



## Disclaimer

All forward-looking statements are TF1 management's present expectations of future events and are subject to a number of factors and uncertainties that could cause actual results to differ materially from those described in the forward-looking statements.

TF1 - Tokyo Roadshow - October 2nd & 3rd, 2006

## Summary



**INTRODUCTION**  
**BROADCASTING FRANCE**  
**ADVERTISING**  
**OTHER ACTIVITIES & STRATEGY**

TF1 - Tokyo Roadshow - October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

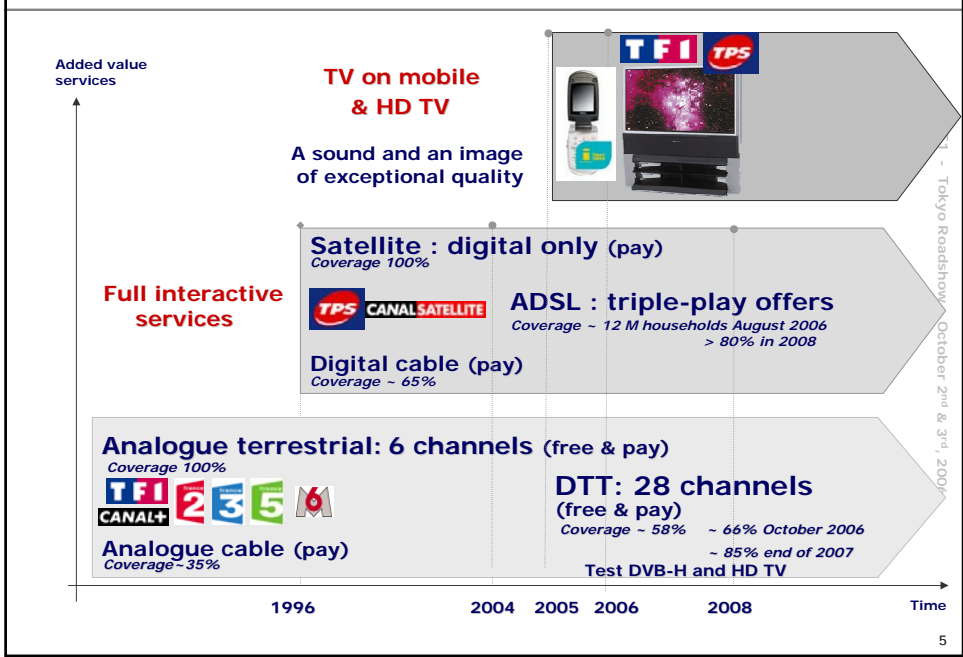
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**INTRODUCTION**  
**TF1**

TF1 - Tokyo Road-Show - October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

## Evolution of the French audiovisual landscape (1/3) : 24 M French households



## Evolution of the French audiovisual landscape (2/3)

### MULTIPLICATION OF :

#### ⇒ Broadcasting platforms

- Analogue terrestrial
- Cable & Satellite
- ADSL
- DTT
- Internet
- Mobile (UMTS, EDGE, DVB-H)

#### ⇒ Reception devices

- TV
- PC
- Mobile devices (mobiles, iPod, Archos,...)

### => Audiovisual landscape disruptions

=> Emergence of "New Players "  
(Telco's and Internet players)

**But their only "killer application" is TV => TF1 is key**



TF1 - Tokyo Roadshow - October 2nd & 3rd, 2006

## Evolution of the French audiovisual landscape (3/3)

### The "New Players" arrival consequences on pay TV :

- ⇒ New Players are competing Pay-TV players as they set up channels bouquets offers (& DTT too)
- ⇒ They put pressure on prices (triple-play - quadruple-play offers)



Pay TV players are exposed to extended competition

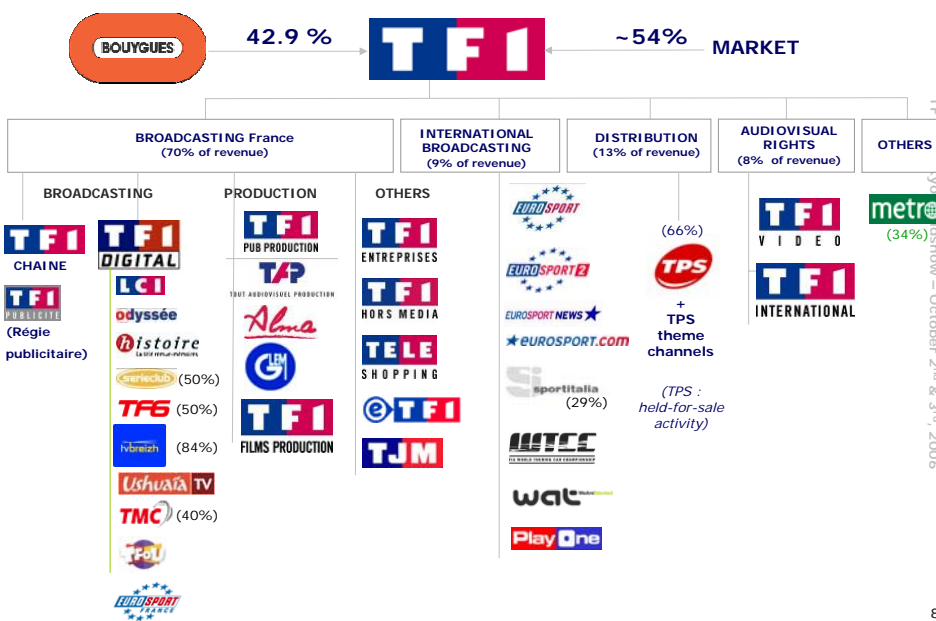


Signature in January 2006 of an agreement to combine the pay-TV businesses in France of Canal+ Group and TPS within a Group controlled by Vivendi Universal (*approval of the government in August 2006*). Completion at December 1<sup>st</sup>, 2006.

TF1 - Tokyo Roadshow - October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

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## TF1 Group in 2006



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## Introduction

### A changing period for the TF1 Group

- Sale of TPS to Vivendi
- Arrival of new players
- Multiplication of uses and devices

### TF1 has a unique position on its market

- Leadership of the TF1 core channel
- Know-how on every genre : news, sport, dramas...

→ Organisation of the Group by genre of programmes  
Adaptation of our contents for every device / platform



## Key figures - H1 2006

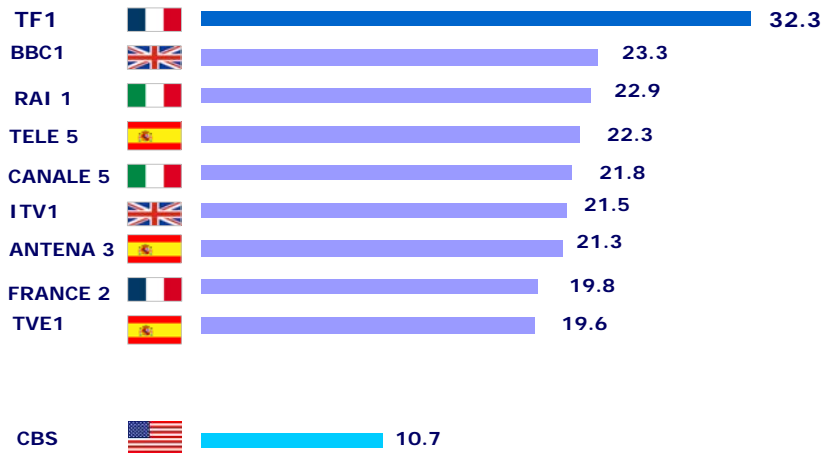
€ million	30/06/06	30/06/05	Change	Change %
<b>Revenue</b>	<b>1,385.6</b>	<b>1,287.8</b>	<b>97.8</b>	<b>7.6%</b>
Programming costs	546.5	451.7	94.8	21.0%
<i>Incl. 2006 Football World Cup</i>	<i>89.5</i>	-	-	-
Current operating profit	208.8	249.7	(40.9)	(16.4%)
<i>Operating profitability in % revenue</i>	<i>15.1%</i>	<i>19.4%</i>		
<b>Operating profit</b>	<b>208.8</b>	<b>263.9</b>	<b>(55.1)</b>	<b>(20.9%)</b>
Net profit from continuing activities	141.4	173.1	(31.7)	(18.3%)
Net profit from held-for-sale operations (TPS)	30.2	2.4	27.8	N/A
<b>Net profit attributable to the Group</b>	<b>171.5</b>	<b>176.6</b>	<b>(5.1)</b>	<b>(2.9%)</b>

€ million	30/06/06	31/12/05	30/06/05
<b>Financial net debt Total Group</b>	<b>495.2</b>	<b>457.6</b>	<b>552.8</b>
<b>Gearing (%)</b>	<b>45.9%</b>	<b>43.5%</b>	<b>55.9%</b>
<b>Earnings per share (€)</b>	<b>0.80</b>	<b>1.10</b>	<b>0.82</b>



## TF1 : a unique situation in Europe

Annual audience share (%) in 2005  
of the European domestic channels



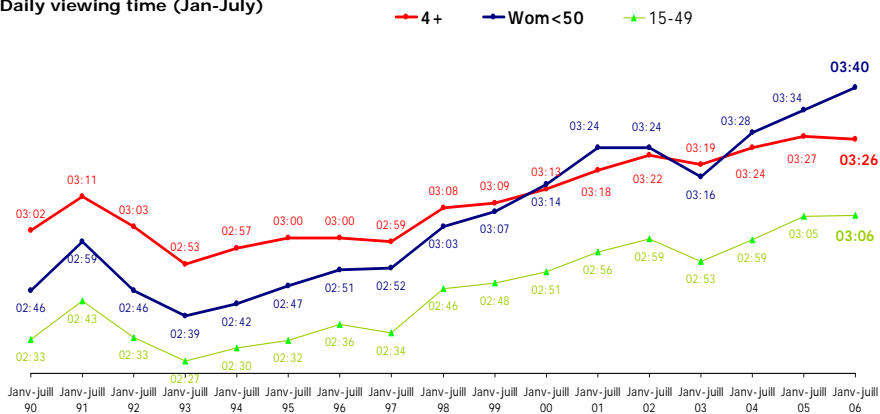
Source : Médiamétrie / year 2005

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## TV : the most popular media in France

**Still a high level of TV consumption...  
and Women < 50 beat their record of TV consumption.**

Daily viewing time (Jan-July)



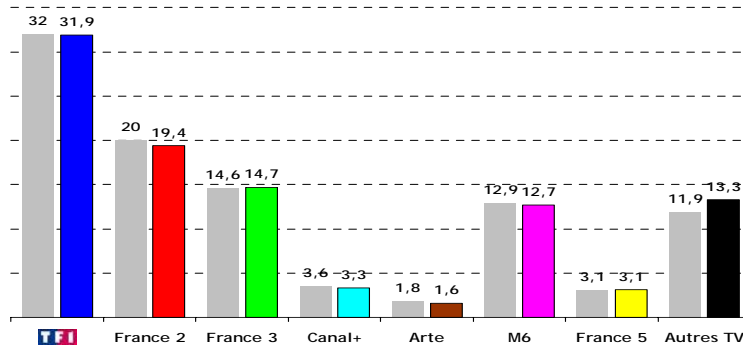
Source : Médiamétrie / January - July

TF1 - Tokyo Roadshow - October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

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## TF1 : the strong leader

Indiv 4+ / Audience share Jan-July 2006



→ A growing audience share on young targets:

- ➡ +0.5 pt on Individuals 15-24 to 32.7%
- ➡ +0.3 pt on Individuals 15-49 to 33.4%

Source : Médiamétrie / Jan-July 2006

TF1 - Tokyo Roadshow - October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

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## Market fragmentation: TF1, the best resistance

### Audience share

*Dec 05 – June 06*

	Current market* (i.e. -25% pay TV penetration)		Cable & sat. environment** (100% pay TV)	Degree of resistance
<b>TF1</b>	31,4%	→	25,5%	<b>81%</b>
France 2	19,7%	→	13,9%	71%
France 3	15,0%	→	9,5%	63%
France 5	3,1%	→	1,5%	48%
M6	12,5%	→	8,0%	64%

**TF1** : the best resistance to the market fragmentation

The market fragmentation widens the gap between TF1 and its competitors

\* Source: Médiamétrie – Ind. 4+

\*\* Source: Mediacabsat 11 – Dec. 2005 / June 2006 – Ind. 4+

TF1 - Tokyo Roadshow – October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

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## Exclusivity and events

(1/2)

### TF1, the channel of the event

- 2006 Football World Cup : historical record for the final and semi-final since the creation of the "Médiamat" (ratings system)
- Strategy of exclusive contents
  - Best sport events : Football World Cup, Rugby World Cup, Formula 1...
  - Eventful TV dramas : *Marie Besnard* (Muriel Robin), *Monsieur Léon* (Michel Serrault)
  - Movies and series : Contracts with Majors, new US series, and a strong movie offer
  - Rugby World Cup: 2007 & 2011
  - Formula 1 until 2012 → Football World Cup, Rugby World Cup, Formula 1 ...



### TF1, the channel of news

- With 7.3 M viewers in average for the 1:00 o'clock news bulletin and 8.7M for the 8:00 o'clock news bulletin, the audience of TF1 news continues to grow in 2006
- The editorial staff and the programming grid will be adapted to the presidential and legislative elections in 2007.



Source : Médiamétrie / Indiv 4+ / 9 June to 9 July 2006

TF1 - Tokyo Roadshow – October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

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## Exclusivity and events

(2/2)

### TF1 constantly adapts itself to the public tastes

- Production of a French TV dramas "new generation" (52' format, new artistic codes)
- Recurrent real TV formats
- Success of US series in prime time on TF1



TF1 - Tokyo Roadshow - October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

Source : Médiamétrie / Indiv 4+ / 9 June to 9 July 2006

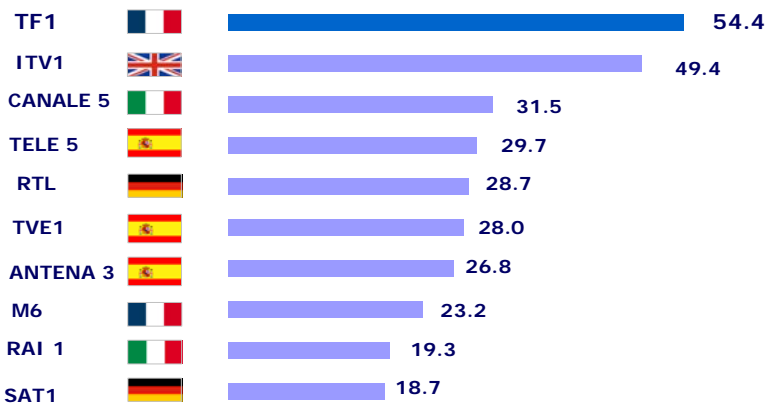
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TF1 - Tokyo Roadshow - October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

## TF1 : the best advertising market share

### Annual advertising market share (%) in 2005 of the European domestic channels



TF1 - Tokyo Roadshow - October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

Source : Television 2005 / International Key Facts / 12th Edition

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## TV: ~ 30% of the advertising market

### 2005 gross figures

French advertising market:

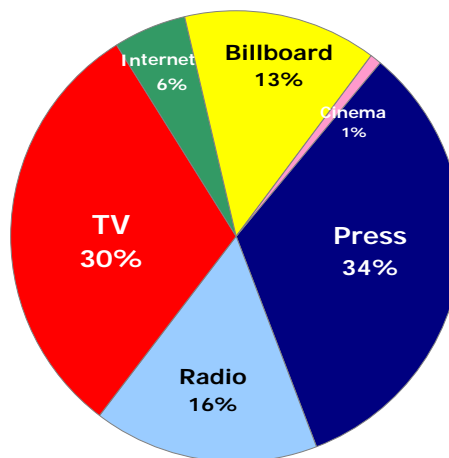
**€19.1 bn**

TV advertising market:

**€5.8 bn**

➤ **TF1 : 15% of the overall advertising market**

### Advertising market share 2005



TF1 - Tokyo Roadshow - October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

Source: TNS Secodip  
Press excl. self-promotion and subscription - National TV, regional TV and other channels

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## H1 2006 : advertising revenue



Market share: 54.1%

H1 2006  
vs. H1 2005

TF1 channel	+ 4.8%
Theme channels in France	+ 22%
Internet and new medias	+ 106%

TF1 - Tokyo Roadshow - October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

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## TF1: breakdown by sectors



		Change	
		8 months 06 vs. 8 months 05	2005 vs. 2004
FOOD	Weight = 23.8%	- 10.3%	- 9.0%
COSMETICS	14.3%	- 2.1%	+ 0.9%
PUBLISHING	9.8%	+ 23.5%	- 7.2%
TELECOMMUNICATION	9.4%	+ 71.2%	+ 25.9%
TRANSPORT	8.8%	+ 8.1%	+ 4.2%
SERVICES	7.1%	+ 50.3%	+ 3.6%
HOUSE CLEANING	5.7%	- 9.9%	+ 0.9%
DRINKS	3.3%	- 7.4%	- 8.6%
NEWS - MEDIA	2.8%	+ 6.1%	- 16.1%

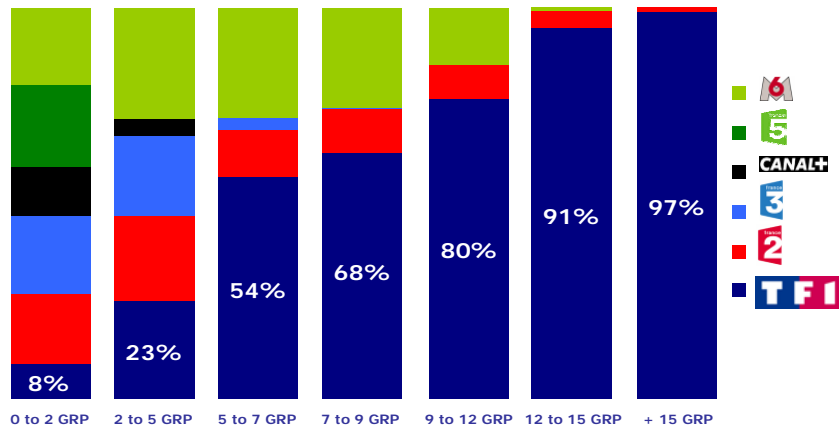
TF1 - Tokyo Roadshow - October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

Source: TNS Media Intelligence

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## TF1: exclusivity of powerful ad breaks

% of ad breaks split by audiences



TF1 - Tokyo Roadshow - October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

Source: Médiamétrie - 2005 - women < 50

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## A real potential of growth

### French advertising market underinvested

- Media ad. spends/GDP below other European countries

### Access to TV for new sectors

- Opening of the retail in 2007



TV additional revenue estimates: between €200 M and €240 M\*

### Potential advertising deregulation

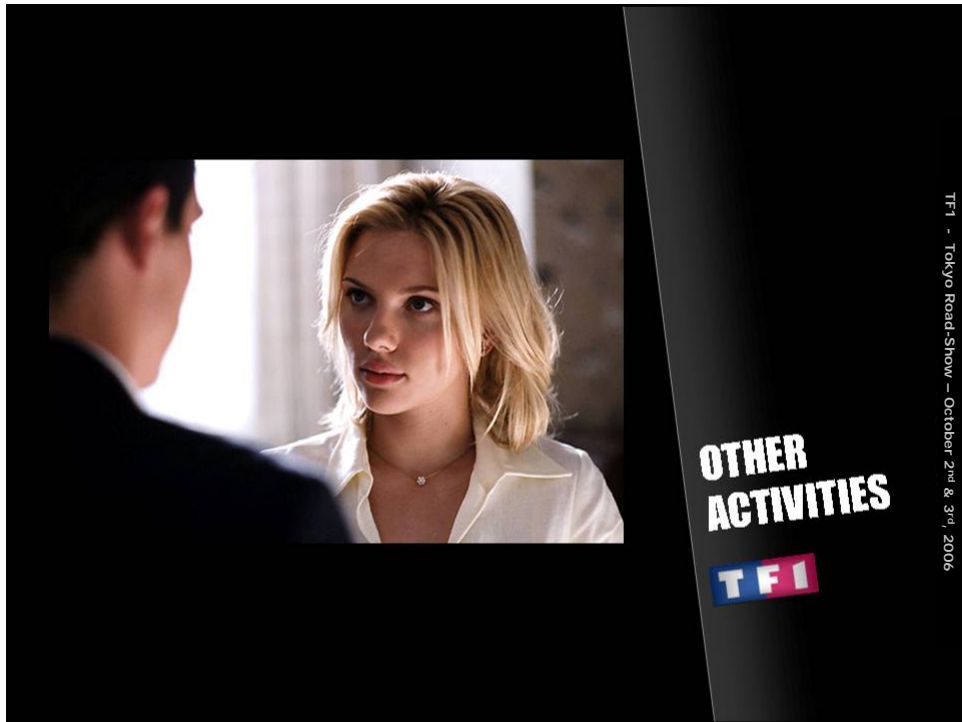
- Transition from 60' sequential hours to exact clock hours ?



\* Estimates made by media agencies (BIPE, Initiative Media, etc...)

TF1 - Tokyo Roadshow - October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

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TF1 - Tokyo Road Show - October 2nd & 3rd, 2006

## TF1: a strategy of multi-supports contents

### Multi-supports

- TV
- Internet
- Mobile

### Organisation of the Group by line of products








- Sport
- News
- Cinema
- Series/Dramas
- Entertainment/Games/Music
- Youth

TF1 - Tokyo Roadshow - October 2nd & 3rd, 2006

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## TF1: a strategy of multi-supports contents

Adaptation of contents for all broadcasting platforms  
 Organisation of the Group by line of products

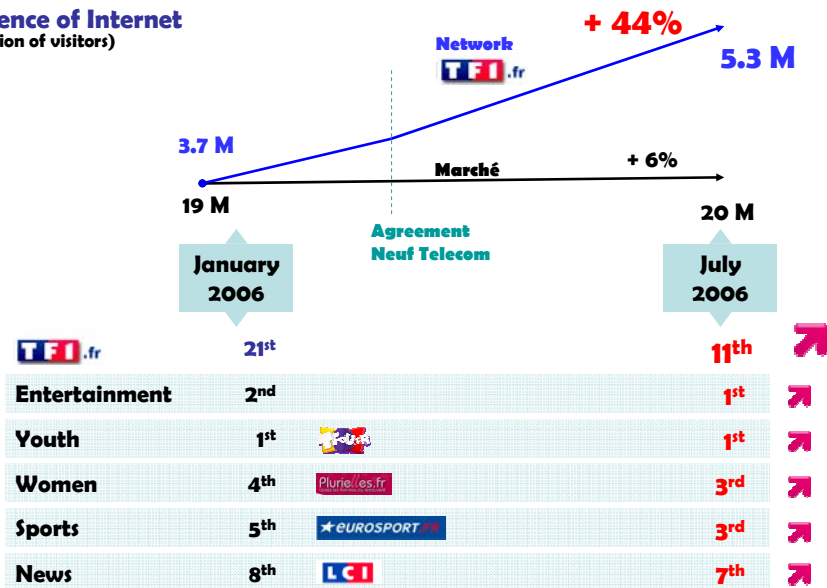
<u>Sport</u>	TF1/Eurosport website 	Eurosport mobile 
<u>News</u>	TF1/LCI website 	LCI Mobile 
<u>Cinema/Series Dramas</u>	Free VOD 	Paying VOD 
<u>Music Entertainment</u>	Star Academy: TV/Internet/Mobile/Podcast 	
<u>Youth</u>	TFou: 1 <sup>st</sup> French youth Internet website 	Launch of Podcast by TF1

TF1 - Tokyo Roadshow - October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

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## Internet: TF1 is the leader in power and affinity

Audience of Internet  
 (in million of visitors)



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Source : Panel Nielsen NetRatings - 2004/2006

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## Mobile businesses strongly up



### Editing for mobile operators

 Agreement with operators: sport and entertainment



### Services of mobile customising / entertainment for mobiles

 Joint venture with  JETMULTIMEDIA  
(THE ONLINE COMPANY)



### Mobile phone offer

 Partnership TF1 – Bouygues Telecom  
=> 60,000 subs at the end of August 2006

**Total revenue: ~ €5 M at end June 2006\***

\* Total revenue from mobile businesses consolidated by the TF1 Group.

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## The innovative approach of TF1 in the community Internet

Launch on June 28, 2006 (Internet – mobile Internet)

First multi-support media (Internet, TV, mobile),  
community of multimedia contents (audio, video,  
pictures)

 WeAreTalented

TV broadcast to come from Q4 2006

What differentiates WAT:

- Qualitative contents
- Multi-support products

TF1 took a stake in Overblog on June 21, 2006: 20%  
with an option to go up to 35%.

 Publiez vos idées !!

Third blog platform in France: 350,000 blogs, 2.2 M  
visitors\* in July 2006

\*(source panel Médiamétrie Nielsen NetRatings)

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## A strategic positioning for the TF1 Group



+



- A rapid international move in Europe
- A strong positioning in the community Internet advertising market
- A “laboratory for contents” (music, video, pictures, texts)
- A start for the mobile community Internet

TF1 - Tokyo Roadshow – October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

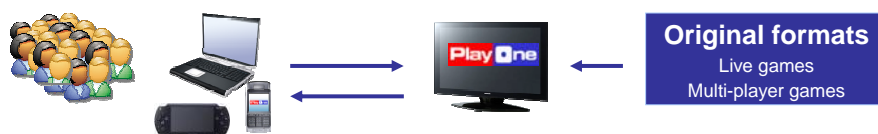
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## PlayOne\* the multi-support games brand

**PlayOne is a thematic offer of entertainment accessible on every support and dedicated to the universe of games.**

- **The promise:**
  - An offer of multi-player games.
  - A wide offer of formats and mechanisms.
  - Game everywhere at any time.

**Target : offering the most recent technologies in terms of interactivity and participation**



\* PlayOne is a code name

TF1 - Tokyo Roadshow – October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

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## Eurosport: 1<sup>st</sup> sport channel in Europe

### H1 2006 key figures\*

- Revenue: €161.5 M
- Op. profit: €15.1 M
- 108 million of households
- 60 million of subscribers
- 95% of the households receive Eurosport in their native language
- More than 23 millions European people watch Eurosport every day



20 programmes  
broadcast in  
20 languages



### ✓ Growth of revenue\*\*

Subscribers: + 9.8% over 12 months  
Advertising: + 14.8% over 12 months

### ✓ Strength of the brand



\* Contribution of Eurosport Group (Eurosport France + Eurosport International) to TF1 Group P&L

\*\* Eurosport International

TF1 - Tokyo Roadshow - October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

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## Outlooks: European leader of sport contents

### Improvement of the offer

- Launch of new linguistic versions on the channels Eurosport and Eurosport 2 and on Internet



- Development of the portfolio of events organized directly by Eurosport in Motorsports: after the FIA WTCC (World Touring Car Championship), Eurosport launched the International Rally Challenge\*.

### Conquest of new market segments

- Launch of Eurosport in Asia/Pacific 
- Broadcast in High Definition
- Acceleration of developments in Internet and mobility

\* This competition regroups 4 International rally race (Ypres, Madère, San Remo & Zulu Rally)

TF1 - Tokyo Roadshow - October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

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## Eurosport : Tool of development of the TF1 Group outside France



### A unique know-how

- Eurosport works with all European platforms (satellites, cables, distributors...) and with the main Telco's (fixed and mobile phone).
- Desks in 11 pays
- Presence in 54 pays



Eurosport: vehicle of development of the concepts WAT and PlayOne in European countries.



## Conclusion

### ➤ Launch of new free-to-air channels:

- on satellite
- on the cable and ADSL networks



*Target: end 2006 – beginning 2007*

### ➤ Development in France and in French speaking countries of multi-supports offers in our main genres (games, sport, news...)

### ➤ European (even worldwide) development of those offers on Internet through Eurosport



...



## FAQ

### Advertising

- Guidance of TV advertising growth in 2006 (from media agencies): **+3.5% to +4.0%**.
- Impact from the opening of the retail in 2007 for the TV (given by media agencies): **€200 M – €250 M**.
- From 60' sequential hour to the o'clock hour: **€50 M potential for TF1**.
- 2006 Football World Cup: net revenue of **~ €70 M** (incl. sponsorship) and total costs of the event (incl. HD broadcast) of **€112 M**.

### Programming costs

- 2010 Football World Cup: **€120 M** ; 2014 Football World Cup: **€130 M**.
- 2007 & 2011 Rugby World Cup : total of **€80 M**.
- Increase of TF1 channel programming costs: forecast for 2006, **+ 3%** (excl. 2006 FWC), and forecast for 2007, about **2.5% - 3.0%** (excl. Rugby World Cup). 2007 total prog. costs below 2006.

### TPS/Canal+ agreement

- Deconsolidation and closing of the deal at December 1<sup>st</sup>, 2006.

TF1 - Tokyo Roadshow - October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

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## Gross Margin – Operational breakdown

€M	H1 2006	H1 2005	Δ / 05 %
<b>TF1 channel advertising revenue</b>	<b>923.1</b>	<b>881.2</b>	<b>+ 4.8%</b>
Advertising agency fees	(44.4)	(46.3)	- 4.1%
Authors	(36.9)	(33.7)	+ 9.5%
CNC	(45.8)	(43.8)	+ 4.6%
TDF / Satellites / Transmissions	(27.0)	(27.5)	- 1.8%
<b>Net revenue from broadcasting</b>	<b>769.0</b>	<b>729.9</b>	<b>+ 5.5%</b>
Programming costs	(546.5)	(451.7)	+ 21.0%
<i>Incl. 2006 Football World Cup cost</i>	<i>(89.5)</i>	-	-
<b>Gross margin</b>	<b>222.5</b>	<b>278.2</b>	<b>- 20.0%</b>

TF1 - Tokyo Roadshow – October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

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## Consolidated income statement (1/2)

€M	30/06/06	30/06/05	Change	Change %
<b>Revenue</b>	<b>1,385.6</b>	<b>1,287.8</b>	<b>97.8</b>	<b>7.6%</b>
Other operating revenue	0.3	0.2	0.1	50.0%
External production costs	(290.1)	(303.4)	13.3	(4.4%)
Other purchases and changes in inventories	(328.3)	(199.7)	(128.6)	64.4%
Staff costs	(181.5)	(169.4)	(12.1)	7.1%
External expenses	(237.6)	(227.2)	(10.4)	4.6%
Taxes other than income taxes	(74.3)	(67.6)	(6.7)	9.9%
Depreciation and amortisation net	(32.0)	(37.1)	5.1	(13.7%)
Provision net	(6.8)	(13.9)	7.1	(51.1%)
Other operating income and expenses	(26.5)	(20.0)	(6.5)	32.5%
<b>Current operating profit</b> <i>Operating margin</i>	<b>208.8</b> <i>15.1%</i>	<b>249.7</b> <i>19.4%</i>	<b>(40.9)</b>	<b>(16.4%)</b>
Other non-current operating income and expenses		14.2		
<b>Operating profit</b>	<b>208.8</b>	<b>263.9</b>	<b>(55.1)</b>	<b>(20.9%)</b>

TF1 - Tokyo Roadshow – October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

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## Consolidated income statement (2/2)

€M	30/06/06	30/06/05	Change	Change %
<b>Operating profit</b>	<b>208.8</b>	<b>263.9</b>	<b>(55.1)</b>	<b>(20.9%)</b>
<b>Cost of net debt</b>	<b>(5.2)</b>	<b>(6.0)</b>	<b>0.8</b>	<b>(13.3%)</b>
<b>Other financial income and expenses</b>	<b>(2.8)</b>	<b>2.8</b>	<b>(5.6)</b>	<b>N/A</b>
Income tax expense	(68.8)	(85.4)	16.6	(19.4%)
<i>Tax rate</i>	<i>34.3%</i>	<i>32.8%</i>		
Share of profits / losses of associates	9.4	(2.2)	11.6	N/A
<b>Net profit from continuing operations</b>	<b>141.4</b>	<b>173.1</b>	<b>(31.7)</b>	<b>(18.3%)</b>
<b>Net profit from held-for-sale operations</b>	<b>30.2</b>	<b>2.4</b>	<b>27.8</b>	<b>N/A</b>
<b>Net profit</b>	<b>171.6</b>	<b>175.5</b>	<b>(3.9)</b>	<b>(2.2%)</b>
Minority interests	0.1	(1.1)	1.2	N/A
<b>Net profit attributable to the Group</b>	<b>171.5</b>	<b>176.6</b>	<b>(5.1)</b>	<b>(2.9%)</b>

TF1 - Tokyo Roadshow - October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

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## Consolidated revenue by sector

Revenue by sector - €M	30/06/06	30/06/05	Change €M	Change %
Broadcasting France	1,155.1	1 071.7	83.4	7.8%
<i>Incl. TF1 Channel advertising</i>	<i>923.1</i>	<i>881.2</i>	<i>41.9</i>	<i>4.8%</i>
Audiovisual rights	101.2	103.5	(2.3)	(2.2%)
International broadcasting	129.3	117.7	11.6	9.9%
Other activities		(5.1)	5.1	N/A
<b>Total revenue (continuing activities)</b>	<b>1,385.6</b>	<b>1,287.8</b>	<b>97.8</b>	<b>7.6%</b>
<b>Held-for-sale activities</b>	<b>177.7</b>	<b>182.0</b>	<b>(4.3)</b>	<b>(2.4%)</b>

TF1 - Tokyo Roadshow - October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

**Broadcasting France:** TF1, TF1 Entreprises, Teleshopping, Eurosport France, LCI, Odyssee, TF6, TV Breizh, Série Club, Histoire, Tfo, Ushuaia TV, TMC, e-TF1, Glem, Alma, TAP, TPP, Studios 107, TF1 Films Production ...  
**Audiovisual rights:** TF1 Vidéo, CIC, RCV, Clby DA, TF1 International, Téléma, TCM  
**International Broadcasting:** Eurosport International, KSO & SRW, France 24

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## TF1 Programming costs\*

€M	H1 2006	H1 2005	Δ / 05 €M
Entertainment	123.5	132.9	- 9.5
TV drama and series	133.1	131.0	+ 2.2
Sport	71.8	62.9	+ 8.9
News	57.2	60.3	- 3.1
Movies	57.9	51.1	+ 6.9
Youth	13.5	13.6	- 0.1
<b>Total Programming costs</b> (excl. Football World Cup)	<b>457.0</b>	<b>451.7</b>	<b>+ 5.3</b>
H1 2006 change : + 1.2%			
<b>2006 Football World Cup Cost</b> (19 matches out of 24 broadcast in H1 2006)	<b>89.5</b>	-	-

TF1 - Tokyo Roadshow - October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

\* incl. retired and expired rights

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## Current operating profit by sector

Current operating profit €M	H1 2006	H1 2005	Change	% change
Broadcasting France	182.5	224.4	(41.9)	(18.7%)
Audiovisual rights	10.6	7.8	2.8	35.9%
Distribution	0.0	0.6	(0.6)	(100.0%)
International Channels	15.7	22.2	(6.5)	(29.3%)
Other activities		(5.3)	5.3	(100.0%)
<b>Current operating profit (continuing activities)</b>	<b>208.8</b>	<b>249.7</b>	<b>(40.9)</b>	<b>(16.4%)</b>
<b>Held-for-sale activity</b>	<b>32.6</b>	<b>(4.1)</b>	<b>36.7</b>	<b>N/A</b>

TF1 - Tokyo Roadshow - October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

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## Financial profit / (loss)

M€	2006 6 months	2005 6 months	Δ / 05 €M
<i>Cost of debt</i>	<i>(8.8)</i>	<i>(8.5)</i>	<i>(0.3)</i>
<i>Income from cash and cash equivalents</i>	<i>3.6</i>	<i>2.5</i>	<i>1.1</i>
<b>Cost of net debt</b>	<b>(5.2)</b>	<b>(6.0)</b>	<b>0.8</b>
<b>Other financial income and expenses</b>	<b>(2.8)</b>	<b>2.8</b>	<b>(5.6)</b>

TF1 - Tokyo Roadshow – October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

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## Summary consolidated balance sheet

Consolidated assets - €M	30/06/06	31/12/05	30/06/05 <sup>(1)</sup>
Intangible assets (incl. goodwill)	663.3	661.2	1,017.3
Property, plant and equipment	155.7	151.7	202.2
Financial assets	70.6	60.6	53.8
Non current tax assets	52.7	57.1	41.1
<b>Working capital needs</b>	<b>393.7</b>	<b>380.7</b>	<b>371.5</b>
Financial instruments (excl. debt)	0.5	3.2	2.2
<b>Assets of held-for-sale operations</b>	<b>643.6</b>	<b>563.6</b>	
<b>Total assets</b>	<b>1,980.1</b>	<b>1,878.1</b>	<b>1,688.1</b>
Consolidated equity and liabilities - €M	30/06/06	31/12/05	30/06/05 <sup>(1)</sup>
<b>Shareholders' funds</b> attributable to the Group	<b>1,078.4</b>	<b>1,051.1</b>	<b>989.3</b>
Minority interest	(0.8)	(1.3)	(0.7)
Non current provisions and deferred tax	74.4	81.1	85.0
<b>Financial net debt</b>	<b>390.8</b>	<b>351.6</b>	<b>552.8</b>
Financial instruments excl. debt	0.9	0.0	0.2
Current provisions	37.0	46.0	61.5
<b>Liabilities of held-for-sale operations</b>	<b>399.4</b>	<b>349.6</b>	
<b>Total equity and liabilities</b>	<b>1,980.1</b>	<b>1,878.1</b>	<b>1,688.1</b>
<b>Financial net debt TOTAL GROUP</b>	<b>495.2</b>	<b>457.6</b>	

TF1 - Tokyo Roadshow – October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

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<sup>(1)</sup> released

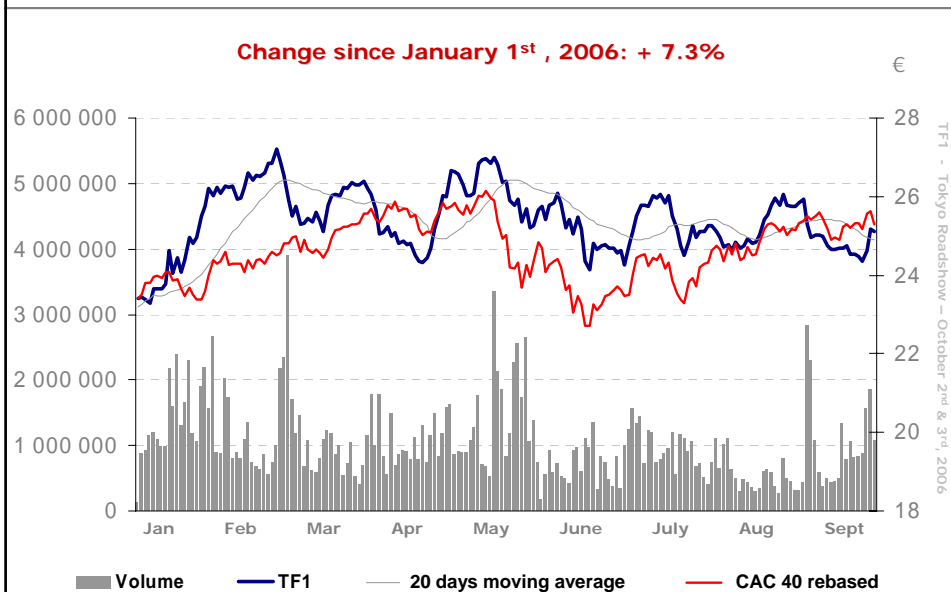
## Consolidated cash flow statement

€M	30.06.06	30.06.05	31.12.05
<b>Cash position at beginning period</b>	<b>117.6</b>	<b>142.3</b>	<b>142.3</b>
<b>Operating cash flow before cost of net debt and income taxes</b>	<b>263.8</b>	<b>295.5</b>	<b>452.2</b>
<b>Tax expenses</b>	<b>(58.4)</b>	<b>(95.8)</b>	<b>(156.4)</b>
<b>Change in working capital need</b>	<b>(42.1)</b>	<b>(156.5)</b>	<b>(47.0)</b>
<b>Net cash inflow from operating activities</b> <i>Incl. held-for-sale operation*</i>	<b>163.3</b> <i>8.7</i>	<b>43.2</b> <i>(6.5)</i>	<b>248.8</b> <i>34.1</i>
<b>Net cash inflow from investing activities</b> <i>Incl. held-for-sale operation*</i>	<b>(50.3)</b> <i>(6.4)</i>	<b>(18.5)</b> <i>(11.8)</i>	<b>(114.4)</b> <i>(23.8)</i>
<b>Net cash inflow from financing activities</b> <i>Incl. held-for-sale operation*</i>	<b>35.1</b> <i>(3.4)</i>	<b>(134.3)</b> <i>16.8</i>	<b>(159.1)</b> <i>(9.5)</i>
<b>Total Change in cash position</b> <i>Incl. held-for-sale operation*</i>	<b>148.1</b> <i>(1.1)</i>	<b>(109.6)</b> <i>(1.5)</i>	<b>(24.7)</b> <i>0.8</i>
<b>Cash position at end of period</b>	<b>265.7</b>	<b>32.7</b>	<b>117.6</b>

\*In accordance with IFRS 5 (TPS)

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## TF1 share\*

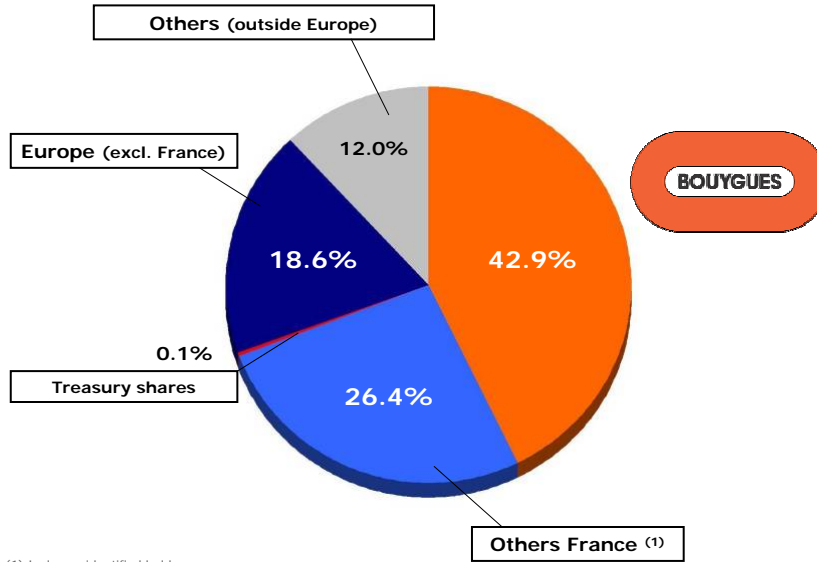


\* Evolution of the TF1 share between January 1<sup>st</sup> to September 22, 2006

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## Shareholding structure as of June 30, 2006



(1) Incl. non identified holders  
Source : Euroclear as of June 30, 2006

TF1 - Tokyo Roadshow - October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

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## TF1 : 96 of the 100 best audiences

### Best audiences/genre

Million of viewers

<b>58</b>	TV dramas		<b>R.I.S.</b> January 26	➡	<b>11.3 M</b>
<b>20</b>	Sports		<b>World Cup Semi-final</b> 'Portugal-France' July 5	➡	<b>22.2 M</b>
<b>12</b>	Movies		<b>Les Bronzés font du ski</b> January 31	➡	<b>12.4 M</b>
<b>4</b>	News*		<b>8:00 o'clock news bulletin</b> March 12	➡	<b>11.5 M</b>
<b>2</b>	Shows Magazines		<b>Le village des Enfoirés</b> April 7	➡	<b>10.9 M</b>

Source : Médiamétrie / Indiv 4+ / Jan-July 2006

\* Only the first audience of the news bulletin over the period

TF1 - Tokyo Roadshow - October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

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## More than ever, TF1 on the top ...

- ➡ **70 programmes** above 9 millions viewers  
(vs. 31 over the same period in 2005)
- ➡ **37 programmes** above 10 millions viewers  
(vs. 15 over the same period in 2005)
- ➡ **96 of the 100 best audiences** (over January-July 06)  
vs. 94 over January-July 05

**Every genre of programmes represented in the TOP 100 ...**

TF1 - Tokyo Roadshow - October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

Source : Médiamétrie / Indiv 4+ / Jan-July 2006 (vs. Jan- July 2005)

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## Complementary channels: a winning strategy

① With 5 channels in the top 10, the TF1 Group improves its position in terms of audience.



② Eurosport strengthens its leading position within the theme channels market and beats a record in audience share since the creation of the Mediacabsat\*

③ LCI: 1<sup>st</sup> news channel in the cable and satellite environment

④ TMC: Leader in the DTT environment (excl. FTA analogue channels)

⑤ The signature of agreements with platforms, in particular in Belgium, provides strong growth drivers and prepares for a broadcast in all French speaking territories.

➔ More than 700,000 new households will receive the TF1 Group theme channels (LCI, TV Breizh, Odysée, Ushuaïa TV...) at the end of 2006.

TF1 - Tokyo Roadshow - October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

\* Source: Médiamétrie - Mediacabsat 11 January-June 2006 - 2.3 % audience share - Whole base Indiv 4 +.

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## TF1 Publicité: sustainable performances

4 channels in the top 10 since 2003



**Eurosport, 1<sup>st</sup> cable/satellite channel, widens the gap**  
**Leader on many advertising target**  
**(4+, 15+, 15-34, 15-49, Men 15-49, AB+, working population...)**  
*59.5 million subscribers*



**TV Breizh, 1<sup>st</sup> cable/satellite channel**  
**on Women<50, Women with children, working women**  
*4.6 million subscribers*



**3<sup>rd</sup> channel on Women <50**  
*2.8 million subscribers*



**1<sup>st</sup> news channel on AB+ people**  
*5.4 million subscribers*

=> Revenue up 22% in H1 2006

TF1 - Tokyo Roadshow - October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

Source: Médiamétrie - MédiaCabSat 11 - January - June 2006

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## tf1.fr A strong growth



**A strong assiduity :**  
**~ 20 minutes on average per month per visitor**  
**(vs. 8 min for the average on Internet)\*\*\***



**A higher audience for a better visibility.**



**enters the top 10 most**  
**visited websites**

=> Revenue up 106%

TF1 - Tokyo Roadshow - October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

Source TNS Media Intelligence -

\*\*\*Panel Nielsen NetRatings - May 2006 - excluding Internet applications

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## Growth on Internet

### H1 2006 Key figures

Revenue : €59.7 M (+ 21.6%)

Operating profit : €5.7 M

Operating margin: 9.5%



TF1 - Tokyo Roadshow - October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

### Strong growth drivers

- ✓ Internet revenue: + 65% / 22% of Télésopping revenue
- ✓ Development of e-business and m-business (Internet & mobile)



- 2 sites on i-mode and on Interactive TV through TPS
- The [surinvitation.com](http://surinvitation.com) website dedicated to **eventful sales**

- ✓ 2 Télésopping **shops** opened in 2005
- ✓ **Infomercials** on the channels RTL9, NT1, TMC and Eurosport France
- ✓ Creation of a 50/50 joint venture with Dogan in **Turkey** (main Turkish media Group)



## A profitability maintained in a tough market

### H1 2006 key figures\*

Revenue: €68.9 M (+ 2.8%)

Op. profit: €5.8 M

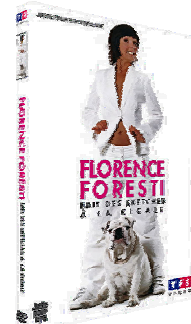
Operating margin: 8.4%

Number of units sold in 2006: 9.9 M

### Growth drivers

#### Development of the VOD business

- ✓ The website [www.tf1vision.fr](http://www.tf1vision.fr) launched in November 2005 offers about 1,000 products in streaming (rental)
- ✓ Launch of definitive secured download
- ✓ Agreement with Universal (*King Kong*) & Disney (*Lost 2*)



TF1 - Tokyo Roadshow - October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006



#### Intensify the non-movie growth

- ✓ The non-movie sector is up **73%** (vs. H1 2005)
- ✓ **2.5 million** of units sold for the US series *CSI* since the beginning

\* Incl. CIC and RCV.

\*\* Source: SEV



## Strategy and prospects

### H1 2006 key figures

Revenue\*: €26.0 M  
Op profit\*: €3.0 M

Operating margin: 11.5%



### 2006: a promising line-up

- ✓ International market: *Tom Yum Goong*, *Alatriste*, *Les Brigades du Tigre*...
- ✓ French market: *The Departed* (in theatre in November), *Les Brigades du Tigre*, *Hors de Prix*, *Scoop*, ...



### Rights of TF1 International

- ✓ Strategy of World rights acquisition for every type of movie and every type of programme
- ✓ Management of the audiovisual rights of the Group

yo Roadshow – October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

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## A fast growing segment

### H1 2006 key figures (figures at 100%)

Revenue: €18 M (+ 29%)  
Net profit > 0 (vs. - €1 M)

**2002: launch in Paris**

**2003: stake of TF1 => 34%**

**2005: breakeven**

**2006: from 630,000 to 880,000 copies/day**

- ✓ Launch of new profitable version: Metro Sport, Metro Cannes, Metro Beach
- ✓ 4<sup>th</sup> generalist daily newspaper according to the study TNS Sofres EPIQ 2005
- ✓ From 630,000 à 700,000 in March 06, then 880,000 copies in September 06 (+ 40% in 1 year)
- ✓ An extended distribution mainly in :
  - ✓ Paris-Paris area (+110,000 copies)
  - ✓ Lyons (+15,000 copies)
  - ✓ Saint-Etienne (+10,000 copies)
  - Lille (+15,000 copies)
  - Bordeaux (+10,000 copies)
  - Toulouse (+10,000 copies)



TF1 - Tokyo Roadshow – October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

## eTF1 outperforms its targets

### H1 2006 key figures

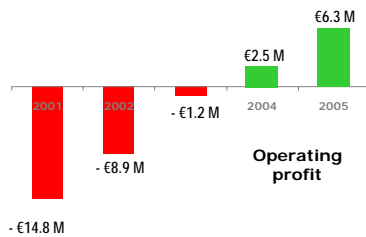
Rev: €37.5 M (+ 24.6%)  
Op profit: €1.7 M

tf1.fr: 5.2 M visitors  
(+ 73%)\*



eTF1 accelerates its growth

## A continuing improvement of the profitability



Medium term target:  
profitability > 10%

\* June 2006 vs. June 2005 – Source : Médiamétrie / Xiti / panel NielsenNetRatings / Cyberstat

TF1 - Tokyo Roadshow – October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

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## Come to TF1 ... to phone

### ➔ Launch on May 2, 2006:

- a new range of small packages at the right price.
- a portal giving access to the privileged TF1 world.
- a brand licence.
- a 25-50 years old target.
- 60,000 customers for the TF1 Mobile offer at end August 2006.



Club Bouygues

### ➔ A first step to better understand a saturated market and prepare a new generation offer as well as the launch of TV on mobile.

TF1 - Tokyo Roadshow – October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

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**PlayOne** the multi-support games brand

- **Formats:**
  - Well-know games brands
  - A wide offer in terms of mechanisms of games
  - Slots of live games (8 to 10 hours per day)
  - Original and new formats
- **Distribution:**
  - Canal Sat
  - TPS
  - Cable
  - ADSL
- **Prospects:**
  - Creation of a new media consumption
  - Mixed business model: advertising / interactivity
  - Development of an adapted format to foreign countries



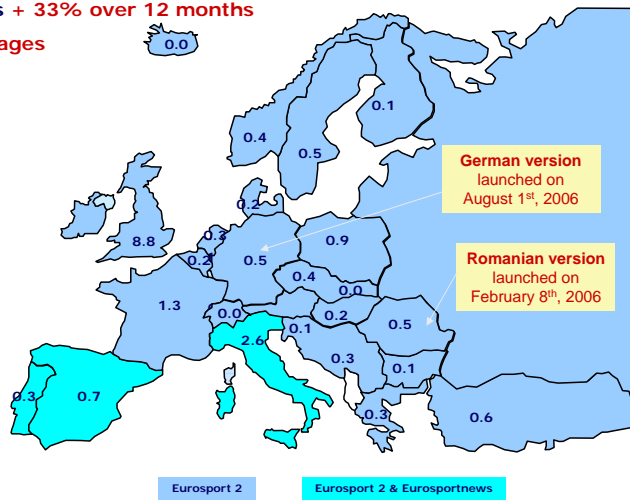
TF1 - Tokyo Roadshow - October 2nd & 3rd, 2006

**EUROSPORT 2** Chasing Eurosport...

**Launched on January 9, 2005, Eurosport 2 became the best complementary channel to Eurosport**

**20 millions subscribers + 33% over 12 months**  
**37 countries / 9 languages**

English	
Italian	
French	
Polish	
Greek	
Turk	
Russian	
Romanian	
German	

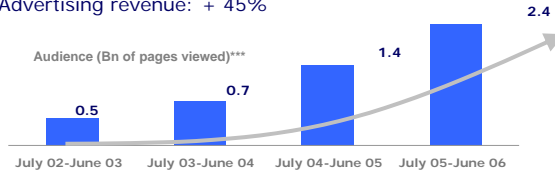


TF1 - Tokyo Roadshow - October 2nd & 3rd, 2006

## ★EUROSPORT.COM The n°1 pan-European sport website

### The aim: Becoming a key player in each country

- June 2006: **Audiences X 1.7** to reach 2.4 billions of pages viewed\*  
Advertising revenue: + 45%



More than  
12,000 free  
videos  
on line

TF1 - Tokyo Roadshow - October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

- Launch of the Chinese version\*\* on July 28, 2006

★EUROSPORT.CN



★EUROSPORT.FR



★EUROSPORT.CO.UK



★EUROSPORT.DE



★EUROSPORT.IT



★EUROSPORT.ES



★EUROSPORT.RU



\* Period July 2005 - June 2006

\*\* In partnership with the Chinese Internet portal Sohu.com

\*\*\* CyberEStat

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## Outlooks : European leader of sport contents

### ▪ Improvement of the offer

- Launch of new linguistic versions on the channels Eurosport and Eurosport 2 and on Internet



- Development of the portfolio of events organized directly by Eurosport in Motorsports: after the FIA WTCC (World Touring Car Championship), Eurosport launched the International Rally Challenge\*.

### ▪ Conquest of new market segments

- Launch of Eurosport in Asia/Pacific
- Broadcast in High Definition
- Acceleration of developments in Internet and mobility



TF1 - Tokyo Roadshow - October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

\* This competition regroups 4 International rally race (Ypres, Madère, San Remo & Zulu Rally)

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## Digital Terrestrial Television

### 17 channels for the free offer => March 2005

State-owned						News
Generalists						Music
Mini generalists						Youth

### 11 channels for the pay offer => Beginning 2006

Premium					Sport
Mini generalists					Cinema
News					TV dramas
Youth					15-35 years old
					Documentaries

 TF1 Group channels

MPEG 2

MPEG 4

TF1 - Tokyo Roadshow - October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

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## France : a highly regulated market

### TF1 : legal environment

#### ADVERTISING

- Duration : daily average: 6' / hour  
max: 12' / hour
- Sectors non authorized to advertise on TV:
  - Retail
  - Cinema
- Interruption of programmes : 1 ad break max /movie

#### PROGRAMMING

- Investment obligations in French and EU programmes (16% of ad. revenue in TV drama, 3.2% in Movies .....)
- Broadcast : max. 192 movies / year  
min. 1,000 hours of children's programmes  
min. 800 hours of news programmes

#### SHAREHOLDING

- 49% ownership law

TF1 - Tokyo Roadshow - October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

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TF1 - Tokyo Roadshow – October 2<sup>nd</sup> & 3<sup>rd</sup>, 2006

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