



GROUPE

1st QUARTER 2010 CONSOLIDATED REVENUES UP +10.3% TO €361.1 MILLION

Group advertising revenues:
Non advertising revenues:

+ 4.5%
+ 16.7%

REGULATED INFORMATION

(in € millions)	1st Quarter		
	2009	2010	change
Group advertising revenues	171.4	179.1	+4.5%
- of which M6 channel advertising	146.9	150.0	+2.1%
- of which digital channels and other media advertising	24.5	29.1	+18.8%
Non advertising revenues	156.0	182.0	+16.7%
Consolidated revenues	327.4	361.1	+10.3%

The above mentioned information is aimed at disclosing revenues breakdown depending on advertising and non-advertising. The Group advertising revenues include M6 and W9 (FTA channels) advertising revenues, the share of advertising revenues of pay digital channels and the share of advertising revenues generated by diversification activities (mainly Internet).

In the first quarter of 2010, M6 Group's revenues were up +10.3%, with consolidated sales amounting to €361.1 million.

After demonstrating in 2009 the resilience of its business model in a deteriorated economic environment, M6 Group confirmed in the first quarter of 2010, following Q4 2009 trends, the return to growth in all its businesses.

The Group advertising revenues (M6 channel, digital channels, Internet) were up +4.5 % in the first quarter of 2010, at €179.1 million, of which €150.0 million for M6 channel's advertising revenues (+2.1%) and €29.1 million for other advertising revenues (+18.6%).

Non advertising revenues were up +16.7% over the period.

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M6 FTA Network

(in € millions)	1st Quarter		
	2009	2010	change
M6 FTA network	148.2	151.9	+2.5%
<i>o.w. M6 channel advertising</i>	146.9	150.0	+2.1%

In the first quarter of 2010, M6 thus posted an average audience share of 10.5% on 4 y.o + (11.4% on strategic time slot Middy – Midnight).
Source: Médiamétrie.

After January and February being overall down, M6 experienced a significant advertising recovery in March, confirming the channel's attractiveness for advertisers.

In a ever-more competitive environment, the strategy aiming at reinforcing M6's programmes in key time slots confirmed its successes, notably thanks to Prime Time performances of both long-established brands and new programs such as *Top Chef*.

Digital channels

(in € millions)	1st Quarter		
	2009	2010	change
Digital channels	32.6	36.3	+11.4%

At the end of March 2010, digital channels' revenues (channel advertising revenues and distribution revenues) were up +11.4%.

Growth is mainly driven by W9, which ranked as the most invested DTT channel by the

advertisers in the first quarter 2010. (*Gross advertising investments, source Kantar Media*).

Diversification and Audiovisual rights

(in € millions)

	1st Quarter		
	2009	2010	change
Diversification and audiovisual rights	146.6	172.9	+18.0%

In the first quarter of 2010, Diversification and Audiovisual rights revenues were up +18.0% (+16.0 % excluding F.C.G.B), mainly thanks to :

- **Audiovisual rights** : the strong revenue growth in this first quarter was notably driven by continued success of *Twilight* in video,
- **Ventadis (Distance Selling)** : the growth was sustained by Mistergooddeal performances.

Moreover, **Interactive activities** have continued their development, on the back of innovative products and services (M6 mobile by Orange, M6 Replay,...).

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Financial position and dividend

According to the agenda released at the date of the put option exercise relative to the 5.1 % stake in Canal + France, M6 Group received on February 22nd, 2010 a cash amount of € 384.2 million. Following the findings of the preliminary expert evaluation on Canal + France, Vivendi and M6 Groups agreed on the absence of upside.

The net cash position of the Group at March 31st, 2010 amounted to € 553.2 million, allowing, considering the number of shares outstanding, the payment of a total dividend amount of €303 million in respect of 2009 financial year. Indeed, the payment¹ of a €2.35 dividend per share, including a € 1.50 special dividend as a result of the disposal of Canal + France stake, will be submitted for shareholders' approval at the Annual General Meeting called today.

Neuilly sur Seine, May 4th, 2010

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Next release : H1 2010 revenues and earnings : 27 July 2010, after market close
M6 Métropole Télévision is a listed company on Euronext Paris, compartment A
Code MMT, code ISIN: FR0000053225

¹ Last trading day dividend incl. : 11 May 2010 – Dividend ex date : 12 May 2010 - Payment of cash dividend : 17 May 2010

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