



HD DTT TENDERING PROCESS: THREE M6 GROUP APPLICATIONS

On 8 September, M6 Group submitted three channel proposals as part of the CSA's tendering process for high definition national terrestrial channels:

- Paris Première unencrypted and in HD,
- ha26, a proposed home shopping channel offered in collaboration with TF1 Group,
- and W9, so that the channel may be broadcast in HD.

M6 Group is a leading player in the French audiovisual landscape with a long record of contributing to developing television services in France. With the launches of the free-to-air channels M6 in 1987, W9 in 2005 and 6ter in 2012, it has always offered high quality channels for the benefit of audiences and in full compliance with commitments undertaken.

In 2015, it will champion three coherent projects by drawing on its experience and professionalism:

- **Paris Première**, which for thirty years has been providing alternative, original and ambitious programmes, and which would, via free-to-air DTT, contribute to the diversity of France's audiovisual landscape;
- **ha26**, a proposed home shopping channel and a genuine industrial project creating employment, which would not take any resources from the advertising market;
- **W9**, the leading first generation DTT channel on the commercial target*, which could optimise its broadcast quality.

M6 Group, which has no debt, is prepared to invest almost €80 million over four years to ensure the development of these channels and in this way intends to continue contributing to the enrichment of free-to-air DTT in France.

Neuilly-sur-Seine, 10 September 2015

*: Médiamétrie, August 2015