

The year 2010 showed that TV expanded its role to remain the major daily medium, with a strong viewing time of 3 hours and 32 minutes per day (+7 minutes compared to 2009).

Terrestrial channels have faced, once again in 2010, a very competitive year, with a continued development of the DTT channels (up to 21% of 4+ audience share in December 2010, meaning +3 points in one year). In this context, W9 and TMC have taken advantage of it, remaining the leading DTT channels (3.2% of 4+ audience share in December 2010 for both channels).

The excellent results of W9 are mainly due to a wide and intensive programming strategy: cult movies (best rating ever on a DTT channel with 2 million viewers for the movie *Star Wars: Episode III – Revenge of the Sith*), the adaptation of the format *My Name Is Michael* (1 million viewers for season 1) and fresh magazine reports, each one breaking rating records (*Enquêtes criminelles*: 1.3 million viewers; *Enquête d'action*: 1.2 million viewers; and *Vies croisées*: 1.1 million viewers).

In 2010 TF1 held onto the best TV rating of the year with 15.2 million viewers for the FIFA World Cup game between France and Mexico. Indeed, terrestrial channels have achieved great ratings by

focusing on their main shows – best rating ever for the sixth season of *Farmer Wants a Wife* on M6 (4.9 million viewers) – strong movies (*Bienvenue chez les Ch'tis*, TF1) and new US series (*The Mentalist*, TF1).

Otherwise, M6 and TF1 decided to develop new special seasons of their successful adventure game shows: *Pékin Express (Duos de choc* on M6: 2.7 million viewers) and *Survivor (Le choc des héros* on TF1: 6.8 million viewers), in addition to the regular seasons.

The year 2010 also saw huge growth in cooking shows. M6 held onto its lead in this genre (thanks to the success of *Come Dine with Me* in both access and prime time), and broadcast a victorious first season of *Top Chef* in February (3.5 million viewers), while TF1 scheduled its first season of *MasterChef* in August (4.5 million viewers). Local fiction came back in top ratings, including comedies (*Clem*) and fiction starring famous TV hosts (Valérie Damidot in *Victoire Bonnot* on M6 and Jean-Luc Reichman in *Victor Sauvage* on TF1). M6 also managed to successfully install its new series *Escenas de matrimonio* at 8 pm, allowing M6 to become, with the news bulletin *Le 19.45*, the most popular channel among housewives under 50 at this time.

After the 2009 drawback in TV advertising (-11.0%

in net spend), 2010 has seen a strong and quick recovery (+11.2% in net spend, +15.2% in gross spend), almost returning to 2008 levels.

Among the various media, TV and Internet are the ones driving the highest growth. Two elements can explain this significant increase in the TV advertising market. First, household consumption has held steady despite the crisis. As a result, advertisers have regained confidence and reinvested to fuel their brands. Second, TV as a medium for advertising campaigns is more essential than ever thanks to its efficiency and ability to reach a huge number of people quickly.

All channels (analogue terrestrial, digital terrestrial and pay TV) have grown, following the positive market trend. Launched in 2005, DTT channels are now close to being received by the entire French population (more than 90% end 2010). The analogue switch-off is happening progressively region by region and will be completed in November 2011.

The TV market starts 2011 with the intense challenge of the integration of time-shifted viewing figures in the daily ratings (first estimations give +4 minutes of viewing time per day).

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France

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General Data

COUNTRY	
Land area (km ²)	643 427 ¹
Total population	64 768 389 ¹
Number of households	26 733 000
Average household size	2.4
¹ Figures include the French Overseas Territories of French Guiana, Guadeloupe, Martinique, Mayotte and Réunion. Source: CIA World Factbook	

ECONOMY	
GDP in million EUR (at current prices)	1 912 139
GDP per capita in EUR (at current prices)	29 523
GDP real growth rate in 2010 (in %)	1.6
Inflation rate in 2010 (in %)	1.5
Value of Euro (EUR) in USD	1 EUR = 1.3362 USD
Source: CIA World Factbook, European Central Bank	

HOUSEHOLD EQUIPMENT	
Mobile telephone subscribers (Individuals in %)	93.6 ¹
PCs (Households in %)	66.8
Broadband Internet access (Households in %)	64.4
¹ Figure is calculated on the number of private mobile phone contracts, in reference to the total population. One person can have more than one contract. Source: Screen Digest	

TV - GENERAL DATA	
Total number of TV households (TVHH)	26 332 005
In % of all households	98.5
TV Licence-Fee cost per year	EUR 121.00
Source: Médiamétrie/GfK, French government	

TV EQUIPMENT	
	in % of TVHH
DVD Player/Recorder	77.9
Blu-ray Player	3.9
DVR (Digital Video Recorder)	9.8
TV Flat Screen	63.5
TV High Definition	55.0
Source: Screen Digest	

TV DISTRIBUTION	
	in % of TVHH
Cable subscription (analogue + digital)	13.0
Satellite Private dish/DTH (analogue + digital)	31.5
Only analogue Terrestrial	0.6
Source: Screen Digest	

DIGITAL TV	
	in % of TVHH
Digital Terrestrial	58.6 ¹
Digital Satellite	29.8
Digital Cable	7.7
IP TV (TV via DSL)	21.0
All Digital	92.4
¹ Source: Médiamétrie/GfK REM, 4 th quarter 2010 Source: Screen Digest	

TV SUBSCRIPTION	
	in % of TVHH
Analogue Pay TV subscribers	5.3
Digital Pay TV subscribers	48.8
Satellite Pay TV subscribers	15.1 ¹
¹ Source: Médiamétrie/GfK REM, 4 th quarter 2010 Source: Screen Digest	

MAIN CHANNELS REPORTED BY LOCAL INSTITUTE

Channel	Nature	Launch	Diffusion	Language	Programming	Revenue	Sales House
M6	Private	1987	DT,C,S,DSL	French	Generalist	Adv.	M6 Publicité
W9	Private	2005	DT,C,S,DSL	French	Entertainment	Adv.	M6 Publicité
TF 1	Private	1975	DT,C,S,DSL	French	Generalist	Adv.	TF 1 Publicité
FRANCE 2	Public	1975	DT,T,C,S,DSL	French	Generalist	L-F, Adv.	FRTV Publicité
FRANCE 3	Public	1983	DT,T,C,S,DSL	French	Generalist	L-F, Adv.	FRTV Publicité
FRANCE 4	Public	2005	DT,T,C,S,DSL	French	Fiction	L-F, Adv.	FRTV Publicité
FRANCE 5 ¹	Public	1994	DT,T,C,S,DSL	French	Generalist, Education	L-F, Adv.	FRTV Publicité
CANAL+	Private	1984	DT,T,C,S,DSL	French	Generalist	Adv., Sub.	Canal+ Régie
I TELE	Private	1999	DT,C,S,DSL	French	News	Adv.	Canal+ Régie
ARTE ¹	Public	1991	DT,T,C,S,DSL	French	Culture	L-F, Spon.	LAP
GULLI	Private	2005	DT,C,S,DSL	French	Children	Adv.	LAP
NRJ 12	Private	2005	DT,C,S,DSL	French	Youth, Entertainment	Adv.	NRJ Global
NT 1	Private	2005	DT,C,S,DSL	French	Generalist	Adv.	TMC Régie
TMC	Private	1954	DT,C,S,DSL	French	Generalist	Adv.	TMC Régie
BFM TV	Private	2005	DT,C,S,DSL	French	News	Adv.	Next Régie
DIRECT STAR ²	Private	2005	DT,C,S,DSL	French	Music	Adv.	Bolloré Int.
DIRECT 8	Private	2005	DT,C,S,DSL	French	Generalist	Adv.	Bolloré Int.

¹France 5 (6:00-19:00) and Arte (19:00-3:00) share an analogue terrestrial frequency, but broadcast all day on digital feeds. ²Replaced Virgin 17

Note: Channels sorted by sales houses.

Source: EURODATA TV, Médiamétrie, Mediamat, CSA, Guide des chaînes numériques, February 2010 - reproduction forbidden, all rights reserved by MEDIAMETRIE

OTHER UNIVERSE OF CHANNELS REPORTED BY LOCAL INSTITUTE

Channel	Nature	Launch	Language	Programming
13 ^{ÈME} RUE	Private	1997	French	Fiction
AB 1	Private	1995	French	Entertainment
AB MOTEURS	Private	1999	French	Motor Sports
ANIMAUX	Private	1996	French	Animal Documentaries
CANAL J	Private	1985	French	Children
CANAL+ CINEMA	Private	1996	French	Movies
CANAL+ DÉCALÉ	Private	1996	French	Movies
CANAL+ FAMILY	Private	2007	French	Entertainment
CANAL+ SPORT	Private	1998	French	Sports
CARTOON NETWORK	Private	1999	French	Children
CHASSE ET PECHE	Private	1996	French	Hunting
CINÉ CINÉMA CLASSIC	Private	2002	French	Movies
CINÉ CINÉMA CLUB	Private	2002	French	Movies
CINÉ CINÉMA EMOTION	Private	2002	French	Movies
CINÉ CINÉMA FAMIZ	Private	2002	French	Movies
CINÉ CINÉMA FRISSON	Private	2002	French	Movies
CINÉ CINÉMA PREMIER	Private	2002	French	Movies
CINÉ CINÉMA STAR	Private	2002	French	Movies
COMÉDIE	Private	1997	French	Comedy
CUISINE TV	Private	2001	French	Cooking
DISCOVERY CHANNEL	Private	2004	French	Documentaries
DISNEY CHANNEL ¹	Private	1997	French	Children
DISNEY CINEMAGIC ¹	Private	2007	French	Children
DISNEY XD	Private	2007	French	Children
E! ENTERTAINMENT	Private	2004	French	People
ENCYCLOPEDIA	Private	1996	French	Documentaries
EQUIDIA	Private	1999	French	Horses
ESCALES	Private	1996	French	Travelling
EUROSPORT	Private	1993	French	Sports
EUROSPORT 2	Private	2005	French	Sports
GAME ONE	Private	1998	French	Video Games

¹Time-shifted broadcast is available (shifted by 1 hour)

Source: EURODATA TV, Médiamétrie, Mediamat, CSA, Guide des chaînes numériques, February 2010, MAVISE - reproduction forbidden, all rights reserved by MEDIAMETRIE

OTHER UNIVERSE OF CHANNELS REPORTED BY LOCAL INSTITUTE

Channel	Nature	Launch	Language	Programming
HISTOIRE	Private	1997	French	History
INFOSPORT	Private	1998	French	Sports News
JIMMY	Private	1991	French	Series, Entertainment
JUNE	Private	2009	French	Teen Girls
LA CHAÎNE MÉTÉO	Private	1995	French	Weather
LCI	Private	1994	French	News
L'ÉQUIPE TV	Private	1998	French	Sports News
M6 MUSIC BLACK	Private	2005	French	Music
M6 MUSIC CLUB	Private	1997	French	Music
M6 MUSIC HITS	Private	2005	French	Music
MA CHAÎNE SPORT	Private	2007	French	Sports
MANGAS	Private	1998	French	Cartoons
MCM	Private	1989	French	Music
MCM POP	Private	2001	French	Music
MCM TOP	Private	2003	French	Music
MEZZO	Private	1996	French	Classical Music
MOTORS TV	Private	2000	French	Motor Sports
MTV	Private	2002	French	Music, Youth
MTV BASE	Private	2005	French	Music
MTV IDOL	Private	2005	French	Music
MTV PULSE	Private	2005	French	Music
NAT GEO WILD	Private	2008	French	Documentaries
NATIONAL GEOGRAPHIC	Private	2002	French	Documentaries
NICKELODEON	Private	2005	French	Children
NICKELODEON JUNIOR	Private	2010	French	Children
NOLIFE	Private	2007	French	Youth, Entertainment
NRJ HITS	Private	2007	French	Youth, Entertainment
ODYSSEE	Private	1996	French	Documentaries
PARIS PREMIERE	Private	1986	French	Generalist, Culture
PIWI	Private	2003	French	Pre-School

Source: EURODATA TV, Médiamétrie, Mediamat, CSA, Guide des chaînes numériques, February 2010, MAVISE - reproduction forbidden, all rights reserved by MEDIAMETRIE

OTHER UNIVERSE OF CHANNELS REPORTED BY LOCAL INSTITUTE

Channel	Nature	Launch	Language	Programming
PLANÈTE	Private	1988	French	Documentaries
PLANÈTE JUSTICE	Private	2007	French	Documentaries
PLANÈTE NO LIMIT	Private	2004	French	Documentaries
PLANÈTE THALASSA	Private	2002	French	Documentaries
PLAYHOUSE DISNEY	Private	2002	French	Children
RTL 9	Private	1955	French	Generalist
SERIE CLUB	Private	1993	French	Series
SPORT+	Private	1998	French	Sports
SYFY	Private	2005	French	Science Fiction
TCM	Private	1999	French	Classical Movies
TÉLÉ MELODY	Private	2001	French	Musical
TÉLÉMAISON	Private	2006	French	Interior Design
TÉLÉTOON ¹	Private	1996	French	Children
TEVA	Private	1996	French	Generalist, Women
TF 6	Private	2000	French	Generalist
TIJI	Private	2000	French	Pre-School
TOUTE L'HISTOIRE	Private	1996	French	Documentaries
TPS STAR	Private	1999	French	Generalist
TRACE TV	Private	2003	French	Urban Culture
TV 5 MONDE	Public	1984	French	Generalist
TV BREIZH	Private	2000	French	Fiction, Brittany
USHAIA TV	Private	2005	French	Nature
VIVOLTA	Private	2007	French	Generalist
VOYAGE	Private	1996	French	Travelling

¹Time-shifted broadcast is available (shifted by 1 hour)

Source: EURODATA TV, Médiamétrie, Mediamat, CSA, Guide des chaînes numériques, February 2010, MAVISE - reproduction forbidden, all rights reserved by MEDIAMETRIE

DIGITAL PACKAGES

Channel	Launch	Diffusion	Subscribers	Language	No. of channels
CANAL SAT ¹	1996	S,DSL	5 500 000	French	300
BIS TELEVISION	2007	S,DSL	150 000	French	38
TNT SAT ²	2007	S	2 650 000	French	31
TV NUMERIC	2007	T	100 000	French	54
TNTOP	2008	T	<100 000	French	24
FNAC/NETGEM	2008	T	n.a.	French	23
FRANSAT	2009	S	1 500 000	French	19
NUMÉRICABLE	1997	C	3 300 000	French	220
ORANGE TV	2003	S,DSL	3 500 000	French	130
SFR	2007	DSL	2 700 000	French	160
FREE	2003	DSL	3 969 000	French	422
DARTY	2006	DSL	300 000	French	90
BOUYGUES	2008	DSL	800 000	French	112

¹Former name: Canalsat Nouveau; ²This service is intended mainly for people living outside DTT coverage.
Source: CSA, Guide des chaînes numériques, March 2010

Viewing Patterns

AUDIENCE MEASUREMENT

Main Contracting Party	Own service	
Name of the Service and Institute	Médiamétrie, since 1985	
Panel/Sampling Size (number of households)	4 215	
Instrument used (people-meter, telephone, face-to-face)	People-meter	
National audience measurement established in	1982	
Launch of people-meter system	1989	
Interval of measurement	10 sec	
Lower age limit	4	
Panel Area/Population represented by the panel in %	100.0	
	Target group	Population size in 000
Individuals	4+	58 377
Adults	15+	50 053
Individuals	15-49	27 522
Commercial Target Group Housewives	15-49	10 745
Children	4-14	8 324

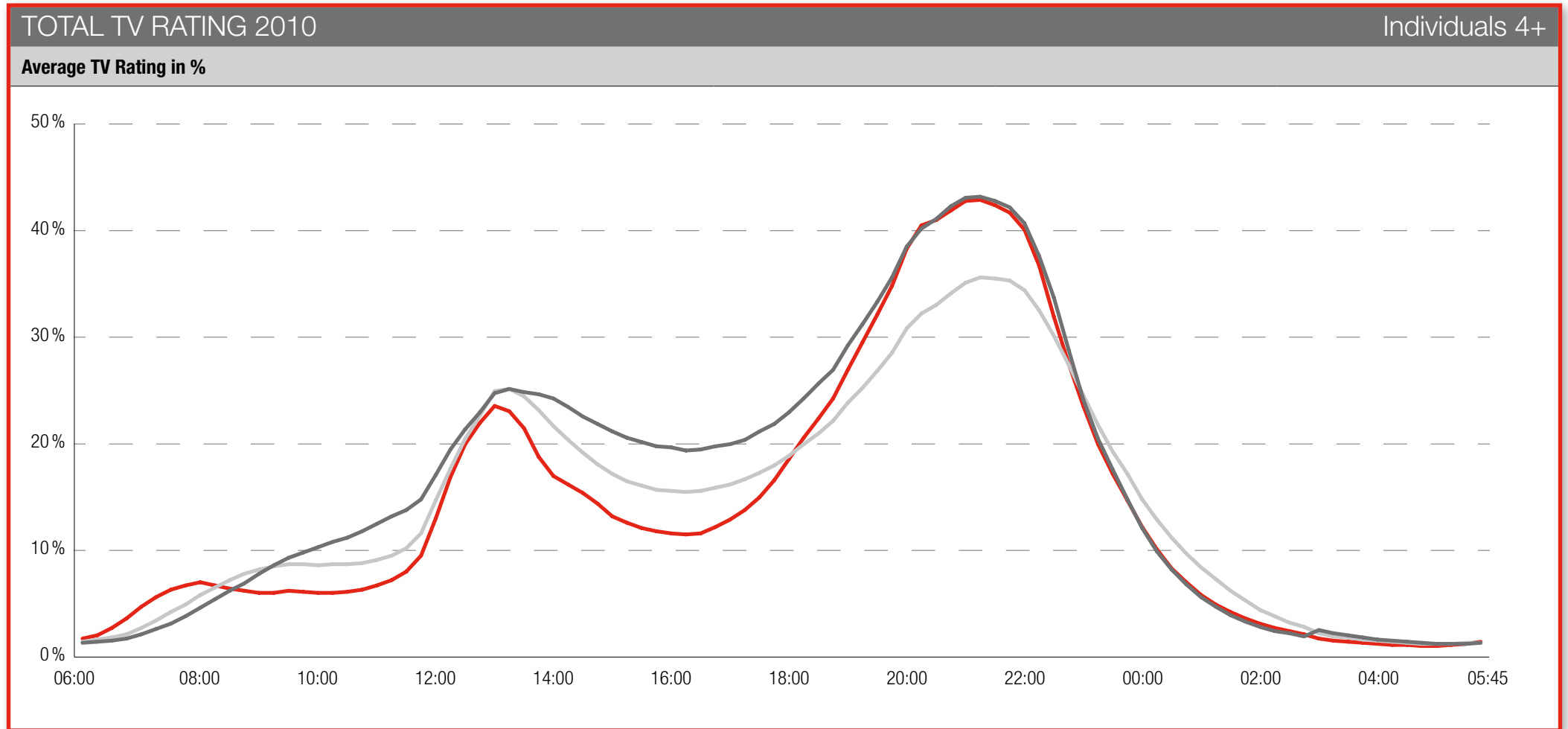
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DAILY REACH AND DAILY VIEWING TIME (IN MINUTES)

	Individuals 4+			Adults 15+			Individuals 15-49			Children 4-14			Commercial Target Group Housewives 15-49				
	2008	2009	2010	2008	2009	2010	2008	2009	2010	2008	2009	2010	2008	2009	2010		
Daily reach (in %) ¹	83.6	77.6	78.4	80.7	77.8	78.8	77.4	73.4	74.7	81.7	76.6	76.4	78.4	76.4	78.0		
Viewing time per Viewer	Mon - Sun		266	264	267	269	278	282	232	242	245	163	170	172	271	278	282
Viewing time per Individual	Mon - Sun		204	205	212	217	217	225	179	179	185	132	131	132	212	214	222

¹At least 10 seconds consecutively watching TV (1 second before December 29th, 2009)
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Viewing Patterns



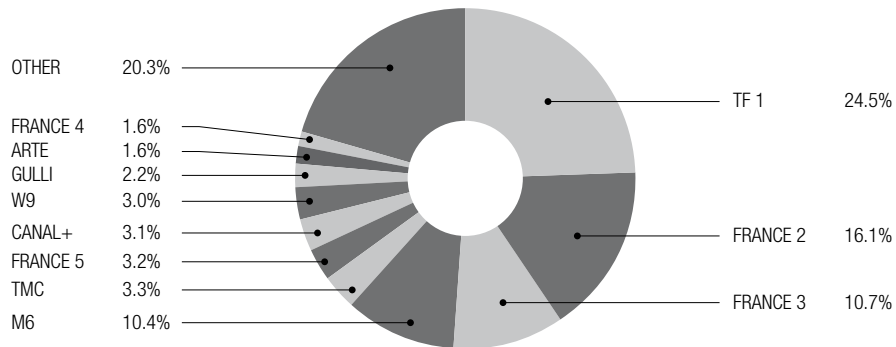
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- Monday - Friday
- Saturday
- Sunday

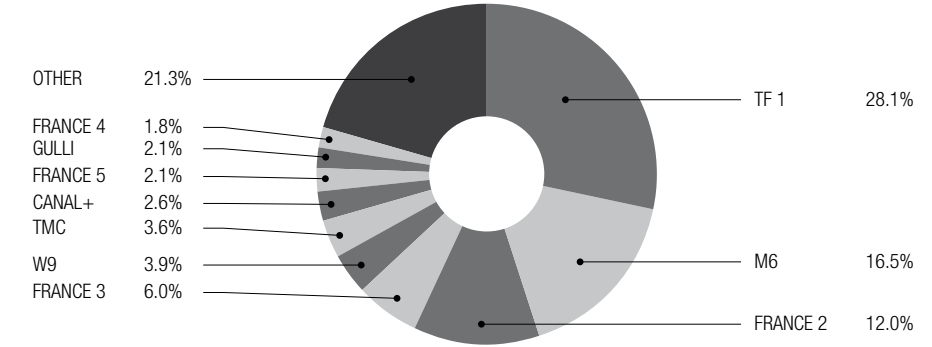
Audience Shares

AUDIENCE SHARES OF MAIN CHANNELS

Individuals 4+, all day (03:00-03:00)



Commercial Target Group Housewives 15-49, all day (03:00-03:00)



AUDIENCE SHARES OF MAIN CHANNELS/ALL DAY 03:00-03:00 (IN %)

Channel	Individuals 4+		Adults 15+		Individuals 15-49		Children 4-14		Commercial Target Group Housewives 15-49	
	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010
TF 1	26.1	24.5	26.3	24.7	28.2	26.2	24.4	23.2	29.8	28.1
M6	10.8	10.4	10.9	10.4	15.1	14.5	9.8	9.8	17.2	16.5
FRANCE 2	16.7	16.1	17.7	17.2	12.3	11.5	6.5	5.3	12.8	12.0
FRANCE 3	11.8	10.7	12.1	11.1	7.0	6.2	8.5	7.1	6.7	6.0
W9	2.5	3.0	2.2	2.7	3.6	4.3	5.0	5.7	3.3	3.9
TMC ¹	2.6	3.3	n.a.	3.4	n.a.	3.5	n.a.	2.4	n.a.	3.6
CANAL+	3.1	3.1	3.2	3.2	3.3	3.4	2.1	1.8	2.6	2.6
FRANCE 5 ²	3.1	3.2	5.1 ³	3.3	3.8 ³	2.1	4.5 ³	2.1	4.1 ³	2.1
GULLI ¹	1.8	2.2	n.a.	1.2	n.a.	2.0	n.a.	11.7	n.a.	2.1
FRANCE 4 ¹	1.1	1.6	n.a.	1.6	n.a.	2.0	n.a.	1.9	n.a.	1.8
ARTE ²	1.7	1.6	2.6 ⁴	2.2 ⁴	1.5 ⁴	1.2 ⁴	0.9 ⁴	0.6 ⁴	1.4 ⁴	1.0 ⁴
OTHER	18.7	20.3	19.9	19.0	25.2	23.1	38.3	28.4	22.1	20.3

¹TMC, Gulli and France 4 have been measured on a daily basis since 2010. ²France 5 (06:00-19:00) and Arte (19:00-03:00) share an analogue terrestrial frequency but broadcast all day on digital feeds.

³These shares have been calculated on a 03:00-19:00 timeslot. Corresponding shares on a daily basis are not available for France 5. ⁴These shares have been calculated on a 19:00-03:00 timeslot. Corresponding shares on a daily basis are not available for Arte.

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Audience Shares

AUDIENCE SHARES OF MAIN CHANNELS/BY DAY PARTS (IN %)

Channel	Individuals 4+		Adults 15+		Individuals 15-49		Children 4-14		Commercial Target Group Housewives 15-49	
	Day Time	Prime Time	Day Time	Prime Time	Day Time	Prime Time	Day Time	Prime Time	Day Time	Prime Time
	06:00-20:00	20:00-23:00	06:00-20:00	20:00-23:00	06:00-20:00	20:00-23:00	06:00-20:00	20:00-23:00	06:00-20:00	20:00-23:00
TF 1	22.3	27.8	22.7	27.5	22.7	30.4	19.4	31.7	24.3	31.7
M6	8.8	12.3	8.9	12.1	12.6	17.2	7.6	14.4	15.0	18.8
FRANCE 2	17.0	16.1	18.5	16.8	12.5	11.1	4.6	7.3	13.1	11.5
FRANCE 3	11.2	11.4	11.7	11.7	6.0	7.5	7.4	7.0	5.6	7.4
W9	2.9	3.1	2.5	2.8	4.6	4.1	5.3	6.8	4.1	3.8
TMC	3.0	3.1	3.1	3.1	3.4	3.0	2.2	2.6	3.5	3.0
CANAL+	2.9	3.8	3.0	3.9	3.3	4.3	1.4	3.0	2.6	3.4
FRANCE 5 ¹	4.3	1.6	4.5	1.6	2.9	1.0	2.9	0.5	3.0	1.0
GULLI	2.9	1.2	1.5	0.9	2.7	1.2	14.4	5.5	2.9	1.3
FRANCE 4	1.5	1.6	1.4	1.6	1.9	1.9	2.0	1.7	1.7	1.8
ARTE ¹	n.a.	2.5	n.a.	2.6	n.a.	1.4	n.a.	0.7	n.a.	1.3
OTHER	23.2	15.5	22.2	15.4	27.4	16.9	32.8	18.8	24.2	15.0

¹France 5 (06:00-19:00) and Arte (19:00-03:00) share an analogue terrestrial frequency but broadcast all day on digital feeds.

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Top Programmes

TOP 20 PROGRAMMES (ALL CATEGORIES)								Individuals 4+	
Title	Original Title/English Title	Land	Channel	Genre	Start.Time	Date	Rating	Share	
FBAL W. CUP FRANCE-MEXICO			TF 1	Sports	20:30	17/06	26.0%	56.0%	
FBAL W. CUP FRANCE-URUGUAY			TF 1	Sports	20:30	11/06	25.7%	57.0%	
BIENVENUE CHEZ LES CH'TIS	WELCOME TO THE STICKS	France	TF 1	Movie	20:54	28/11	24.7%	51.0%	
FBAL W. CUP NETHERLANDS-SPAIN/FINAL			TF 1	Sports	20:30	11/07	24.2%	63.1%	
LES ENFOIRES LA CRISE DE NERFS		France	TF 1	Variety Show	20:46	12/03	20.0%	48.0%	
FBAL W. CUP GERMANY-SPAIN/SEMIFINAL			TF 1	Sports	20:30	07/07	18.9%	49.2%	
TF1 20 HEURES	NATIONAL NEWS 20:00	France	TF 1	News	19:57	11/05	17.8%	41.1%	
FBAL W. CUP NETHERLANDS-SPAIN/CUP HANDOVER			TF 1	Special Event	23:08	11/07	17.4%	61.2%	
ASTERIX AUX JEUX OLYMPIQUES	ASTERIX AT THE OLYMPIC GAMES	France/Germany ¹	TF 1	Movie	20:51	24/10	17.3%	38.4%	
MENTALIST	THE MENTALIST	USA	TF 1	Series-Crime	20:47	03/11	17.2%	37.3%	
FBAL W. CUP NETHERLANDS-URUGUAY/SEMIFINAL			TF 1	Sports	20:30	06/07	16.7%	43.1%	
FBAL EU CHMP (QUAL.) FRANCE-LUXEMBOURG			TF 1	Sports	20:59	12/10	16.2%	36.7%	
CLEM		France	TF 1	TV Movie	20:47	22/02	16.2%	34.8%	
INTERVENTION DU PREMIER MINISTRE	ADDRESS BY PRIME MINISTER	France	TF 1	Special Event	20:07	17/10	15.7%	36.3%	
DR HOUSE	HOUSE M.D.	USA	TF 1	Series-Drama	21:35	02/02	15.6%	35.5%	
FBAL W. CUP SPAIN-PORTUGAL			TF 1	Sports	20:30	29/06	15.5%	38.3%	
DECLARATION DU PRESIDENT DE LA REPUBLIQUE	ADDRESS BY THE PRESIDENT	France	TF 1	Special Event	20:11	25/01	15.2%	32.9%	
FBAL EU CHMP (QUAL.) FRANCE-BELARUS			TF 1	Sports	20:59	03/09	14.9%	36.8%	
RATATOUILLE		USA	TF 1	Movie	20:51	31/10	14.8%	35.9%	
PAROLES DE FRANCAIS		France	TF 1	Debates	20:31	25/01	14.8%	32.4%	

¹Spain/Italy/Belgium
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Top Programmes

TOP 10 CINEMA MOVIES							Individuals 4+	
Title	Original Title/English Title	Land	Channel	Start.Time	Date	Rating	Share	
BIENVENUE CHEZ LES CH'TIS	WELCOME TO THE STICKS	France	TF 1	20:54	28/11	24.7%	51.0%	
ASTERIX AUX JEUX OLYMPIQUES	ASTERIX AT THE OLYMPIC GAMES	France/Germany/ ¹	TF 1	20:51	24/10	17.3%	38.4%	
RATATOUILLE		USA	TF 1	20:51	31/10	14.8%	35.9%	
L'AGE DE GLACE II	ICE AGE II	USA	TF 1	20:49	14/02	13.3%	28.8%	
HARRY POTTER ET L'ORDRE DU PHENIX	HARRY POTTER V	UK/USA	TF 1	20:51	21/11	12.8%	30.4%	
UNE JOURNEE EN ENFER	DIE HARD III	USA	TF 1	20:50	10/10	12.5%	31.3%	
ASTERIX ET OBELIX CONTRE CESAR	ASTERIX & OBELIX TAKE ON CAESAR	France/Germany/Italy	TF 1	20:52	14/12	12.5%	27.4%	
SHREK II		USA	TF 1	20:53	19/12	12.5%	25.0%	
THE HOLIDAY		USA	TF 1	20:47	03/01	12.3%	28.7%	
CAMPING		France	France 3	20:37	27/04	12.2%	27.4%	

¹Spain/Italy/Belgium
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TOP 10 SPORTS EVENTS						Individuals 4+	
Title	Channel	Start.Time	Date	Rating	Share		
FBAL W. CUP FRANCE-MEXICO	TF 1	20:30	17/06	26.0%	56.0%		
FBAL W. CUP FRANCE-URUGUAY	TF 1	20:30	11/06	25.7%	57.0%		
FBAL W. CUP NETHERLANDS-SPAIN/FINAL	TF 1	20:30	11/07	24.2%	63.1%		
FBAL W. CUP GERMANY-SPAIN/SEMIFINAL	TF 1	20:30	07/07	18.9%	49.2%		
FBAL W. CUP NETHERLANDS-URUGUAY/SEMIFINAL	TF 1	20:30	06/07	16.7%	43.1%		
FBAL EU CHMP (QUAL.) FRANCE-LUXEMBOURG	TF 1	20:59	12/10	16.2%	36.7%		
FBAL W. CUP SPAIN-PORTUGAL	TF 1	20:30	29/06	15.5%	38.3%		
FBAL EU CHMP (QUAL.) FRANCE-BELARUS	TF 1	20:59	03/09	14.9%	36.8%		
FBAL FRANCE-TUNISIA	TF 1	21:04	30/05	14.7%	35.1%		
FBAL W. CUP FRANCE-SOUTH AFRICA	TF 1	16:01	22/06	14.4%	72.9%		

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Top Programmes

TOP 10 SERIES							Individuals 4+		
Title	Original Title/English Title	Land	Genre	Runs	Channel	Start.Time	Rating	Share	
MENTALIST	THE MENTALIST	USA	Crime	62	TF 1	21:37	13.8%	35.0%	
MES AMIS MES AMOURS MES EMMERDES		France	Comedy	6	TF 1	21:17	11.2%	25.8%	
ESPRITS CRIMINELS DEPARTEMENT DES SCIENCES	CRIMINAL MINDS	USA/Canada	Crime	49	TF 1	21:50	10.7%	32.6%	
DR HOUSE	HOUSE M.D.	USA	Drama	60	TF 1	21:53	10.6%	29.3%	
LES EXPERTS	CSI	USA/Canada	Crime	47	TF 1	21:43	10.4%	28.0%	
JOSEPHINE PROFESSION ANGE GARDIEN		France	Comedy	16	TF 1	20:48	10.4%	25.3%	
LES EXPERTS MIAMI	CSI: MIAMI	USA	Crime	47	TF 1	21:35	10.3%	27.0%	
ALICE NEVERS LE JUGE EST UNE FEMME		France	Crime	11	TF 1	21:52	9.7%	28.9%	
PROFILAGE		France	Crime	18	TF 1	21:45	9.4%	26.3%	
COLD CASE		USA	Crime	30	France 2	21:05	9.1%	20.1%	

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Top Programmes Channel by Channel

M6								Individuals 4+	
TOP 10 RECURRENT PROGRAMMES									
Title	Original Title/English Title	Land	Genre	Runs	Start.Time	Length (min.)	Rating	Share	
L'AMOUR EST DANS LE PRE	FARMER WANTS A WIFE	France	Docu-Soap	11	20:42	102	8.3%	21.2%	
N C I S ENQUETES SPECIALES	NAVY NCIS	USA	Series-Crime	162	21:53	48	6.7%	19.7%	
LA FRANCE A UN INCROYABLE TALENT	GOT TALENT	France	Reality Show	8	20:48	141	6.3%	15.6%	
DESPERATE HOUSEWIVES		USA	Series-General	23	21:27	46	6.3%	15.1%	
TOP CHEF		France	Reality Show	7	20:43	178	6.0%	16.0%	
N C I S LOS ANGELES	NAVY NCIS: L.A.	USA	Series-Crime	24	20:48	47	5.7%	14.7%	
NOUVELLE STAR	POP IDOL	France	Reality Show	16	20:44	145	5.7%	14.4%	
PEKIN EXPRESS	PEKING EXPRESS	France	Reality Show	20	21:44	138	5.2%	13.5%	
LIE TO ME		USA	Series-Crime	36	21:34	48	5.1%	13.2%	
MAISON A VENDRE	SELLING HOUSE	France	Reality Show	5	20:42	92	4.9%	11.0%	
TOP 10 SINGLE PROGRAMMES									
Title	Original Title/English Title	Land	Genre	Date	Start.Time	Length (min.)	Rating	Share	
FBAL EU CHMP (QUAL.) FRANCE-BOSNIA & HERZEGOVINA			Sports	07/09	21:02	109	13.9%	32.2%	
N C I S ENQUETES SPECIALES	NAVY NCIS	USA	Series-Crime	29/01	20:45	46	11.9%	26.1%	
L'AMOUR EST DANS LE PRE	FARMER WANTS A WIFE	France	Docu-Soap	02/08	20:42	108	9.7%	25.9%	
NE LE DIS A PERSONNE	TELL NO ONE	France	Movie	18/10	20:46	135	9.3%	23.0%	
NANNY MCPHEE		USA/UK/France	Movie	23/12	20:49	100	8.5%	19.7%	
BONES		USA	Series-Crime	02/09	20:44	48	8.3%	19.9%	
MA FEMME MA FILLE DEUX BEBES		France	TV Movie	20/10	20:43	98	8.2%	19.2%	
VICTOIRE BONNOT		France	TV Movie	03/03	20:43	94	8.1%	18.8%	
L'AMOUR VACHE		France	TV Movie	14/01	20:43	99	8.1%	18.3%	
ILS ONT TROUVE L'AMOUR DANS LE PRE	FARMER WANTS A WIFE/SPECIAL	France	Docu-Soap	17/08	20:43	64	8.0%	22.8%	

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Top Programmes Channel by Channel

TF 1									Individuals 4+
TOP 10 RECURRENT PROGRAMMES									
Title	Original Title/English Title	Land	Genre	Runs	Start.Time	Length (min.)	Rating	Share	
MENTALIST	THE MENTALIST	USA	Series-Crime	62	21:37	48	13.8%	35.0%	
TF1 20 HEURES	NATIONAL NEWS 20:00	France	News	363	19:57	34	11.9%	31.1%	
LES AVENTURIERS DE KOH-LANTA	EXPEDITION ROBINSON	France	Reality Show	23	20:50	105	11.9%	28.6%	
MES AMIS MES AMOURS MES EMMERDES		France	Series-Comedy	6	21:17	55	11.2%	25.8%	
ESPRITS CRIMINELS DEPARTEMENT DES SCIENCES	CRIMINAL MINDS	USA/Canada	Series-Crime	49	21:50	46	10.7%	32.6%	
DR HOUSE	HOUSE M.D.	USA	Series-Drama	60	21:53	48	10.6%	29.3%	
TF1 13 HEURES	NATIONAL NEWS 13:00	France	News	365	12:58	36	10.4%	44.2%	
LES EXPERTS	CSI	USA/Canada	Series-Crime	47	21:43	45	10.4%	28.0%	
JOSEPHINE PROFESSION ANGE GARDIEN		France	Series-Comedy	16	20:48	104	10.4%	25.3%	
LES EXPERTS MIAMI	CSI: MIAMI	USA	Series-Crime	47	21:35	47	10.3%	27.0%	
TOP 10 SINGLE PROGRAMMES									
Title	Original Title/English Title	Land	Genre	Date	Start.Time	Length (min.)	Rating	Share	
FBAL W. CUP FRANCE-MEXICO			Sports	17/06	20:30	109	26.0%	56.0%	
FBAL W. CUP FRANCE-URUGUAY			Sports	11/06	20:30	112	25.7%	57.0%	
BIENVENUE CHEZ LES CH'TIS	WELCOME TO THE STICKS	France	Movie	28/11	20:54	114	24.7%	51.0%	
FBAL W. CUP NETHERLANDS-SPAIN/FINAL			Sports	11/07	20:30	152	24.2%	63.1%	
LES ENFOIRES LA CRISE DE NERFS		France	Variety Show	12/03	20:46	153	20.0%	48.0%	
FBAL W. CUP GERMANY-SPAIN/SEMIFINAL			Sports	07/07	20:30	110	18.9%	49.2%	
TF1 20 HEURES	NATIONAL NEWS 20:00	France	News	11/05	19:57	40	17.8%	41.1%	
FBAL W. CUP NETHERLANDS-SPAIN/CUP HANDOVER			Special Event	11/07	23:08	18	17.4%	61.2%	
ASTERIX AUX JEUX OLYMPIQUES	ASTERIX AT THE OLYMPIC GAMES	France/Germany/ ¹	Movie	24/10	20:51	120	17.3%	38.4%	
MENTALIST	THE MENTALIST	USA	Series-Crime	03/11	20:47	47	17.2%	37.3%	

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Top Programmes Channel by Channel

FRANCE 2								Individuals 4+	
TOP 10 RECURRENT PROGRAMMES									
Title	Original Title/English Title	Land	Genre	Runs	Start.Time	Length (min.)	Rating	Share	
COLD CASE		USA	Series-Crime	30	21:05	43	9.1%	20.1%	
20 HEURES LE JOURNAL	NATIONAL NEWS 20:00	France	News	363	19:58	33	8.1%	21.0%	
LE PLUS GRAND CABARET DU MONDE		France	Variety Show	11	20:38	143	8.0%	24.2%	
FAIS PAS CI FAIS PAS CA		France	Series-Family	8	21:05	52	8.0%	17.5%	
CASTLE		USA	Series-Crime	35	21:19	41	7.8%	20.2%	
LES ANNEES BONHEUR		France	Variety Show	7	20:36	132	7.4%	20.5%	
THE CLOSER L.A. ENQUETES PRIORITAIRES	THE CLOSER	USA	Series-Crime	30	21:09	41	7.4%	17.1%	
FBI PORTES DISPARUS	WITHOUT A TRACE	USA	Series-Crime	52	21:11	41	6.9%	17.1%	
LA MAISON DES ROCHEVILLE		France	Series-General	5	20:36	95	6.5%	14.3%	
BOULEVARD DU PALAIS		France	Series-Crime	9	20:36	91	6.1%	14.2%	
TOP 10 SINGLE PROGRAMMES									
Title	Original Title/English Title	Land	Genre	Date	Start.Time	Length (min.)	Rating	Share	
RUGBY SIX NATIONS FRANCE-ENGLAND			Sports	20/03	20:46	104	14.3%	35.2%	
20 HEURES LE JOURNAL	NATIONAL NEWS 20:00	France	News	14/11	19:58	48	12.7%	27.2%	
RETOUR DE TERRE INCONNUE		France	Magazine	14/12	20:39	176	11.9%	29.8%	
DECLARATION DU PRESIDENT DE LA REPUBLIQUE	ADDRESS BY THE PRESIDENT	France	Special Event	12/07	20:15	69	11.3%	29.6%	
RUGBY SIX NATIONS FRANCE-IRELAND			Sports	13/02	17:31	105	11.0%	36.5%	
FBI PORTES DISPARUS	WITHOUT A TRACE	USA	Series-Crime	01/03	20:46	41	10.9%	24.6%	
LES CHORISTES	THE CHORUS	France	Movie	10/01	20:36	93	10.7%	22.4%	
PHILIPPE BOUVARD 50 ANS DE RIRE		France	Variety Show	16/01	20:36	139	10.5%	27.9%	
COLD CASE		USA	Series-Crime	08/11	20:39	43	10.4%	22.4%	
CASTLE		USA	Series-Crime	30/08	21:18	41	10.0%	22.9%	

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Top Programmes Channel by Channel

FRANCE 3								Individuals 4+	
TOP 10 RECURRENT PROGRAMMES									
Title	Original Title/English Title	Land	Genre	Runs	Start.Time	Length (min.)	Rating	Share	
PLUS BELLE LA VIE		France	Sitcom	254	20:12	24	8.3%	20.3%	
FAMILLE D'ACCUEIL		France	Series-General	9	20:59	56	7.3%	16.1%	
19-20 JOURNAL REGIONAL	REGIONAL NEWS 19:00	France	News	365	18:59	24	5.1%	18.5%	
19-20 JOURNAL NATIONAL	NATIONAL NEWS 19:30	France	News	363	19:28	25	5.6%	17.5%	
DES RACINES ET DES AILES		France	Magazine	23	20:37	105	5.5%	12.5%	
LOUIS LA BROCANTE		France	Series-General	18	20:40	92	5.3%	13.2%	
UN VILLAGE FRANCAIS		France	Series-General	10	21:02	48	5.1%	11.0%	
LE JOURNAL DU DAKAR	DAKAR RALLY/REPORT	France	Magazine-Sports	14	20:03	6	4.8%	11.3%	
NOUVELLE MAUD		France	Series-General	6	21:29	53	4.4%	14.6%	
ENQUETES RESERVEES		France/Belgium	Series-Crime	8	21:03	52	4.4%	11.7%	
TOP 10 SINGLE PROGRAMMES									
Title	Original Title/English Title	Land	Genre	Date	Start.Time	Length (min.)	Rating	Share	
CAMPING		France	Movie	27/04	20:37	93	12.2%	27.4%	
PLUS BELLE LA VIE		France	Sitcom	11/03	20:11	25	10.6%	23.6%	
FBAL NAT. CUP MARSEILLE-BORDEAUX/FINAL		France	Sports	27/03	20:33	144	9.5%	25.7%	
LOUIS LA BROCANTE		France	Series-General	02/03	20:36	92	9.5%	20.5%	
OG SKI DOWNHILL (M.)			Sports	15/02	19:56	48	9.1%	19.6%	
19-20 JOURNAL NATIONAL	NATIONAL NEWS 19:30	France	News	20/12	19:29	26	9.0%	22.5%	
19-20 JOURNAL REGIONAL	REGIONAL NEWS 19:00	France	News	20/12	19:00	24	8.8%	25.0%	
LE SANG DES ATRIDES		France	TV Movie	25/05	20:37	96	8.7%	20.4%	
OG SKI DOWNHILL (W.)			Sports	17/02	19:55	39	8.6%	20.1%	
FAMILLE D ACCUEIL		France	Series-General	05/01	21:28	52	8.3%	18.2%	

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Top Programmes Channel by Channel

W9								Individuals 4+	
TOP 10 RECURRENT PROGRAMMES									
Title	Original Title/English Title	Land	Genre	Runs	Start.Time	Length (min.)	Rating	Share	
À LA RECHERCHE DU NOUVEAU MICHAEL JACKSON	MY NAME IS MICHAEL	France	Reality Show	5	20:36	135	1.7%	3.8%	
LES SIMPSON	THE SIMPSONS	USA	Cartoons	170	21:34	25	1.3%	3.5%	
KYLE XY		USA/Canada	Series-Drama	9	21:20	44	1.3%	2.9%	
ENQUÊTES CRIMINELLES: LE MAGAZINE DES FAITS DIVERS		France	Magazine	27	20:37	117	1.2%	2.8%	
MISSING: DISPARUS SANS LAISSER DE TRACE	1-800-MISSING	USA/Canada	Series-Crime	29	21:20	47	1.1%	3.0%	
ENQUÊTE D'ACTION		France	Magazine	51	20:36	148	1.1%	2.9%	
VIES CROISÉES		France	Magazine	22	20:36	125	1.1%	2.9%	
LE CONVOI DE L'EXTRÊME	ICE ROAD TRUCKERS	USA/Canada	Docu-Soap	24	21:23	47	1.1%	2.5%	
RAMSAY CAUCHEMAR EN CUISINE	RAMSAY'S KITCHEN NIGHTMARES	UK	Docu-Soap	42	21:16	48	1.0%	2.7%	
WOMEN'S MURDER CLUB		USA	Series-Crime	12	21:18	44	1.0%	2.4%	
TOP 10 SINGLE PROGRAMMES									
Title	Original Title/English Title	Land	Genre	Date	Start.Time	Length (min.)	Rating	Share	
STAR WARS III: LA REVANCHE DES SITH	STAR WARS: EPISODE III	USA	Movie	23/12	20:39	142	3.4%	8.3%	
STAR WARS I: LA MENACE FANTÔME	STAR WARS: EPISODE I	USA	Movie	09/12	20:41	140	3.0%	7.4%	
STAR WARS II: L'ATTAQUE DES CLONES	STAR WARS: EPISODE II	USA	Movie	16/12	20:41	145	2.9%	7.0%	
STAR WARS VI: LE RETOUR DU JEDI	STAR WARS: EPISODE VI	USA	Movie	02/12	20:58	137	2.7%	7.0%	
FBAL EU-LEAG. PARIS-DORTMUND			Sports	04/11	21:05	108	2.7%	6.7%	
FBAL EU-LEAG. SEVILLA FC-PARIS			Sports	16/09	21:05	109	2.6%	7.1%	
HELLBOY		USA	Movie	27/05	20:36	122	2.5%	6.0%	
X-MEN II		Canada/USA	Movie	16/02	20:35	130	2.4%	5.6%	
LES SIMPSON - LE FILM	THE SIMPSONS MOVIE	USA	Movie	27/12	20:39	79	2.4%	5.4%	
INCASSABLE	UNBREAKABLE	USA	Movie	02/01	20:40	101	2.3%	4.9%	

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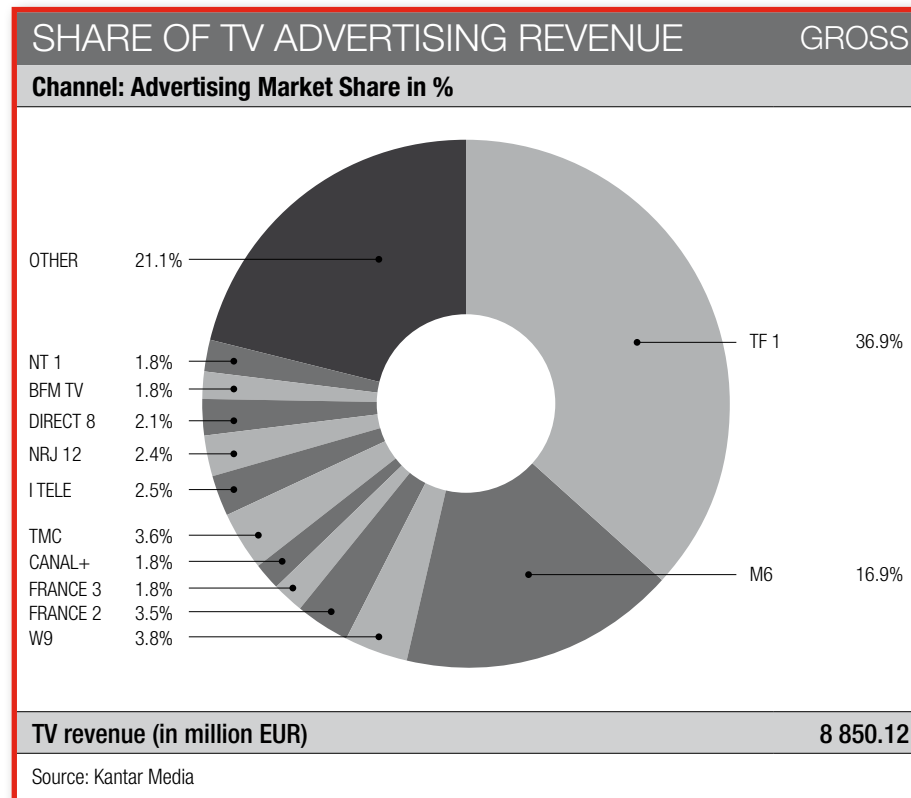
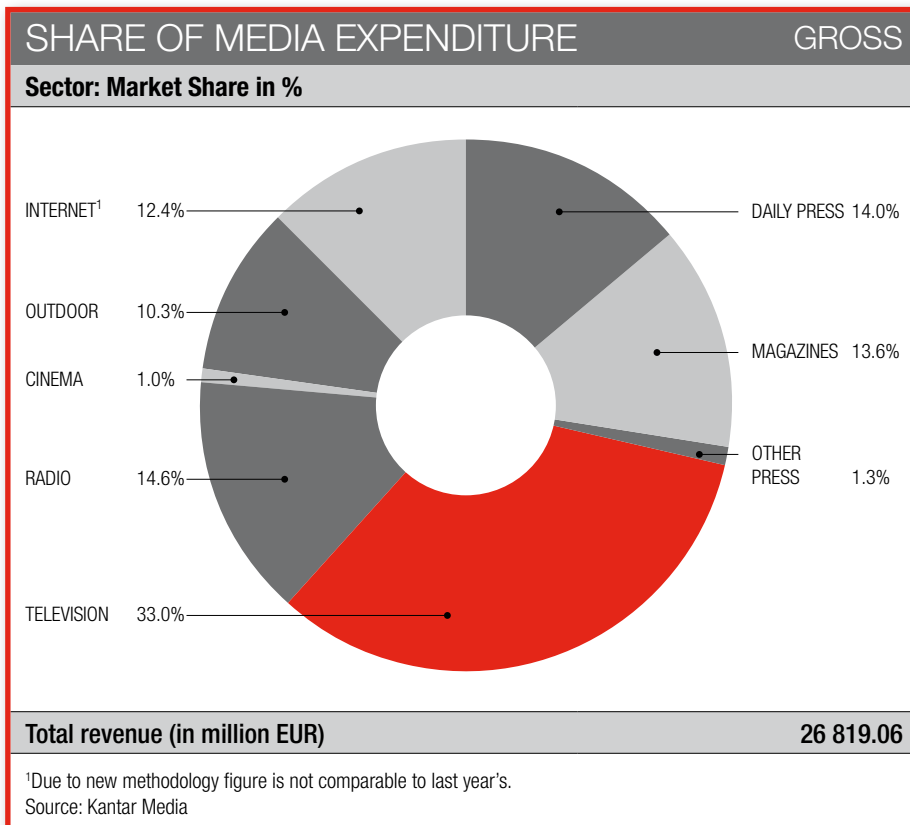
Advertising

ADVERTISING EXPENDITURE	GROSS
Total adspend (in million EUR)	26 819.06
Total adspend (in million USD)	35 835.63
TV adspend (in million EUR)	8 850.12
TV adspend (in million USD)	11 825.53
TV adspend in % of GDP	0.46
TV adspend per capita (EUR)	136.64

Source: Kantar Media

TV ADVERTISING STATISTICS	
Total number of spots broadcast ¹	5 723 211
Average spot length (in sec.)	20.3
Total number of advertisers	37 993
Number of TV advertisers	2 185
Total number of advertised products	72 387
Number of products advertised on TV	7 768

¹For 85 stations
Source: Kantar Media



TOP 10 TV ADVERTISING FIGURES				GROSS
TV Advertising Sectors	Television ¹	6 Media ²	Spent in TV	Share of TV Expenditure
FOOD	1 673.49	2 399.25	69.8%	18.9%
BEAUTY & CARE PRODUCTS	1 198.99	1 952.99	61.4%	13.5%
CARS & TRANSPORT	847.05	2 736.86	30.9%	9.6%
FINANCE & INSURANCE	715.63	1 870.23	38.3%	8.1%
TELECOMMUNICATION	610.31	1 737.59	35.1%	6.9%
RETAIL	513.22	3 280.27	15.6%	5.8%
PUBLISHING	476.84	950.47	50.2%	5.4%
CULTURE & LEISURE	444.17	2 179.58	20.4%	5.0%
CLEANING PRODUCTS	356.90	413.10	86.4%	4.0%
TOURISM & TRAVEL	283.99	1 148.69	24.7%	3.2%
OTHER	1 729.53	8 150.03	21.2%	19.5%
TV Advertisers				
L'ORÉAL	224.39	295.37	76.0%	2.5%
PROCTER & GAMBLE	219.48	261.73	83.9%	2.5%
UNILEVER	206.87	274.73	75.3%	2.3%
FERRERO	166.14	209.32	79.4%	1.9%
RENAULT	140.33	427.52	32.8%	1.6%
NESTLÉ	129.95	161.37	80.5%	1.5%
KRAFT FOODS	124.57	185.08	67.3%	1.4%
RECKITT BENCKISER	120.88	134.57	89.8%	1.4%
MCDONALD'S	116.73	196.19	59.5%	1.3%
DANONE	114.97	149.38	77.0%	1.3%
OTHER	7 285.81	24 523.80	29.7%	82.3%
Total (in million EUR)	8 850.12	26 819.06	33.0%	100.0%

¹Sponsoring is included. ²TV, Press, Radio, Cinema, Outdoor, Internet
Source: Kantar Media