
ROAD-SHOW
LONDON
18 MAY 2016



Bank of America 
Merrill Lynch





INTRODUCTION

INTRODUCTION

RELEVANCE OF GROUP STRATEGIC MODEL

CONTENT ACQUISITION & PRODUCTION

Safeguarding content supply for our TV channels by moving up the value chain



CONTENT BROADCASTING

At the heart of our business: our TV channels



DIGITAL ACTIVITIES

Testing and positioning ourselves on new uses



DIVERSIFICATION

Optimising our TV channels' value creation



INTRODUCTION

2015 GROUP PERFORMANCE



21.3%
audience share (up
0.5%) among
WRP<50



24.3 M
French people watch
the Group's channels
each day (cumulative
audience)

CONTENT BROADCASTING



13.6%
audience share
(up 0.2%) among 4+



4.0 M
viewers during
primetime each
day (total audience for
the Group's channels)

INTRODUCTION

2015 GROUP PERFORMANCE



Leading TV Group
online with **14M**
unique visitors per
month

DIGITAL ACTIVITIES



**GOLDEN
MOUSTACHE**

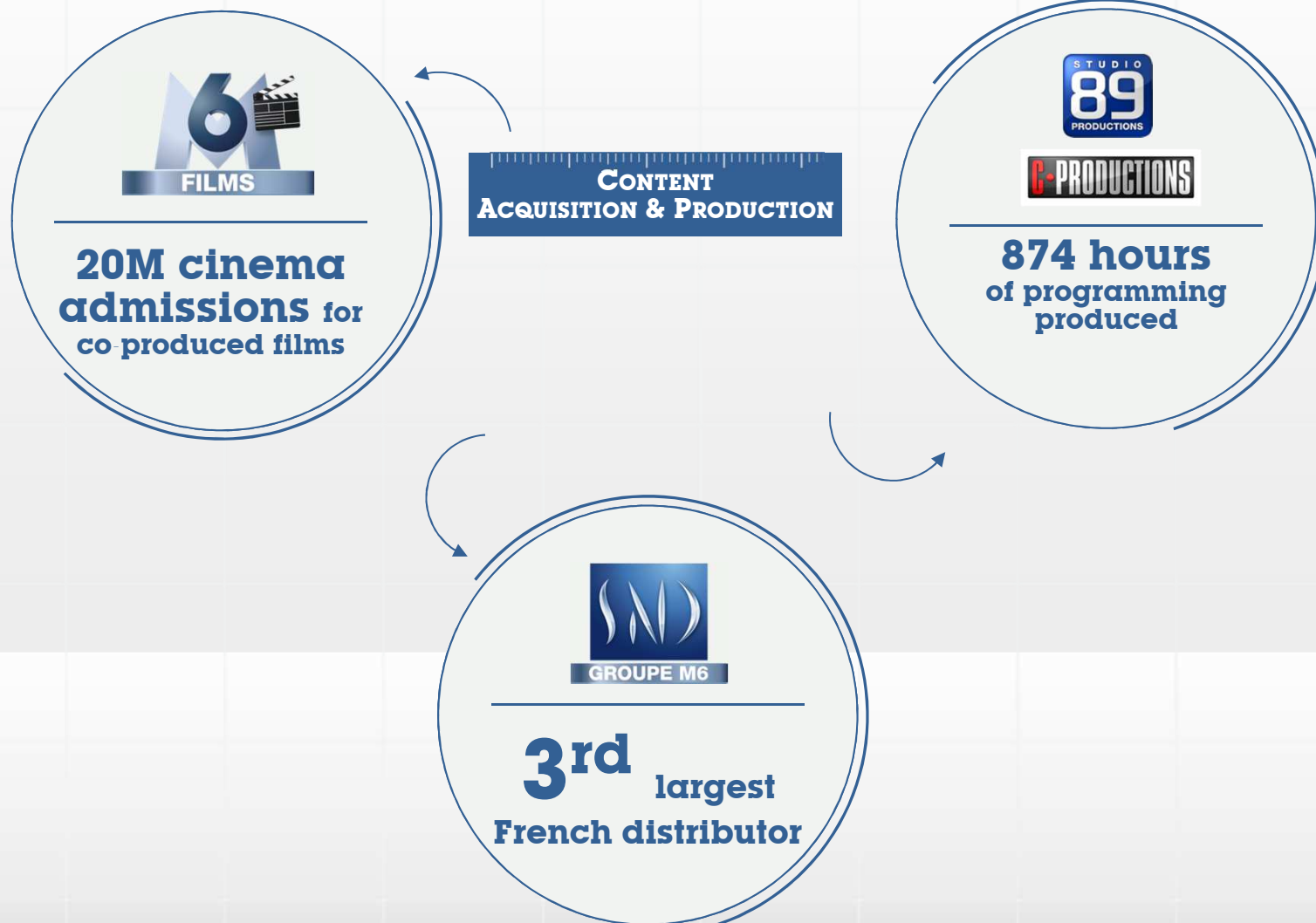
More than **2M**
YouTube subscribers



1.2 billion
videos viewed on our
sites

INTRODUCTION

2015 GROUP PERFORMANCE



INTRODUCTION

2015 GROUP PERFORMANCE



2.7M
customers



500,000
attendance at one of
the Girondins' Ligue
1 matches in
Bordeaux

DIVERSIFICATION



1.5M
products sold

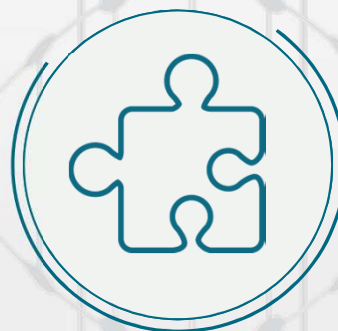
INTRODUCTION

THE GROUP'S DNA



GROUPE

ADAPTABILITY



INNOVATION

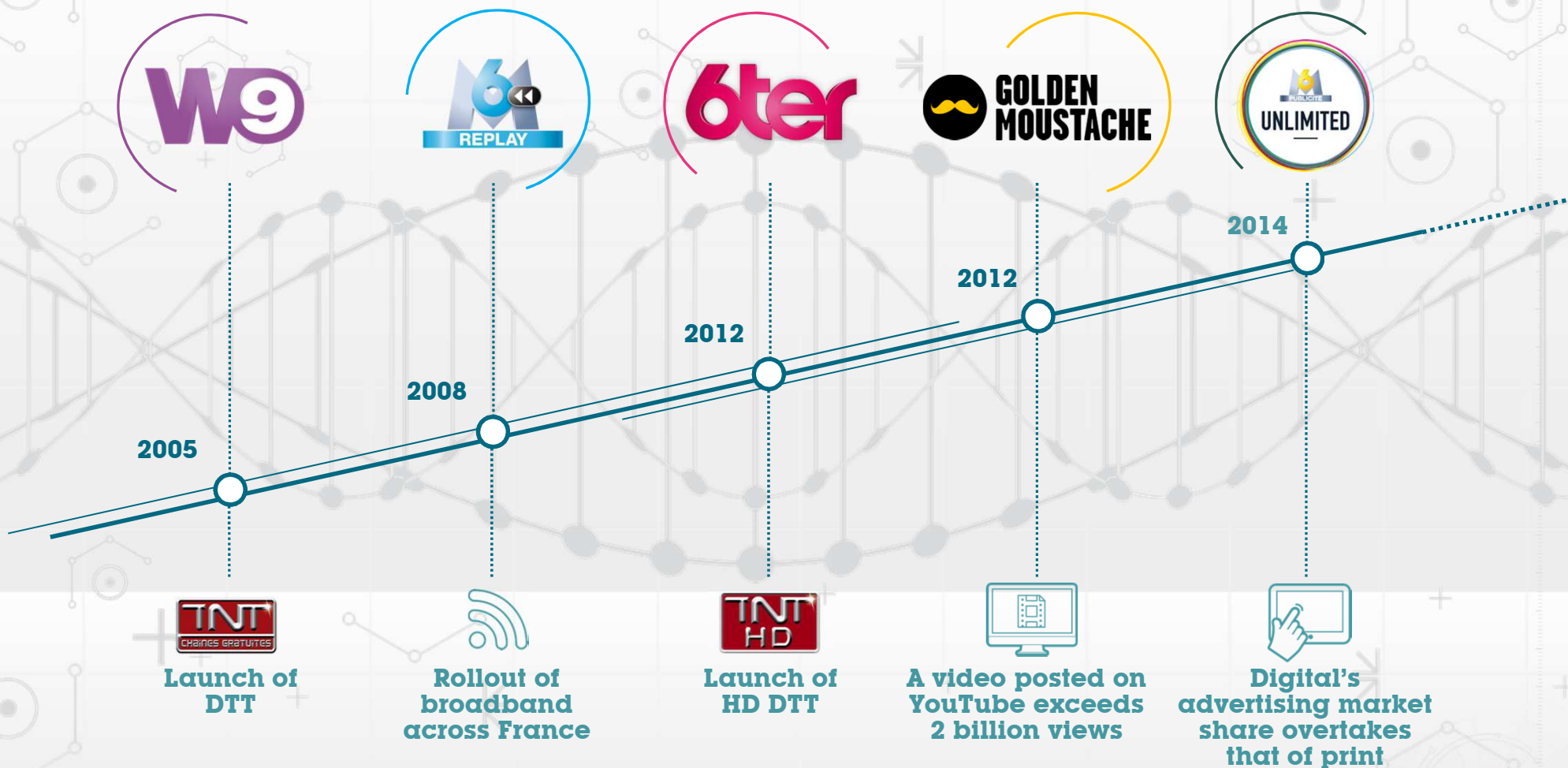


**FINANCIAL
DISCIPLINE**



INTRODUCTION

ADAPTABILITY



INTRODUCTION

INNOVATION

In 2015...



PROGRAMME INNOVATION



THE ISLAND
SEULS AU MONDE

</scorpion>

STORAGE WARS
Histoire de France
FRANCE



ADVERTISING INNOVATION

ADaptive



SMART 6TEM

Weather
forecast



Mid-breaks



M6
Exchange



TECHNOLOGICAL INNOVATION

Augmented reality

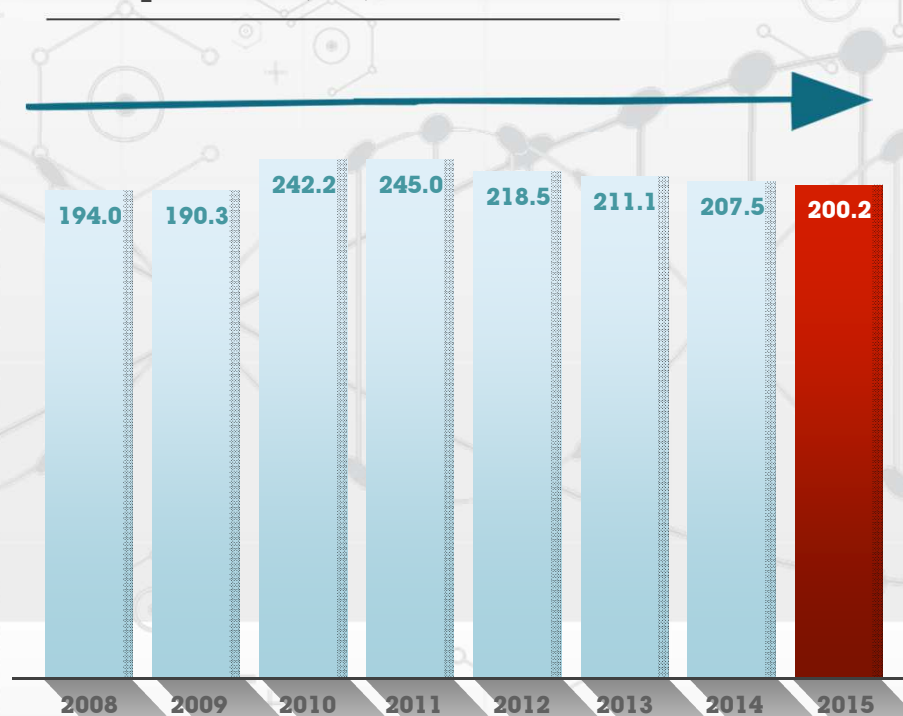


6play

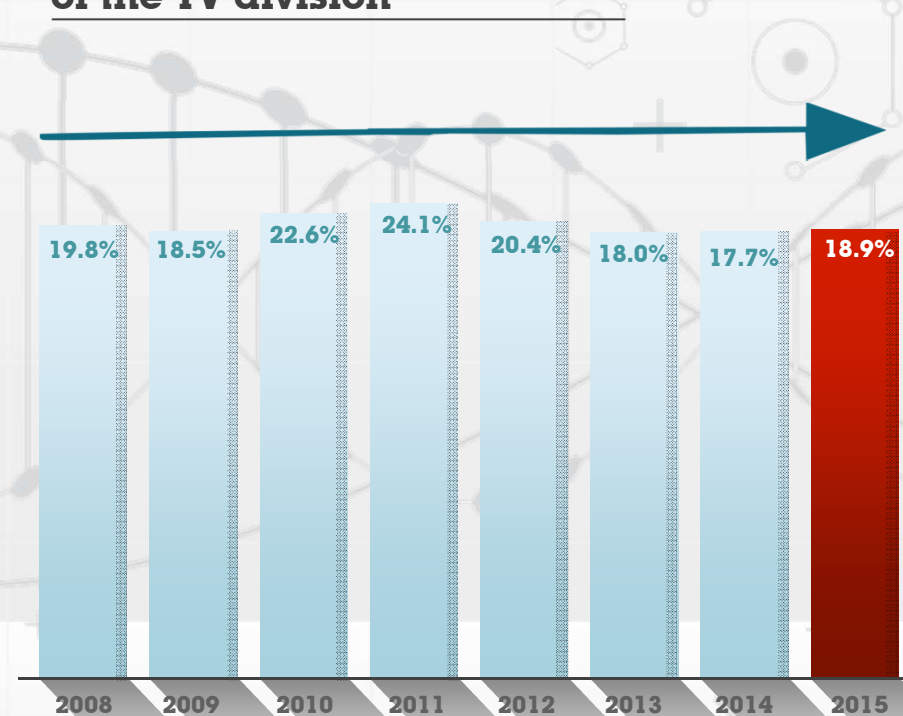
INTRODUCTION

FINANCIAL DISCIPLINE

Group EBITA (€ m)



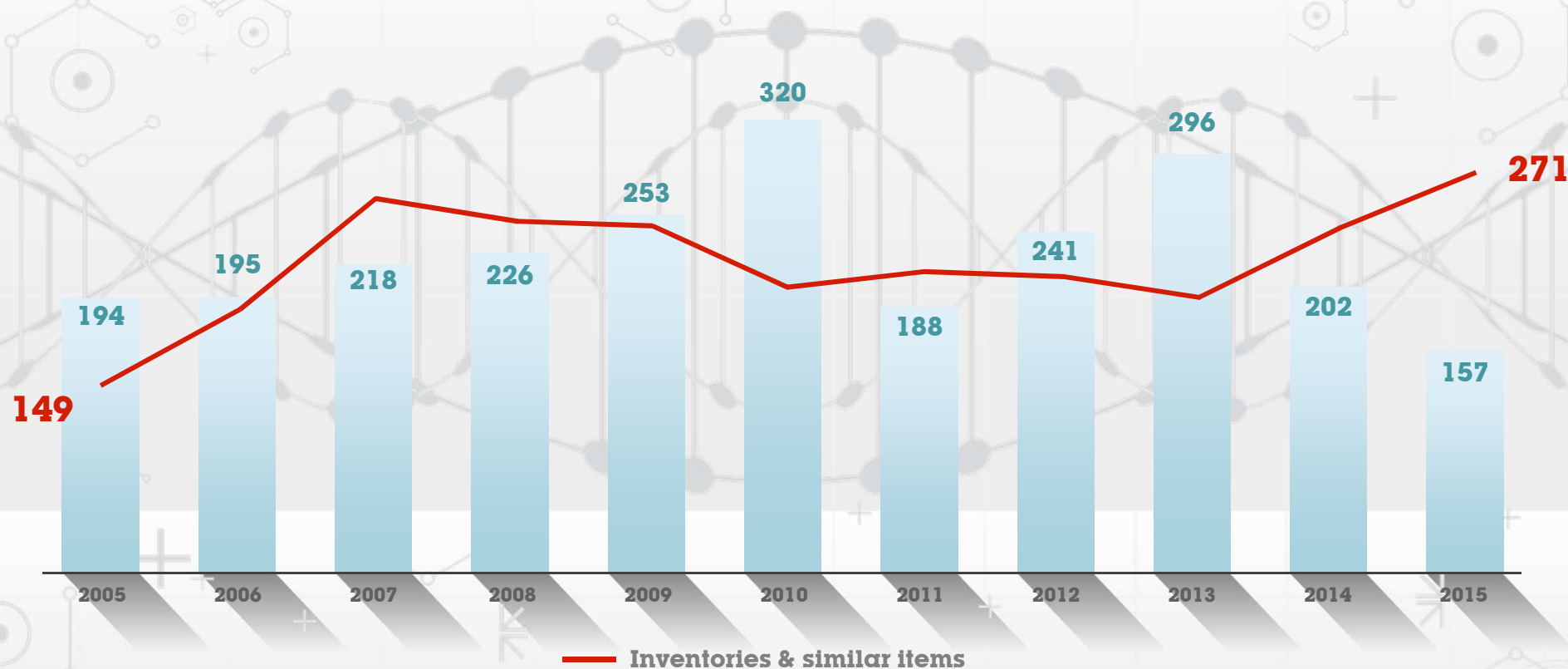
Operating profitability of the TV division



INTRODUCTION

SELF – FINANCED GROWTH AND CONTENT SUPPLY SAFEGUARDED

Cash flow from operating activities (€ m)

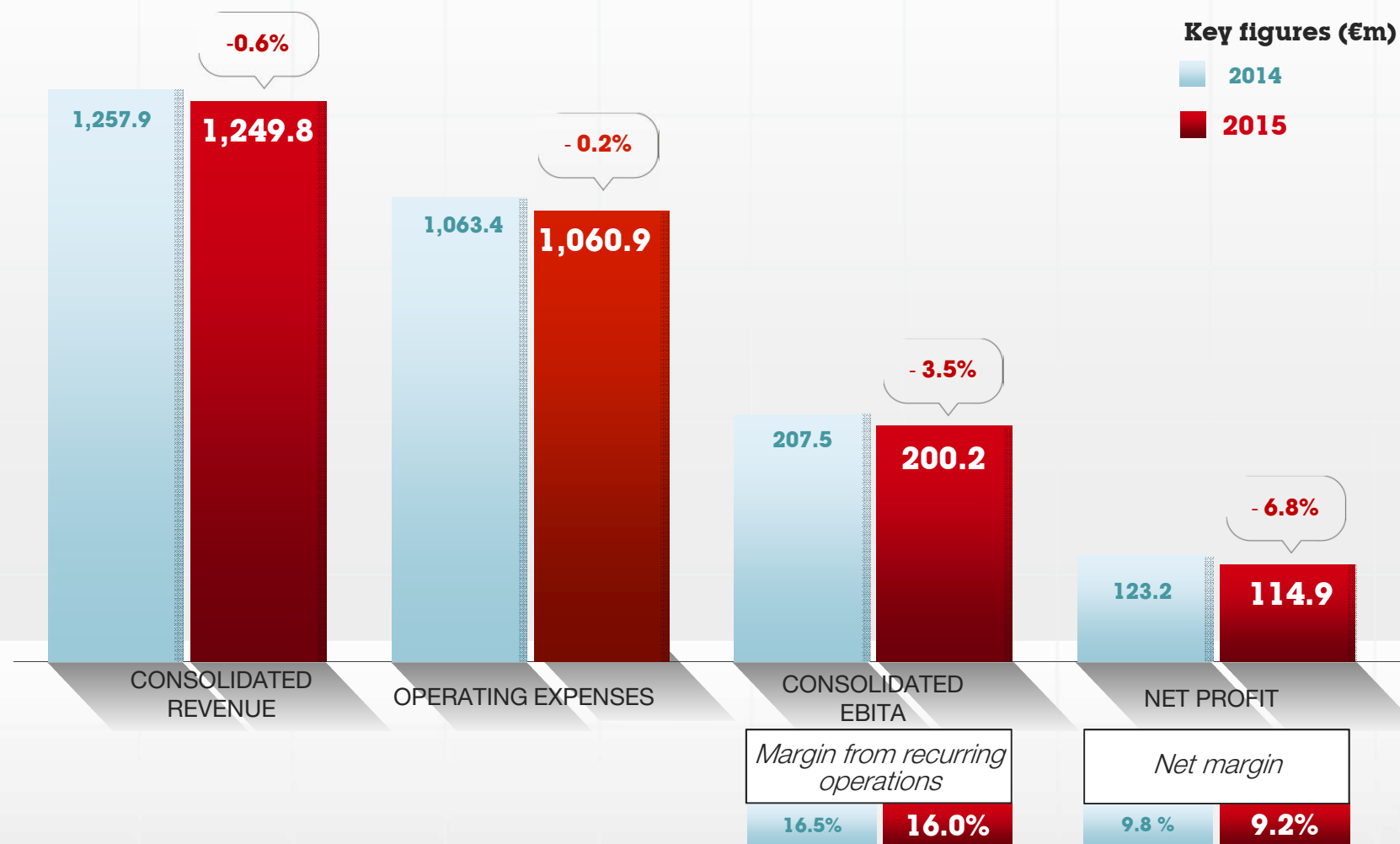




2015 KEY FIGURES

KEY FIGURES

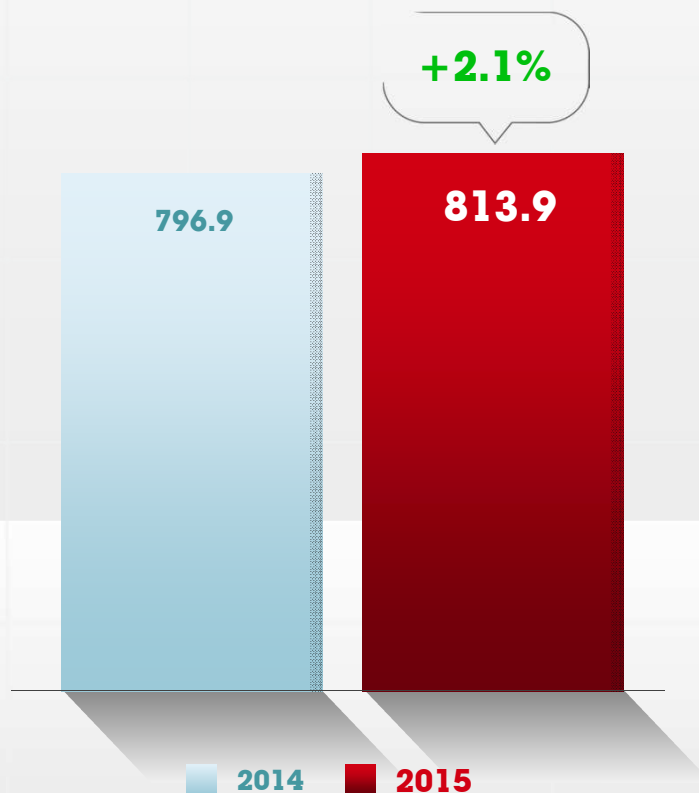
A SOLID PERFORMANCE



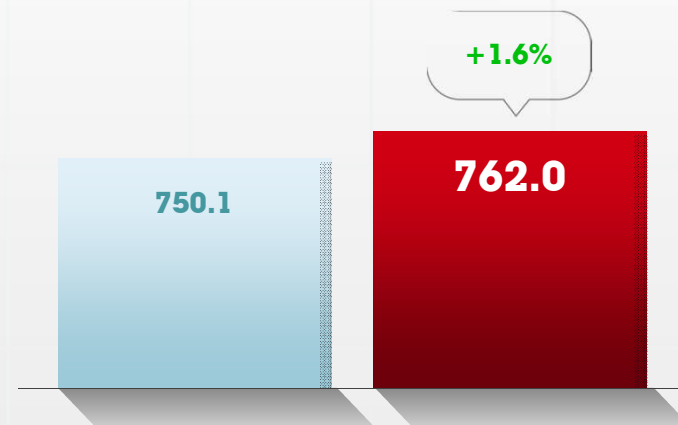
ADVERTISING

M6 GROUP'S ADVERTISING REVENUES GREW BY 2.1% IN 2015

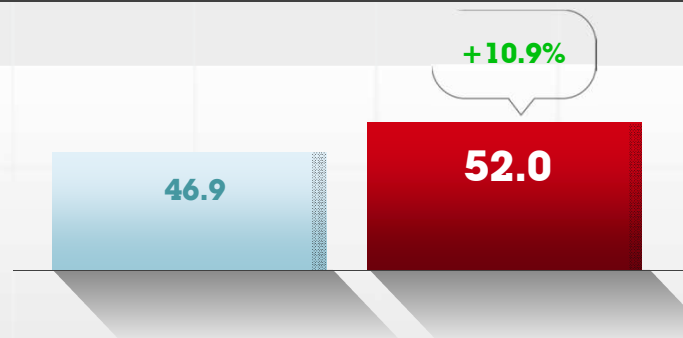
M6 Group net advertising revenues (€m)



Free-to-air channels



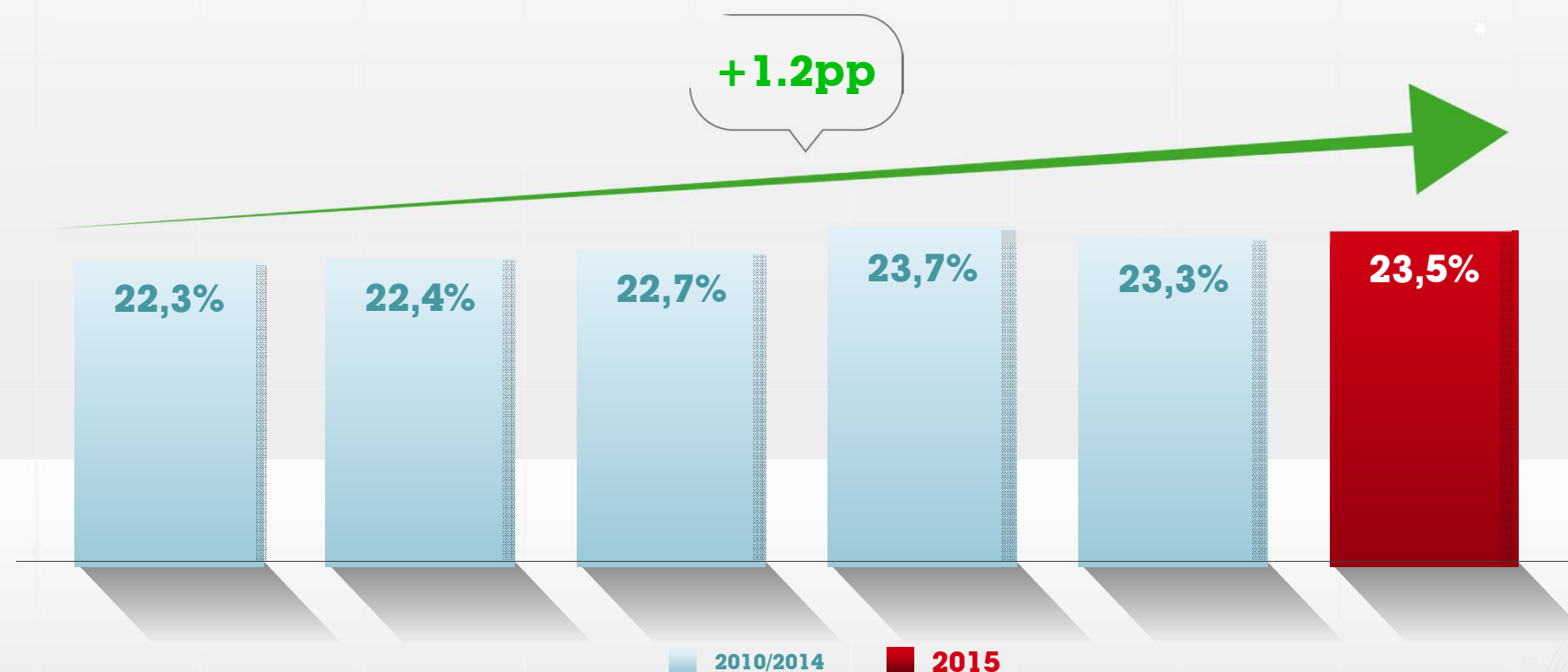
Other operations



ADVERTISING

M6 GROUP'S FREE-TO-AIR CHANNELS SAW THEIR ADVERTISING MARKET SHARE INCREASE BY 0.2 PERCENTAGE POINTS IN 2015

Growth in net TV advertising market share of M6 Group's free-to-air channels since 2010 - In %





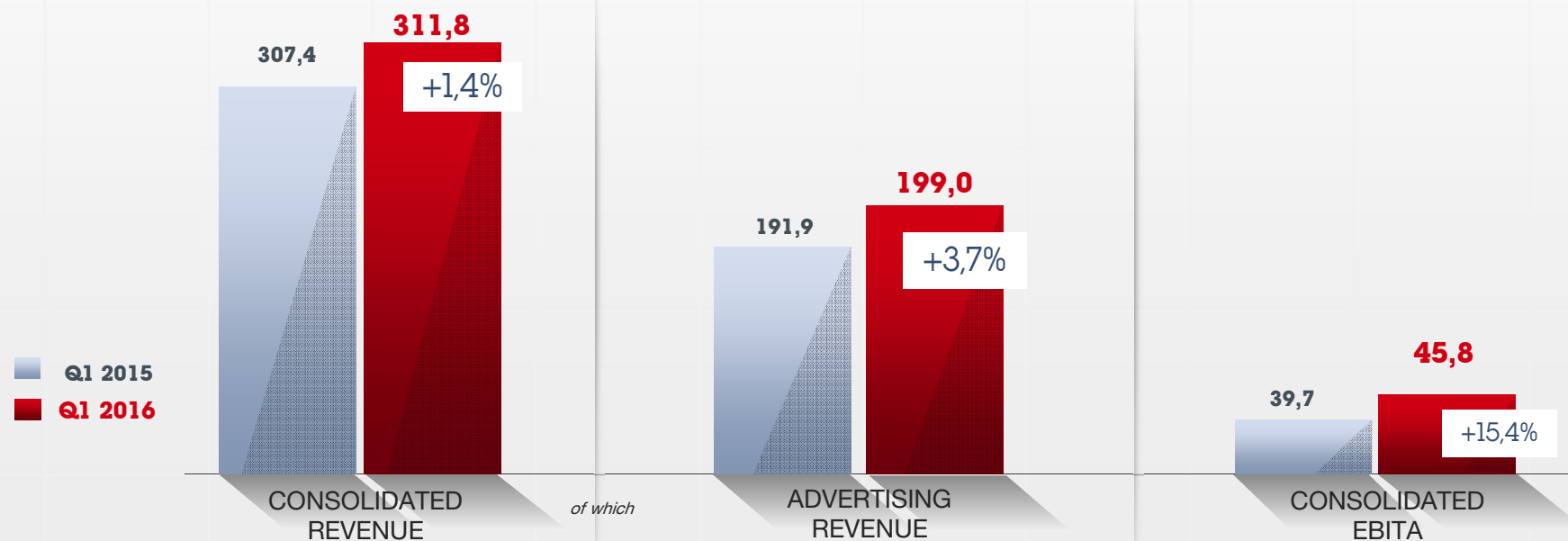
FIRST QUARTER 2016



Q1 2016

CONSOLIDATED REVENUE AND EBITA UP

Key figures
(€ m)



TELEVISION – RATINGS UPDATE



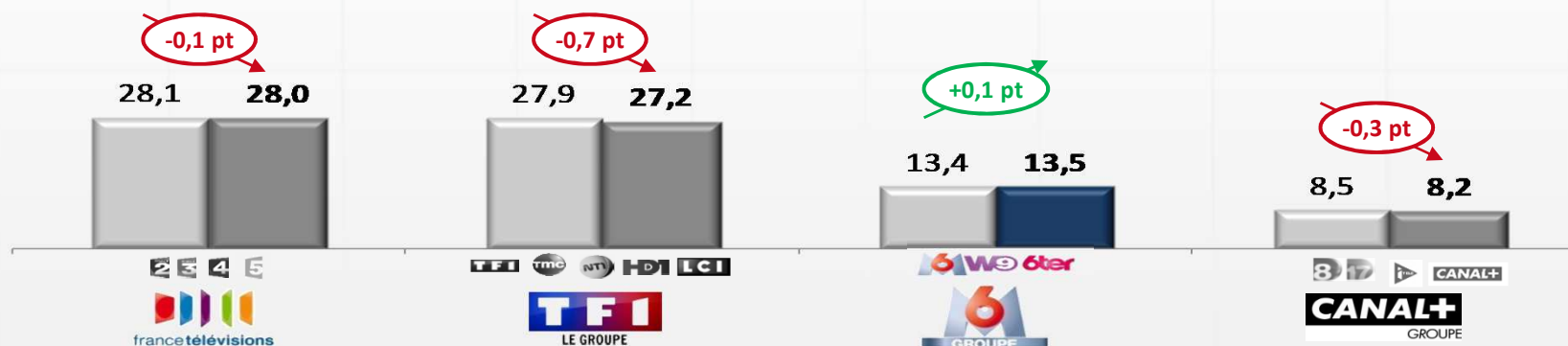
RATINGS 2016

A SUCCESSFUL START TO 2016

FREE TO AIR AUDIENCE FIGURES

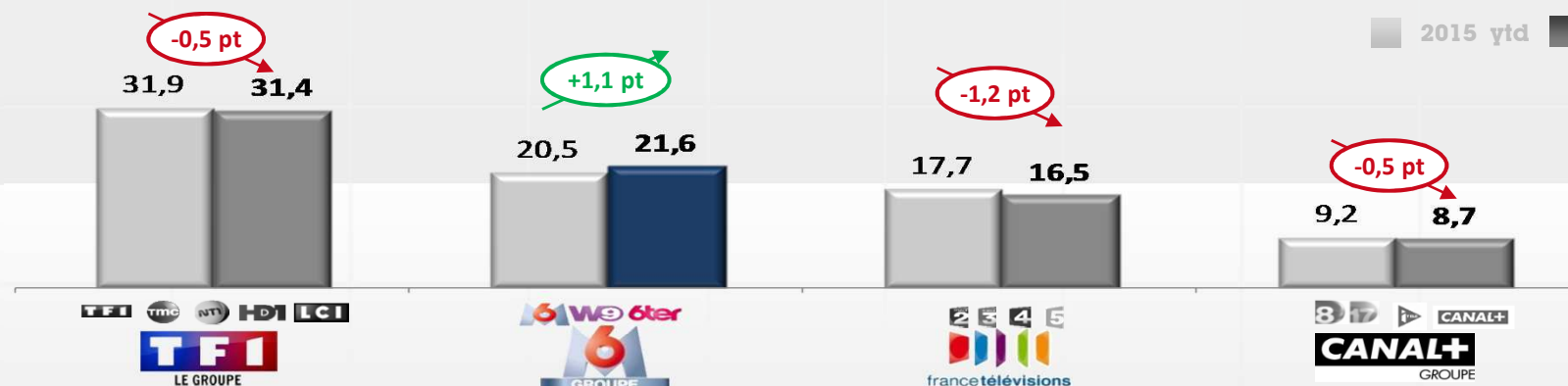
Audience share 4+ (%)

■ 2015 ytd ■ 2016 ytd



Audience share WRP < 50 (%)

■ 2015 ytd ■ 2016 ytd



TELEVISION - AUDIENCES

2016: M6 CHANNEL MAKES HEADWAY IN A MARKET THAT KEEPS FRAGMENTING

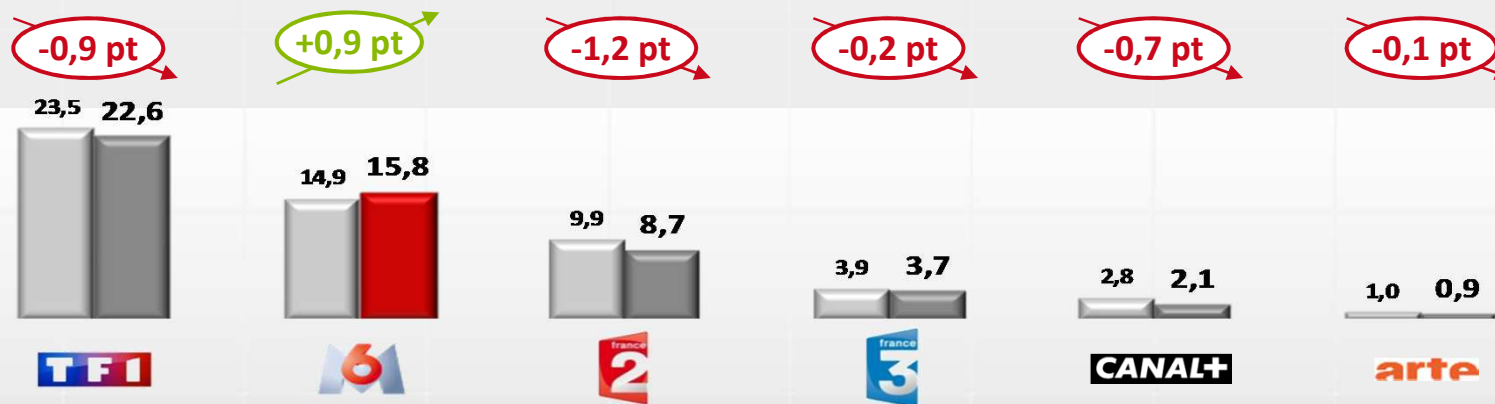
4+ audience share (%)

■ 2015 ytd ■ 2016 ytd



WRP < 50 audience share (%)

■ 2015 ytd ■ 2016 ytd





OUTLOOK

OUTLOOK

2016 CHALLENGES

CONTENT ACQUISITION & PRODUCTION



Continue to develop
production activities

CONTENT BROADCASTING



Consolidate audiences



Maintain our advertising market shares



Move Paris Première to free-to-air broadcasting



Make Euro 2016 a ratings and commercial success

DIGITAL ACTIVITIES



Adapt to new TV consumption patterns



Develop web-specific programmes

DIVERSIFICATION



Secure new development opportunities