

6ter, THE NEW CHANNEL OF M6 GROUP

M6 Group is delighted by the decision of the Conseil Supérieur de l'Audiovisuel (CSA) to choose 6ter, a new HD Free DTT channel.

6ter will be the first free channel of the French broadcasting scene targeting all the family, all day long. Family fictions, magazines and documentaries and entertainment: all these programs will be designed to be watched together, by several generations. The creative, human and financial means that will be necessary will be given to 6ter to insure its success.

However, we remind that these new channels will evolve in a pressurized economic environment and will have to impose themselves in a strengthened competition. In this context, M6 Group regrets that Boutique & co, its home-shopping channel project, a real industrial project creating jobs, was not accepted too, given that, differently from other historical competitors, M6 Group is below the limit in terms of number of authorizations.

“Over the last 25 years, M6 Group has been proving its knowledge and its determination in developing its channels. M6 Group favored the creation ex nihilo rather than the acquisition. This will be going to enable us to consider the implementation of the 6ter project with serenity and enthusiasm”, underlines Nicolas de Tavernost, Chairman of the Executive Board.

Neuilly, March 27th, 2012.

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