



# Autumn Conference

18 September 2014



## Presentation of M6 Group



### TV

3 Free Channels



7 Pay-TV Channels



### PRODUCTION AND AUD. RIGHTS



### DIVERSIFICATION



*o.w. 2 home shopping TV channels*






*o.w. 1 TV channel*





**2<sup>nd</sup> French private broadcaster (2013 adv revenue: € 811.9 m)**

- ▶ Consolidate and/or reinforce  **2<sup>nd</sup> national channel on H<50**
- ▶ Develop  **1<sup>st</sup> DTT channel on <50**
- ▶ Establish  **1<sup>st</sup> new DTT channel on H<50**
- ▶ Enlarge the family of free channels (?)
- ▶ Use the stock of rights and reinforce the in-house production
- ▶ Pool the costs / organization

Invest for audience

Increase the audience shares

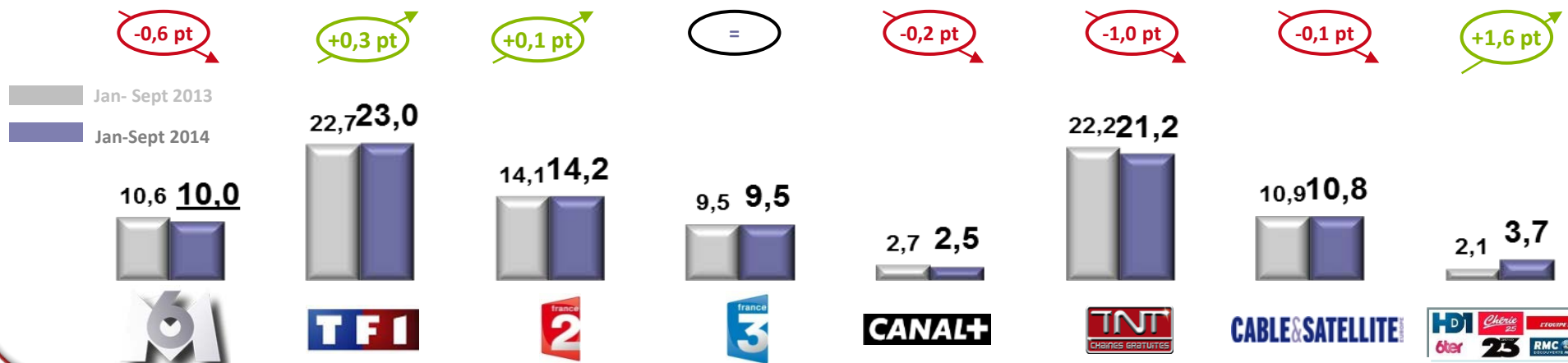
Increase the advertising market shares

# **TELEVISION**

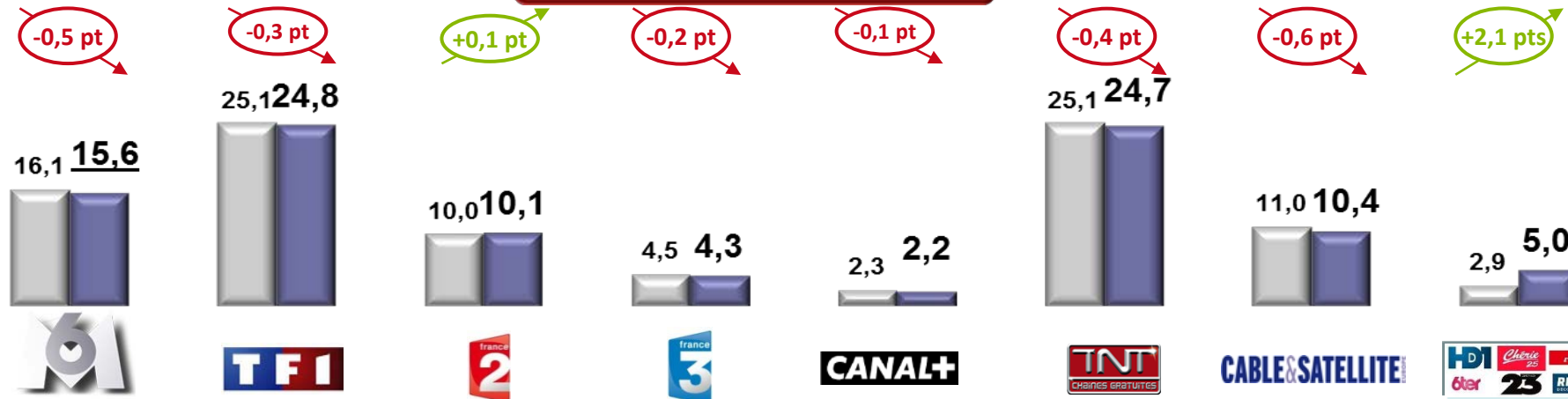
## **September 2014 Ratings update**

## The sportive events (Olympic Games & Football World Cup) explain the range of performances of the TV channels

### 4+ Audience share (%)



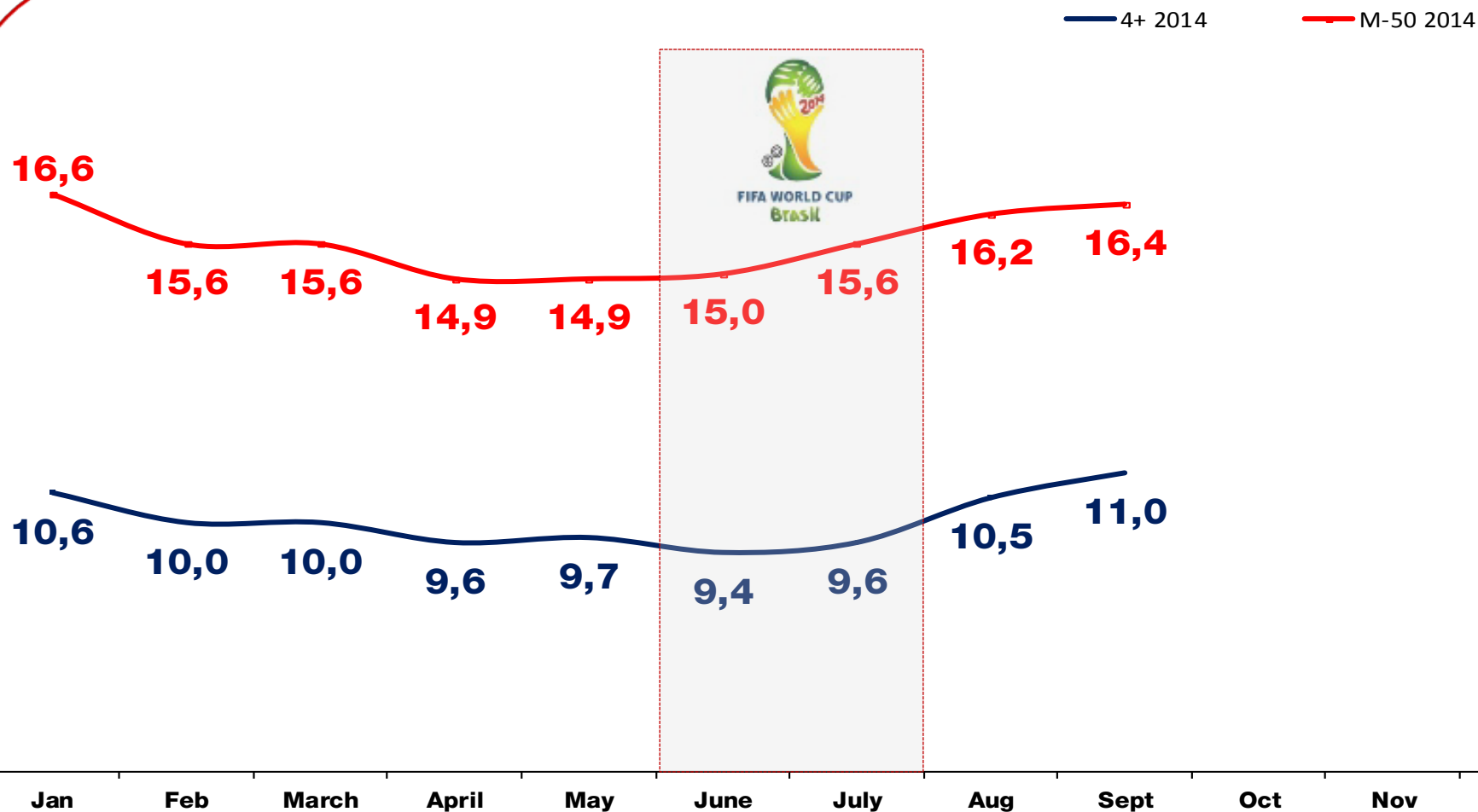
### Hws<50 Audience share (%)



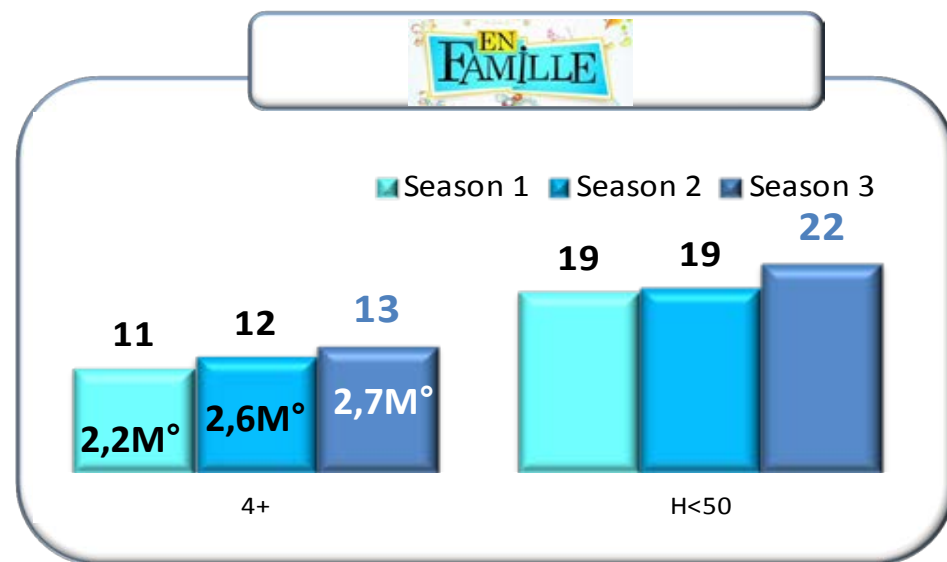
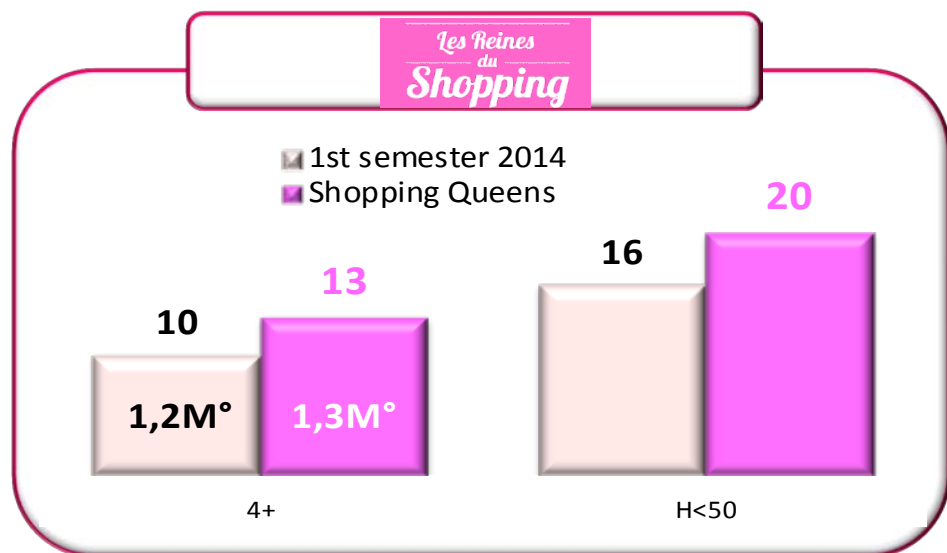
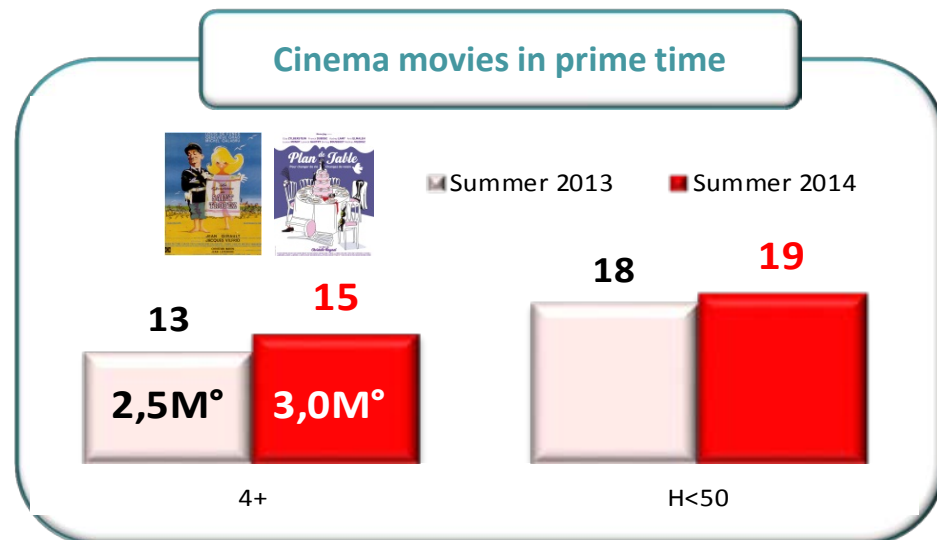
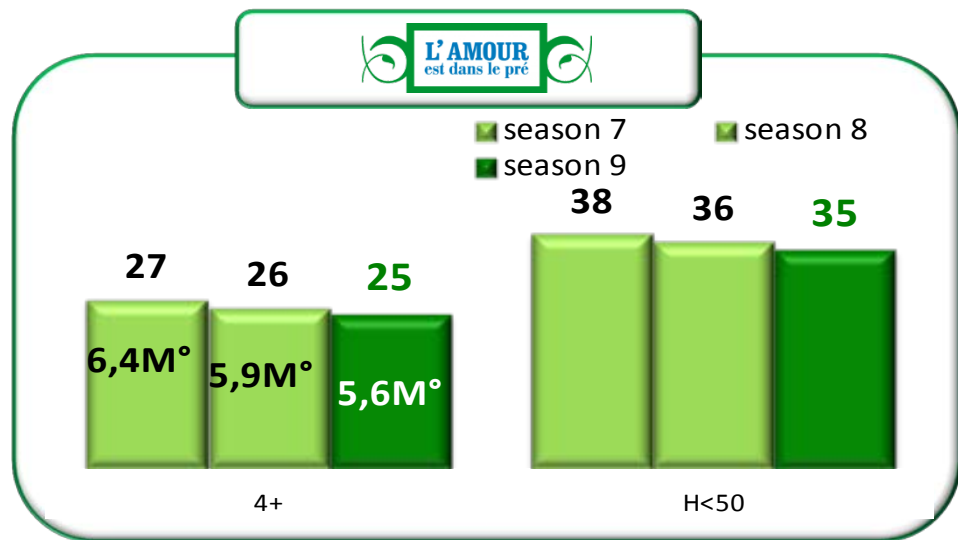
## M6 ratings on a good track in August and September



### Monthly Audience share (%)



## M6 resilient in access prime time and prime time this Summer thanks to very popular programs





## M6 new programs: new, close and interactive



### Entertainment Show



### Commitment



### New territories



### Renewals



### American Series



### French Serie

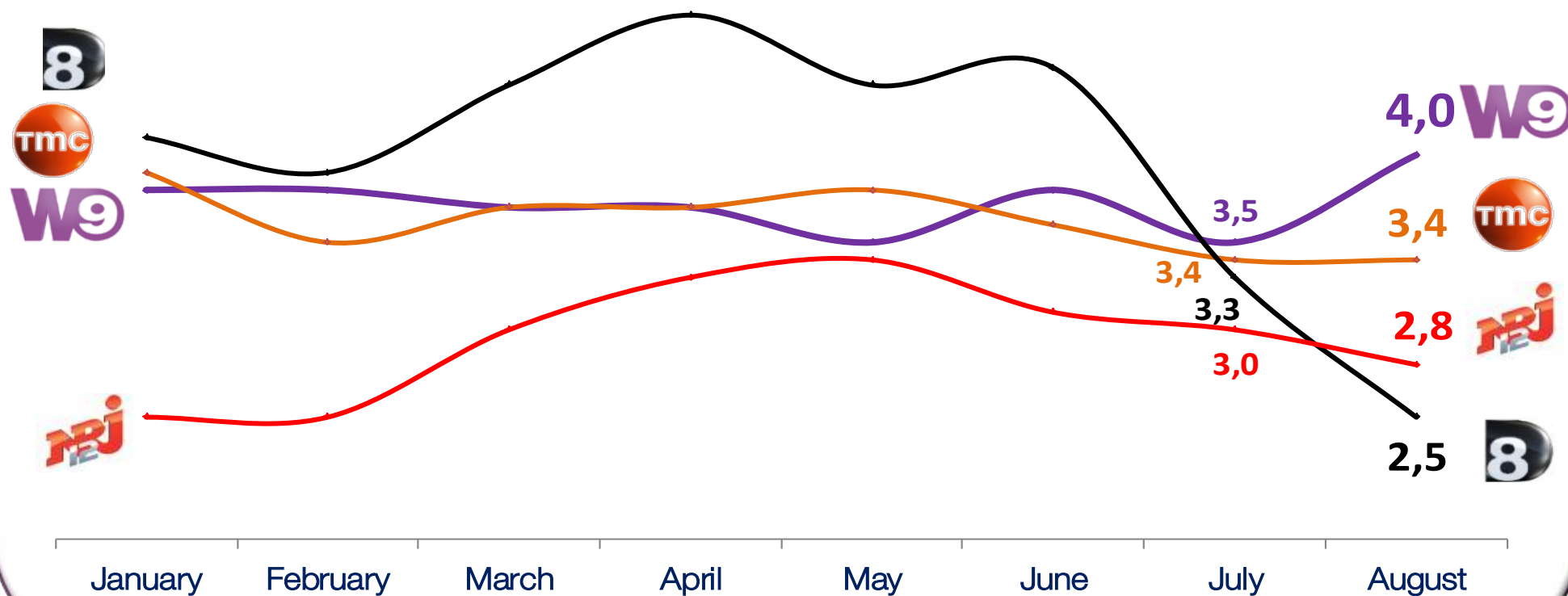




# W9 first channel on the commercial target in August



Hws<50 Audience share (%)

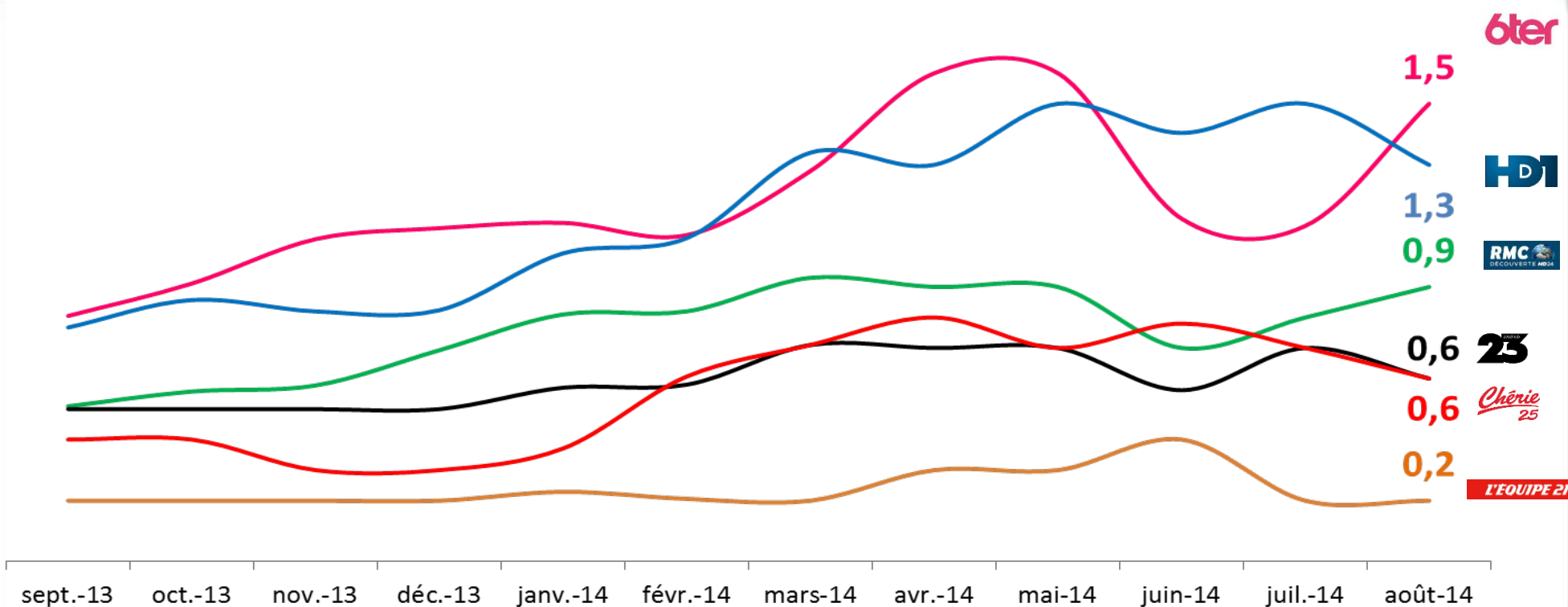


## 6ter once more leader among Hws<50 in August



Hws<50 Audience share (%)

6ter HD1 RMC N23 Chérie 25 L'Equipe 21



# **PRODUCTION AND AUDIOVISUAL RIGHTS**



**Provide the TV channels in powerful and high-quality content**



**Lower the dependence of the Group on advertising by generating a new source of revenue**

## Strong business



More than **6 M** tickets sold in H1 2014 (vs. 2.7 M in H1 2013)

**3<sup>rd</sup>** French cinema distributor.



Catalogue of nearly **1.000** titles



**5** movies produced in H1 2014 (**5,2 M** tickets sold, (vs. 0.5 M in H1 2013))



# DIVERSIFICATION



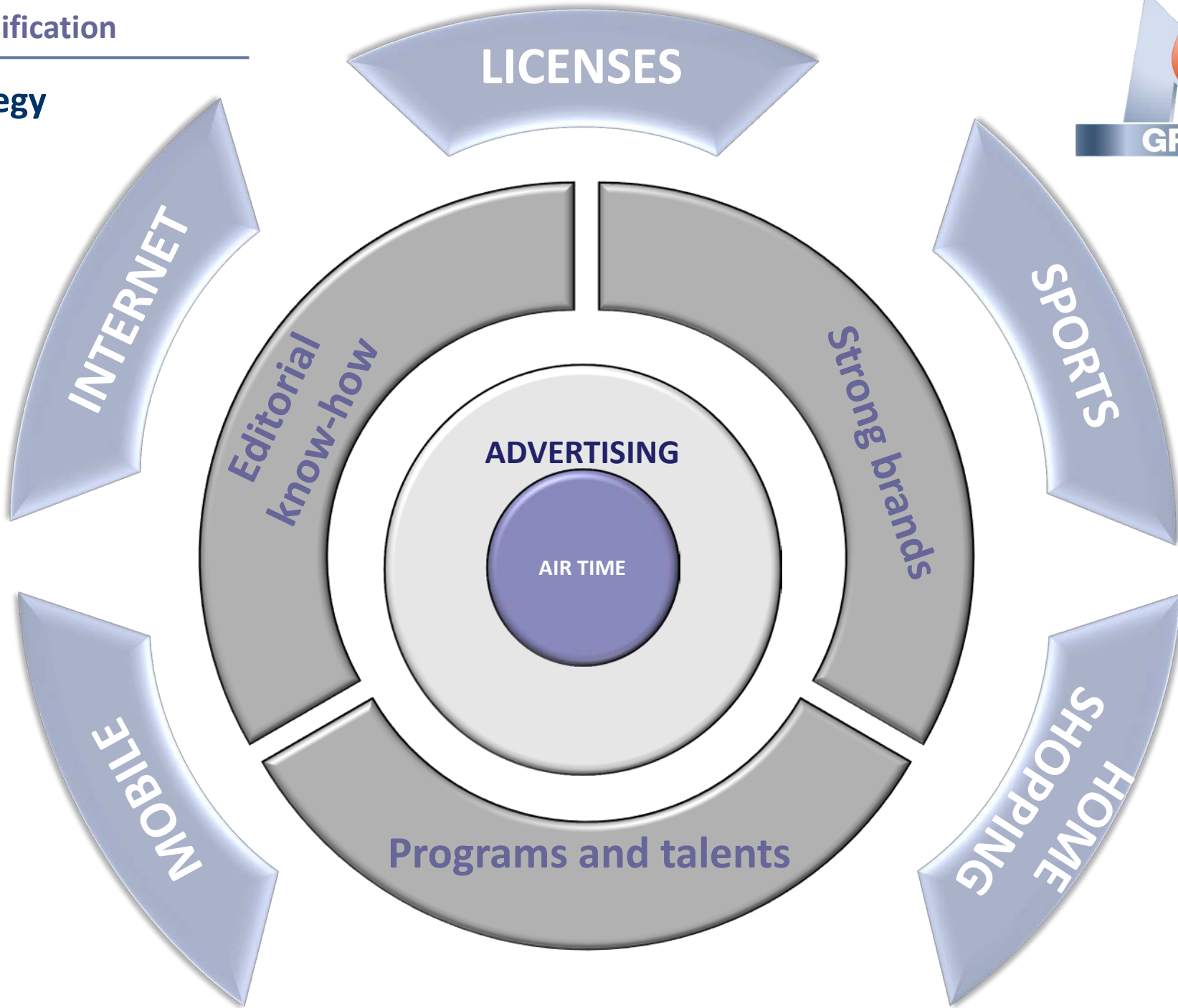


▶ Develop autonomous and profitable activities, by using:

- Available advertising slots (*M6 Mobile, MonAlbumPhoto.fr, M6 Mozaïc, ...*);
- Available air slots (*Home shopping,...*)

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

▶ Lower the dependence of the Group on advertising



## Strong businesses

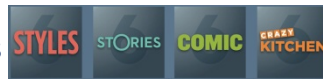


**2,8 M** customers at end of June 2014

**6play**

**292 M** videos viewed in HY1 2014  
(compared with 220 M in H1 2013)

**1M** videos viewed every month  
for the 4 on-demand channels  
launched in April



**Music**



175,000 copies sold  
since its release in June

**Shows**



260,000 admissions



**5%** revenue growth in H1 2014



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



**6** times French League 1 Champion

**7<sup>th</sup>** in the latest League 1 season 2013-2014

**3<sup>rd</sup>** in the current League 1 season 2014-2015



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

