



H1 2006

TF1 Channel Advertising revenue (excl. Held-for-sale activities): + 4.8 %

Other Activities revenue (excl. held-for-sale activities): + 13.7 %

Boulogne, July 27, 2006

TF1 Group's revenue for H1 2006 breaks down as follows:

H1 2006 revenue (€M)	2006	2005	Change 06 / 05
• TF1 Channel Advertising	923.1	881.2	+ 4.8%
• Other activities*	462.5	406.7	+ 13.7%
Total continuing activities*	1,385.6	1,287.8	+ 7.6%
<i>Held-for-Sale activities</i>	<i>177.7</i>	<i>182.0</i>	<i>- 2.4%</i>

* On a comparable basis (excluding the disposal of Visiowave and Studios 107 in H1 2005 and excluding TMC, TJM, TF1 Hors Média and new Téléshopping activities in H1 2006), the revenue from other activities grew by 9.7% and TF1 Group's continuing activities increased by 6.3%.

On H1 2006, TF1 Channel net advertising revenue reached €923.1M (+4.8%). In fact, Q2 2006 recorded a 9.1% net advertising increase.

The *Telecommunications*, *Automotive* and *Services* sectors (+36.5%)¹ supported the growth over H1, and offset the fall in advertising investments from the *Food* and *Cosmetics* sectors (-8.3%)¹, in spite of a significant improvement in April and May.

On H1 2006, TF1 advertising market share reached 54.1%.

In June 2006, TF1 Channel recorded the best audience share growth² compared to its competitors. With a 32.8% audience share, TF1 channel was up 1.6 pt compared to the same period in 2005. Football World Cup matches, good results from French dramas, and US series, contributed to this outstanding performance.

TF1 Group theme channels³ were also successful. Eurosport, with a 2.3% audience share, strengthened its leading position, TV Breizh, which audience share is 1.3%, confirmed its ranking 3rd, and TMC moved from 7th to 5th. All in all, TF1 Group asserted its leadership in the cable and satellite environment ranking three of its theme channels among the top 5 audience shares.

On H1, other activities were up 13.7% (excl. held-for-sale operation).

Several subsidiaries contributed to this growth:

- Téléshopping Group, which contribution to H1 consolidated revenue was up 21.6% thanks to the website performance (+65%) and the successful launch of new activities at the end of 2005;
- Thematic channels in France, which posted a 15.5% growth of consolidated revenue and a 28.9% growth of its advertising revenue;
- TF1 Entreprises, which contribution to consolidated revenue rose 21% thanks to music businesses and below-the-line Media development (TF1 Hors Média);
- e-TF1, which recorded a 24.5% growth of contribution to consolidated revenue thanks to the website tf1.fr performance and the successful programmes, such as *A Prendre ou à Laisser* and *Attention à la Marche*;
- Eurosport International, which contribution to H1 2006 consolidated revenue was up 9.8%, and which recorded a 14.8% growth of its advertising revenue thanks to good ratings during the Torino Olympic Games, and a 9.4% growth of its paying subscribers base to nearly 60 million.

H1 financial accounts will be released on August 29 after the market closing.

¹ Source Secodip

² Source : Mediametrie

³ Source : Mediacabsat 11 – Dec. 2005 to June 2006

Contacts :