



## TF1 Channel advertising turnover: + 6.6%

### Total consolidated revenue 2004: €2,835.4 M

Boulogne, January 27, 2005

TF1 Group's 2004 consolidated revenue will be published in the Balo on February 4, 2005. Figures are as below:

€M	2004	2003	Change 04 / 03
TF1 Channel advertising	1,645.5	1,543.7	+ 6.6%
Other activities*	1,189.9	1,199.2	- 0.8%
<b>Total consolidated revenue*</b>	<b>2,835.4</b>	<b>2,742.9</b>	<b>+ 3.4%</b>

\* Before any changes in accounting presentation linked to the transition to IFRS standards, revenue from other activities and TF1 Group consolidated revenue would have increased by 6.6%.

Changes in the accounting presentation of revenue from other activities in 2004 have a €(88,1) M impact. They only concern the presentation of revenue and charges and do not have any impact on the operating profit.

In 2004, TF1 won 1.1 point (35.5%<sup>1</sup>) of audience share on women below 50 and 0.3 point (31.8%<sup>1</sup>) on individuals aged 4 and above. TF1 recorded, on these two main targets, the highest growth among all channels, confirming therefore its leadership, in a more fragmented market, with new distribution platforms.

Stimulated by the Food, Automotive and Telecommunication sectors, TF1 channel's net advertising revenue increased by 6.6% in 2004. Its market share reached 54.8%<sup>2</sup>, up 0.1 pt vs 2003.

Full year revenue from other activities was up 6.6% before any changes linked to the transition to IFRS (down 0.8% after the change of presentation). Different subsidiaries contributed to this growth:

- TF1 Video (y.c C.I.C), saw its contribution to the consolidated turnover increase by 9.7% to €231M, thanks to a top quality line up, incl. *Lord of the Rings III, Kill Bill 1*, and great French humorists;
- TPS with a turnover up 6.4%, totalled 1,675,000 subscribers at the end of December 2004, of which 1,355,000 to its satellite and ADSL offer. TPS's market share on new subscribers is estimated at respectively 37% on satellite (+1 pt vs 2003) and 73% on ADSL through France Telecom;
- Teleshopping, which contribution to TF1 consolidated revenue increased by 14.2%, thanks to commercial performances and a strong Internet activity, that benefits from the launch of the e-commerce website "surinvitation.com" ;

- TF1 International (+ 58.5%), thanks to the trading revenue of *Agents Secrets* and *Arsène Lupin* movies.

Eurosport's contribution to TF1's consolidated turnover increased by 2.5% at €291 M. Despite a slight drop in fee per subscriber, revenue from cable and satellite operators and other activities are stable thanks to the increasing number of paying subscribers (+3.5M). Advertising revenue was up 9.3%, boosted by the improvement in the pan-European and national advertising markets and the several first-rate sports events in 2004 (Euro foot, Olympic games...).

On October 15, TPS L expanded its coverage to 15 additional cities and launched a "double play" offering, TV + high speed Internet access, to which 5 million households can now subscribe.

TF1 Group expanded its Pay TV offer, through the launch of Eurosport2 (January 10, 2005), and Ushuaia TV (first quarter 2005).

2004 net income will be approved by the Board of Director's meeting, scheduled on February 15, 2004. The financial accounts statement will be published on February 15<sup>th</sup> after Paris stock exchange closing.

1. Source Mediametrie
2. Source Secodip

#### Contacts :

Press contact – Myriam Simonneaux 33 1 41 41 36 08  
Investor Relations Department – 33 1 41 41 27 32

