

Boulogne-Billancourt – May 12, 2011

**Consolidated revenue up 2.9%**  
**Strong growth of 47.9% in net profit**

The TF1 Board of Directors, chaired by Nonce Paolini, met on May 12, 2011 to adopt the financial statements for the three months ended March 31, 2011.

Consolidated Figures (€m)	Q1 2011	Q1 2010	Change %
<b>Revenue</b>	<b>614.4</b>	<b>596.9</b>	<b>+2.9%</b>
<i>TF1 Channel advertising</i>	353.3	362.8	-2.6%
<i>Other activities</i>	261.1	234.1	+11.5%
<b>Operating profit</b>	<b>61.5</b>	<b>43.8</b>	<b>+40.4%</b>
Cost of net debt	0.1	-5.0	na
<b>Net profit</b>	<b>48.2</b>	<b>32.6</b>	<b>+47.9%</b>

The TF1 group generated **consolidated revenue** of €614.4m in the first quarter of 2011, a year-on-year increase of €17.5m (2.9%).

This figure includes:

- **TF1 channel advertising revenue** of €353.3m, down €9.5m (2.6%) on the first quarter of 2010, when advertising revenue growth reached 13%;
- **revenue from other activities** of €261.1m, a rise of €27.0m (11.5%), thanks to revenue growth at TMC and NT1 and their full consolidation.

For the TF1 group as a whole, **advertising revenue** rose by 4.1% to €419.4m, an increase of €16.6m.

#### Analysis by segment

Revenue by segment (€m)	Q1 2011	Q1 2010	Change %
Broadcasting France	499.4	479.7	+4.1%
Audiovisual Rights	29.0	32.4	-10.5%
International Broadcasting	84.5	84,0	+0.6%
Other Activities	1.5	0.8	+87.5%
<b>Total TF1 group</b>	<b>614.4</b>	<b>596.9</b>	<b>+2.9%</b>

Over the first three months of the year, the TF1 channel achieved an audience share of 24.2% among individuals aged 4 and over, and 27.5% among the target audience of “women aged under 50 purchasing decision-makers”. The channel attracted all of the top 50 audience ratings in the period, peaking with the *Les Enfoirés* show on March 11 (12.5 million viewers), and was the most-watched channel on 91% of all evenings.

Revenue from the **Broadcasting France** division grew by 4.1% to €499.4m (including €353.3m of TF1 channel advertising revenue), driven by the performances of TMC, e-TF1 (sale of on-line videos and rollout of MyTF1 to new operators) and TF1 Entreprises (mainly thanks to the success of the music, live shows and licensing businesses).

The **Audiovisual Rights** division saw revenue fall by €3.4m (10.5%) to €29.0m, mainly because fewer films went on general cinema release than in the first quarter of 2010. The Video business reported a rise in revenue thanks to a recovery in the kiosk business.

**International Broadcasting** (Eurosport International) reported a 0.6% rise in revenue to €84.5m, despite the non-recurrence of the major sporting events screened in the first quarter of 2010 (Olympics, Africa Cup of Nations). A dip in advertising revenue was offset by higher subscription revenue, boosted by the worldwide rollout strategy for the Eurosport, Eurosport 2 and Eurosport HD channels.

#### Operating margin up 2.7 percentage points at 10.0%

The TF1 group recorded a **current operating profit** of €61.5m in the first quarter of 2011, €17.7m higher than in the comparable period of 2010. Current operating margin was 10.0%, compared with 7.3% a year earlier.

TF1 channel programming costs for the first quarter of 2011 were €205.4m, down €17.4m on the 2010 first-quarter figure of €222.8m. Once again, the TF1 group showed its ability to adapt its business model and control costs: other operating expenses were kept at the same level as in the previous year, even though diversification revenue rose on a constant structure basis.

Current operating profit/(Loss) by segment (€m)	Q1 2011	Q1 2010	Change (€m)
Broadcasting France	62.4	39.0	+23.4
Audiovisual Rights	0.1	-4.5	+4.6
International Broadcasting	10.0	5.3	+4.7
Other Activities	-11.0	4.0	-15.0
<b>Total TF1 group</b>	<b>61.5</b>	<b>43.8</b>	<b>+17.7</b>

All divisions reported an improvement in profitability apart from EurosportBET, the online gaming and betting business, which posted an operating loss of €11.0m in the first quarter of 2011.

### Net profit up 47.9%

In the first quarter of 2011, the **cost of net debt** was positive €0.1m, compared with negative €5.0m a year earlier, the TF1 group now being debt-free. **Other financial income and expenses** showed net expense of €1.3m in the first quarter of 2011, against net income of €1.3m in the comparable period of 2010; the year-on-year change was due to remeasurements of currency hedges.

**Associates** contributed a net loss of €0.9m in the first quarter of 2011, versus a net profit of €3.6m in the first quarter of 2010. This was due to the fact that the 33.5% interest retained by TF1 in the other activities of the AB Group is no longer accounted for as an associate, but instead is carried as a non-current financial asset in the balance sheet.

Overall, the TF1 group made a **net profit** of €48.2m in the first quarter of 2011, compared with €32.6m a year earlier.

### Very healthy financial position

As of March 31, 2011, the TF1 group had **shareholders' equity** of €1,589.6m out of a **balance sheet total** of €3,357.0m, while the **net cash position** was €133.2m (versus €16.8m as of December 31, 2010).

The TF1 group also had confirmed bilateral credit facilities totalling €1,125.5m with various banks as of March 31, 2011.

### Outlook for 2011

In an economic environment characterised by poor visibility, the TF1 group is reiterating its guidance of flat revenues for 2011 as a whole.

Our ability to constantly adapt our business model – as demonstrated once again in the first quarter of 2011 – confirms our objective of improving our profitability over the medium term.

We have streamlined our business mix and are more focused than ever on consolidating our market-leading position in news and entertainment through a combination of mass media, DTT channels and digital media. We are also continuing to develop our resurgent diversification activities.

Source: Médiamétrie

The statutory auditors have conducted a review of the financial statements, on which they have issued an unqualified report. The Financial Information Report for the first quarter of 2011 is available on the corporate website: <http://www.groupe-tf1.fr/>.

A conference call will be held at 19.00 hours Paris time.

Details of how to connect to the conference call are available on the corporate website: <http://www.groupe-tf1.fr/>.

### CONTACTS

<http://www.groupe-tf1.fr/>

TF1 - Direction des Relations Investisseurs / Investor Relations – 00 33 1 41 41 27 32. Courriel / email : [comfi@tf1.fr](mailto:comfi@tf1.fr)  
 TF1 - Direction de la Communication / Corporate Communication – 00 33 1 41 41 23 78. Courriel / email : [jdumas@tf1.fr](mailto:jdumas@tf1.fr)