

## REGULATED INFORMATION

in € millions	1st Half-Year			3rd Quarter			9-month		
	2009	2010	%	2009	2010	%	2009	2010	%
Group advertising revenues	370.8	407.8	+10.0%	136.2	163.0	+19.7%	507.0	570.8	+12.6%
- of which M6 channel advertising	315.2	338.5	+7.4%	111.5	133.0	+19.3%	426.7	471.5	+10.5%
- of which digital channels and other media advertising	55.6	69.3	+24.6%	24.7	30.0	+21.3%	80.4	99.3	+23.6%
Non advertising revenues	307.5	334.3	+8.7%	159.8	154.7	-3.2%	467.4	489.0	+4.6%
- of which non advertising revenues except FCGB	252.0	278.7	+10.6%	138.8	141.1	+1.7%	390.9	419.8	+7.4%
- of which FCGB	55.5	55.6	+0.2%	21.0	13.6	-35.2%	76.5	69.2	-9.5%
<b>Consolidated revenues</b>	<b>678.3</b>	<b>742.1</b>	<b>+9.4%</b>	<b>296.0</b>	<b>317.7</b>	<b>+7.3%</b>	<b>974.4</b>	<b>1059.8</b>	<b>+8.8%</b>

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 third quarter of 2010, M6 Group's revenues were up +7.3% with consolidated sales amounting to € 317.7 million.**

**The Group advertising revenues (M6 channel, digital channels, Internet) were up +19.7%** in the third quarter of 2010, at € 163.0 million, of which € 133.0 million for M6 channel's advertising revenues (+19.3%) and € 30.0 million for other advertising revenues (+21.3%).

**Non advertising revenues (except FCGB) were up +1.7% over the period.**

**At the end of September 2010, M6 achieves a revenue of € 1 059,8 million (+8.8%).**

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## M6 FTA Network

In € millions	2008	2009	2010	%
<b>Revenues – M6 channel advertising</b>				
1st Quarter	165.0	146.9	150.0	+2.1%
2nd Quarter	202.1	168.3	188.5	+12.0%
3rd Quarter	114.6	111.5	133.0	+19.3%
9-month	481.7	426.7	471.5	+10.5%
<b>Other revenues of the segment</b>				
9-month	5.2	4.4	5.6	+27.3%
<b>Total M6 FTA segment revenues</b>				
9-month	486.9	431.1	477.1	+10.7%

M6 channel's advertising revenues for the third quarter posted an increase of +19.3%, confirming the channel's attractiveness for the main advertising sectors.

M6 channel's advertising revenues for the quarter are for the first time in the year, not only greater than 2009 but also 2008. Nevertheless, the growth of the cumulative advertising revenues for the first nine months does not allow to post a total revenue equivalent to 2008.

M6 stood as the most resilient incumbent channel over the period, with an 10.7% average audience share (4 years and over). In September, and for the second month in a row, M6 ranked third among all national channels.

Source: Mediamat – Médiamétrie

## Digital channels

In € millions	2009	2010	%
1st Quarter	32.6	36.3	+11.4%
2nd Quarter	37.9	45.4	+19.6%
3rd Quarter	32.0	36.5	+14.1%
<b>9-month</b>	<b>102.5</b>	<b>118.2</b>	<b>+15.3%</b>

In the third quarter of 2010, **digital channel's revenues** (channel advertising revenues and distribution revenues) **were up +14.1%**.

W9 posted its best ratings ever, reaching a national audience share (4 years and over) of 3.1% in September, and thus reinforced its position. Since the beginning of the year, W9 has been ranking as the most invested DTT channel by the advertisers.

*Sources: Mediamat – Médiamétrie and Kantar Media (Gross advertising investments)*

## Diversification and Audiovisual rights (except F.C.G.B)

In € millions	2009	2010	%
1st Quarter	124.0	143.8	+16.1%
2nd Quarter	109.9	118.2	+7.6%
3rd Quarter	130.1	133.0	+2.2%
<b>9-month</b>	<b>364.0</b>	<b>395.0</b>	<b>+8.5%</b>

Advertising and non advertising revenues from Diversification and Audiovisual rights (except F.C.G.B) were up +2.2% in the third quarter of 2010.

Furthermore, the **Football Club des Girondins de Bordeaux** (F.C.G.B) revenues are down, since they did not qualify for the Champion's League. Nevertheless the Group endeavoured to protect the club's financial balance for the current season.

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## Financial position

At September 30, 2010, Group Equity amounted to €639.6 million (vs €612.4 million at June 30) with a net cash position of €296.9 million. Note that the Group, through its subsidiary MisterGooddeal, acquired the Internet firm monAlbumPhoto.fr, thus following its strategy aiming at buying e-commerce profitable niches.

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If the third quarter marked a new step in the growth of its activities, it is however necessary to keep in mind that the comparison base of the fourth quarter will be the toughest of the year, due to the better advertising conditions since October 2009.

Neuilly sur Seine, November 4th, 2010

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**The Group indicative calendar for 2011 will be released shortly on the website [www.groupem6.fr](http://www.groupem6.fr)**

Next release : FY 2010 revenue on February 15, 2011 post-market

M6 Métropole Télévision is a company listed on Euronext Paris, compartment A

Code MMT, code ISIN : FR0000053225

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