



## H1 2005 consolidated revenue: €1,469.9 M

Boulogne, July 28, 2005

TF1 Group's revenue for H1 2005 breaks down as follows:

| <b>H1 2005 revenue (€M)</b>      | <b>2005<br/>IFRS</b> | <b>2004<br/>IFRS</b> | <b>2004<br/>released</b> | <b>IFRS<br/>change<br/>05 / 04</b> |
|----------------------------------|----------------------|----------------------|--------------------------|------------------------------------|
| • <i>TF1 Channel advertising</i> | 881.2                | 889.5                | 889.5                    | - 0.9%                             |
| • <i>Other activities</i>        | 588.7                | 605.4                | 591.2                    | - 2.8%                             |
| <b>Groupe TF1</b>                | <b>1,469.9</b>       | <b>1,494.9</b>       | <b>1,480.7</b>           | <b>- 1.7%</b>                      |

In H1 2005, TF1 Channel net advertising revenue was down 0.9% at €881.2 M, due to the decrease of investments from the Food and Cosmetics sectors. Nevertheless, the Telecommunications, Automotive and Services sectors supported the growth. In H1 2005, TF1 advertising market share reached 54.1%.

From January to June 2005, TF1<sup>1</sup> asserts its leadership with 93 of the 100 best audiences and 9 prime times out of 10, up compared to the same period in 2004. During the 7 first months of the year, TF1 recorded the successes of the summer drama *Dolmen* (an average of 12.0 M viewers) and the good start of the US series *Lost* (an average of 6.4 M viewers for the 15 first episodes).

TF1 Group theme channels<sup>2</sup> are also successful. Eurosport, with a 2.0% audience share, became the first channel in the cable and satellite environment (alongside RTL9) and TV Breizh, whose audience share is up 0.5 pt over 1 year, ranked 3<sup>rd</sup>. All in all, TF1 Group had 6 channels (Eurosport, TV Breizh, TF6, TMC, LCI and TPS Star) among the top 10 audience shares.

The 2.8% decrease of the revenue from other activities is mainly due to:

- The exit of the scope of consolidation of *Studios 107* and *Visiowave*, sold in H1 2005;

- A lower revenue at TF1 Vidéo, without any blockbuster like H1 2004 with *Lord of the Rings III* and *Kill Bill volume 1*. However, in H2 2005, TF1 Vidéo will distribute products with great potential like *Brice de Nice*, *Iznogoud* or *Aviator*...

Regarding the other activities, we will hold:

- TPS whose revenue was up 6% in H1. As of June 30, 2005, TPS reached 1,351,192 subs<sup>3</sup>, up more than 82,000 subs over the last 12 months, and overall flat compared to December 31, 2004, in an environment marked by the launch of DTT;
- Eurosport, which recorded over the last 12 months a 8.2% increase of its paying subscribers base, at 54.2 M, and the success of Eurosport 2, which is already distributed in 6 languages to more than 17 M households in Europe, just 6 months after its launch;
- TF1 International, whose subsidiary TFM, first distributor in theatre in France over H1 2005, recorded excellent results with the distribution of *Brice de Nice*, *Iznogoud*, *Le Dernier Trappeur* and *Aviator*.

H1 2005 financial accounts will be released on August 30 after the market closing.

<sup>1</sup> Source : Médiamétrie

<sup>2</sup> Source : Médiaabsat 9 – Dec. 2004 to June 2005 – whole base

<sup>3</sup> DTH and ADSL subscribers

#### Contacts: