

Another highly profitable year for M6, which overcame strong competition to deliver its highest ever share of the TV advertising market.

Revenue 2005

€1,270m

2004 €1,145m

EBITA 2005

€229m

2004 €207m

Advertising market share 2005

23.2%

2004 22.1%

Audience share 2005*

19.1%

2004 18.6%

*Target: Housewives under 50

France

Television



A new host – Anne-Sophie Lapix – for *Zone Interdite*, a long running and very successful show on M6



National audience breakdown 2005 (%)

Source: Mediamétrie
4+



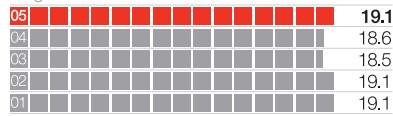
M6	12.6
TF1	32.3
France 2	19.8
France 3	14.7
Others	20.6

Audience share 2001/2005 (%)

Source: Mediamétrie

M6

Target: Housewives under 50



M6 Group followed up its impressive performance in 2004 with another prosperous year.

M6 Television consolidated its position in 2005 with 12.6% of the 4+ audience. Its share of the main commercial target, housewives under 50, reached a new high at 19.1%. Once again, M6 was the channel most watched by younger adults – in 2005 its share of the 15 to 34 year-old audience rose to 21.5%. In spite of difficult market conditions, M6 Television's share of TV advertising rose from 22.1% to 23.2% – the best performance of any French channel and the highest in its history.

M6's excellent result was achieved in a more competitive media environment. In March 2005 France's new free digital terrestrial platform, TNT, was launched. M6 participated in the launch by creating W9, a new digital channel targeting 15 to 34 year-olds. In November 2005, three of M6's wholly or partly owned channels were launched on digital terrestrial TV on a subscription basis – Paris Première, TF6 and TPS.

M6 Group currently owns a 34% stake in TPS. In December 2005 and subject to regulatory approval, the merger of the Group Canal+ and TPS businesses was announced. Once finalised M6 will own a 5.1% stake in the new group.

M6 Group's diversified businesses also made progress. Its partnership with the mobile telephone operator Orange was an enormous success. The M6 Mobile By Orange offer was launched in June 2005 and by the end of the year it had secured 227,000 subscribers, more than double its target.

HSS, M6 Group's home shopping subsidiary, acquired 95% of Mistergooddeal.com, one of France's leading e-commerce players offering discounted brand-name products. This acquisition will greatly enhance M6 Group's home shopping and e-commerce potential.

M6 Group also boosted its magazine publishing portfolio with the launch of a new monthly car magazine, *Auto Turbo*, which complements the weekly show on M6 Television, *Turbo*.

Holdings

M6: 48.6%
RTL 9: 35%

01 New French fiction in 2005 included successful formats such as, *Merci les Enfants Vont Bien!*

02 Football has helped broaden the programme offering of M6 and will include the majority of the World Cup matches in 2006

03 Part of the new US fiction offering included formats such as *Nip/Tuck*

04 Record audience shares were achieved for the series *Kamelott* during 2005



01



M6 Television

A powerful line-up of popular and innovative programmes ensured that M6 Television enjoyed another successful year. Excellent prime-time ratings were the highlight – the channel reached more than four million viewers on 90 evenings during 2005, compared with 66 in 2004.

No fewer than 25 new shows were launched, including a new investigative magazine show, *Enquête Exclusive*, and a number of well-received documentaries also helped to support ratings.

Drama was another highlight. Comedies such as *On Ne Prête Qu'aux Riches* and *Merci Les Enfants Vont Bien* were among the most watched programmes of the year. M6 Television also successfully launched the comedy series *Kamelott* in access prime-time, as part of its strategy to develop French fiction series and TV movies. The series went on to win the accolade of Best TV Programme for 2005 in the Grand Prix Des Médias CB News awards.

Movies scored well, with the *Star Wars* trilogy attracting more than 6.8 million viewers. M6 launched as many as 13 new international fiction series, of which the US-produced *Nip/Tuck* and *4400* were among the most successful.

For the first time, M6 Television's viewers were able to follow the progress of the Olympic de Marseilles football team in the UEFA Cup. In addition, the channel won the rights this year to show 31 of the 64 matches of the FIFA 2006 World Cup.

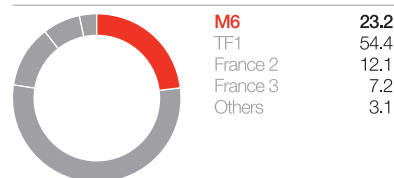
RTL 9

RTL Group owns a 35% stake in RTL 9, the family entertainment channel which celebrated its 50th anniversary in February 2005.

RTL 9 is distributed from Luxembourg via satellite, cable, ADSL and terrestrial signals to viewers in France, Switzerland and Luxembourg. In 2005 it increased its reach by 23% to 8.5 million households, and remained one of the leading cable and satellite channels in France with a 1.8% share of all viewing.

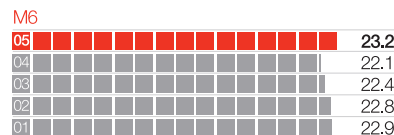
National advertising breakdown 2005 (%)

Source: TNS Secodip



Advertising share 2001/2005 (%)

Source: TNS Secodip



02



03



04

