

Innovative locally-produced programming and growth in advertising revenue led M6 to record levels of profitability.

€million	2004*	2003
Revenue	1,145	570
EBITA	209	100

*M6 has been fully consolidated from February 2004

%	2004	2003
Advertising market share	22.1	22.4
Audience share*	18.6	18.5

*Target: Housewives under 50





M6

Groupe M6 continues to prosper, and 2004 was another year of record profitability.

Once again, M6 Television delivered high quality programmes, many of them locally produced – 10 of the 20 highest rated programmes on the station were M6 own productions. Audiences were stable in 2004, and the channel retained its number two position as the second most popular channel for under 50 housewives with a slightly improved share of 18.6%. It has maintained this position for four years in succession. It also improved its share of under 35 year-old viewers to 19.9%.

Advertising revenue increased by 4.1% in a year of good growth in the advertising market. The opening up of the press sector to advertising helped to boost revenue in the first half of the year, but the market fell back in a weak final quarter.

M6's digital TV businesses continued to grow and now account for 20% of group sales. During 2004, the portfolio of thematic channels was strengthened with the acquisition of Paris Première from Suez. This well-regarded theme channel offers movies and series together with coverage of politics and the arts. M6 Music launched two new complementary channels in January 2005 – M6 Music Rock and M6 Music Black. M6 also has a 34% stake in the TPS digital platform, which enjoyed strong growth in subscriber numbers during 2004. The Home Shopping Service launched a new 24-hour teleshopping channel, M6 Boutique La Chaîne, and with the acquisition of Canal Club became the leading infomercials channel in France.

During the year Suez disposed of most of its stake in M6, as a result of which RTL Group has been recognised by the Conseil Supérieur de l'Audiovisuel (CSA) as the principal shareholder with a 48.5% shareholding. In July, M6 joined the Euronext index of the top 100 European companies listed in Paris, Amsterdam, Brussels and Lisbon.



Sunday evening's news landmark magazine: *Zone Interdite*

National audience breakdown 2004 (%)

Source: Mediamétrie
4+



M6	12.5
TF1	31.8
France 2	20.5
France 3	15.2
Others	20.0

Audience share 2000/2004 (%)

Source: Mediamétrie

M6

Target: Housewives -50



Holdings
M6: 48.8%
RTL 9: 35%

Programme successes

This was another year of adventurous programming. A total of 20 new programmes and 15 new series were launched, including documentaries, lifestyle magazines and a reality show. M6 upped its investment in French fiction, delivering such winners as *Si j'Étais Elle* with 4.9 million viewers, *Trois Pères à la Maison* with 4.3 million viewers and *Bien Agités* with 3.6 million viewers.

M6's in-house production units were behind many of the successes. W9 developed *Bachelor*, *Les Grands Classements* and *Le grand Zap* while Studio 89 delivered *C'est Pas Trop Tôt* and *Classé Confidential*. C Productions also had some of the year's best ratings with the flagship Sunday evening news magazine shows *Capital* and *Zone Interdite*.

The channel targeted family audiences with films such as *Le Masque de Zorro* (*The Mask Of Zorro*), which attracted 7.5 million viewers, and crime series. The first episode of the *NCIS Enquêtes Spéciales* (*NCIS: Special Investigations*) achieved a new record for a series with an audience of 4.9 million.

Another series that attracted family audiences was the docu-reality *Le Pensionnat de Chavagnes*, which drew an average audience of 5.2 million. Based on the UK format *That'll Teach 'Em*, the series ran for a month and exposed 24 boys and girls to the educational methods and disciplines of the 1950s.

M6 also improved its sports programming with the signing of an exclusive agreement with UEFA to broadcast high profile European soccer matches in 2005 and 2006.

RTL 9

RTL Group also owns a stake in RTL 9, a long-established family entertainment channel now owned by AB Group. In February 2005 it celebrated its 50th anniversary.

RTL 9 is broadcast from Luxembourg and distributed via cable and satellite in France and Switzerland. It is also available terrestrially in eastern France and Luxembourg. According to research by Mediamétrie published in March 2005, it was the leading cable and satellite channel in France, capturing 2.2% of all viewing.



M6 new docu-reality, *Le Pensionnat de Chavagnes*, recorded an audience high of 6.2 million

National advertising breakdown 2004 (%)

Source: TNS Secodip



M6	22.1
TF1	54.8
France 2	12.0
France 3	7.8
Others	3.3

Advertising share 2000/2004 (%)

Source: TNS Secodip

