



## Conference - London

May, 15<sup>th</sup> 2009

Goldman Sachs

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## Disclaimer

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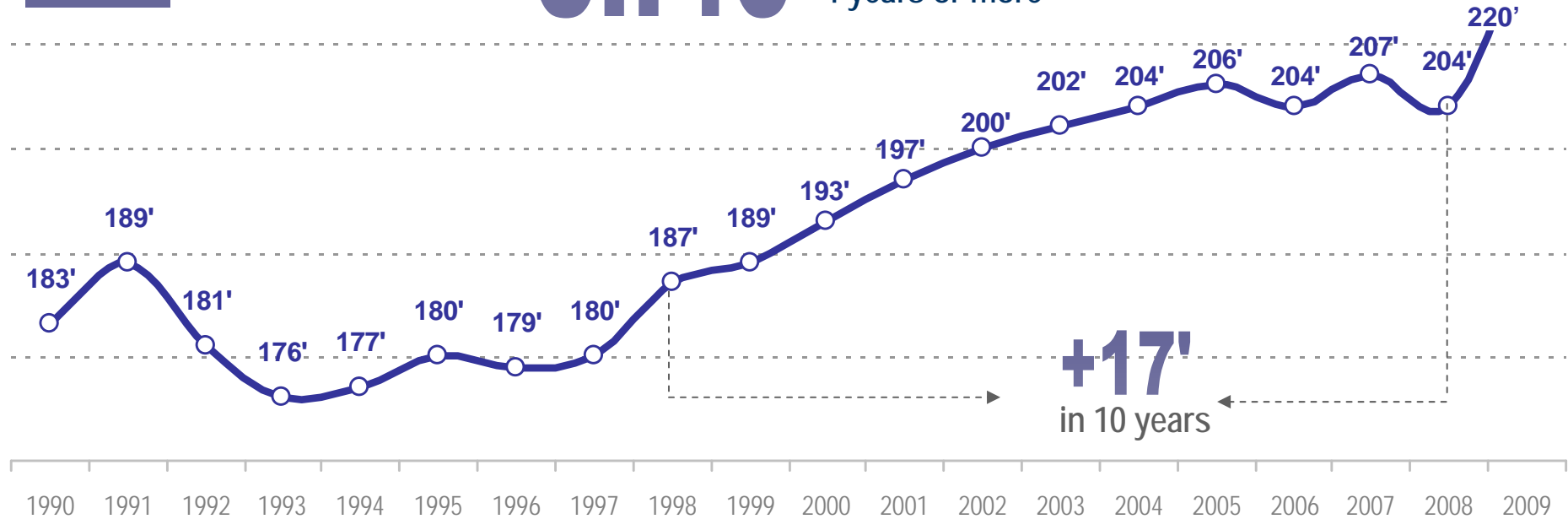
**All forward-looking statements are TF1 management's present expectations of future events and are subject to a number of factors and uncertainties that could cause actual results to differ materially from those described in the forward-looking statements.**

# A high TV consumption

**3h40** 4 years or more

Q1 2009

Q1 2009 :



**Media television keeps a high consumption level**

# The « global » media time of the French people

TV is still taking a predominant place in households



**Still predominant**  
TV Consumption ~ 3h24 /j /  
French pers. (Ind 4 ans +)

An increasing base for Internet and Digital Medias



**Additional Time in constant progression**  
Web Consumption ~ 30 min. /j /French pers.



**There is no competition between TV & Web,  
but a broader media time consumption**

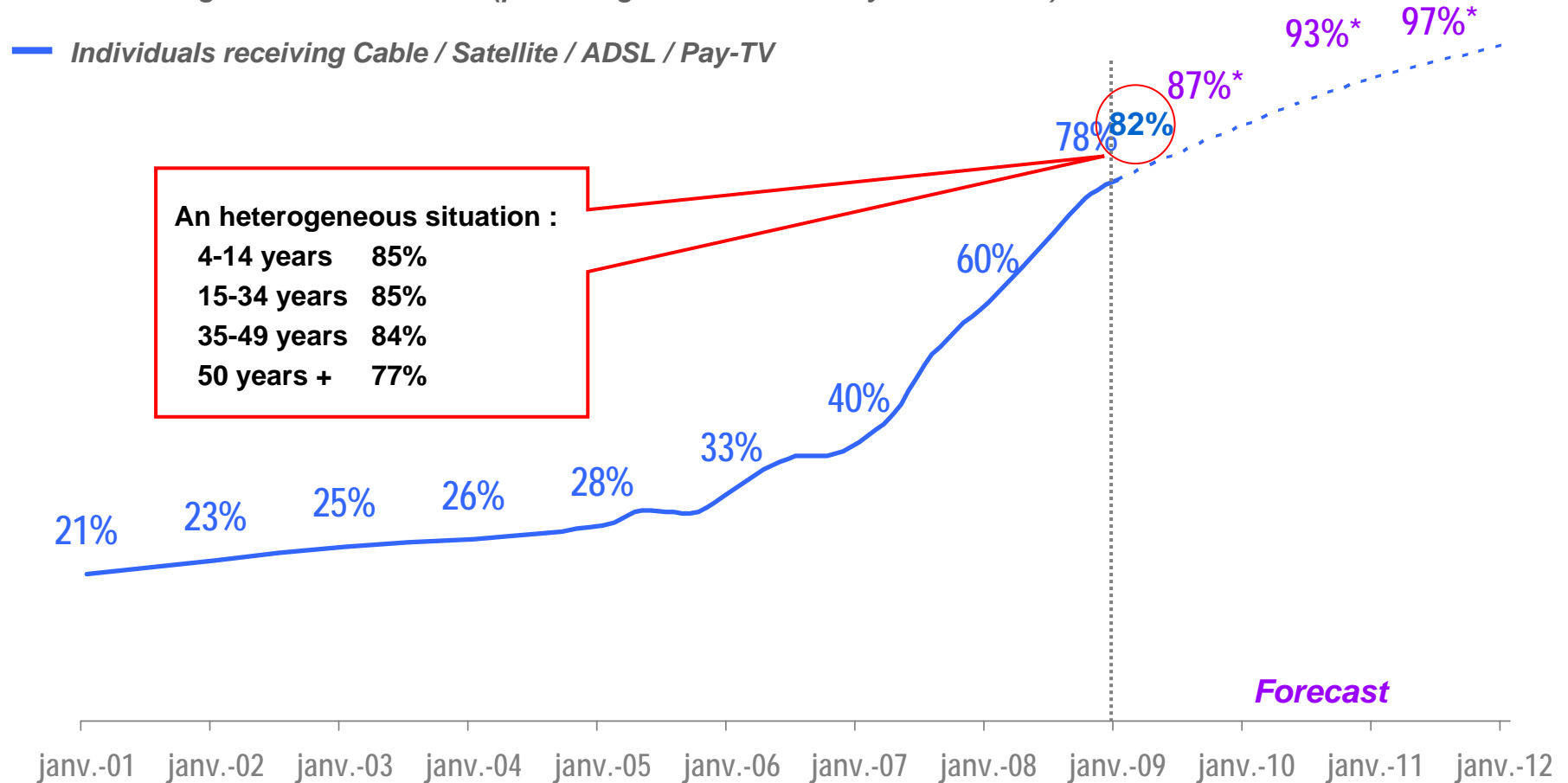
**New medias = Opportunity for TF1 to increase its voice share**

\* Source Médiamétrie – Médiamat / Jan-March 2009 – Ind 4+ TV equipped

\*\* Source Médiamétrie – Nielsen NNR – March 2009 – Ind 2+

# Rapid increase of the penetration of the multi channel offer

Trends in coverage of television offers (percentage of individuals 4 years or more)

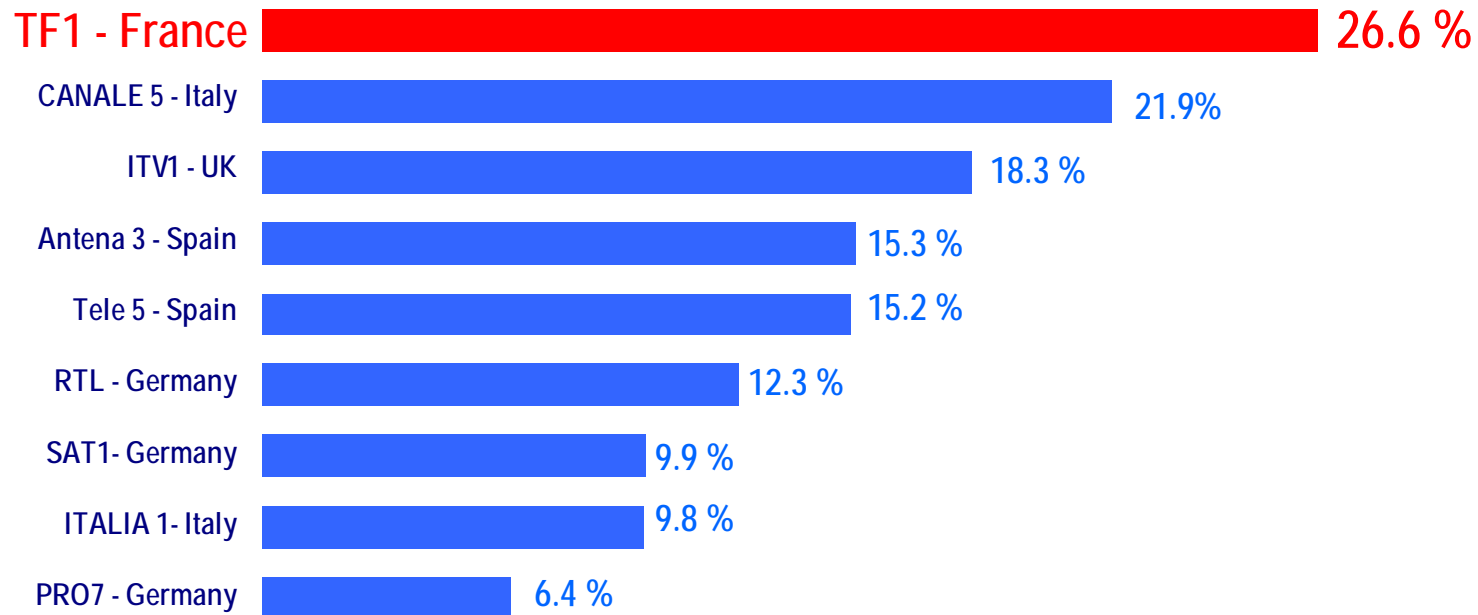


**Market reaching maturity**

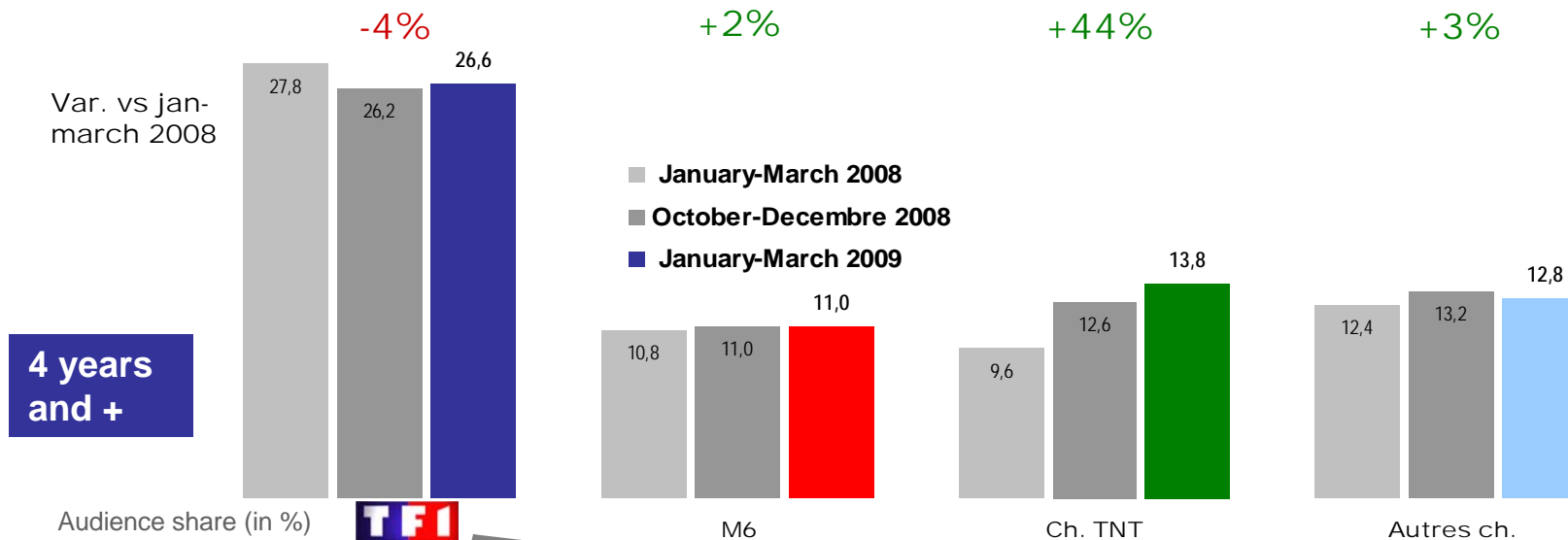
# TF1 : a unique position in Europe

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➤ Audience share in Q1 2009 of the domestic leading private channel

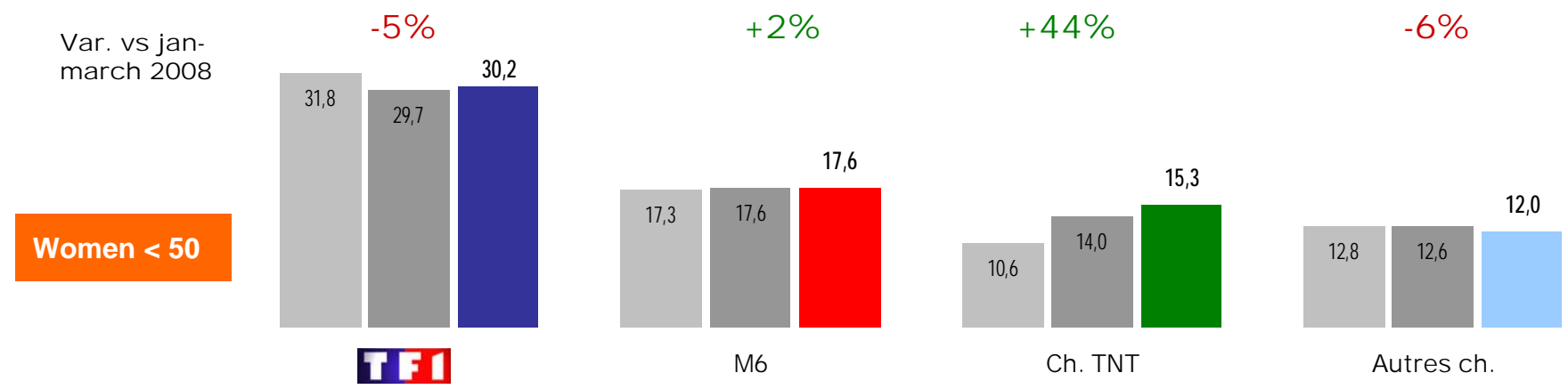


# An audience share stabilisation in Q1 09 vs. Q4 08

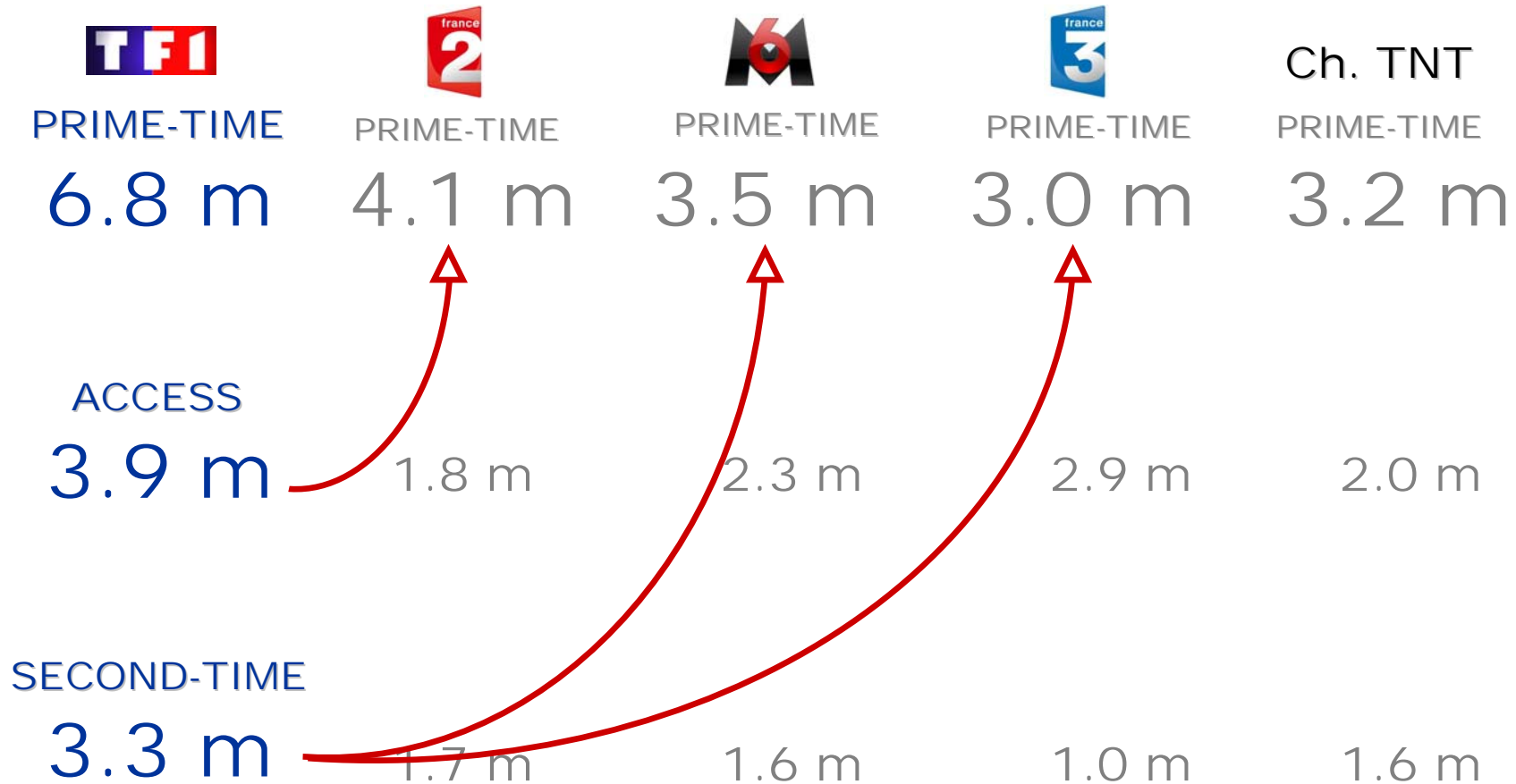


▶ TF1 is progressing vs October-December.

▶ The decrease vs Jan-March 2008 is stronger on Seniors (-6%).



# TF1 reinforces its leadership on strategic time slots



Source : Médiamétrie – Mediamat – as of 29/03/09  
 Time slot : Prime-time (8.45pm-10.30pm), Access (6pm-7.45pm), Second-time (10.30-0am)





# Diversity in programmes: a powerful skill for TF1



**10.2m**

for *Dr House* (season 4)  
on march 25<sup>th</sup> 2009



**8.9m**

for *Astérix et Obélix  
mission Cléopâtre*



**12.3m**

for *Les enfoirés font leur cinéma*  
Record in 2009, and historical  
record on the show



**8.1m**

for *Joséphine ange  
gardien* April 6<sup>th</sup> 2009

## The best audiences on any type of programmes in 2009 :

- ▶ **Entertainment** *Les Enfoirés font leur cinéma* (12.3m)  
*Koh Lanta, le retour des héros\** (8.3m)
- ▶ **Movies** *Astérix et Obélix* (8.9m)  
*La maison du bonheur* (8.7m)  
*La Guerre des Mondes* (8.3m)
- ▶ **US TV shows** *Dr House\** (exclusive season 4: 9.3m)  
*Les Experts Manhattan\** (exclusive season 4: 8.7m)
- ▶ **French TV Dramas** *Joséphine ange gardien* (8.1m)  
*Avalanche* (7.8m)

**Leader on 89% of the prime-time on Q1 2009**  
**49 of the 50 best audiences on Q1 2009**

# New programmes to be launched on TF1

✓ New US TV dramas: *Brothers & Sisters*, *Fringe*



✓ Still renewing of the French TV dramas:

- *Profilage*
- *La Taupe 2*



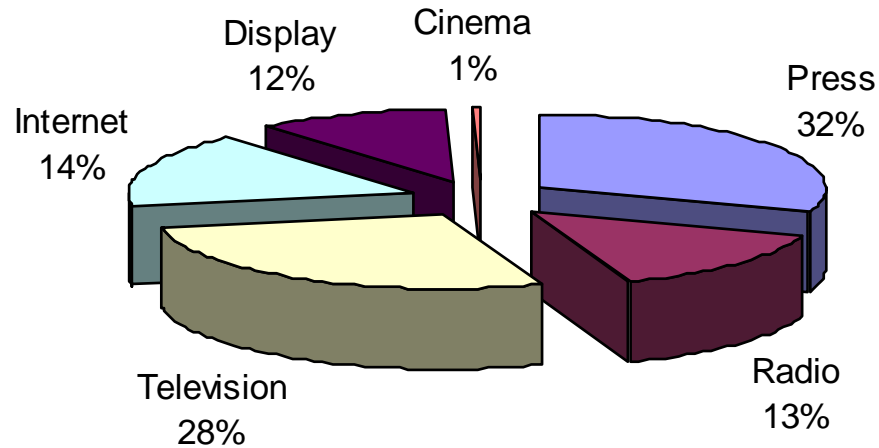
✓ TF1, the event channel:

- *Charles Aznavour, the anniversary*
- *Johnny Hallyday, the live show*
- *Champions' League*



# A multi-media gross advertising market decreasing by 4,1%

January - March 2009 : € 512m

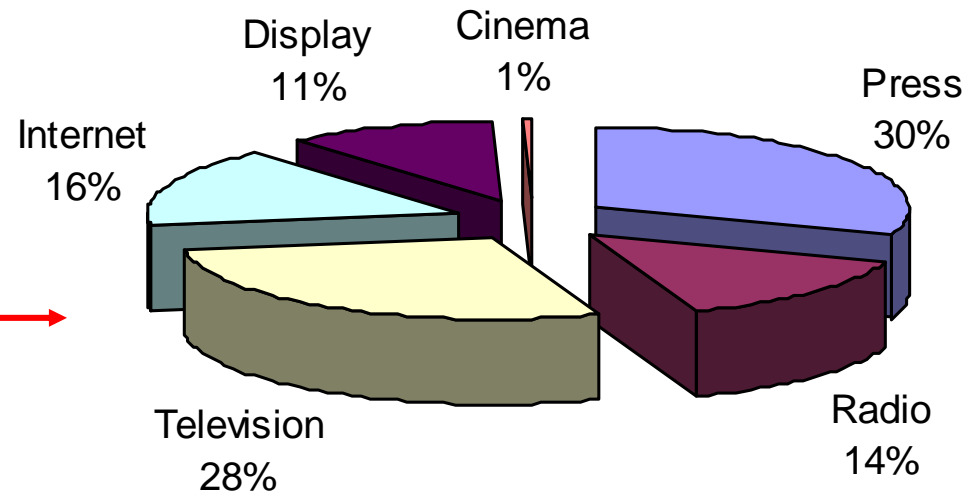


## GROSS REVENUE

	Jan-March 2009	Jan-March 2008	var (%)
Press	1,597	1,753	-8,9%
Radio	759	724	4,9%
Television	1,472	1,569	-6,2%
Internet	860	789	9,1%
Display	576	644	-10,6%
Cinema	23	33	-28,3%
<b>TOTAL</b>	<b>2,221</b>	<b>5,512</b>	<b>-4,1%</b>

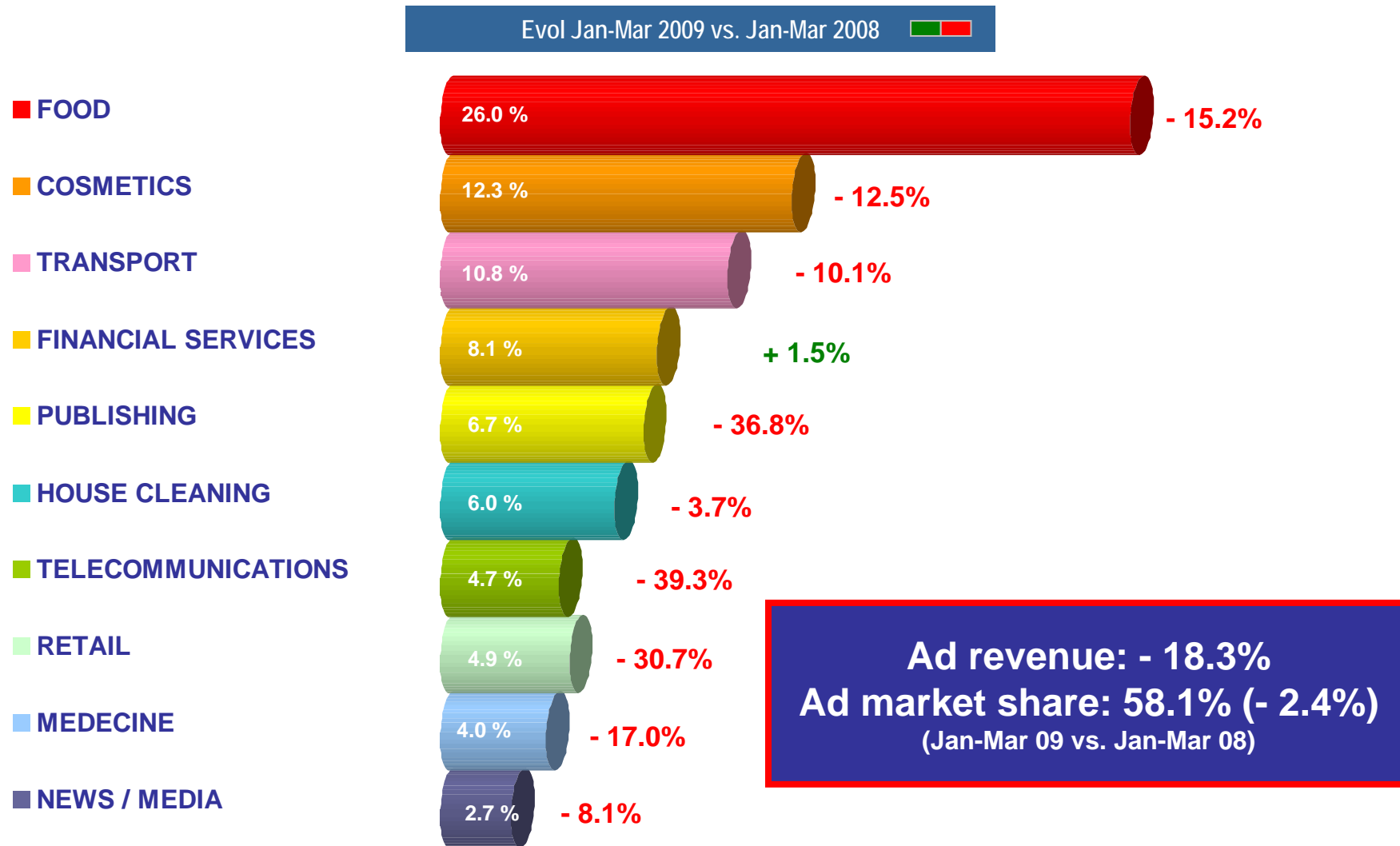
-4.1%

January - March 2009 : € 287m





# TV : interdependent to sectors hit by the crisis

## Evolution of advertising revenue by sector (for TF1) Gross revenue (Q1 2009)



# A strong pressure on prices

## Variation Q1 2009 vs Q1 2008

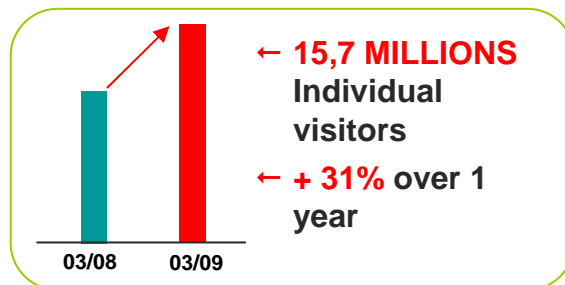
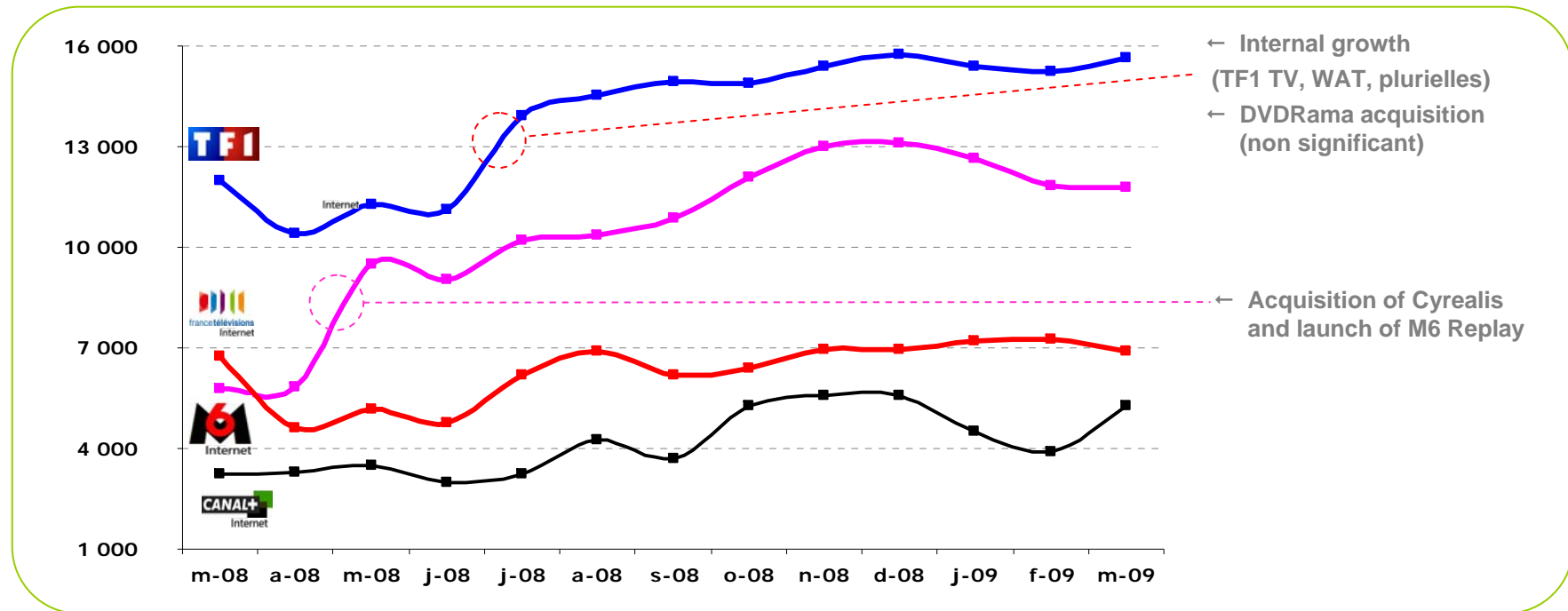
	GRP	Advertising volume	Tariffs	CPT	Gross ad revenue	Net ad revenue
	-6.9%	-14.6%	-12.9%	-8.3%	-18.3%	-27.1%
	+6.7%	-14.9%	+ 2.4%	-2.5%	-5.4%	-11.0%

Sources : TNS MI – données brutes / Médiamétrie on women < 50



**A volume effect of –15%**  
**A price effect of –12 %**

# TF1: 15.7 million individual visitors (March 2009)



**Consolidated revenue**  
 €21.2m (Q1 2009) vs. €14,3m (Q1 2008), +48.3%

**Operating result**  
 €(1.3)m (Q1 2009) vs. €(1.4)m (Q1 2008), + 0.1M€

Source : Last published results – Panel Médiamétrie NNR – All connection places, March 2009 – « Parent »  
 (The Parent ranking incorporate audiences generated by all the website of the same group)

# TF1 Thematic channels



2.4% audience share in Q1 2009  
Leader on DTT, 7<sup>th</sup> national TV  
31 million TV viewers in March 2009  
A new look for the channel



7.2 million French households  
An average audience share of 1.4% for Q1 2009  
Leader on the thematic channels



## Consolidated revenue

€46.9m (Q1 2009) vs. €46.4m (Q1 2008), + 1.1%

## Résultat opérationnel

€1.6m (Q1 2009) vs. €0.5m (Q1 2008), x 3.2

NB : figures are contribution to the consolidated figures

Source: Mediamétrie MediaCabSat survey, audience share of thematic channels between December 31st 2007 and June 15th 2008

## Advertising revenue evolution

€ Million	Q1 2008 published	Q1 2008 restated	Q1 2009	Change €m	Var %
Consolidated revenue	658.4	653.4	537.9	-115.5	-17.7%
Advertising revenue TF1 Channel	440.1	440.1	321.0	-119.1	-27.1%
Diversification revenue	218.3	213.3	216.9	+3.6	+1.7%

### Détail du chiffre d'affaires publicité

TF1 Channel	440.1	440.1	321.0	-119.1	-27.1%
French Theme channels	22.3	19.8	19.6	-0.2	-1.0%
Internet France	3.7	2.7	2.2	-0.5	-18.5 %
Eurosport International	12.0	12.0	11.0	-1.0	-8.3%
Radios	0	0	1.8	+1.8	-
<b>Total advertising revenue</b>	<b>478.1</b>	<b>474.6</b>	<b>355.6</b>	<b>-119.0</b>	<b>-25.1%</b>



## Consolidated revenue evolution

€Million	Q1 2008 published	Q1 2008 restated	Q1 2009	Change €m	Change %
<b>France Broadcasting</b>	<b>557.6</b>	<b>552.6</b>	<b>435.4</b>	<b>-117.2</b>	<b>-21.2%</b>
<i>TF1 Channel</i>	442.5	442.5	322.9	-119.6	-27.0%
<i>Thematic channels in France</i>	46.4	46.4	46.9	+0.5	+1.1%
<i>Téléshopping group</i>	38.0	34.8	29.1	-5.7	-16.4%
<i>TF1 Entreprises</i>	5.6	5.6	6.5	+0.9	+16.1%
<i>e-tf1</i>	12.4	14.3	21.2	+6.9	+48.3%
<i>In-house production companies</i>	7.5	7.5	5.7	-1.8	-24.0%
<i>Others</i>	5.2	1.5	3.1	+1.6	X 2.1
<b>Audiovisual rights</b>	<b>36.5</b>	<b>36.5</b>	<b>33.0</b>	<b>-3.5</b>	<b>-9.6%</b>
<i>TF1 Vidéo</i>	24.6	24.6	21.1	-3.5	-14.2%
<i>Catalogue</i>	11.9	11.9	11.9	-	-
<b>International Broadcasting</b>	<b>64.2</b>	<b>64.2</b>	<b>69.2</b>	<b>+5.0</b>	<b>+7.8%</b>
<b>Other activities</b>	<b>0.1</b>	<b>0.1</b>	<b>0.3</b>	<b>+0.2</b>	<b>x3.0</b>
<b>Total revenue</b>	<b>658.4</b>	<b>653.4</b>	<b>537.9</b>	<b>- 115.5</b>	<b>- 17.7 %</b>

## TF1 channel programming costs

€ Million	Q1 2008	Q1 2009	Change €m	Change %
Total programming costs*	235.5	228.3	-7.2	-3.1%
Sporting events	-	-	-	
Total programming costs (excl. Sporting events)	235.5	228.3	-7.2	-3.1%
Entertainment	70.0	61.0	-9.0	-12.9%
TV dramas / TV movies / Series / Theatre	76.9	78.8	+1.9	+2.5%
Sports ( <i>excl. Euro 2008</i> )	23.3	21.7	-1.6	-6.9%
News	28.6	26.4	-2.2	-7.7%
Movies	30.0	34.5	+4.5	+15.0%
Youth	6.7	5.9	-0.8	-11.9%

# Cost-saving plan

€ Million	Q1 2009
Operating profit	- 11.8

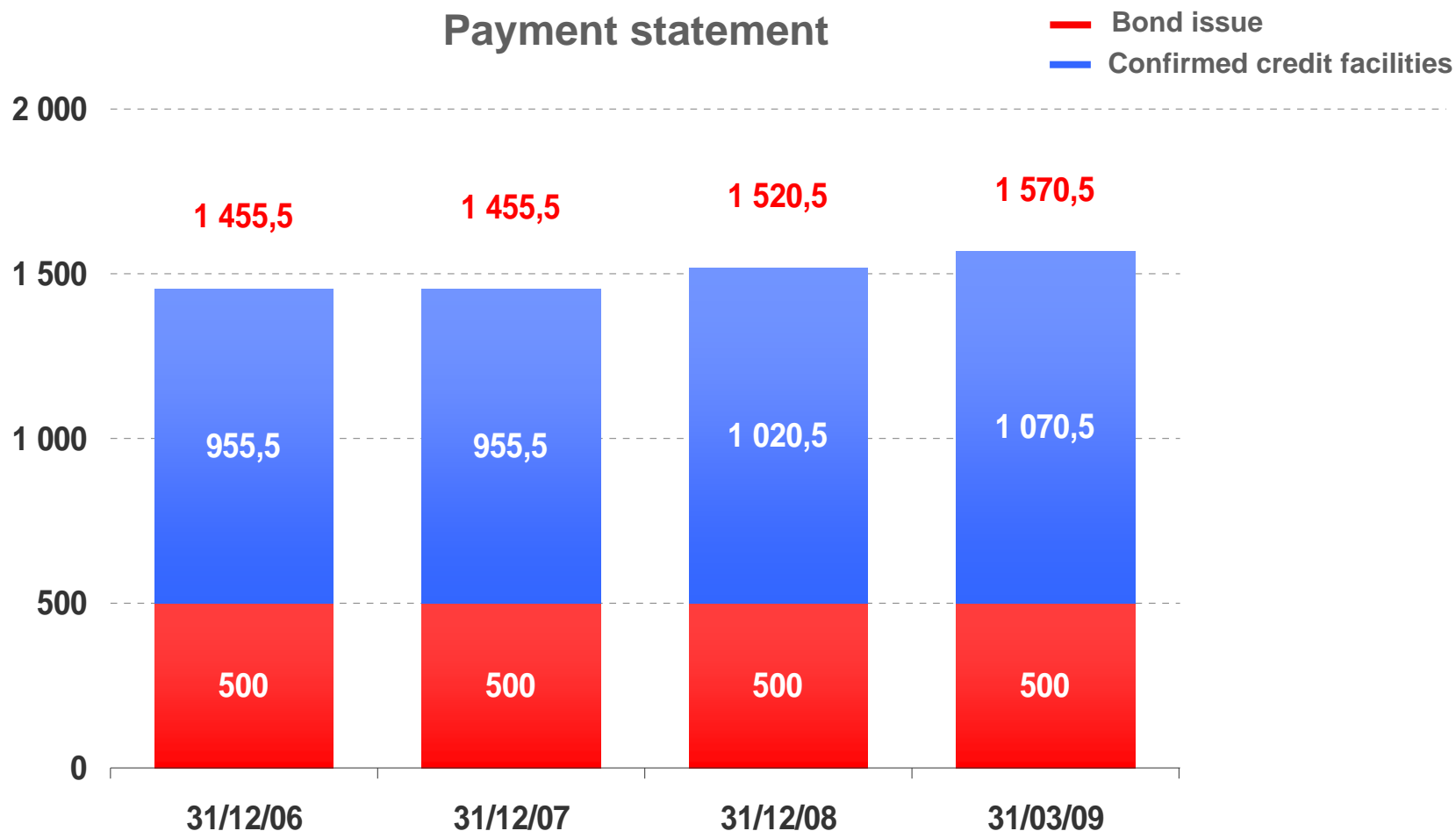
## Main impacts on the operating profit for the full year 2009

Programming costs	7	}	14
Renegotiation of contracts	2		
Reduction of other charges	1		
Abandoned activities	4		
Restructuring costs	- 4		

## Consolidated operating profit

€ Million	Q1 2008 published	Q1 2008 restated	Q1 2009	Change €m	Change %
<b>France Broadcasting</b>	<b>99.6</b>	<b>99.6</b>	<b>- 2.9</b>	<b>- 102.5</b>	<b>NA</b>
<i>TF1 Channel</i>	93.7	93.7	- 4.1	- 97.8	NA
<i>Thematic channels in France</i>	0.5	0.5	1.6	+ 1.1	X3.2
<i>Teleshopping group</i>	0.6	0.6	0.9	+ 0.3	+50.0%
<i>TF1 Entreprises</i>	- 1.2	- 1.1	- 0.7	+ 0.4	+36.4%
<i>e-tf1</i>	- 0.6	- 1.4	- 1.3	+ 0.1	+7.1%
<i>In-house production</i>	3.1	3.1	0.6	- 2.5	-80.6%
<i>Others</i>	3.5	4.2	0.1	- 4.1	NA
<b>Audiovisual rights</b>	<b>- 1.5</b>	<b>- 1.5</b>	<b>- 14.4</b>	<b>- 12.9</b>	<b>NA</b>
<i>TF1 Video</i>	- 2.7	- 2.7	- 4.4	- 1.7	-63.0%
<i>Catalogue</i>	1.2	1.2	- 10.0	- 11.2	NA
<b>International Broadcasting</b>	<b>1.5</b>	<b>1.5</b>	<b>6.4</b>	<b>+ 4.9</b>	<b>X4.3</b>
<b>Other activities</b>	<b>- 0.8</b>	<b>- 0.8</b>	<b>- 0.9</b>	<b>- 0.1</b>	<b>NA</b>
<b>Total Operating Profit</b>	<b>98.8</b>	<b>98.8</b>	<b>- 11.8</b>	<b>- 110.6</b>	<b>NA</b>

# Sound financial structure



✓ **No Financial Covenant**

✓ **February 2010** : Put option on Canal+ France stake (9.9%) with a floor price of €745.8m



# Evolution of the audiovisual rights

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- **Strengthen TF1 International through a partnership with UGC**  
=> **Co-investment in movies and co-distribution**

## Target:

- Create a competitive and attractive pole to finance French and International movies
- Limit the investment risks
- Improving of the profitability in terms of sells and management of movies
- Keep our patrimony and our Catalogue

- **Creation of an Economic Interest Group between TF1 Video and Sony Pictures Home Entertainment (SPHE)**

## Target:

- Strengthen our competitiveness vis-à-vis our distributors clients
- Optimization of the sales resources



**Two projects TF1 is engaged in**



## Annexes

## Consolidated income statement

€ Million	Q1 2008 published	Q1 2008 restated	Q1 2009	Change €m	Change %
<b>Consolidated revenue</b>	<b>658.4</b>	<b>653.4</b>	<b>537.9</b>	<b>-115.5</b>	<b>-17.7%</b>
Total programming costs	- 235.5	- 235.5	- 228.3	-7.2	-3.1%
Total other operating charges and revenue	<b>- 297.3</b>	- 292.3	<b>- 297.9</b>	+5.6	+1.9%
Depreciation and provisions	- 26.8	- 26.8	<b>- 23.5</b>	-3.3	-12.3%
<b>Operating profit</b>	<b>98.8</b>	<b>98.8</b>	<b>- 11.8</b>	<b>-110.6</b>	<b>NA</b>
<b>Operating margin</b>	<b>15.0%</b>	<b>15.1%</b>	<b>- 2.2%</b>		
Cost of net debt	- 4.4	- 4.4	<b>- 3.4</b>	+1.0	+22.7%
Other financial income and expenses	2.7	2.7	<b>9.2</b>	+6.5	X3.4
Income tax expense	- 28.6	- 28.6	<b>8.0</b>	+36.6	NA
Share of profits/loses of associates	1.9	1.9	<b>4.4</b>	+2.5	X2.3
<b>Net profit</b>	<b>70.4</b>	<b>70.4</b>	<b>6.4</b>	<b>-64.0</b>	<b>- 90.9%</b>



## Consolidated balance sheet

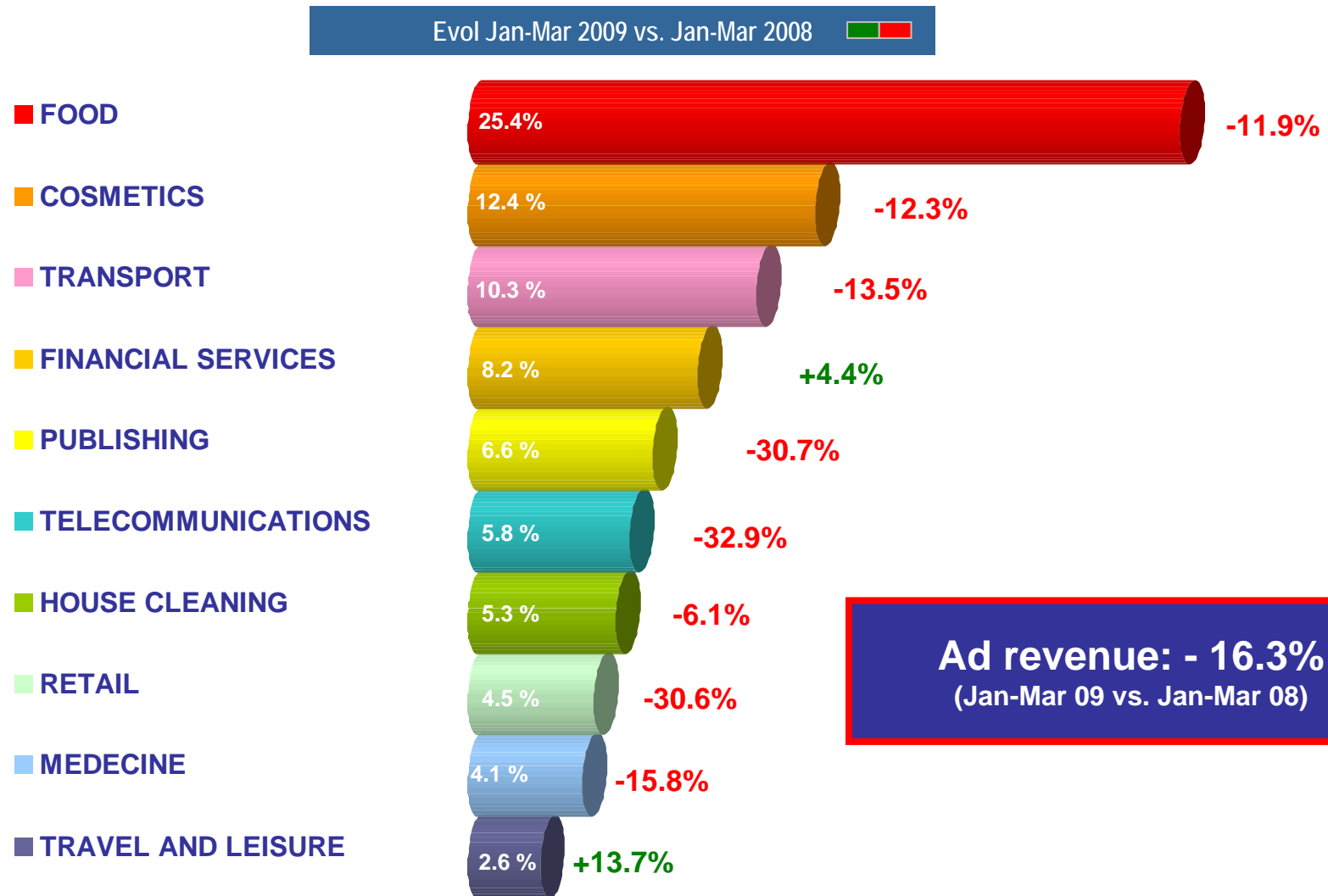
ASSETS (€Million)	31/12/08	31/03/09	Change €m
Total non-current assets	1 869.6	1 175.8	-694
Total current assets	1 855.8	2 356.4	+501
Held-for-sale assets	14.8	-	-15
<b>Total assets</b>	<b>3 740.2</b>	<b>3 532.2</b>	<b>-208</b>
SHAREHOLDER'S EQUITY AND LIAB.	30/12/08	31/03/09	Change €m
Shareholder's equity (att. To the Group)	1 376.9	1 383.9	+7
Non-current liabilities	755.6	674.5	-81
Current liabilities	1 592.7	1 473.8	-119
Liabilities linked to held-fo-sale assets	15.0	-	-15,0
<b>Total shareholder' equity and liabilities</b>	<b>3 740.2</b>	<b>3 532,2</b>	<b>-208</b>
<b>TOTAL GROUP financial debt</b>	<b>704.5</b>	<b>620.9</b>	<b>- 84</b>
<b>Gearing</b>	<b>51.2 %</b>	<b>44.9 %</b>	

## Consolidated cash flow statement

Cash flow statement summary (€million)	31/03/08	31/12/08	31/03/2009
<b>Net profit</b>	<b>70.4</b>	<b>163.8</b>	<b>6.4</b>
Operating cash flow before net interest expenses and income tax	116.3	269.9	11.9
Income taxes paid	- 26.2	- 68.0	35.0
Change in operating working capital requirements	6.0	5.8	60.9
<b>Net cash generated by operating activities</b>	<b>96.1</b>	<b>207.7</b>	<b>107.8</b>
<b>Net cash generated by investment activities</b>	<b>- 29.3</b>	<b>- 104.4</b>	<b>- 24.0</b>
<b>Net cash generated by financial operations</b>	<b>- 54.5</b>	<b>- 137.4</b>	<b>- 83.5</b>
<b>Change in cash position</b>	<b>12.3</b>	<b>- 34.1</b>	<b>0.3</b>
<b>Cash position at beginning of period</b>	<b>29.9</b>	<b>29.9</b>	<b>- 4.2</b>
<b>Cash position at end of period</b>	<b>42.2</b>	<b>- 4.2</b>	<b>- 3.9</b>

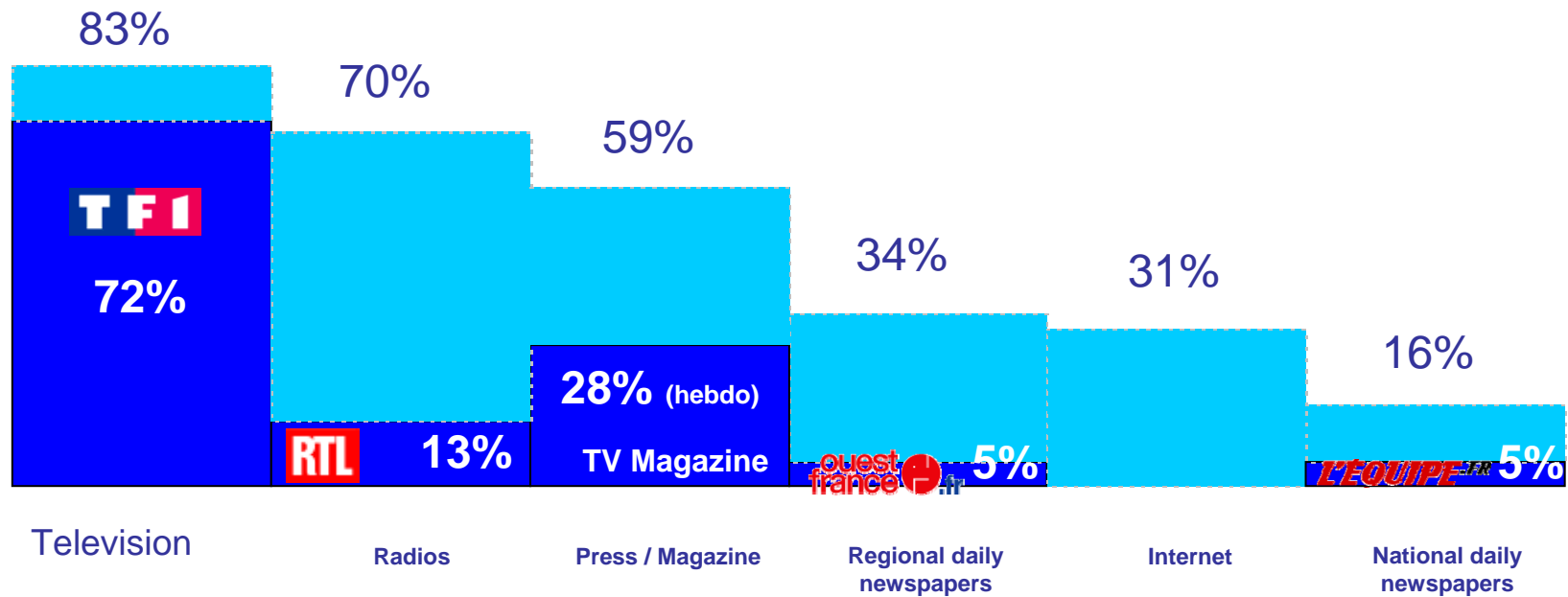
# TV : interdependent to sectors hit by the crisis

## Evolution of advertising revenue by sector (for National TV) Gross revenue (Jan-Mar 2009)



# TV : a mass media

Daily coverage of the French population  
(Adults 15 years or +)



**TFI**: the unique mass media channel of the advertising market

Over 35 million people 15 years or + watch **TFI** every day



## Conference - London

May, 15<sup>th</sup> 2009

Goldman Sachs

Goldman  
Sachs

