



## TF1 Channel Advertising Turnover: + 3% in Q4 05

Boulogne, January 26, 2006

TF1 Group's 2005 consolidated revenue will be published in the Balo on February 3rd, 2006. Figures are as below:

<b>Total Revenue (€M)</b>	<b>2005 IFRS</b>	<b>2004 IFRS</b>	<b>2004 Released</b>	<b>IFRS Change 05 / 04</b>
• TF1 Channel advertising	1,647.5	1,645.5	1,645.5	+ 0.1%
• Other Activities	1,226.4	1,204.1	1,189.9	+ 1.9%
<b>TF1 Group *</b>	<b>2,873.9</b>	<b>2,849.6</b>	<b>2,835.4</b>	<b>+ 0.9%</b>

On a comparable basis<sup>1</sup>, the revenue from other activities grew by 3.8% and TF1 Group's consolidated revenue increased by 1.6%.

\* In accordance with IFRS 5, the impact of held-for-sale operation (TPS) would be €365.4 M in 2005 and €348.4 M in 2004.

<b>Q4 Revenue (€M)</b>	<b>2005 IFRS</b>	<b>2004 IFRS</b>	<b>2004 Released</b>	<b>IFRS Change 05 / 04</b>
• TF1 Channel advertising	469.9	456.2	456.2	+ 3.0%
• Other Activities	348.0	324.7	324.7	+ 7.2%
<b>TF1 Group</b>	<b>817.9</b>	<b>780.9</b>	<b>780.9</b>	<b>+ 4.7%</b>

In 2005, TF1 won 0.5 pt (32.3%<sup>3</sup>) of audience share, raised its audience to 66 minutes<sup>2</sup> a day per individual and recorded 97 out of the 100 best ratings. This performance is all the more outstanding, in a more and more competitive market.

In this context, TF1 Channel advertising turnover grew by 0.1% in 2005. The dynamism of *Automotive*, *Telecommunication* and *Services* sectors has compensated the fall of advertising investments coming primarily from the *Food* sector.

**TF1 Channel advertising revenue was up 3% in Q4 2005.**

In 2005, net advertising revenue of TF1's theme channels operating in France rose by 18%.

**Full year revenue from other activities is up 1.9% and up 7.2% in Q4 2005.** Several subsidiaries contributed to this growth:

- **E-tf1**, which contribution to Q4 consolidated revenue was almost twice as much as last year. Therefore, this subsidiary full year revenue reached €69 M, overshooting the budget target;
- **TF1 Video**, (+24% in Q4), benefited from the video releases of *CSI*, *Brice de Nice* and *Gad Elmaleh*;
- **TPS**, which annual revenue was up 6% and which total number of subscribers (1.75 million) was stable compared to December 2004;

- **Eurosport International** which turnover increased by 7% in Q4 2005. This performance is the result of a global communication strategy which has come up to advertisers' expectations and the sustainable growth of paying subscribers. At the end of December 2005, more than 105 million households received Eurosport all around the world.

2005 financial statements will be submitted to the Board of Director's meeting, scheduled on February 21st, 2006. The financial statements will be released on that day after Paris stock exchange closing.

At the beginning of 2006, Société Générale sold on the market its 1.4% stake that it held in TF1. This puts an end to the agreement of February 19<sup>th</sup> 1987 between Société Générale Group and Bouygues, and so, to the existing concerted action agreement between Bouygues and Société Générale concerning TF1.

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<sup>1</sup> Excluding the impact of the disposal of Visiowave and Studios 107 in Q2 2005 (Cancelling of Studios 107 and Visiowave revenue of 2004 and 2005) and excluding TMC consolidation.

<sup>2</sup> Source: Médiamétrie – Ind. 4+