



**Press release**



Boulogne – August 28, 2009

### **Results of the consultation conducted by the TF1 Group's theme channels**

The consultation of satellite, xDSL and DTT operators initiated by the TF1 Group's theme channels (Eurosport, Eurosport 2, LCI, TV Breizh, Histoire, Ushuaïa TV) in France and its overseas territories has now been completed.

The results of this consultation are as follows:

- The main operators expressed a definite interest in distributing the channels. The Canal+ group, Orange, Free, SFR, TV Numéric, TNS, Parabole Réunion and Mediaserv made financial bids for non-exclusive distribution rights to some or all of these channels.
- The consultation achieved its objectives in terms of exposure for all of the channels.

However, the bids submitted by the operators did not offer sufficient financial reward to justify the TF1 Group taking them further, given the state of the market and the crisis in the advertising sector.

The results of the consultation exercise have confirmed the validity of the economic model of the TF1 Group's theme channels, which have an option to renew their exclusive distribution contract for 2010 and 2011.

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