

## **CANAL+ Group Records Sharpest Audience Share Gain in France**

(Paris – March 9, 2004) —CANAL+ Group enjoyed the sharpest increase in audience share of any French theme channel producer, according to the most recent Médiamétrie MédiaCabSat survey.

All CANAL+ Group offers posted very good results.

- CANAL+ and its digital CANAL+ Cinéma, CANAL+ Sport and CANAL+ Confort versions showed a substantial rise in share from 8.2% to 9.7%, representing a remarkable 1.5-point improvement.

- The CANAL+ premium channel also saw a significant 15% increase in audience share, confirming the growth momentum apparent since the current season began in September 2003.

- The digital channels improved considerably, lifting their combined audience share to 5.1%, from 4.2% in the previous survey.

- Sport+ was the only sports channel to post an increase.

- i>télé retained its audience, while the competition recorded a significant decline. As a result, its share of the all-news segment increased from 15% to 20%.

- **The CinéCinemas channels** raised their audience share from 3.2 to 3.6%, a 0.4-point rise.

- **Jimmy** confirmed its popularity, with a 20% jump in audience share.

- The Planète channels (Planète, Planète Thalassa and Planète Future) held firm, while all other discovery channels recorded a decline.

The CANALSATELLITE program package is still by the far the market leader, with a 37.4% audience share. It was also the only satellite platform to increase its share, which rose 0.8 points compared with the last survey. This performance attests to the continuous improvement in its offering and to enhanced subscriber satisfaction.

These results confirm CANAL+ Group's leadership in theme channel production and distribution.

The survey measured satellite and cable channel audience share for the period September 1, 2003-February 15, 2004.

Audience share figures are presented as a percentage of total subscribers. Comparisons are with the previous MédiaCabSat survey.

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