**Disclaimer**

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.
TF1

Introduction
Broadcasting France
Advertising
Other activities
Conclusion
## 9 months 2005 Turnover

<table>
<thead>
<tr>
<th>CM – IFRS figures</th>
<th>9 months 2005</th>
<th>9 months 2004</th>
<th>Change(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TF1 channel advertising</strong></td>
<td>1,177.6</td>
<td>1,189.3</td>
<td>-1.0%</td>
</tr>
<tr>
<td><strong>Other activities</strong></td>
<td>878.3</td>
<td>879.4</td>
<td>-0.1%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>2,055.9</td>
<td>2,068.7</td>
<td>-0.6%</td>
</tr>
</tbody>
</table>

On a comparable basis, the revenue from **other activities grew by 1.0%** and TF1 Group’s consolidated revenue decreased by 0.2% over the first 9 months of 2005.

Assuming that adv. investments from the Food sector had been stable over the first 9 months compared with the same period last year, TF1 channel advertising revenue would have grown by 2.3%.
## Contributions – 9 months 2005

<table>
<thead>
<tr>
<th>CM</th>
<th>Revenue</th>
<th>Operating profit</th>
<th>Operating margin</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>9 months 2005</td>
<td>9 months 2004</td>
<td></td>
</tr>
<tr>
<td>Broadcasting France</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Incl. Téléschopping</td>
<td>1,458.6</td>
<td>211.9</td>
<td>14.5% 16.7%</td>
</tr>
<tr>
<td>e-TF1</td>
<td>67.3</td>
<td>7.6</td>
<td>14.3% 11.3%</td>
</tr>
<tr>
<td></td>
<td>44.1</td>
<td>3.0</td>
<td>7.2% 6.8%</td>
</tr>
<tr>
<td>Distribution</td>
<td>298.1</td>
<td>22.5</td>
<td>7.5% 7.0%</td>
</tr>
<tr>
<td>Audiovisual rights</td>
<td>158.0</td>
<td>11.7</td>
<td>7.4% 3.0%</td>
</tr>
<tr>
<td>Incl. TF1 Vidéo</td>
<td>99.4</td>
<td>8.3</td>
<td>8.4% 8.7%</td>
</tr>
<tr>
<td>International broadcasting</td>
<td>190.4</td>
<td>25.3</td>
<td>13.3% 10.2%</td>
</tr>
<tr>
<td>Other activities</td>
<td>(5.1)</td>
<td>8.8</td>
<td>ns</td>
</tr>
<tr>
<td>Intra-companies eliminations</td>
<td>(44.1)</td>
<td>-</td>
<td>ns</td>
</tr>
<tr>
<td>Total</td>
<td>2,055.9</td>
<td>280.2</td>
<td>13.6% 13.8%</td>
</tr>
</tbody>
</table>

Broadcast France: TF1, TF1 Entreprises, Téléschopping, Eurosport France, LCI, Odysée, TF6, TV Breizh, Série Club, Histoire, TMC, e-TF1, Glen, Alma, TAP, TPF, Studios 107, TF1 Films Production

Distribution: TPS

Audiovisual rights: TF1 Vidéo, CIC, RCV, Ciby DA, TF1 International, Téléma, TCM, Cabale

International broadcasting: Eurosport International, Europe TV, KSO & SRW

Other activities: Métro, Véolia, Prime TV, Syalis
TF1 Group: a solid position

Leadership of TF1 core channel
- Audience share: 32.5%\(^{(1)}\) on individuals aged 4+
- Advertising market share: 54.3%\(^{(2)}\)
- 96 programs in the 100 best audiences between Jan. and Oct. 2005

Leading theme channels\(^{(3)}\)
- 6 channels in the top 10 in terms of audience share
- Eurosport: 1\(^{st}\) theme channel in France (equal with RTL9)

Successful developments
- Eurosport International: more than 104 M households
- TPS: 1.65 M subs - breakeven in 2005
- Internet: a growth driver (advertising, sale of contents...)

\(^{(1)}\) Source: Médiamétrie / January - October 2005  
\(^{(2)}\) Source: TNS Sécodip / January - October 2005  
\(^{(3)}\) Source: MédiacabSAT 9
TF1

Introduction
Broadcasting France
Advertising
Other activities
Conclusion
TF1: the strong leader

Ind. 4+ / Audience share / Jan. – Oct. 2005

Women<50 / Audience share / Jan. – Oct. 2005

+0.5 pt vs. Jan–Oct 2004*
+1.0 pt vs. Jan–Oct 2003

+0.6 pt vs. Jan–Oct 2004*
+2.0 pts vs. Jan–Oct 2003

Reminder: Euro 2004 + La Ferme Célébrités 1 were broadcast in H1 2004

Source: Médiamétrie / January - October 2005
## TF1: the best resistance to pay TV penetration

<table>
<thead>
<tr>
<th>Audience share</th>
<th>Current market* (i.e. 24.8% pay TV penetration)</th>
<th>Cable &amp; sat environment** (100% pay TV penetration)</th>
<th>Degree of resistance</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TF1</strong></td>
<td>31.9 %</td>
<td>25.1 %</td>
<td>79%</td>
</tr>
<tr>
<td>TF1’s theme channels</td>
<td>3.0 %</td>
<td>11.0 %</td>
<td></td>
</tr>
<tr>
<td><strong>TF1 group</strong></td>
<td>34.9 %</td>
<td>36.1 %</td>
<td></td>
</tr>
<tr>
<td>France 2</td>
<td>19.6 %</td>
<td>14.0 %</td>
<td>71%</td>
</tr>
<tr>
<td>France 3</td>
<td>14.6 %</td>
<td>8.9 %</td>
<td>61%</td>
</tr>
<tr>
<td>France 5</td>
<td>3.2 %</td>
<td>1.3 %</td>
<td>41%</td>
</tr>
<tr>
<td>M6</td>
<td>13.1 %</td>
<td>8.5 %</td>
<td>65%</td>
</tr>
</tbody>
</table>

* Source: Mediamétrie – H1 2005, ind. 4+  ** Source: Mediacrsat 9 (December 2004 – June 2005)

The market fragmentation widens the gap between TF1 and its competitors

TF1: the best resistance to the market fragmentation
TF1

Introduction
Broadcasting France
Advertising
Other activities
Conclusion
Market situation

- A difficult economic situation
- Trend: structural re-composition of households consumption
  - - - FMCG’s
  +++ Entertainment-services products

**TF1 investments structure is changing**

- Temporary: Reduction of ad. Investments from the food sector (H1 2005)
- The structure of TF1 advertising revenue is following the households consumption re-composition
<table>
<thead>
<tr>
<th>Sector</th>
<th>Weight (%)</th>
<th>Change vs Jan-Oct. 04</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food</td>
<td>27.4%</td>
<td>-10.7%</td>
</tr>
<tr>
<td>Cosmetics</td>
<td>14.8%</td>
<td>-0.4%</td>
</tr>
<tr>
<td>Automotive</td>
<td>9.3%</td>
<td>+3.4%</td>
</tr>
<tr>
<td>Publishing</td>
<td>8.8%</td>
<td>-4.2%</td>
</tr>
<tr>
<td>Telecommunication</td>
<td>6.5%</td>
<td>+16.9%</td>
</tr>
<tr>
<td>House Cleaning</td>
<td>6.2%</td>
<td>+1.1%</td>
</tr>
<tr>
<td>Services</td>
<td>5.8%</td>
<td>+5.8%</td>
</tr>
<tr>
<td>News - Media</td>
<td>3.1%</td>
<td>-15.9%</td>
</tr>
<tr>
<td>Drinks</td>
<td>3.1%</td>
<td>-7.1%</td>
</tr>
</tbody>
</table>

Source: TNS Secodip – 2005 vs 2004 – January to October
A real potential of growth

French advertising market underinvested
  • Media ad. spends/GDP below other European countries

Access to TV for new sectors
  • Retail: authorised from 2007
  • Cinema: next to come?

Potential advertising deregulation
  • Increase of the average number of minutes per hour?
  • Transition from 60’ sequential hours to exact clock hours?

TV additional revenue estimates: between €117 M and €230 M*

TF1

Introduction
Broadcasting France
Advertising
Other activities
Conclusion
Other activities: a growth driver for the Group

A growing part of the revenue

Revenue split in 2004

42% of the revenue in 2004

TF1 Channel Other activities

Profitability: a growth potential

Operating profitability

€51M 4.3% > 10%

2004 2010

Target:
> 50% of the revenue in 2010

Mid-term target:
Operating profitability > 10%

Accelerate profitable growth investments
TPS: a growing and profitable business

**Key figures H1 2005**

- Revenue: €198.0 M (+ 6%)
- Op. Profit: €4.6 M
- Total subscribers: 1.65 M (+ 93.3 k vs H1 04)
- Subscribers Sat. and ADSL: 1.35 M (+ 82.3 k vs H1 04)
- Satellite market share: 42% on new subs (vs 39% H1 04)

---

**An always improving offer**

- The best of **US studios**, exclusive **sport events**, new **channels**

**A fast growing ADSL distribution**

- 40% of 2005 recruitments
- TPS through **ADSL** available for **10 M households** at the end of 2005 and to **~80 % of the French population in 2010**

---

**Improvement of the profitability**

- 2005: **net income breakeven**
- 2005 operating profit: ~ €5-10 M*

---

* Figures at 100%
Outlooks and developments

**Growth of the subscribers base in 2005**

- A stable subscribers base in H1
- Lost of the French Premiere League: very limited impact
  
  L1 Churn: ~ 30,000 subscribers in 2005
  No impact on the ARPU*

* 90% of «L1 subs.» choose the new TPS offer incl.

**Launch of the pay DTT at the end of 2005**

- A new distribution platform for TPS commercial operator
- The High Definition with TPS star

* 90% of «L1 subs.» choose the new TPS offer incl.
**Eurosport: the leading sport brand in Europe**

**Key figures H1 2005**
- Revenue: €143.3 M
- Op. profit: €24.2 M

**Brand awareness in Europe:** 86% (1)

<table>
<thead>
<tr>
<th>Platform</th>
<th>Households</th>
<th>Paying subs</th>
<th>Countries</th>
<th>Languages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eurosport</td>
<td>104 M</td>
<td>54 M</td>
<td>54</td>
<td>19</td>
</tr>
<tr>
<td>Eurosport 2</td>
<td>17 M</td>
<td>15 M</td>
<td>37</td>
<td>7</td>
</tr>
<tr>
<td>Eurosport.com</td>
<td>13 M</td>
<td>6 versions</td>
<td>5 languages</td>
<td></td>
</tr>
</tbody>
</table>

- 104 M Households
- 54 M paying subs
- 54 countries
- 19 languages

**2008 target**
- Revenue: ~ €350 M
- Op. margin: > 15%

A market of more than 300 M households

---

(1) EMS 2005  
(2) July 2005
Eurosport: a new business

Eurosport: Organizer of sport events

Eurosport* promotes **a new world car race championship** and owns all commercial rights:

- TV rights
- Marketing rights on all circuits and cars
- Video rights, merchandising, mobility...

* Through its subsidiary KSO Ltd (60%)

2005 revenue
€10 M

10 week-ends
3 continents
**E-tf1: growth and profitability**

**Key figures H1 2005**
- Revenue: €30.4 M (+ 11%)
- Op. profit: €1.8 M
- tf1.fr: 3.0 M unique visitors (+ 50%)*

---

**A strong growth revenue**

2005 FY revenue forecast > €62 M (growth > +24%)

---

**An ongoing improvement of the profitability**

Breakeven in 2004

Mid-Term profitability: > 10%

---

**Strategy:**
- Develop revenue on all media
- Accelerate growth investments

---

VOD: A development project for the Group

Launch of a Video On Demand offer in November 2005

VOD

Natural expansion of the business
Complementary revenue
Revenue 2007: €7 M

Catalogue of rights

Distribution network: Internet, TV through ADSL
Reception: PC and TV
TF1

Introduction
Broadcasting France
Advertising
Other activities
Conclusion
Conclusion: our strategy

Consolidate the uncontested leadership of the broadcasting businesses

Develop high-growth potential businesses

**Eurosport: a new challenge: the World!**
- Channels developments
- World channel
- Italy
- WTCC

**Internet: accelerate the growth!**
- Thematic sites (youth, women, cinema, sports)
- VOD, e-commerce

**TF1: let’s conquer Off-Media!**
- 360° vision

Nº1 multi-media communication group
Notes

December 1st, 2005
Television: the most popular media in France

84% of the French people watch TV every day
3 out of 4 watch **TFI** every day

Daily viewing time / Jan. – Mid Aug.
- **Ind. 4 +**
- **women<50**

3h23’ for Individuals 4 +
3h30’ for women <50

Source: Médiamétrie / January – 21 August 2005
**TF1: a unique situation in Europe**

**Annual audience share (%) in 2004 of the domestic leading channel**

<table>
<thead>
<tr>
<th>Channel</th>
<th>Audience Share (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TF1 - France</td>
<td>31.8</td>
</tr>
<tr>
<td>BBC1 - UK</td>
<td>24.7</td>
</tr>
<tr>
<td>RAI 1 - Italy</td>
<td>23.0</td>
</tr>
<tr>
<td>Tele 5 - Spain</td>
<td>22.1</td>
</tr>
<tr>
<td>NED 2 - Holland</td>
<td>18.4</td>
</tr>
<tr>
<td>ARD - Germany</td>
<td>13.9</td>
</tr>
<tr>
<td>CBS - United States</td>
<td>11.2</td>
</tr>
</tbody>
</table>

Source: Médiamétrie / year 2004
TF1 Group leadership

<table>
<thead>
<tr>
<th>Channel</th>
<th>Audience Share</th>
<th>Change (pts)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ÉQUIPE SPORT</td>
<td>2.0%</td>
<td>(+0.3 pt)</td>
</tr>
<tr>
<td>DTM</td>
<td>1.3%</td>
<td>(+1.2 pt)</td>
</tr>
<tr>
<td>TF1</td>
<td>1.1%</td>
<td>(+0.4 pt)</td>
</tr>
<tr>
<td>LCI</td>
<td>1.0%</td>
<td>(+0.4 pt)</td>
</tr>
<tr>
<td>TMC</td>
<td>1.0%</td>
<td>(+0.4 pt)</td>
</tr>
<tr>
<td>CFRANCE7</td>
<td>0.6%</td>
<td>(+0.1 pt)</td>
</tr>
<tr>
<td>ODYSSEE</td>
<td>0.2%</td>
<td>(=)</td>
</tr>
<tr>
<td>HISTOIRE</td>
<td>0.1%</td>
<td>(=)</td>
</tr>
<tr>
<td>V8</td>
<td>0.1%</td>
<td>(+0.1 pt)</td>
</tr>
</tbody>
</table>

Source: Médiamétrie / MédiaCabSat wave 9 (Jan.-June 2005) vs Wave 1 (Jan.-June 2001)
Audience share / Individuals 4+ / whole base

Ongoing improvement of TF1 Group channels: audience share: +4.2 pts (in 4 years) to 11.0%
### Strengths of TF1 Publicité

**The referent advertising media for any mass-communication**

#### TF1 commercials audience

<table>
<thead>
<tr>
<th>1994</th>
<th>2004</th>
<th>var.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women &lt; 50</td>
<td>4.8%</td>
<td>5.8%</td>
</tr>
<tr>
<td>Ind. between 25 and 49</td>
<td>4.3%</td>
<td>5.1%</td>
</tr>
</tbody>
</table>

#### TF1: Exclusivity and Power*

<table>
<thead>
<tr>
<th></th>
<th>TF1</th>
<th>2 + 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women &lt;50</td>
<td>92%</td>
<td>8%</td>
</tr>
<tr>
<td>Ind. 25-49</td>
<td>94%</td>
<td>6%</td>
</tr>
</tbody>
</table>

* Source: Médiamétrie

* Ad breaks> 12% on the target – H1 2005
TF1 match with market needs

**ADVERTISERS EXPECT A GLOBAL ANSWER**

**A COMPLETE MEDIA ANSWER**
With referent and complementary media

**AN OFF-MEDIA ANSWER**
Creation of a dedicated off-media structure relying on the know-how developed by TF1 Licences

A 360° device
Eurosport: N°1 pan-European channel*

Fast-growing distribution of the channel ...

- A market of more than **300 M households**
- Distributed on all networks (cable, satellite, DTT, ADSL, mobile phones...)

**End of June 2005:**

104 M households

**... and growth of paying subs**

<table>
<thead>
<tr>
<th>Year</th>
<th>Cable</th>
<th>Satellite</th>
<th>DTT</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>38</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2001</td>
<td>44</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2002</td>
<td>46</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2003</td>
<td>48</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2004</td>
<td>51</td>
<td></td>
<td></td>
</tr>
<tr>
<td>H1 2005</td>
<td>54</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2008e</td>
<td>66</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**6,200 hours of programs**

**45%** **LIVE**

* Cable and satellite in Europe – source PETV

**Growth of households (in M)**

- **End of June 2005:** 104 M households

**Growth of paying subs (in M)**

- **End of June 2005:** 104 M households
A complementary strategy: Power + Affinity

Strengthen the **power** of the N°1 generalist media website tf1.fr
Go and find growth on new market **segments**

- Generalist Portal mirror of the channel
- Independent thematic sites
- Multi-channel Commercialisation of this audience

++
- Advertising
- e-Business
- Direct marketing
- Sale of contents

Youth
Sports
News
Women
Cinema / VOD

POWER

AFFINITY
### Digital Terrestrial Television

#### 17 channels for the free offer => March 2005

<table>
<thead>
<tr>
<th>State-owned Generalists</th>
<th>Mini generalists</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 3 4 5 arte</td>
<td>TF1 6 NT1 TMC</td>
</tr>
<tr>
<td>BFM TV</td>
<td>TF1</td>
</tr>
<tr>
<td>TELE</td>
<td>TF2</td>
</tr>
<tr>
<td>News</td>
<td>Music</td>
</tr>
<tr>
<td></td>
<td>Youth</td>
</tr>
</tbody>
</table>

#### 11 channels for the pay offer => End 2005

<table>
<thead>
<tr>
<th>Premium</th>
<th>Sport</th>
</tr>
</thead>
<tbody>
<tr>
<td>TF1 Group channels</td>
<td>Cinema</td>
</tr>
<tr>
<td></td>
<td>TV dramas</td>
</tr>
<tr>
<td></td>
<td>15-35 years old</td>
</tr>
<tr>
<td></td>
<td>Documentaries</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mini generalists</th>
<th>News</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>LCI</td>
</tr>
<tr>
<td></td>
<td>TF1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Youth</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

* To be launched in November 2005
TF1 Board of Directors met on November 22, 2005, under the chairmanship of Patrick Le Lay, and examined the following accounts for the first nine months 2005:

<table>
<thead>
<tr>
<th>CONSOLIDATED FIGURES</th>
<th>9 months 2005</th>
<th>9 months 2004</th>
<th>Full Year 2004</th>
<th>Change 05/04</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total revenue</td>
<td>2,055.9</td>
<td>2,068.7</td>
<td>2,849.6</td>
<td>-0.6%</td>
</tr>
<tr>
<td>Incl. TF1 channel advertising</td>
<td>1,177.6</td>
<td>1,189.3</td>
<td>1,645.5</td>
<td>-1.0%</td>
</tr>
<tr>
<td>Other activities</td>
<td>878.3</td>
<td>879.4</td>
<td>1,204.1</td>
<td>-0.1%</td>
</tr>
<tr>
<td>Operating profit</td>
<td>280.2</td>
<td>285.1</td>
<td>383.0</td>
<td>-1.7%</td>
</tr>
<tr>
<td>Cost of net debt</td>
<td>(12.6)</td>
<td>(15.9)</td>
<td>(20.6)</td>
<td>-20.8%</td>
</tr>
<tr>
<td>Net profit (attributable to the group)</td>
<td>181.2</td>
<td>167.2</td>
<td>224.7</td>
<td>+8.4%</td>
</tr>
</tbody>
</table>

Over the first nine months of 2005, TF1 Group revenue was slightly down (-0.6%) to €2,055.9 M. Net advertising revenue for TF1 channel decreased by 1.0% and revenue from other activities was stable (-0.1%). On a comparable basis¹, revenue from other activities was up 1.0%.

After an eventful October, TF1 audience share for the period January to October 2005 increased by 0.5 pt (32.5%) on individuals aged 4 and above and by 0.6 pt (36.1%) on women below 50 compared with the same period last year².

Programming costs were up 3.8% over the first nine months of the year to €667.4 M. For the full year 2005, the growth of programming costs for TF1 channel will be limited to 3.0% maximum.

The Group’s operating profit was down 1.7% to €280.2 M (including a capital gain of €14.2 M from the disposal of Visiowave) compared with the first nine months of 2004. The drop is mainly attributable to the slight decrease in the Group’s revenue combined with the TF1 core channel’s increase in programming costs.

Over the first nine months of 2005, the net profit attributable to the Group was up 8.4% compared with the same period last year to €181.2 M, i.e. a net margin on revenue of 8.8%. This improvement, when the operating profit was down, stems mainly from a decrease in the cost of financial debt and a lower tax outlay due to the disposal of Visiowave.

At September 30, 2005, shareholder’s funds totalled €994.0 M, on a balance sheet total of €3,344.6 M. The consolidated financial net debt amounted to €568.0 M, which represented 57.1% of shareholder’s funds.

Outlooks

For 2005, TF1 channel net advertising revenue should follow the trend of the first nine months of the year, when, on a comparable basis (accounting standards and scope of consolidation), the other activities should grow.

Since August 2005, TF1 secured the exclusive broadcasting rights for Formula 1 motor racing for the seasons 2006 and 2007, as well as Warner and Buena Vista International catalogues on a multi-year agreements basis.

NB: Forecasts included in this press release reflect elements currently known by TF1. They depend on economics fluctuations of the coming months.

¹ Excluding the impact of the disposal of Visiowave and Studios 107 in Q2 2005 (Elimination of Studios 107 and Visiowave revenue over the first 9 months of 2004 and 2005) and excluding the consolidation of TMC in Q3 2005 (Elimination of TMC 9 months 2005 revenue).
² Source: Médiamétrie.

REMINDER:
The full TF1’s 9 months report is available under the following address:
http://www.tf1finance.fr

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