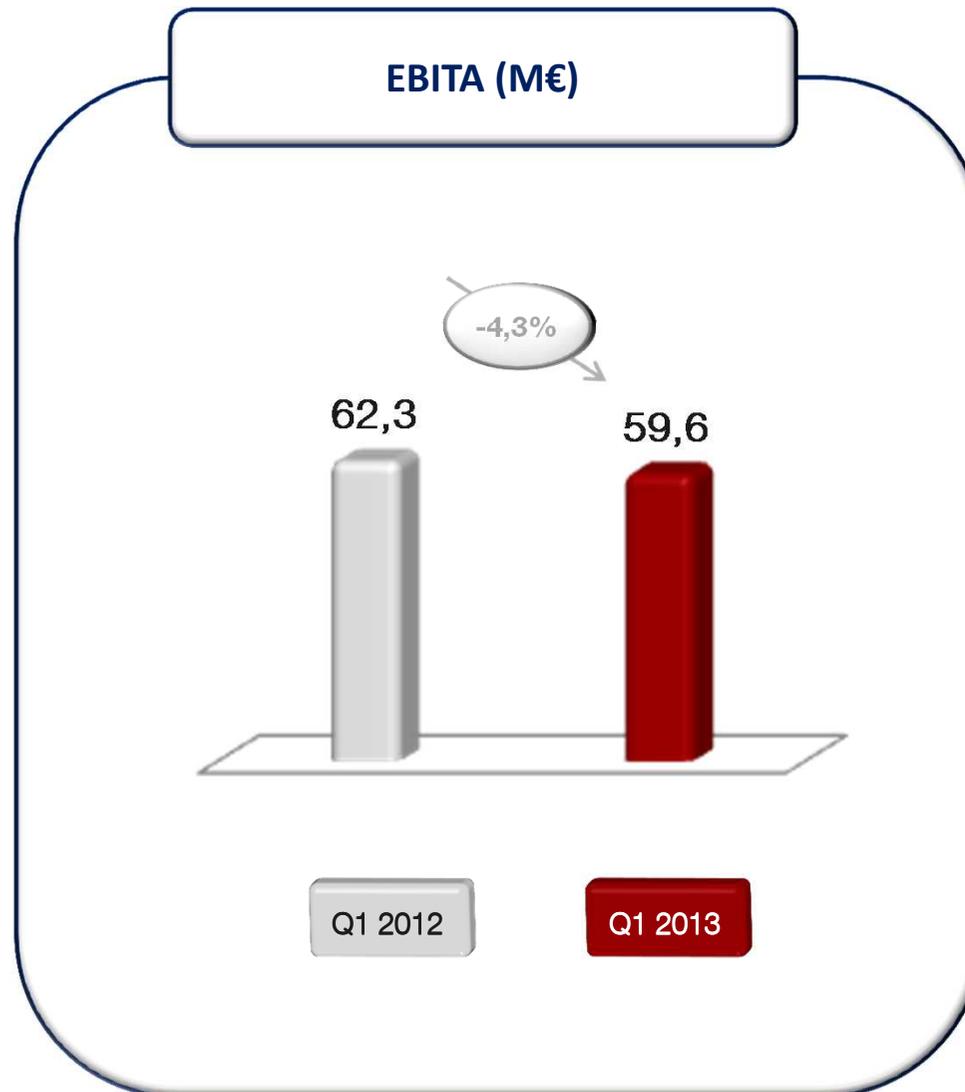


Non-advertising revenues (M€)



## Key figures – 3-month 2013

EBITA of €59.6 m, including 6ter start-up losses





# Questions & Answers



**GROUPE**