



Investor Presentation

November – December 2010



TF1 GROUP



Free Channels



Pay TV (France)



Production



Advertising agency



Diversification & Internet



Audiovisual rights



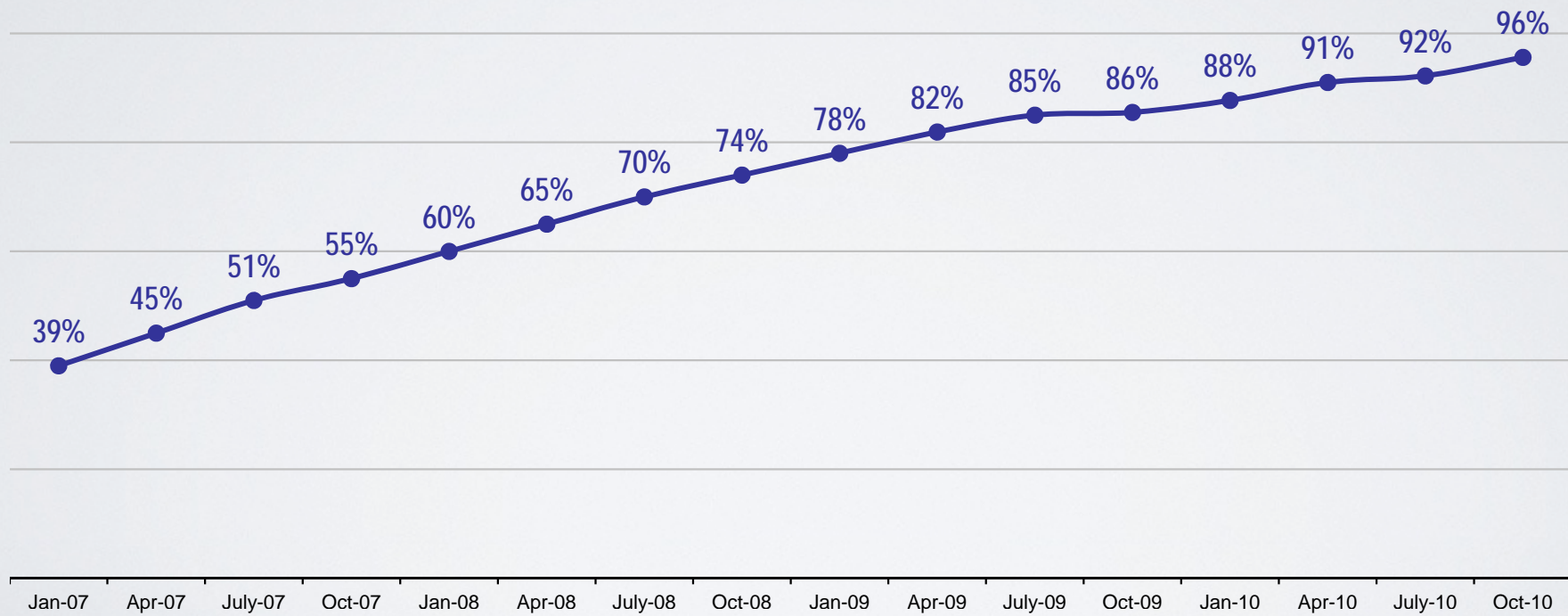
Broadcasting international



96% OF FRENCH HOUSEHOLDS RECEIVE 18 CHANNELS OR MORE

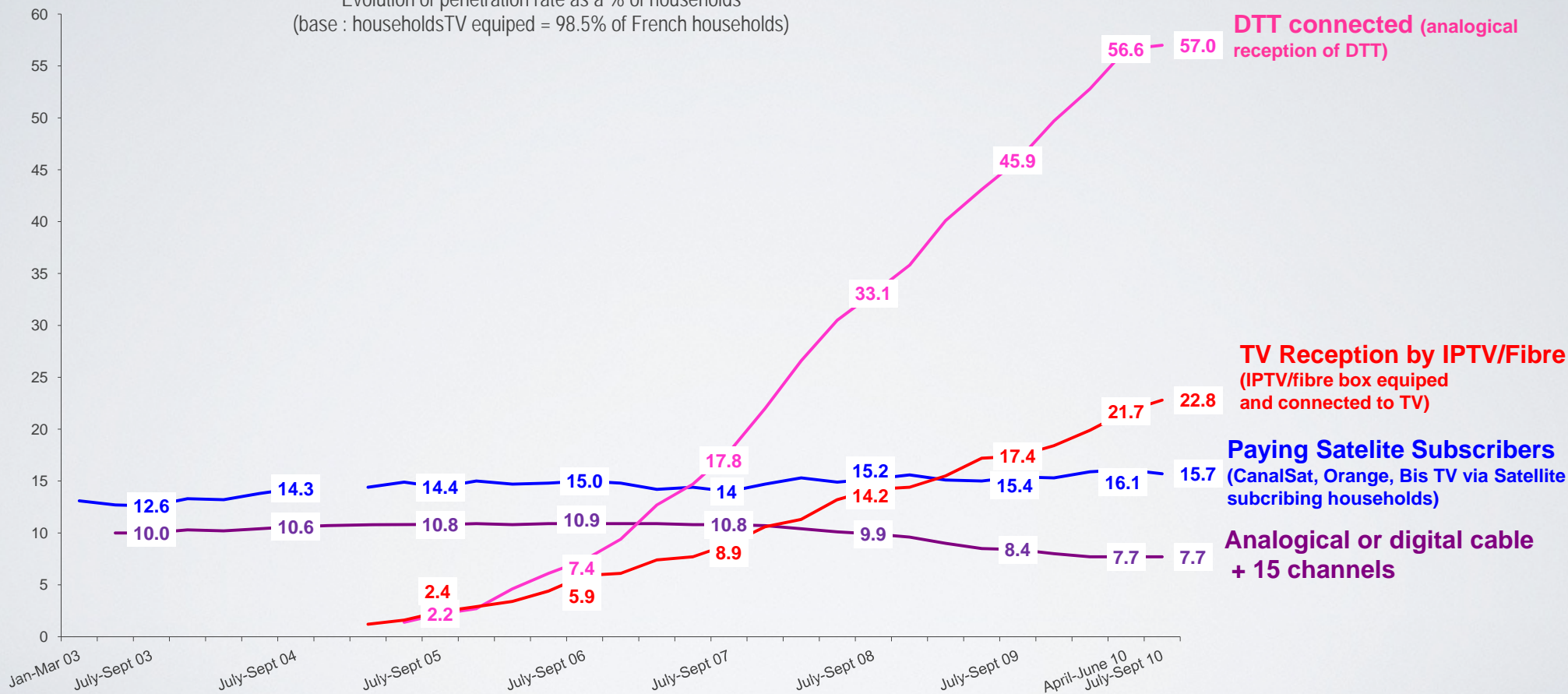
Multi equipment

4 years and over



THE SWITCH OFF BOOSTS THE FREE DIGITAL NETWORKS

Evolution of penetration rate as a % of households
(base : households TV equipped = 98.5% of French households)

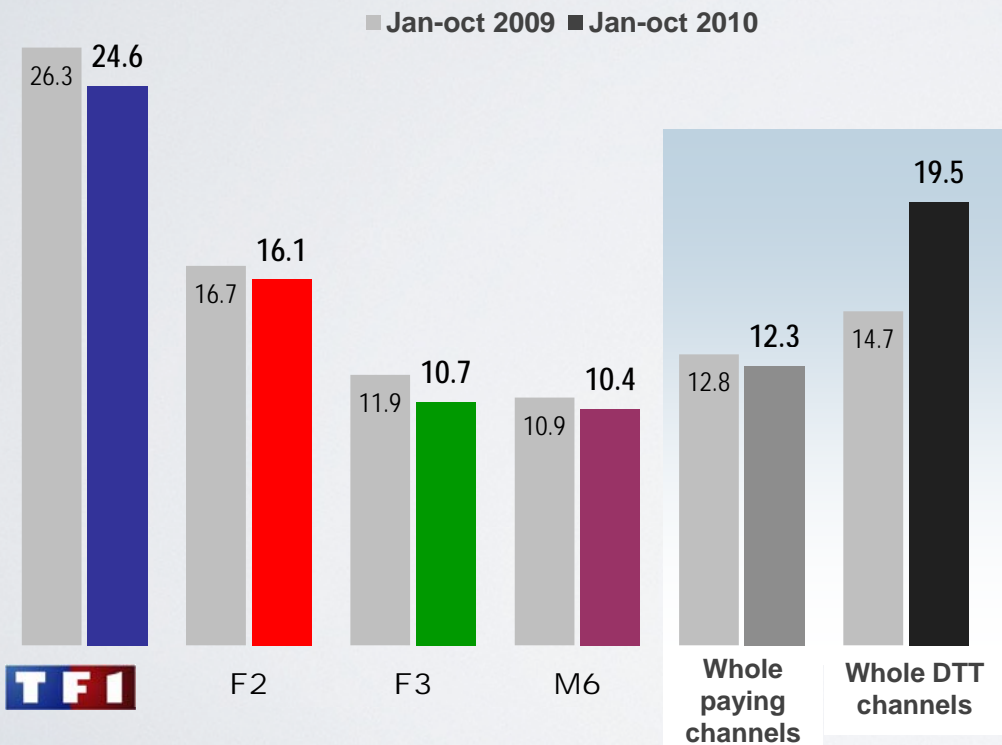


TF1, 1ST FRENCH TV CHANNEL

4 years and over

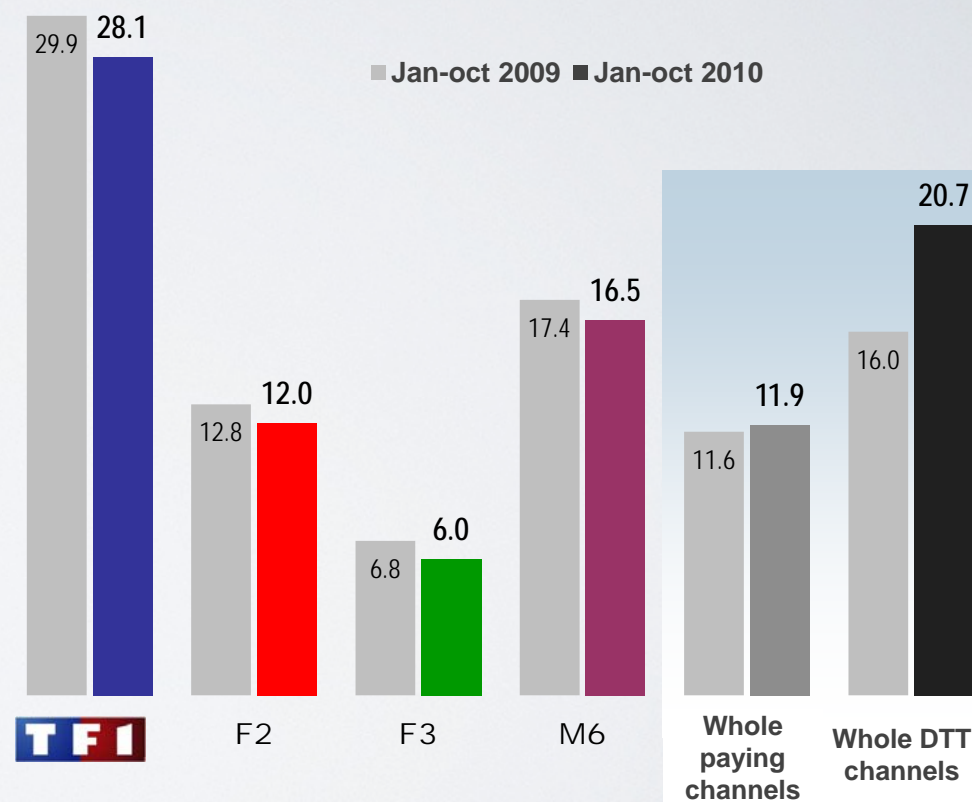
Change vs. 2009

-6% -4% -10% -5% -4% +33%



Women <50

-6% -6% -12% -5% +3% +29%



TF1, A UNIQUE POSITION ON THE 7PM-1AM STRATEGIC SLOTS

TF1 audience share

4 years and over

Women <50

+ 2.8pts

+3.8pts

24.6%

27.4%

28.1%

31.9%

Whole day

7pm - 1am

Whole day

7pm - 1am

+8.5pts

+12.3pts

vs. challenger (F2)

+11.6pts

+13.2pts

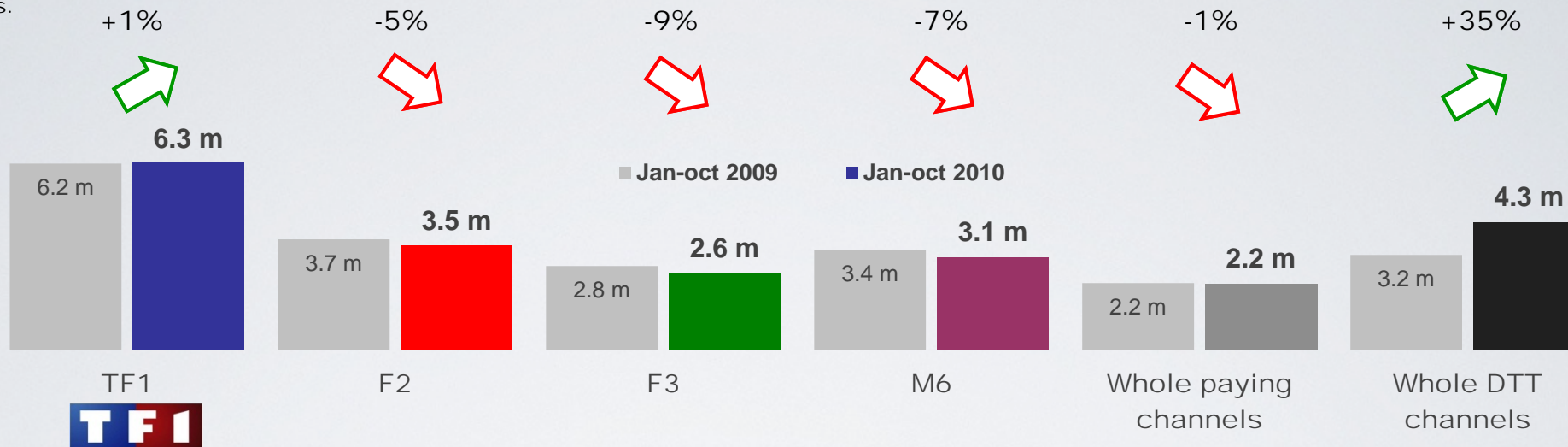
vs. challenger (M6)



TF1, A UNIQUE POSITION : ON PRIME-TIME

Prime-time TV viewers (in million)

Change vs.
2009



91%

leader on prime time*

50

top audience in 2010

Including the highest at 15,2m for *France / Mexique*



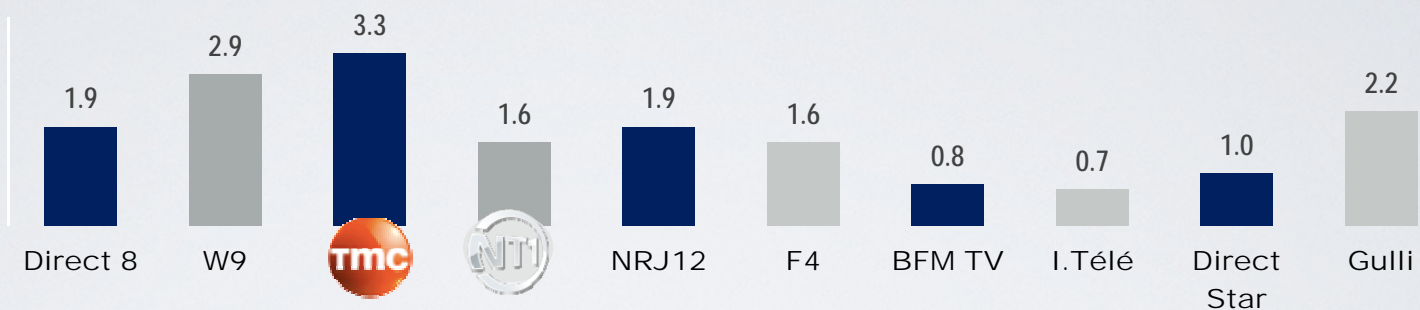
**TF1, the only historical channel
to increase its ratings on prime-time**

On TF1 prime-time length
Time slot: prime-time (8.45-10.30pm)
Source : Médiamétrie – Médiamat – jan-oct 2010

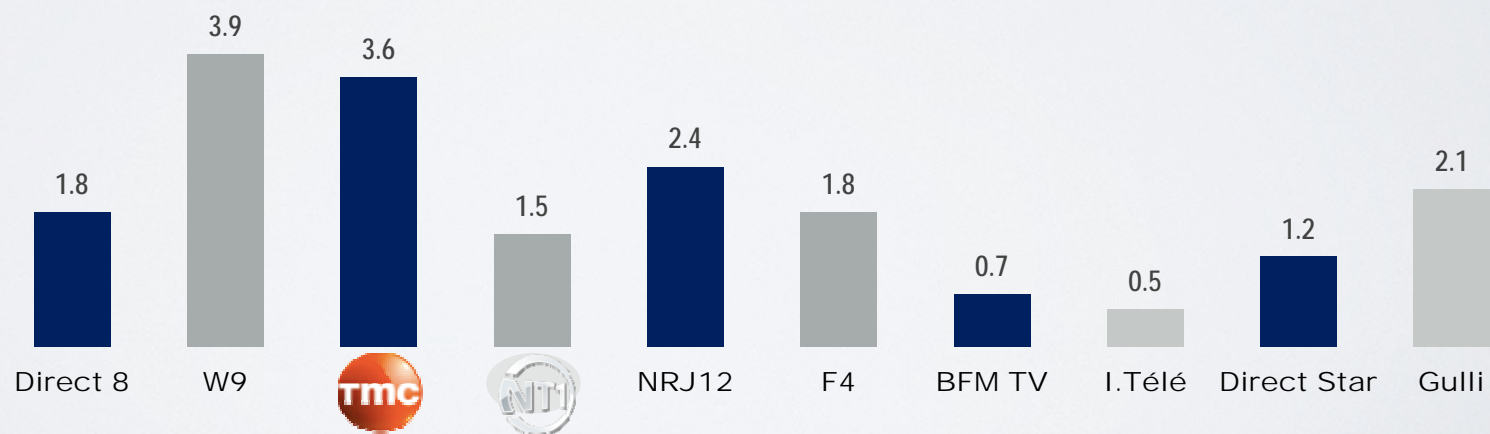
AN INVESTMENT IN DTT TO STRENGTHEN ON OUR CORE BUSINESS

National audience share (in %)
Jan. – Oct. 2010

4 years and +



Women < 50

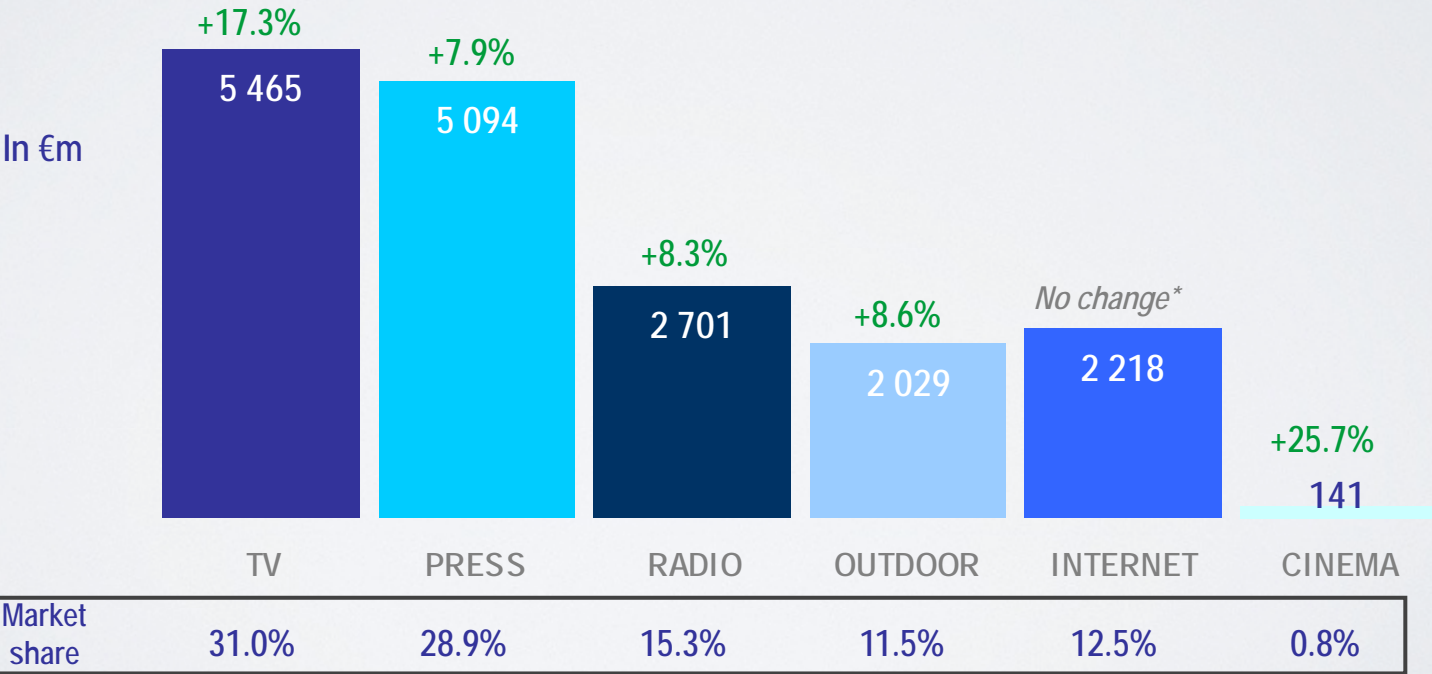


TV, 1st INVESTED MEDIA

Jan-Sept 2010 vs. 2009

- Pick up in gross multimedia investment
- Strong contribution from TV
- TV consolidate it's first rank as invested media with a 31% market share

PLURIMEDIA (excl. Internet)
 +11.4% (+6.4% in 2 years)
 to €15,430million



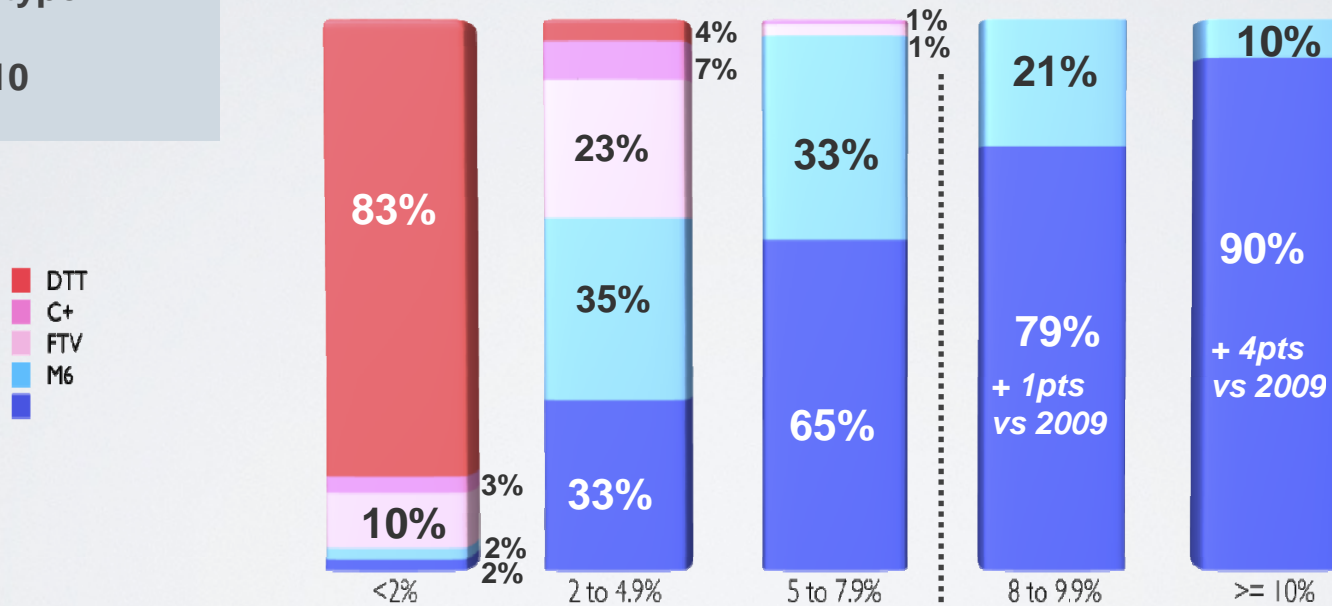
Source : Kantar Média – gross datas - * difference with 2009 can't be measured due to a change in method in 2010.



ONLY TF1 CAN OFFER THIS MUCH POWER

With 33 million TV viewers every day, TF1 remains the only mass media
a vital advertising criterion in a fragmented audiovisual sector

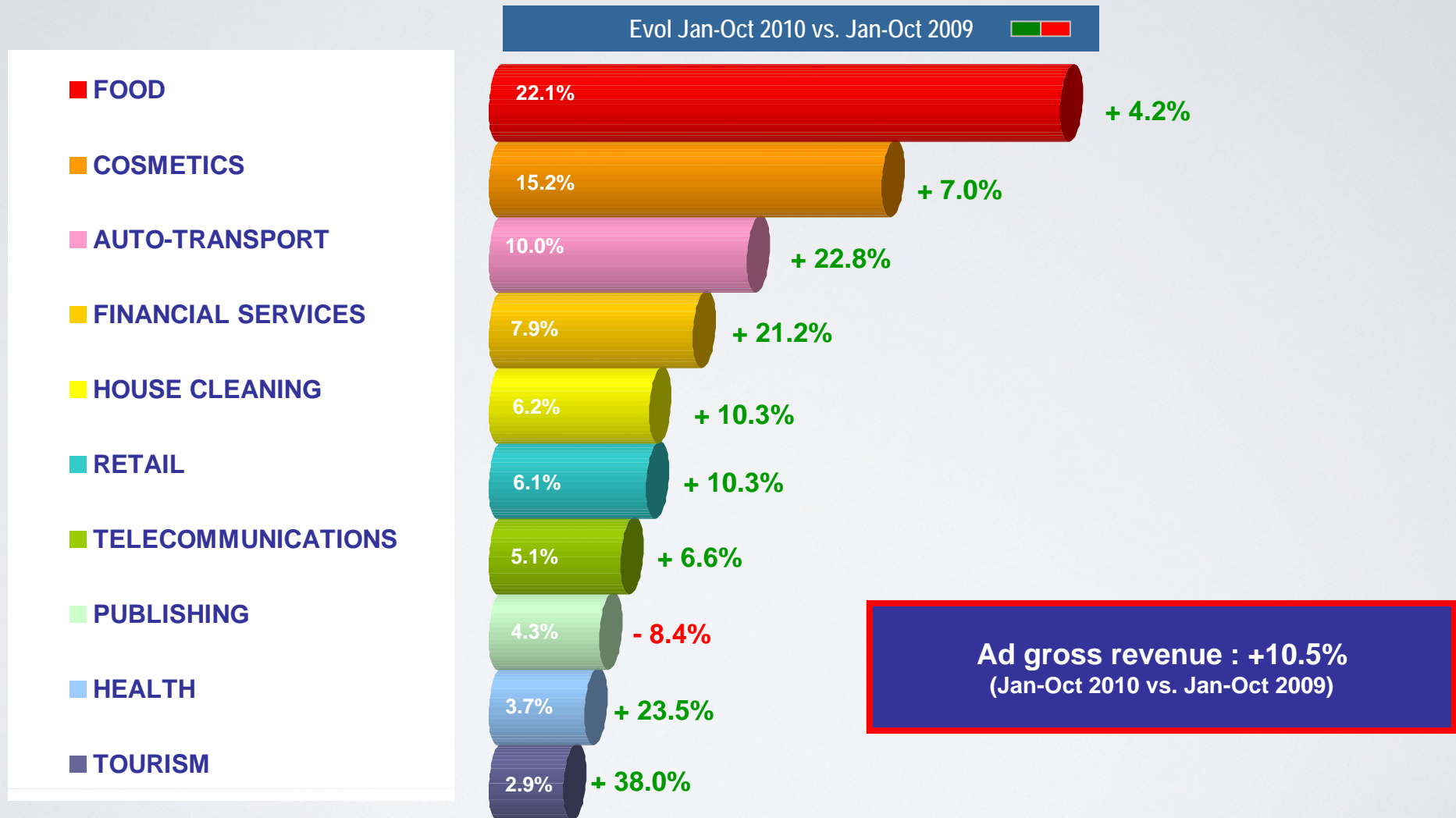
Breakdown of ad slots
by audience type.
Women<50
Jan-Sept 2010



**TF1 DELIVERS MORE THAN 90% OF THE POWERFUL AD SLOTS,
UP 4 PTS ON 2009**



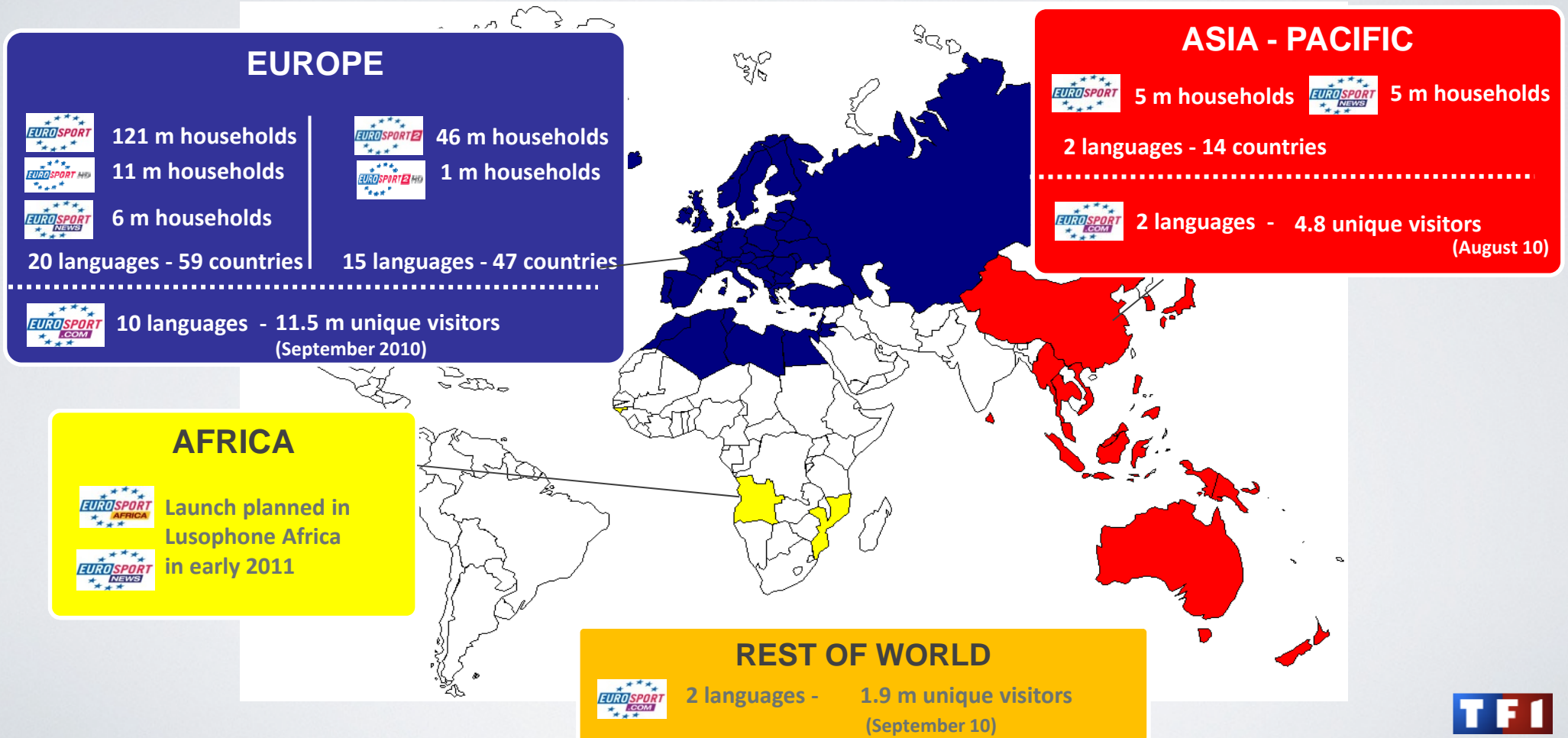
A DYNAMIC EVOLUTION OF THE ADVERTISING SECTORS



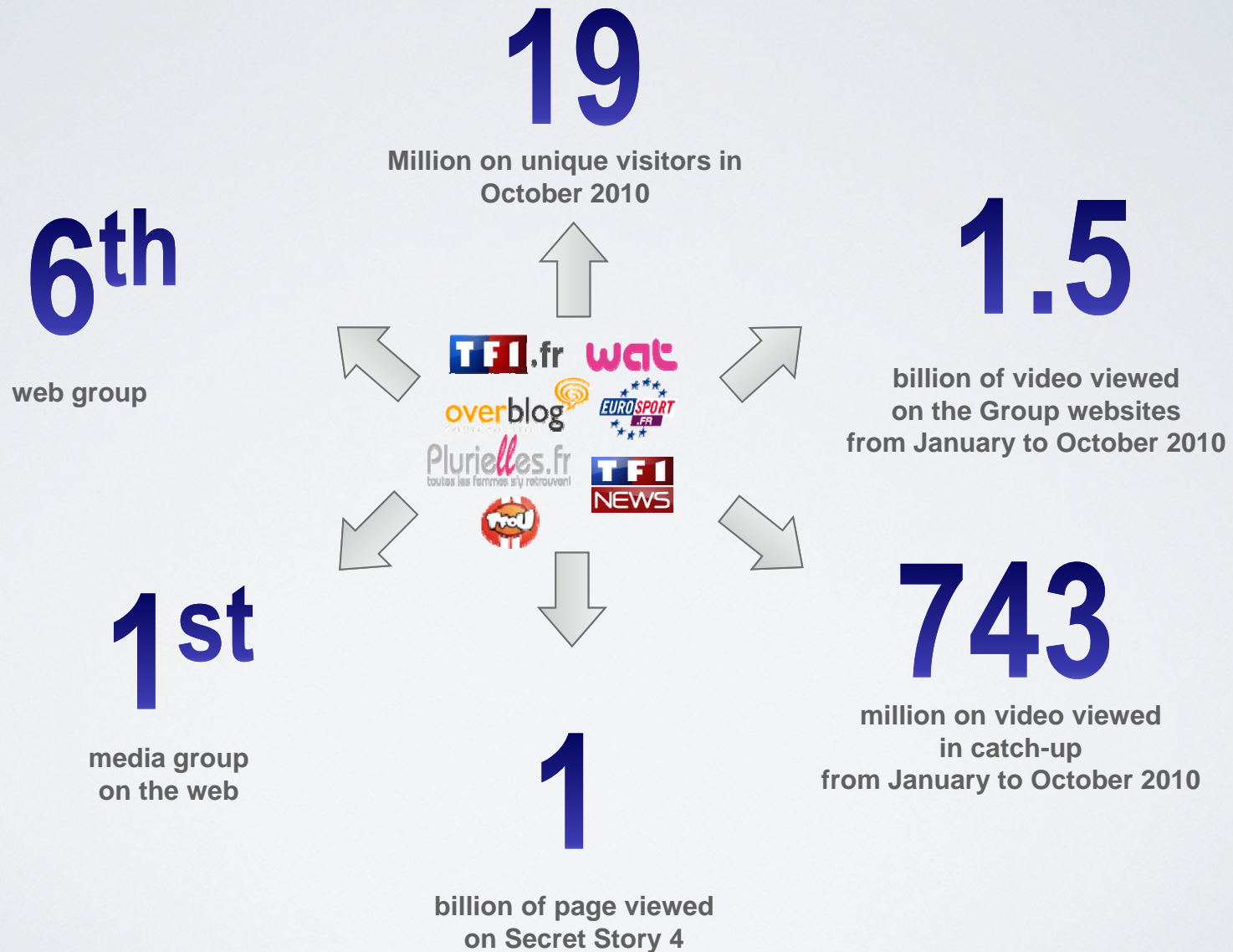
EUROSPORT'S OUTSTANDING GEOGRAPHICAL EXPANSION

Broadcast **IN EUROPE** the biggest events live (TV, news, Internet)

Export **OUTSIDE EUROPE** European sport and its major events (TV, news, Internet)



AN IMPROVING POSITION ON INTERNET



TF1 EXECUTES STRATEGY AS PLANNED

Management focus :

- ❖ Reengineering of the Company to improve performances
- ❖ Adaptation of the business model
- ❖ Rationalization of diversification activities
- ❖ Partnerships strategy: the right balance risk / value

Additional growth opportunities thanks to technological changes

- ❖ Today our content is everywhere, all the time, in all formats: TV, IPTV, Internet, mobile, connected TV, VOD, etc.
- ❖ Sales potential combining advertising, flat-rate contribution from telecoms operators and additional pay services

=> More diversified sales



Return to profitability

TF1 PRESENT IN ALL CANALS

Pay-to-view
television

DTT channels

Web

Unencrypted
television



VOD and
SVOD

LCI Radio

Mobile

IPTV
MyTF1



FINANCIAL INFORMATION

ADVERTISING REVENUE

€m	9m 2009	9m 2010	Var. €m	Var. %
Consolidated revenue	1,628.5	1,826.0	+197.5	+12.1%
Advertising revenue TF1 channel	966.9	1,071.1	+104.2	+10.8%
Diversification revenue	661.6	754.9	+93.3	+14.1%
TF1 Channel	966.9	1,071.1	+104.2	+10.8%
Thematic channels in France	54.6	78.0	+23.4	+42.9%
Internet France	8.2	14.0	+5.8	+70.7%
Eurosport International	47.4	55.6	+8.2	+17.3%
Radios	6.3	7.7	+1.4	+22.2%
Others	1.6	0.5	-1.1	-68.8%
Total advertising revenue	1,085.0	1,226.9	+141.9	+13.1%

TF1 CHANNEL PROGRAMMING COSTS

€m	9m 2009	9m 2010	Var. €m	Var. %
Total programming costs	664.3	693.1	+28.8	+4.3%
One-off sporting events	-	77.6	+77.6	ns
Total programming costs excluding one-off sporting events	664.3	615.5	-48.8	-7.3%
Entertainment	175.1	181.5	+6.4	+3.7%
TV dramas / TV movies / Series / Theatre	201.7	192.6	-9.1	-4.5%
Sports (<i>excl. one-off sporting events</i>)	99.2	77.5	-21.7	-21.9%
News	78.5	79.2	+0.7	+0.9%
Movies	91.2	70.9	-20.3	-22.3%
Youth	18.6	13.8	-4.8	-25.8%

CONSOLIDATED INCOME STATEMENT 1/2

€m	9m 2009	9m 2010	Var. €m	Var. %
Consolidated revenue	1,628.5	1,826.0	+197.5	+12.1%
Total programming costs	-664.3	-693.1	-28.8	+4.3%
Total other charges	-848.9	-942.5	-93.6	+11.0%
Depreciation, amortisations and provisions	-82.6	-65.5	+17.1	-20.7%
Current operation profit <i>Operating Margin</i>	32.7 2.0%	124.9 6.8%	+92.2 +4.8 pts	x 3.8
Other operating profit	-	95.9	+95.9	ns
Operating profit	32.7	220.8	+188.1	x 6.8

CONSOLIDATED INCOME STATEMENT QUARTERLY EVOLUTION

€m	Q3 2005	Q3 2006	Q3 2007	Q3 2008	Q3 2009	Q3 2010	Var. €m	Var. %
Consolidated revenue	586.0	499.4	539.7	511.1	498.4	541.4	+43.0	+8.6%
Total programming costs	-215.7	-239.3	-247.3	-235.0	-209.0	-210.5	-1.5	+0.7%
Total programming costs excluding one-off sporting events	-215.7	-215.1	-216.2	-235.0	-209.0	-193.0	+16.0	-7.6%
One-off sporting events	-	-24.2	-31.1	-	-	-17.5	-17.5	ns
Total other charges, Depreciation, amortisations and provisions	-358.5	-274.4	-321.4	-317.7	-294.2	-310.4	-16.2	+5.5%
Current operating profit	11.8	-14.3	-29.0	-41.6	-4.8	20.5	+25.3	ns
Consolidated Net Profit	4.6	0.8	-19.3	-14.5	1.7	96.2	+94.5	ns



Q3 2010 demonstrates the economic model

CONSOLIDATED INCOME STATEMENT 2/2

€m	9m 2009	9m 2010	Var. €m	Var. %
Operating profit	32.7	220.8	+188.1	x 6.8
Cost of net debt	-15.3	-15.7	-0.4	+2.6%
Other financial income and expenses	23.7	-4.2	-27.9	ns
Income tax expense	-2.8	-38.0	-35.2	ns
Share of profit/losses of associated	12.4	7.2	-5.2	-41.9%
Net profit	50.7	170.1	+119.4	x 3.4

CONSOLIDATED BALANCE SHEET

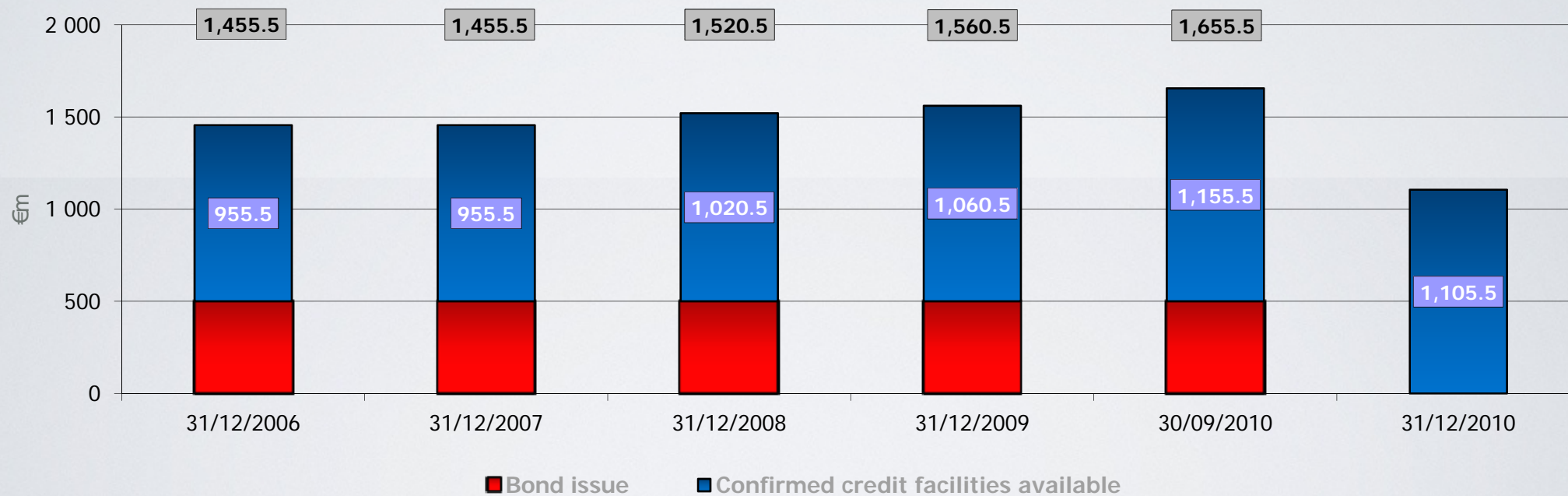
ASSETS (€m)	30/09/10	31/12/09	30/09/09
Total non-current assets	1,465.8	1,143.1	1,170.0
Total current assets	2,262.9	2,539.7	2,581.0
Total assets	3,728.7	3,682.8	3,751.0
SHAREHOLDERS' EQUITY AND LIAB. (€m)	30/09/10	31/12/09	30/09/09
Total shareholders' equity	1,485.3	1,396.6	1,329.1
Total non-current liabilities	75.9	45,8	829.0
Total current liabilities	2,167.5	2,240.4	1,592.9
TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES	3,728.7	3,682.8	3,751.0
Net cash (+) / Net debt (-)	-8.3	+72.8	-787.1

CONSOLIDATED CASH FLOW STATEMENT


€m	30/09/10	30/09/09	31/12/09
Operating cash flow before cost of net debt and income tax expense	159.8	100.5	185.8
Income taxes (paid) reimbursed	-2.5	36.7	32.3
Change in operating working capital needs	106.3	-35.0	23.8
Net cash generated by operating activities	263.6	102.2	241.9
Net cash generated by investing activities	-236.0	-72.9	654.8
Net cash generated by financing activities	-62.2	-32.9	-325.7
Change in cash position	-34.6	-3.6	571.0
Cash position at beginning of period	566.8	-4.2	-4.2
Cash position at end of period	532.2	-7.8	566.8

SOURCE OF A SOUND FINANCING AS OF 30/09/2010

Available financing



ON GOING OPTIMISATION MEASURES

€m	2008	2009	9m 2010
Programming costs excl.sports events (recurring savings)		+35	+16
Contract renegotiation	+8	+21	+9
Other charges	+24	+18	
<hr style="border-top: 1px dashed #ccc;"/>			
On going optimisation measures	+32	+74	+25
			
	<div style="border: 2px solid red; padding: 5px; width: fit-content; margin: 0 auto;">+131</div>		

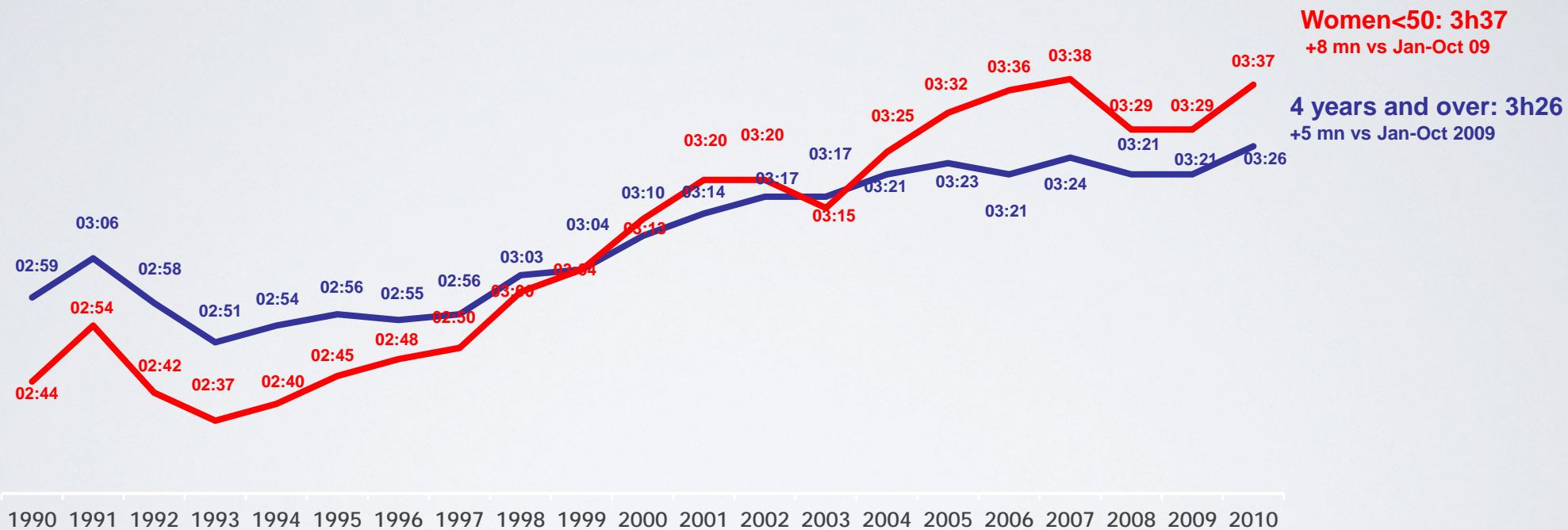
2010 Full-year outlook

€m	2009	2010	Var.
Consolidated revenue	2,365	2,555	+8 %

APPENDIXES

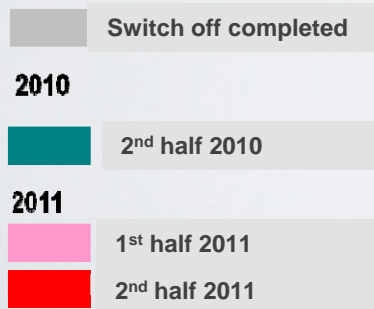
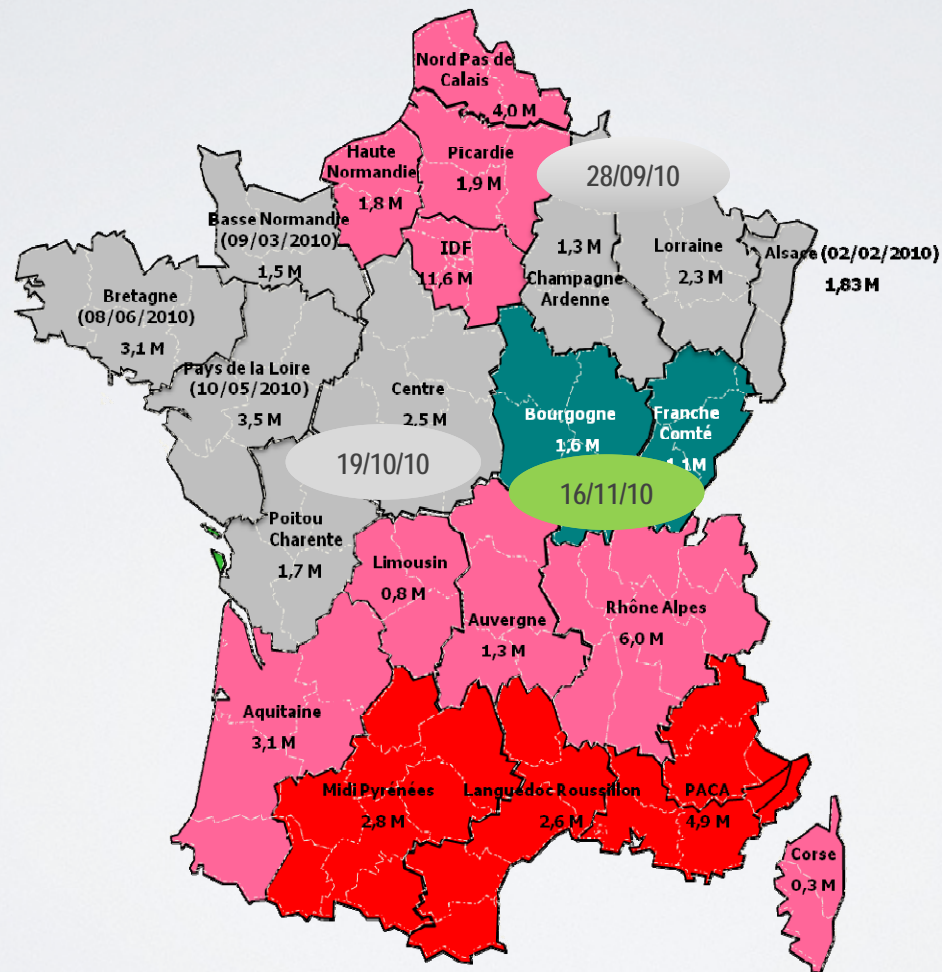
2010 : A RECORD YEAR IN TV CONSUMPTION

TV consumption
(Jan-Oct 2010)



2010-2011: SWITCH-OFF LEADS TO COMPLETE DIGITALISATION OF HOUSEHOLDS...

Switch off agenda



TF1, SUCCESSES IN EVERY KIND OF PROGRAMMES

US series



Mentalist: 10.0 M (November 3rd)
The highest for a US serie since March 2008

French dramas



Clem: 9.4 M
The highest for a fiction since October 2007

Entertainments



Les Enfoirés: 11.6 M

Cinéma



Bienvenue chez les Ch'tis: 14.4 M
The highest for a movie since 1992

Sport



France / Mexico: 15.2 M
The best audience of 2010 and
the highest since October 2007

News



8pm bulletin: 10.4 M
1pm bulletin: 8.2 M



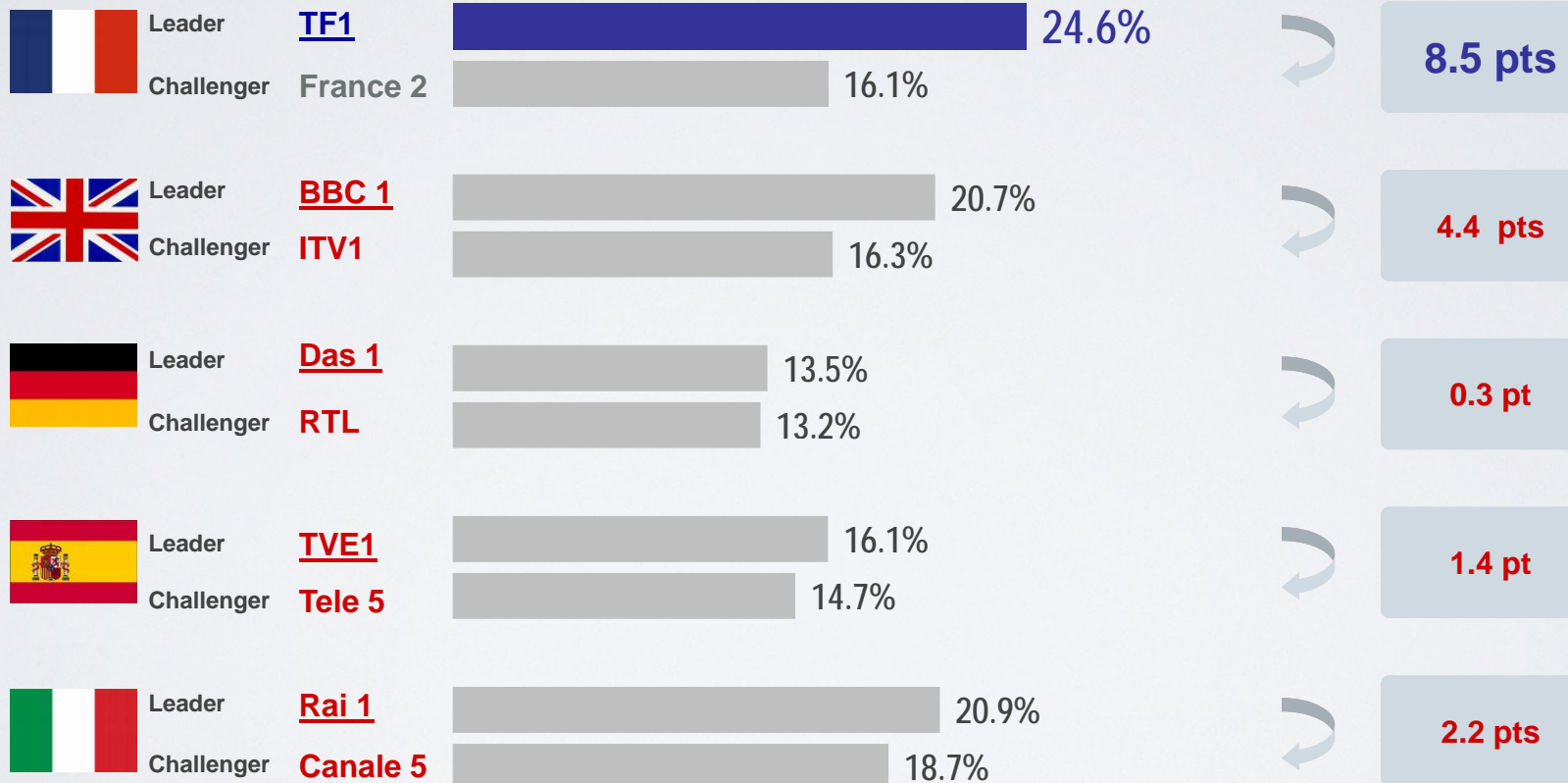
TF1, THE RENEWAL OF OUR BRANDS



TF1, A EUROPEAN LEADER

Audience share (in %) of leading European channels on their own national territories in 2010 (*)

Gap between each leader and its challenger



CONSOLIDATED REVENUE EVOLUTION BY ACTIVITY

€m	9m 2009	9m 2010	Var. €m	Var. %
France Broadcasting	1,288.6	1,468.8	+180.2	+14.0%
<i>TF1 Channel</i>	973.2	1,080.5	+107.3	+11.0%
<i>Téléshopping group</i>	75.8	80.9	+5.1	+6.7%
<i>Thematic channels in France</i>	140.5	169.1	+28.6	+20.4%
<i>TF1 Entreprises</i>	22.2	23.7	+1.5	+6.8%
<i>In-house production companies</i>	14.1	13.0	-1.1	-7.8%
<i>e-TF1</i>	51.8	54.4	+2.6	+5.0%
<i>Others</i>	11.0	47.2	+36.2	x 4.3
Audiovisuals rights	104.3	82.3	-22.0	-21.1%
<i>Catalogue</i>	40.5	31.0	-9.5	-23.5%
<i>TF1 Vidéo</i>	63.8	51.3	-12.5	-19.6%
International Broadcasting	234.7	274.9	+40.2	+17.1%
<i>Eurosport International</i>	234.7	274.2	+39.5	+16.8%
<i>SPS</i>	-	0.7	+0.7	ns
Other activities	0.9	-	-0.9	ns
Total revenue	1,628.5	1,826.0	197.5	+12.1%

CONSOLIDATED CURRENT OPERATING RESULT EVOLUTION BY ACTIVITY

€m	9m 2009	9m 2010	Var. €m	Var. %
France Broadcasting	24.9	96.4	+71.5	x 3.9
<i>TF1 Channel</i>	1.3	56.1	+54.8	ns
<i>Téléshopping group</i>	2.6	3.9	+1.3	+50.0%
<i>Thematic channels in France</i>	13.0	18.4	+5.4	+41.5%
<i>TF1 Entreprises</i>	-1.0	1.4	+2.4	ns
<i>In-house production companies</i>	4.4	1.3	-3.1	-70.5 %
<i>e-TF1</i>	-4.3	1.8	+6.1	ns
<i>Others</i>	8.9	13.5	+4.6	+51.7%
Audiovisual rights	-22.5	-8.0	+14.5	ns
<i>Catalogue</i>	-11.2	1.1	+12.3	ns
<i>TF1 Vidéo</i>	-11.3	-9.1	+2.2	+19.5 %
International Broadcasting	35.7	36.5	+0.8	+2.2%
<i>Eurosport International</i>	35.7	43.5	+7.8	+21.8%
<i>SPS</i>	-2.0	-7.0	-5.0	ns
<i>France 24</i>	2.0	-	-2.0	ns
Other activities	-5.4	-	+5.4	ns
Total current operating profit	32.7	124.9	+92.2	x 3.8

ACQUISITION OF TMC AND NT1

Companies fair value

80% TMC
100% NT1

€429m

Value of the equity interests in the channels measured by an independent firm of experts

Remeasurement
(in €m)

Value of the equity interests after the operation	429
- Value of equity interests acquired in 2009	192
	<hr/>
Value of previous equity interests	237
	<hr/>
- Amount of the previously-held equity interest	135
	<hr/>
Remeasurement	102
	<hr/>
- Control acquisition cost	6
	<hr/>
Net remeasurement	96

CONTACTS



Philippe DENERY

CFO

☎: 33-1 41 41 27 32

📧: 33-1 41 41 29 10

📧: pdenery@tf1.fr



Christine Bellin

Head of Investor Relations

☎: 33-1 41 41 27 32

📧: 33-1 41 41 29 10

📧: cbellin@tf1.fr



Edouard Benadava

IR Manager

☎: 33-1 41 41 33 76

📧: 33-1 41 41 29 10

📧: ebenadava@tf1.fr



Deborah Zub

IR Officer

☎: 33-1 41 41 25 68

📧: 33-1 41 41 29 10

📧: dzub@tf1.fr



Besma Guizani

Coordinator

☎: 33-1 41 41 27 32

📧: 33-1 41 41 29 10

📧: bguizani@tf1.fr

IR department
☎: 33-1 41 41 27 32
📧: 33-1 41 41 29 10
📧: comfi@tf1.fr



TF1
1 quai du Point du Jour
92656 Boulogne Cedex – France
<http://www.tf1finance.com/>

