



TV\VIDEO

2025 Standard Terms and Conditions of Sale

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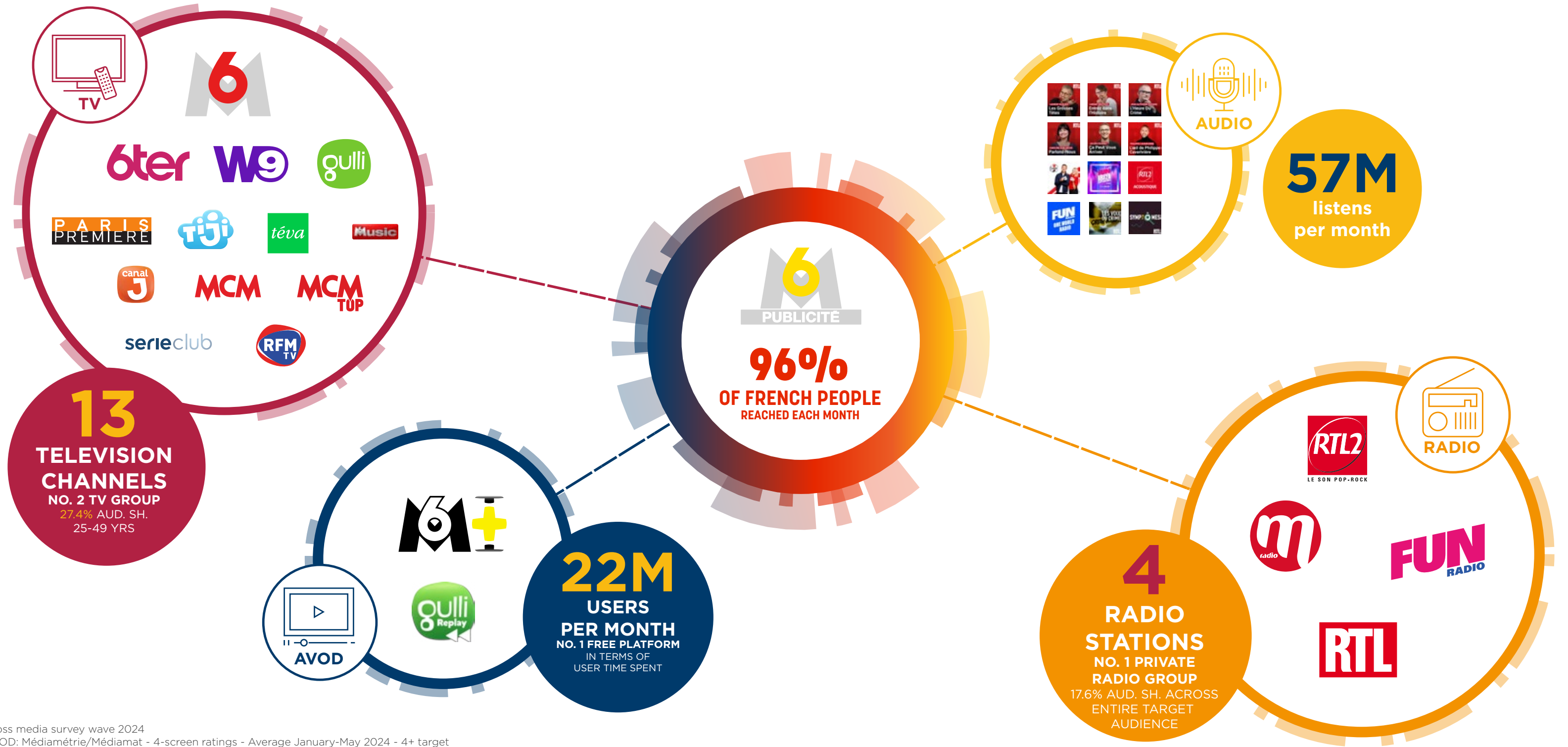


2025 Standard Terms and Conditions of Sale



01 THE M6 GROUP ECOSYSTEM

THE M6 GROUP ECOSYSTEM



Cross media survey wave 2024

AVOD: Médiamétrie/Médiamat - 4-screen ratings - Average January-May 2024 - 4+ target

TV: Médiamétrie/Médiamat - 2023-2024 season - Prime time - 25-49 yrs target

Radio: Médiamétrie. September 2023 to June 2024, Mo-Fri, 5am-midnight - Advertising audience share 13+

Online audio: ACPM combined Live Radio, eStat Podcast, eStat Streaming (online radio) average Sept. 2023-June 2024



01

A. M6 MEDIA BRANDS

FREE VIDEO OFFER



FRANCE'S FAVOURITE CHANNEL

No. 2 national channel among under 50s housewives and all under 50s.

During the 2023-2024 season, M6 consolidated its position as a major general interest family channel. M6 has forged a special relationship with French audiences on the strength of its core values: **authenticity, creativity and proximity**. The channel demonstrated all its power last season thanks to the success of its historic brands and major sports competitions such as the Rugby World Cup and UEFA Euro 2024. M6 confirmed its capacity for **renewal** and **innovation** with new programmes such as **Les Traîtres**, **Qui veut être mon associé** and **Destination X**, which attracted viewers from the outset.

From September, the new season will be “playful”, marked by **commitment** and **innovation**, with the launch of **new brands**, the return of games such as **Le Juste Prix**, which achieved a record in the field for the past 8 years in Q1 2024, and the emblematic **Maillon Faible**, along with original dramas, event programmes, magazines and insightful documentaries. M6 is also stepping up its **commitment to sport**, including broadcasting the final of the Champions League, the most prestigious competition in European football.

Source: Médiamétrie/Médiamat 2023-2024 season - Full viewing day



FRANCE'S FAVOURITE DTT CHANNEL

Best season among under 50s housewives prime time in 12 years and best season among under 50s prime time in 6 years.

Underpinned by its long-standing strengths, W9 preserved its **leadership throughout the 2023-2024 season** in most programme genres, making its presence felt once again on both linear and non-linear media. For this new season, W9 continues to innovate with a new game show, **Vidéo Quiz**, hosted by Issa Doumbia. The channel will broadcast **new original productions** in the areas of drama and entertainment, as well as music, films, magazines and reality series, genres that have contributed to the channel's success over the years. W9 is pursuing its commitment to sport by broadcasting Euro U21 and the Euro 2025 qualifiers for the French women's national football team.

Source: Médiamétrie/Médiamat - September 2023 to June 2024 - Prime time



THE MOST FAMILY-FRIENDLY CHANNEL

Best season ever among 4+ prime time and second best season among under 50s housewives prime time.

6ter posted another **record-breaking season in prime time among all viewers and commercial targets**. The channel brings together all members of the family through **family values** enshrined in programmes of universal appeal pervaded by the **“feel-good factor”**. For the coming season, 6ter will continue to step up the development of “immersive” documentaries offering images based on innovative concepts and showcasing atypical professions, such as **Reines de la route**, which greatly contributes to the success of the channel. 6ter will also unveil a new concept involving mystery parcels, **Return Masters**, and bring the family together to enjoy cult series from the 1990s.

Source: Médiamétrie/Médiamat - September 2023 to June 2024 - Prime time



MOST POPULAR FAMILY CHANNEL

No. 1 French children's channel among 4-10 year olds and best season among under 50s housewives for the 13th year in a row.

Attracting mothers and children alike, Gulli had an excellent season, establishing itself as the **go-to channel for the whole family**, as illustrated by the success of Gulli Prime. In prime time, it was the **best season in 10 years** among all viewers and a record season among commercial targets. France's leading children's channel is setting an example for responsibility and commitment with a premium schedule packed with humour, adventure, series, documentaries, animated films and powerful franchises. Innovation is key to the channel's strategy, as witnessed by the success of the Gulli application with its multi-content offer guaranteed to get ever closer to its audience.

Source: Médiamétrie/Médiamat - September 2023 to June 2024 - 6am-8pm



THE PLATFORM FOR THE NEW VIEWER

Leading free streaming platform in terms of listening time.

Launched in May 2024, M6+ embodies the new ambitions of the M6 Group in terms of streaming. **A more immersive, engaging and accessible platform.** Featuring over 30,000 hours of content, including 10,000 exclusive hours, 300 films and 300 series each year, the platform offers a growing corpus of content designed to satisfy all audiences. M6+ is aiming high for the coming season, consolidating its catalogue of dramas and films through partnerships with Disney, Paramount and Sony. M6+ is also aiming to become a showcase for up-and-coming comedy talents by broadcasting shows and through its new partnership with Le Gorafi. The most entertaining French platform according to the CSA (French Higher Council for the Audiovisual Sector), M6+ has already been adopted by the French public, reaching **22 million unique users each month**. All in all, the platform has reached a total of 43.2 million French people.

Source: Médiamétrie/Médiamat - 4-screen ratings - January-May 2024



STCS 2025
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PAY VIDEO OFFER



THE CHANNEL THAT SEEKS TO BE DIFFERENT

Best season and best wave ever among 4+. Most popular pay channel.

Paris Première is an iconic channel, bold and steeped in culture and nostalgia, which has stood out thanks to its unique identity for over 35 years. Leveraging its freedom of expression, impertinence, boldness and editorial ambition, the channel offers a wide range of original and innovative programmes. Attracting **12.7 million viewers per month**, Paris Première is France's leading pay channel. This year is a further opportunity to discover a scintillating selection of magazines, debates, live shows, iconic films and outstanding documentaries.



LEADING PAY CHANNEL FOR WOMEN

3rd most popular pay channel for women. Record share of female audiences for the past 6 years.

Over the past quarter century, Téva has never stopped reinventing itself. Offering a varied and inspiring schedule, Téva celebrates **freedom of speech** and the diversity of women's experiences through captivating series, moving films, poignant documentaries and lifestyle shows. "OrgasmiQ", the liberated (and liberating) sexuality magazine, is returning with a masculine touch, since male experts will be featured this season. Drawing 7.8 million viewers every month, Téva is rapidly establishing itself as the go-to pay channel for women.



THE SUPERCHARGED CHANNEL FOR 6-12 YEAR OLDS

The 2nd most appealing children's channel among boys aged 4-14.

Once again this season, immerse yourself in the vibrant imagination of Canal J. Offering a rich and diverse schedule, the channel mixes **educational discoveries with thrilling adventures** in the company of Beyblade, Bakugan, Foot-2-Rue, Pokémon and many more... Your favourite heroes are back this season to whisk you away on mind-boggling adventures!



THE CHANNEL TODDLERS LOVE THE MOST

1.5 million viewers per month.

The TV channel that brings light into toddlers' eyes! TiJi offers a gentle and playful schedule guaranteed to arouse curiosity and stimulate the imagination through adorable cartoons, enchanting stories and cheerful adventures. Immerse yourself in a safe and magical universe where fun mingles with awakening and every smile counts.



A TALENT-SPOTTER OF NEW SERIES

Best wave ever among 4+.

SérieClub offers **cult series broadcast for the first time in France**. With nearly 15 series premiered each year, SérieClub is the channel to watch when it comes to series.



THE BEST OF FRENCH MUSIC

France's No. 1 music channel among 35-59 year olds.

Backed by a rich and diversified musical schedule featuring a classic assortment of French and international hits, RFM TV is France's No. 1 musical theme channel among 35-59 year olds!



THE GO-TO CHANNEL FOR POP CULTURE

The channel for millennials aimed at men aged 15-34.

Off-beat and trippy, the schedule combines brand new American series with a healthy daily dose of pop culture and wacky animated sitcoms like American Dad! and Bojack Horseman. During its 30 years of existence, MCM has established itself as the benchmark in pop culture among its target audience, bringing together **1.9 million viewers** each month.



100% HITS CHANNEL

The music channel geared to 15-34 year olds.

A channel featuring the world's greatest hits and the latest up-and-coming talent. Offering a dynamic schedule including theme evenings and special programmes, M6 Music spans the entire musical spectrum from pop to rock through electro and hip-hop. The channel attracts **1.9 million viewers every month**.

Source: Médiamétrie/Médiamat Thématic wave 47 - Extended competition scope (cable, satellite and broadband DSL)



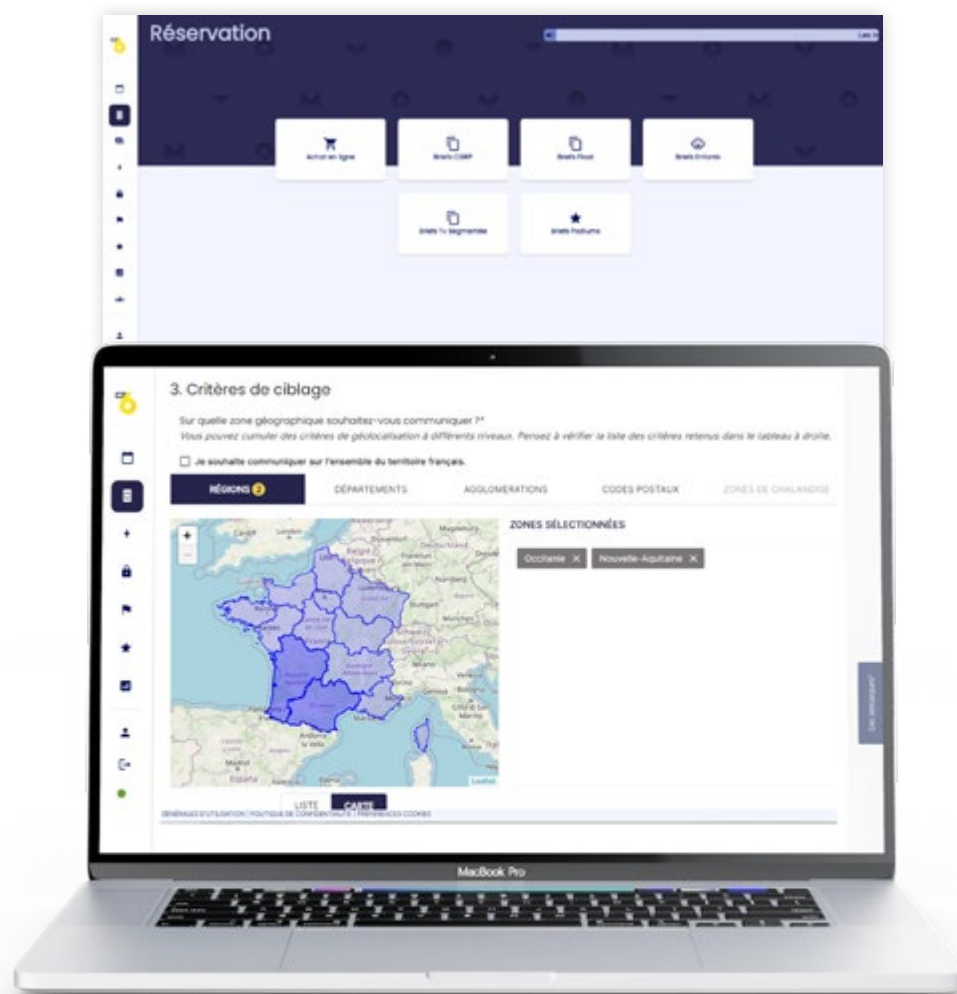
01

B. SERVICES FOR CUSTOMERS

MY6



LOG ONTO
MY6



My6 is a platform for consulting, managing and purchasing media campaigns. By logging onto this platform, administrators and users can access information on the advertising campaign they are overseeing in compliance with the terms of service, which may be consulted on My6.

To manage their campaign, administrators and users can use the following features:

PROGRAMMING SCHEDULE

- Research a campaign by order code or product label.
- View actions and EDIs.
- View the list of advertisements for the campaign.

BOOKING

- Book and make net purchases of advertising space offered by M6 Publicité.
- **NEW** For online shopping, try out automatic 1-click screen selection for your campaign.
- Create, modify and consult schedule briefs, such as briefs for purchasing at guaranteed net cost per GRP or young viewers.
- Addressable TV: a request for targeted broadcasting on M6 Group channels may be booked.
- Podium briefs: possibility of indicating your preferred positioning in a commercial break for one or more products.

FLASH BREAKS & PRICE LISTS

- Discover the impact on scheduling, viewing flash breaks, billboard pricing and weekly price schedules.

DIGITAL SAFE

- File and view documents such as contract certificates, campaign statements, etc.

OFFERS & STCS

- Learn about sponsorship proposals, advertising innovations, commercial offers, STCS, etc.

NEWS

- Check programme schedules, press releases and programme press kits.

SURVEYS

- Discover the key takeaways of surveys carried out by M6 Publicité.

MAKING LIFE EASIER FOR MEDIA PURCHASERS

A pioneer platform set up in 2007, My6 facilitates the management of media budgets and the administrative management of M6 Publicité's commercial partners.

In 2019, My6 was transformed into a customised service and transactional platform designed to optimise customer experience. Access to My6 is subject to the administrator/user's acceptance of and compliance with these STCS and the My6 terms of service.

My6 is subject to change and/or temporary unavailability at any time.

To create your account as a media agency, contact adv@m6.fr

ACCESS TO MY6 FOR BUSINESSES

Whether you are a small business or major group, you can now access My6 in just a few clicks here. Then you can build your local and nationwide TV campaigns in total freedom.

STEP BY M6

THE TAILORED SOLUTION FOR YOUR FIRST CAMPAIGN



POWER

BOOST YOUR PERFORMANCE!

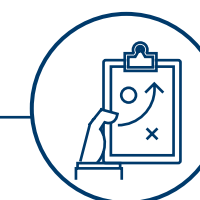
- Unique multimedia ecosystem: TV, radio, online and influence
- 9 out of 10 people in France reached every month
- Leading brands: M6 (No. 2 national channel), RTL (No. 1 private radio station in France), M6+ (22 million people reached every month)



PROXIMITY

TO SUPPORT YOU BEFORE, DURING AND AFTER YOUR CAMPAIGN

- Dedicated contact person for tailored support
- Experts for each stage: marketing, legal, creation, planning, etc.
- Performance commitment, tracking and media planning optimisation for your campaign on My6



EXPERTISE

TO MAXIMISE YOUR ADVERTISING EFFECTIVENESS

- Media analysis of advertisers in your sector
- Complete range of marketing solutions (shopper marketing, B2B, social selling, etc.)
- Specific expertise: drive-to-web and drive-to-store
- Customised turnkey advertising design with our studio, M6 Unlimited

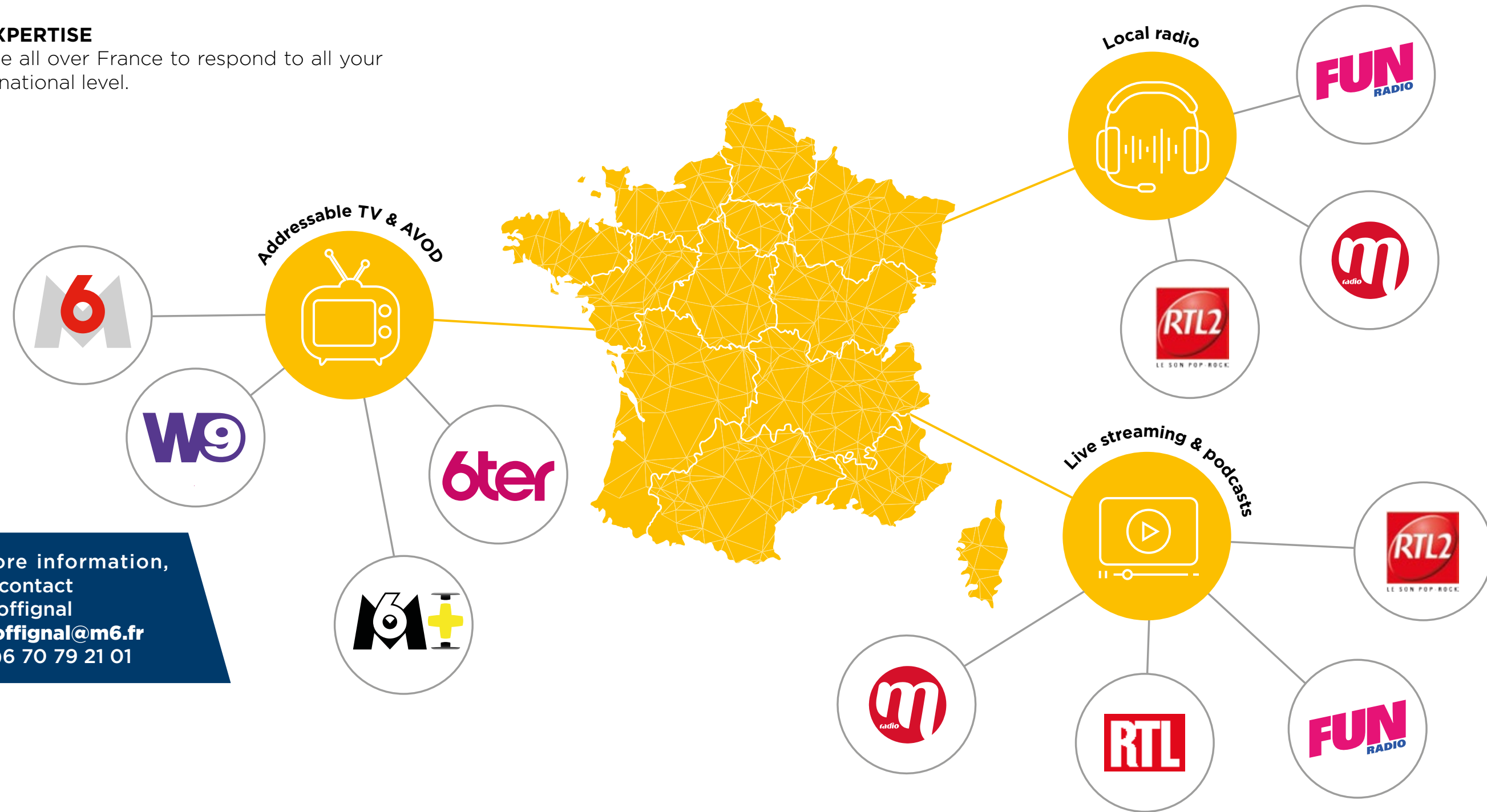
For more information, please contact
Noémi Carpentier
noemi.carpentier@m6.fr
+33 (0)6 30 63 20 51

Cross media survey wave 2024.1
Médiamétrie/Médiamat - 2023-2024 season covering main commercial targets.
EAR September 2023 to June 2024, Mo-Fri, 5am-midnight, Base average quarter-hour 16 national commercial radio stations - Target 13+
AVOD: Médiamétrie-Médiamat January-May 2024 average - 4-screen ratings - 4+ target

M6 PUBLICITÉ LOCAL

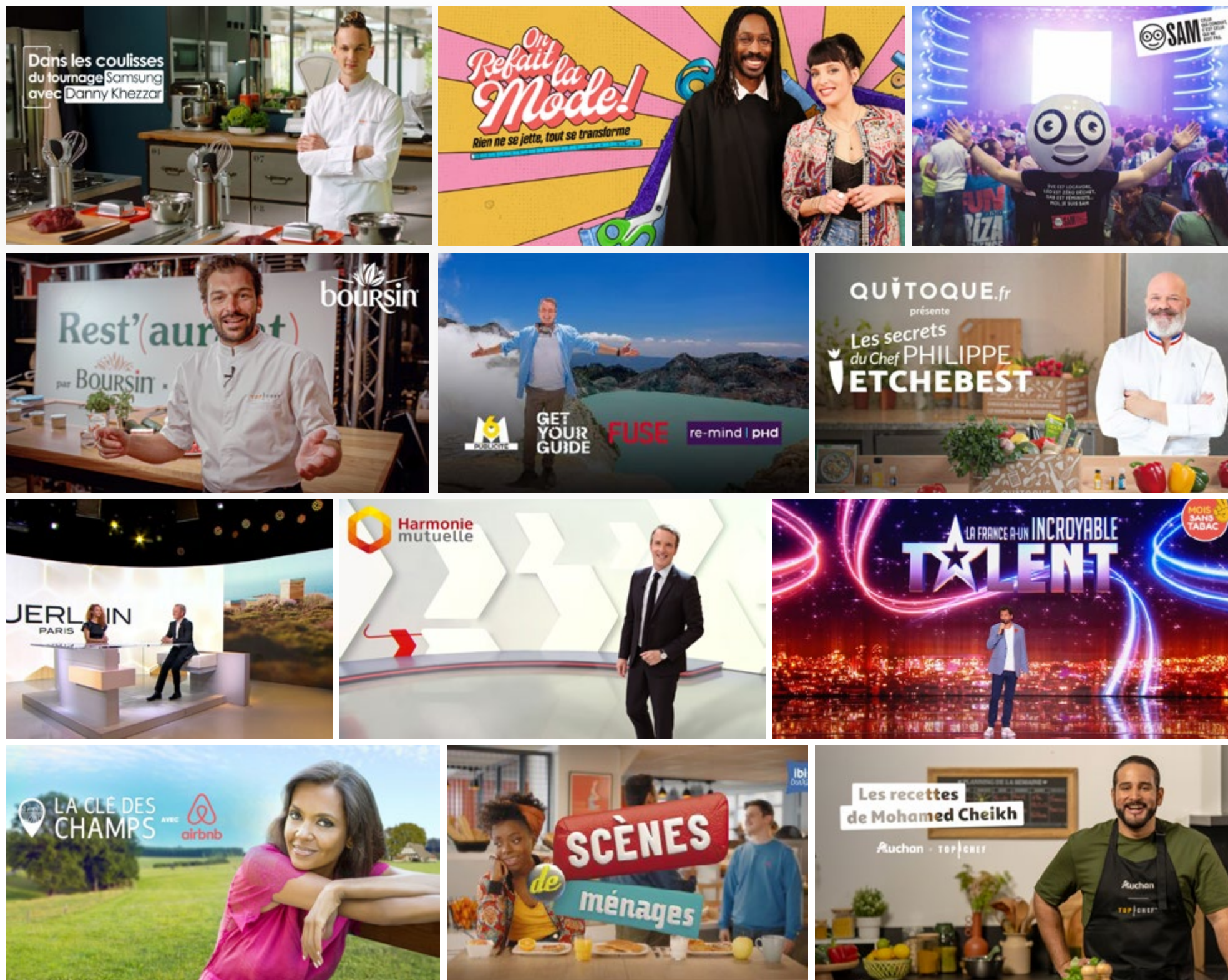
PROXIMITY AND EXPERTISE

Sales teams available all over France to respond to all your needs from local to national level.



For more information,
please contact
Yvan Coffignal
yvan.coffignal@m6.fr
+33 (0)6 70 79 21 01

M6 UNLIMITED



THE CREATIVE AGENCY IN CHARGE OF YOUR BRAND EXPOSURE

As a partner to agencies and advertisers, M6 Unlimited creates **original, powerful and engaging solutions** for all media. An offer spanning the entire spectrum: TV, radio, online, social media, influencing and grassroots experience.

With an extensive catalogue of top show licences and influential talent, M6 Unlimited is constantly pushing the boundaries of its own offering to provide audiences with features that are as engaging as they are entertaining!

Advertising and corporate films, event-driven media formats, short programmes, podcasts, social content, business conventions, etc. M6 Unlimited is the preferred partner for brands seeking to increase their visibility.

M6 Unlimited: To infinity and beyond!

SEE THE LATEST OPERATIONS

INFLUENCE

A POWERFUL ECOSYSTEM OF AMBASSADORS

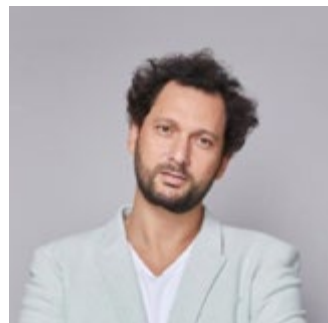
Whatever your universe, M6 Publicité provides your brand with our talent's expertise to help you meet your social media challenges.

TV/RADIO PERSONALITIES

The faces of the M6 Group, experts in their field, offer brands the benefit of their influence through the M6 ecosystem.



Cyril Lignac



Eric Antoine



Philippe Etchebest



Mac Lesgy



Karine Le Marchand



Stéphane Rotenberg



Bruno Guillon



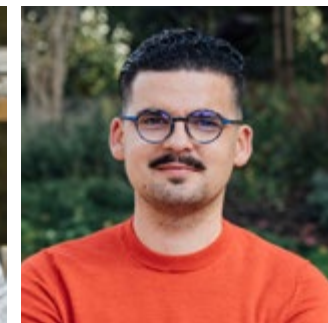
Laëtitia Milot



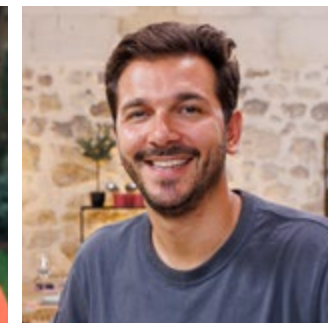
Faustine Bollaert



Danny Khezzar



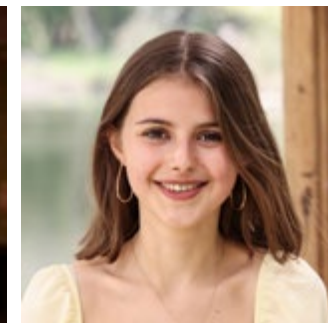
Camille Delcroix



Pierre Chomet



Jorick Dorignac



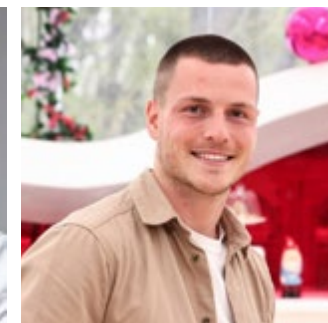
Maud Leboeuf



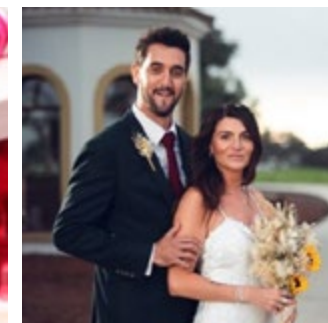
Justine Piluso



Mohamed Cheikh



Thibault Lefils



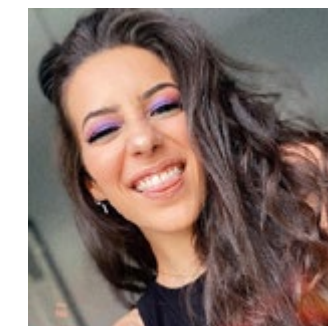
Tracy and Florian
(Mariés au premier regard)

TV CONTESTANT INFLUENCERS

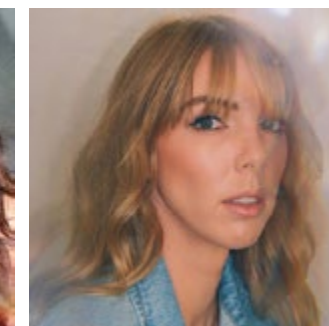
Up-and-coming young talent from our programmes, acclaimed by the public, have built up a real community on social media.

DIGITAL NATIVE INFLUENCERS

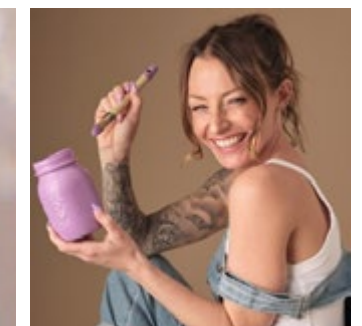
Powerful online creators tell their stories and engage their communities on social media.



Horia



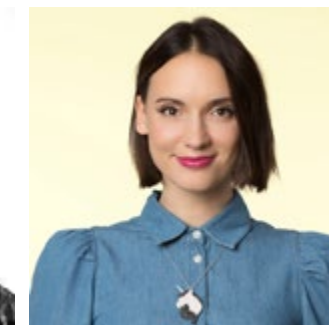
Sandra



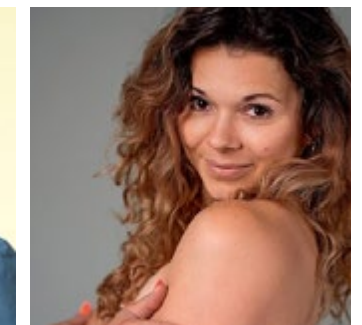
L'atelier de Roxane



Poisson Fécond



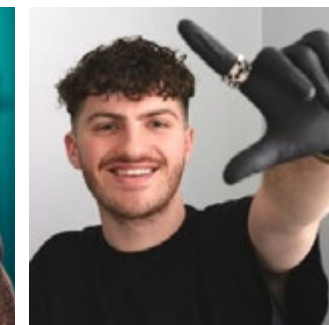
Natoo



Juju Fitcats



Ludivine Aubourg



Lecoindupâtissier



Cindy Poumeyrol

EVENTS



M6+ event © Serge Arnal/M6



Bistrot Top Chef © Patrick Robert/M6



Paris International Agricultural Show © Sebastien Toubon/Agence 1827/RTL



"Le Temps des Marques Responsables"



Bistrot Top Chef © Patrick Robert/M6



Paris International Agricultural Show © Sebastien Toubon/Agence 1827/RTL

WILD BUZZ AGENCY

LEADER AND PIONEER OF LIVING SPACES DEDICATED TO BRANDS AND INSTITUTIONS, CREATOR OF EXPERIENCES

A new approach focused on **emotions** and **engagement** to win the hearts of consumers.

M6 Publicité and WBA join forces to respond to media and non-media brand challenges by harnessing their expertise in designing, producing and disseminating **customised original operations**.

WBA offers brands a dramatised physical experience to arouse emotions, exploit disruptive potential and connect directly with existing and potential new customers.

This experiential dimension is all the more strategic for operations with strong social media resonance.

Using multiple synergies, M6 Publicité and Wild Buzz Agency can increase the physical reach of advertiser campaigns throughout France through two dimensions: experience and emotion. This gives advertisers an extra lead in the race to win brand preference.

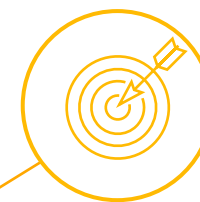
LAB6

M6 GROUP CREATIVE AUDIOVISUAL EXPERTISE

soun((dB))OX

As a pioneering and innovative initiative, Lab6 has already attracted over a hundred advertisers in recent years.

lab6



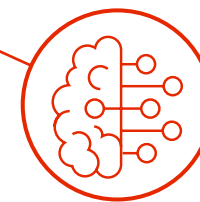
THE AIM

Raising advertisers' awareness of the importance of advertising design in terms of audio and video effectiveness (brand recognition, understanding of the advertisement, creative levers, etc.)



TWO ANALYSES HARNESSING LAB6'S EXPERTISE

- Marketing analysis based on an evaluation grid of predictive creative standards regarding the effectiveness of a TV or radio advertising campaign.
- Scientific analysis via our Soundbox algorithm, which will enable us to measure aural awareness (auditory attention).



NEW AI REVOLUTIONISING AUDIO DESIGN

In line with the current challenges of artificial intelligence, Lab6 is enhancing its creative expertise dedicated to advertisers by developing innovative models for the drafting and optimisation of audio and radio scripts. Designed in-house, these tools offer an extra dimension guaranteeing all-round expertise in sound creation.



**M6 GROUP
CSR STRATEGY
AND COMMITMENTS**



02

**A. M6, A SOCIALLY
RESPONSIBLE GROUP**

A1. THE M6 GROUP CSR ACTION PLAN

By consulting our institutional, production, distribution and commercial partners, along with the general public and our employees in 2021, we identified the key CSR issues that constitute the basis of our CSR action plan.

Made up of six roadmaps, this action plan not only shows us the way forward, it also draws on the strengths of the M6 Group in order to spread current best practices across the entire Group. Furthermore, each roadmap includes initiatives relating to the Group's TV and radio channels, while involving all employees through training and awareness schemes or by changing certain job practices.



1st prime time TV entertainment programme in France to receive the Ecoprod label, in December 2023

ECO-FRIENDLY PRODUCTION

Rethinking our production practices, from shooting to post-production, in order to limit the environmental impacts.

- M6 Group: member of the Board of Directors of the Ecoprod organisation.
- Participation in co-design workshops in 2023 to update the "Carbon'Clap" calculator and adapt it to the needs of production entities.
- Production teams (including M6 Unlimited) trained in Ecoprod and the use of the Carbon'Clap measuring tool.
- Creation of a "Production Good Practice Guide" by M6 Unlimited for its partners (advertisers, agencies, service providers, etc.).

MEDIA EDUCATION

Giving young people in particular the keys to understand, decipher and interact with information and the media universe.

- Gulli has partnered the CLEMI Centre for Media and Information Literacy for over 10 years on the occasion of "Press and Media at School Week".
- For the 2024 edition of this event, Gulli and M6 helped middle school students produce their first TV news reports on the theme of the Olympic Games. These reports were broadcast between 18 and 22 March during the Le 12'45 news slot on M6. To round off the week, two pupils co-presented a live feature in the Le 19'45 news broadcast on Saturday 23 March.

DIGITAL SOBRIETY

Adapting our daily digital uses, from designing simpler websites and software to electronic equipment end of life.

- Eco-stream mode on M6+: autoplay off, video quality optimisation, skip-intro option, etc.
- Partnership with a reintegration project led by non-profit "Les Restos du Cœur" to give our computers a second life. The refurbished computer hardware will be distributed via the Restos du Cœur charity circuit.
- Instructing employees on the Digital Collage workshops.

ANTI-WASTE

Fighting waste of all kinds by reducing the amount of waste produced.

- Partnership with "Les Alchimistes" to sort and compost all food waste produced by the Group's company restaurants.
- Partnership with "Chaînon Manquant", an organisation that aims to fight waste and food insecurity.

EQUAL OPPORTUNITIES

Offering the same professional development opportunities to everyone:

- Partnership with the 2GAP platform, which brings together women's professional networks to improve the visibility of female experts across our channels.
- Women's mentoring programme for M6 Group employees.
- Partnership with the "Rêv'elles" non-profit organisation, which aims to help young women from working-class areas to free themselves from the shackles of social and societal determinism.

CARBON FOOTPRINT

Measuring the amount of greenhouse gases emitted by the Company as part of its operations:

- M6 Group's complete carbon footprint assessment (including M6 Publicité) updated in 2024 across all 3 scopes.
- Employee awareness-raising: 72% of staff trained on the Climate Fresk tool.
- Action plan for reducing greenhouse gas emissions rolled out in 2024.



A2. DEDICATED CONTENT

The **responsibility** of a **content production and broadcasting group** also lies in its willingness to **raise public awareness** regarding **sustainable development** issues. **Environmental concerns** and **developments** are present across **all Group channels** and in a **wide range of forms**: they are addressed according to the **editorial line** of **all genres** of programme (magazines, news, documentaries, entertainment, game shows, drama, cartoon films, etc.).

They are notably the subject of **numerous features** during **M6 news broadcasts** (Le 12'45 and Le 19'45). In **2023**, the number of environmental issues addressed **rose 7%** versus 2022.

An exceptional documentary will be shown on M6 channels during the 2024-2025 season: **Le Monde en Drone** directed by Yann Arthus-Bertrand. An invitation to fundamentally rethink our way of living, consuming, governing and interacting with our planet.

RTL radio station also actively contributes towards the M6 Group's efforts to promote ecology and sustainable development issues, in particular through the weekly broadcast "**On refait la planète**".

M6+ also seeks to raise awareness among its **22 million unique users per month*** through its "Green" content comprising programmes on ecological topics, documentaries, special broadcasts, etc.

* Source: Médiamétrie/Médiamat - 4-screen ratings - January-May 2024

Furthermore, thanks to an **unprecedented multimedia system** spanning TV, radio and the online offer, the M6 Group **rallied all of its channels** in order to broadcast an **environment-themed schedule for the fifth consecutive year** at the beginning of

2024.

As such, from **4 to 11 February 2024**, during **#SemaineGreen** [#GreenWeek], the M6 Group's channels (*M6, W9, 6ter, Paris Première, Gulli, RTL, 6play, etc.*) broadcast **several dozen hours** of information programmes, magazines, films and entertainment shows related to ecology and the environment, each with their own tone and editorial line.

The M6 Group's commitment towards ecology helped raise awareness among a large part of the population, with **30.1 million French people*** having viewed the exceptional editorial campaign in 2024.

- Green Week is an initiative that helps **change habits and attitudes** among **86%** of M6 viewers.
- **88%** of M6 viewers find it relevant that **ordinary people** with whom they can **easily identify** are featured in these Green Week programmes.

Source: Sociovision survey for M6 Publicité - February 2024

The M6 Group is also committed to raising public awareness of **social** and **societal** issues through **all of its channels**: social issues (purchasing power, the prevention of school bullying, gender equality, etc.), pluralism, diversity, inclusion, etc.

These issues are covered in **all types of programmes**: magazines and news programmes (*Le 12'45, Le 19'45, RTL Matin, RTL Soir, Capital, Zone Interdite, etc.*), entertainment (*Top Chef, Le Meilleur Pâtissier, La France a un Incroyable Talent, etc.*), comedy shows and dramas (*Scènes de Ménages, La Belle Etincelle, Respire, Le Nouveau, etc.*), documentaries (*1 jour 1 doc, 66 Minutes, etc.*) cinema, and more.



La Belle Etincelle
© Cécile Rogue/Summertime/M6 France

A3. M6 GROUP & THE AGRICULTURAL WORLD A BEAUTIFUL FRIENDSHIP

The M6 Group highlights the **agricultural sector and farmers** through **strong programmes appreciated** by the general public, such as *L'Amour est dans le Pré*, which will return in 2025 for its 20th season.

The M6 Group **rallied behind French farmers** during the early 2024 protests. Karine Le Marchand and journalists from M6 and RTL took part in a **special evening broadcast**, inviting farmers and politicians to discuss the issues and seek solutions.

In 2024, the M6 Group was an official **partner** of the **60th Paris International Agricultural Show**, spurred by a desire to contribute towards highlighting the agricultural world, its stakeholders and its challenges.

A4. CLIMATE CONTRACTS

The **M6 Group** was a driving force on environmental issues in the context of the parliamentary debate on the French Climate & Resilience bill fuelled by the work of the Citizens' Climate Convention think tank in June 2020.

The French Climate & Resilience Act of 22 August 2021 tasked the Arcom with promoting "**best practice guidelines**" known as "**climate contracts**" in order to encourage **more responsible practices**, particularly in terms of **sales communications**.

The M6 Group signed an **initial climate contract** on 30 June 2022, renewed on 30 June 2023 and **still in force**, with a view to strengthening its key role in promoting virtuous behaviours and supporting the ecological transition.

The M6 Group has made several commitments on this front:

- **Editorial content:** creation and broadcasting of content on topics related to the environment, its protection and the fight against climate change, etc.
- **Sales communications:** creation of shared guidelines and methodologies for calculating the carbon footprint of communications, along with ARPP initiatives, specifically regarding the strict implementation of its "Sustainable Development" recommendation, etc.
- **Internal and partner awareness-raising initiatives.**

A5. FOOD CHARTER

The M6 Group is a signatory of the currently applicable French food charter, which is in line with the objectives set out in Article 9 of the EU Audiovisual Media Services Directive (AVMSD) and aims to combat obesity in France. This illustrates the Group's commitment to promoting a healthy, balanced diet, physical activity and a healthy lifestyle via the programmes and advertisements broadcast on its TV channels and digital platforms, as well as through voluntary commitments on all the radio channels whose advertising sales are managed by M6 Publicité.



Karine and Dominique Tenza
(Live news from the Paris International Agricultural Show)
© Thomas Padilla/Agence 1827



02

**B. M6 PUBLICITÉ, TANGIBLE
COMMITMENTS TO PROMOTE
RESPONSIBLE ADVERTISING**

B1. IMPLEMENTING COMMITTED OPERATIONS ROOTED IN THE FIELD

M6 Publicité is **fully in line with the M6 Group's CSR policy** and follows its **CSR action plan**. The advertising sales house pursues **tangible initiatives** in the field alongside **non-profits**, the **rural community** and **brands** that have implemented an **ethical and sustainable approach**.

M6 PUBLICITÉ CSR TASK FORCE

M6 Publicité's **CSR Task Force** brings together **employees** from the **various departments** of the advertising sales house (marketing, sales, advertising production, legal and HR). Its purpose is to **develop** and **implement responsible social and environmental initiatives**.

2ND SEASON OF "HACKATHON ENGAGÉ" BY M6 PUBLICITÉ

In June 2024, M6 Publicité organised the **2nd season** of its "Hackathon Engagé" event to enable **5 non-profit organisations** to receive **expert advice from advertising professionals**. For 24 hours, they worked on writing their **first TV advertisement**.

A **collective experience** that allowed everyone to escape from their comfort zone, stimulate their imagination, change their mindset and surpass themselves **in aid of a worthy cause**: protection of biodiversity, disability, inclusion of persons excluded from employment, fight against poverty, equal opportunities.

The winning non-profit, "**60,000 rebonds**", will now see its advertisement produced and broadcast free of charge on M6 Group and M6+ channels by the end of 2024.

"TOP CHEF DES POSITIFS" SOLIDARITY EVENT

On 25 June 2024, the "Hackathon Engagé by M6 Publicité" was awarded the **bronze prize** at the Grand Prix de la Responsabilité des Médias in the "**Responsible Events**" category.

A project launched by the "**Les Positifs**" collective, a group of young individuals with motor disabilities aged 10 to 20 from the Christian Dabbadie APF France Handicap institute for motor skills development (IEM), based in Villeneuve d'Ascq. The collective carries out **solidarity initiatives** with the aim of **re-establishing social ties**.

"Top Chef des Positifs" is an atypical cookery contest designed to promote **inclusion**. For its **3rd edition** (29 May 2024), the competition pitted together **6 brigades** ready to take up the challenge! The brigades were made up of candidates from the **Top Chef** show including Camille Delcroix and Jorick Dorignac (Season 15 finalist), top chefs from the region, young persons with disabilities, care home residents and high-level company directors.

All in all, it was a friendly, community-oriented occasion from which all the **funds collected** are **donated to a good cause!**

This collective is supported by the teams of **M6 Publicité**, which granted them the licence for the **Top Chef** programme. The event was also supported by two sponsors of M6's flagship show: Auchan and Schweppes.

OPERATION "CULTIVONS NOTRE AVENIR" WITH MIIMOSA

M6 Publicité and MiiMOSA have continued their partnership launched in 2022 to promote the agricultural sector and farmers.

Through a web series broadcast on M6+, M6 Publicité and MiiMOSA aim to highlight **the commitments of a brand in favour of the agricultural sector and its farmer partners engaged** in the agro-ecological transition.

M6 PUBLICITÉ, PARTNER OF THE "GRAND PRIX DE LA MARQUE ENGAGÉE" AWARDS

For the **seventh consecutive year**, M6 Publicité is a founding partner of the "**Grand Prix de la Marque Engagée**" awards for committed brands organised by Produrable and Linkup.

The ceremony presents awards in **eight categories** and is open to all brands that have adopted an ethical and sustainable approach in their business model.



B2. AN EXPERT GLANCE AT RESPONSIBLE EFFICIENCY

Advertising while ensuring an efficient ROI must **produce narratives** that **project the viewer into a more desirable, more responsible future** in order to guide and influence the perceptions, attitudes and behaviours of consumers.

For many years now, M6 Publicité has been helping its clients to **decipher changing market trends** and consumer expectations through its **surveys**.

REGULAR SURVEY ENTITLED “LE TEMPS DES MARQUES RESPONSABLES”

In 2025, M6 Publicité will unveil the **fifth edition of its regular benchmark survey entitled “Le Temps des Marques Responsables”** alongside its long-standing partner Sociovision.

Since 2019, the survey has analysed **changes in the responsible behaviours** of French people, the **perception of committed brands** and impactful communication vectors.

The 5th edition will take an expert glance at the responsible efficiency of **new brand advertising narratives** and their ability to shape new imaginations, choices and future behaviours provided by the **Impact Mémoire** institute, a specialist in cognitive sciences.

For this latest edition, M6 Publicité has teamed up with **Kantar** to **identify and measure the factors that encourage more responsible product purchasing behaviour**. Using a model, we will explain the conscious and unconscious reasons leading to these changes. This approach will combine real purchases and interviews from the Kantar panel to provide a comprehensive, operational response.



B3. “NOUVEAUX IMAGINAIRES” CEC INITIATIVE

M6 Publicité joined the **CEC “Convention des Entreprises pour le Climat” [Companies for the Climate] association in 2024** and is taking part in the “Nouveaux Imaginaires 2024” initiative.

Recognised as a public interest body, the CEC aims to **promote an irresistible shift** from an extractive economy to a **regenerative economy** by 2030. It supports **manager collectives** by organising unique and transformative initiatives for their companies.

While numerous stakeholders are currently aware of the limits of our planet’s resources, the **positive transition-fostering narratives** we need to adopt a more responsible way of life are struggling to emerge. “Nouveaux Imaginaires” aims to accelerate the **cultural swing** by fundamentally rethinking the narratives created and disseminated and writing the foundations to solidify **positive narratives**.

M6 Publicité, alongside its peers (advertisers, media groups, media agencies, production agencies, design agencies, etc.) involved in the CEC’s “Nouveaux Imaginaires 2024”, **is committed to raising awareness and helping** its clients **incorporate these new narratives** into their communications and their collaboration with M6 Unlimited, M6 Publicité’s in-house agency.



Nouveaux Imaginaires 2024



02

**C. M6 PUBLICITÉ: SOLUTIONS
TO PROMOTE RESPONSIBLE
COMMUNICATIONS
AND BRAND COMMITMENTS**



THE INCLUSIVE ADVERTISING ALTERNATIVE

SOLIDAIRE

CONCEPT

Financially support a charity project or major cause.

Broadcast of your advertisement enhanced by screen branding from our partner Goodeed. In VOL, your advertisement is preceded by a contextualised entrance pass. A tangible experience that makes sense.

In partnership with Goodeed.

ACTIVATION

On TV and VOL.

NEW FEATURES

- Major cause offer

Non-contractual images



PROMOTING PRODUCTS WITH LESS ENVIRONMENTAL IMPACT

6green

CONCEPT

Show viewers your commitment through powerful devices enhanced by contextualised jingles: Springboard PPI, Top Chrono, Contextualised Break, 6break.

ACTIVATION

On TV (M6) and VOL (4 screens), depending on the format.



PROMOTING THE ADOPTION OF NEW CONSUMER PRACTICES

COMPORTEMENTS RESPONSABLES

CONCEPT

Highlight your communications promoting more responsible consumer habits in premium single-advertiser spots.

ACTIVATION

On TV (M6) and VOL (4 screens).

NEW FEATURES

- Two new eligible behaviours:
- Sustainable transport
 - Eco-refills



PROVIDING INFORMATION ON THE BENEFITS OF THE MAIN ENVIRONMENTAL LABELS

6scan LABELS

CONCEPT

Increase brand exposure by highlighting your product's environmental label or score while providing transparency via a QR code link to an ADEME instructional note explaining the environmental label or score.

ACTIVATION

On TV (M6) and VOL (IPTV).

ELIGIBLE CRITERIA

- Nutri-Score
- French AB organic farming label
- European Ecolabel
- EU energy label
- Repairability Index

NEW

ENGAGEMENT DAYS

RAISING AWARENESS OF MAJOR SOCIAL AND ENVIRONMENTAL ISSUES

CONCEPT

Special commercial breaks to raise awareness on social and environmental issues and behavioural changes.

5 POWERFUL THEMES

- Accessibility
- Environment
- Responsible behaviour
- Prevention of school bullying
- Physical/mental health

ACTIVATION

On TV (M6) and VOL.

NEW

ACCESSIBILITY

COMMITTING TO MORE INCLUSIVE TV ADVERTISING

CONCEPT

In keeping with its commitment to responsibility, M6 Publicité is offering advertisers the 1st subtitling of their TV advertisement.

New offer: M6 Publicité is strengthening its commitment and offering advertisers the 1st audiodescription of their TV advertisement.

In partnership with Extreme Reach and Peach.

ACTIVATION

On TV.

Terms apply, please contact us.



02

**D. M6 PUBLICITÉ,
IMPROVING HOW WE
UNDERSTAND AND MEASURE
OUR ADVERTISING
CARBON FOOTPRINT**

D1. THE POWER OF COOPERATION AS A PILLAR OF OUR THINKING

BUILDING COMMON STANDARDS

For more than 3 years, the advertising industry has been working to **understand and measure** its carbon footprint in order to **reduce** it.

The **SNPTV** (French national television advertising federation), **SRI** (French union of online advertising sales houses) and **BDR** (French radio federation) have therefore decided to establish a set of common **guidelines** and **measurement tools** in **consultation** with their members. They were supported in this work by key stakeholders **BL Evolution** and **DK**.

In June 2024, the **GARM (Global Alliance for Responsible Media)** published the first **Global Sustainability Framework**, a common framework for measuring the carbon footprint of advertisement broadcasting, defined **internationally**, under the aegis of the WFA (World Federation of Advertisers) and including a contribution from the Union des Marques Oneframe initiative.

This initiative has enabled French inter-branch organisations to share their work. The SNPTV is among the **key contributors** for TV media, while the SRI and Alliance Digitale are among the **key contributors** for digital media.

PROMOTING RESPONSIBLE DIGITAL ADVERTISING

M6 Publicité is committed to the **Sustainable Digital Ad Trust** programme (SDAT). Launched in December 2023, the programme aims to promote all the transitions, whether technological, business or environmental, conducted by **SRI** advertising sales house members in favour of more responsible digital advertising.

Structured around a set of prerequisites and 15 rigorous

criteria divided into 3 themes (controlling the broadcasting environment, optimising the technological value chain & CSR approach), the programme defends a pluralistic vision of responsibility balancing responsible offer and corporate commitment.

By joining the programme, M6 Publicité is demonstrating its desire to embark on a pathway of progress and to track its progress through accurate reporting.

D2. REDUCING THE IMPACT OF ADVERTISEMENT PRODUCTION

PUBLICATION OF A GUIDE TO BEST PRODUCTION PRACTICES

M6 Unlimited (M6 Publicité's in-house agency) helps its agency and advertiser partners organise **more responsible shoots**.

The production teams are trained in **Ecoprod** as well as the **Carbon'Clap** tool, Ecoprod's carbon calculator that measures the carbon impact of a production.

To raise awareness and encourage Group in-house producers, service providers and clients to adopt eco-friendly production practices, M6 Unlimited has also implemented a **Production Good Practice Guide**.

Broken down into **five themes** covering the entire process, numerous tips are provided to help producers **make better allowance for the environmental issues** surrounding shoots, such as:

- During **pre-production**: consider and optimise the CSR impact on production from the beginning of the writing process;
- During **production**: implement an eco-friendly management system, prefer carpooling, optimise waste management and recycle sets;
- During **post-production**: prefer low-resolution work and

archiving whenever possible.



D3. UNDERSTANDING AND MEASURING THE IMPACT OF OUR ADVERTISING OPERATIONS

Since 2021, in collaboration with the M6 Group Engagement Department, **M6 Publicité** has been working to **understand** and **measure the carbon impact** of its activities in order to **reduce its environmental footprint** and offer **solutions** to its agency and advertiser partners.

M6 GROUP CARBON FOOTPRINT ASSESSMENT

The M6 Group carbon footprint assessment includes the data for **M6 Publicité's activities**. **Specific measures** aimed at **reducing the carbon footprint** of M6 Publicité's production and broadcasting activities are reviewed under the M6 Group **greenhouse gas emissions reduction action plan** to be rolled out in 2024.

MEASURING THE CARBON FOOTPRINT OF ADVERTISING CAMPAIGN BROADCASTING ON OUR MEDIA ASSETS

To measure the carbon footprint of the **advertising campaigns broadcast** on its media assets, M6 Publicité uses the **measurement tools developed by DK consultants** in connection with the work of the **SNPTV** and **BDR**.

These tools incorporate a **common measurement framework** used by the members of the various inter-branch advertising organisations to calculate the carbon impact of advertisement broadcasting, namely **SNPTV, BDR, SRI and Alliance Digitale**.

The framework is based on methodologies established according to **jointly defined assumptions**, a **database averaged** across the various members of the inter-branch advertising organisations (SNPTV, SRI, Alliance Digitale and BDR) and on **market data** (ADEME, etc.).

These assessments are available on request. M6 Publicité plans to connect its in-house solutions with the carbon measurement tools developed by DK by 2025.

D4. OPTIMISING THE CARBON FOOTPRINT OF ADVERTISING CAMPAIGN BROADCASTING

M6 PUBLICITÉ DIGITAL-VIDEO VALUE CHAIN MAPPING AND SCOPE OF ACTION

In 2023, with assistance from **Axionable**, a consulting firm specialising in sustainable corporate transformation, M6 Publicité **mapped the carbon footprint** of its **digital value chain** in order to define the **"actionable scope"** on which M6 Publicité and its partners (M6+, Bedrock, etc.) **can act** and respond to questions from stakeholders (advertisers and media agencies).

The survey focused on **video**, which accounts for 90% of M6 Publicité's volume of impressions, covering **all devices** (IPTV, PC, tablet & smartphone) and including both programmatic and spot by spot purchasing methods.

On the basis of structural assumptions, M6 Publicité mapped the carbon footprint of its digital value chain and defined an actionable scope for its video assets.

Key takeaway: **M6 Publicité may directly influence around 15% of the carbon footprint of a digital advertising campaign.***

Drawing on the results of this survey and with support from its partners, M6 Publicité has **committed to pursuing** its decarbonisation efforts and developing new low-carbon initiatives.

* Details concerning M6 Publicité's actionable scope: exclusion of the manufacturing phase and server, network and terminal end of life, exclusion of upstream/downstream phases and exclusion of the reading phase

IDENTIFICATION OF EXISTING BEST PRACTICES APPLIED BY M6 PUBLICITÉ AND ITS PARTNERS TO THEIR DIGITAL-VIDEO VALUE CHAIN

This operation enables M6 Publicité to challenge the effectiveness of its practices.

Examples of high-impact action already implemented:

- Video weight compression
- Consumption via fixed networks (wired & Wi-Fi)
- Programmatic value chain optimisation (SPO)
- Eco-streaming mode

OPTIMISING THE CARBON FOOTPRINT OF VIDEO ADVERTISING ON M6 PUBLICITÉ MEDIA ASSETS

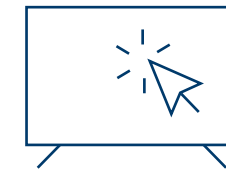
M6 Publicité has identified **29 optimisation and/or awareness-raising initiatives**. Coordinated by M6 Publicité and its tech partners (M6+, Bedrock), they **can also be activated by its agency and advertiser partners** in order to reduce the carbon footprint of their advertising campaigns.

These levers impact **7 key areas**: media planning, design, trading, broadcasting, reading, storage and management.



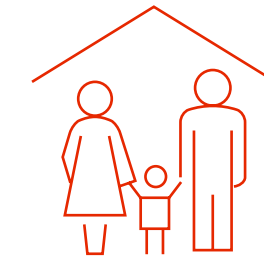
03 VIDEO TERMS AND CONDITIONS OF SALE

TV GOES DIGITAL



CONNECTED
84%

of French households
have a connected TV.



TARGETED
10 MILLION

French households are
eligible for addressable TV.

Source: ARCOM HI 2022/SNPTV/Af2m/estimate for 2025 concerning the number of French households eligible for addressable TV

AUDIENCE RATINGS: TOTAL VIDEO IS NOW A REALITY

EXTENSION OF RATINGS TO AVOD & SVOD PROVIDERS



PLATFORM RATINGS

Q1 2025

Initial results from SVOD, AVOD, FAST, etc. **platforms**

Indicators: Average listening time, reach, profile...

Q2 2025

Addition of new targets and extension of granularity

H2 2025

First comparative ratings between streaming operators and TV groups



CONTENT RATINGS

H1 2025

Initial results from SVOD **top content**



NETFLIX



H2 2025

SVOD and BVOD platform content ratings

H2 2025

First comprehensive comparative content ratings between streaming operators and TV groups



03

**A. TV BROADCAST OFFER
(CLASSIC TV, SPONSORSHIP
AND ADDRESSABLE)**

INTRODUCTION

DEFINITIONS

ADVERTISER

Pursuant to these Standard Terms and Conditions of Sale (STCS), companies that belong to the same group and that purchase television advertising space shall be deemed to constitute a single advertiser.

M6 Publicité shall deem all companies where more than half the share capital and voting rights are held directly or indirectly, as at 1 January 2025, by the same natural person or legal entity incorporated under private law, and with which said companies form a single economic entity, as companies within the same group.

When an advertiser, pursuant to the French Act of 29 January 1993, acts as an agent of another advertiser without notifying M6 Publicité of its capacity, the advertiser acting as the contractor shall be jointly and severally liable with the advertiser benefiting from the purchase of the advertising space to pay the orders placed.

AGENT

Within the meaning of these STCS, an agent is considered as any intermediary company to which the advertiser has entrusted specific assignments via a written agency agreement regarding the purchase of advertising space, sponsorship and product placement on the channels and websites managed by M6 Publicité. The agency agreement for a given assignment must be a sole agency agreement.

ADVERTISEMENT

- In accordance with the rules governing advertising, an advertisement is defined as the advertisement of an advertiser broadcast during a commercial break on a TV channel and/or pre-roll, mid-roll or post-roll on an on-demand audiovisual media service with a view to (i) promoting the supply of goods and/or services, including those presented under their generic name, in the context of a commercial, industrial, craft or professional activity, or (ii) to ensure the commercial promotion of a public or private sector enterprise.
- All advertisements must meet the requirements set out in Section **D. Materials** of these Standard Terms and Conditions of Sale and must not harm the interests of the M6 Group or any of its companies. In this respect, M6 Publicité reserves the right to refuse the advertisement or apply the surcharge provided for in Article **2.7. Co-branding** of the Video Terms and Conditions of Sale to any advertisement assembled via juxtaposition of a number of separate advertisements.
- An advertisement marketed on traditional TV advertising space may in certain cases also be broadcast on M6+ IPTV in addition to linear broadcasting (see definition of Puissance 6 on next page).

CAMPAIGN

A TV campaign on traditional advertising space comprises all messages broadcast between 1 January and 31 December 2025:

- by an advertiser,
- for a given product and/or service,
- vis-à-vis a specified media target audience.

These three features are cumulative.

A campaign may comprise one or more waves of communication between 1 January and 31 December.

WAVE

A wave is primarily determined, in the case of purchases made at guaranteed net cost per GRP (Gross Rating Point), by a schedule brief sent to the M6 Publicité Scheduling Department in accordance with these STCS.

SECTOR/VARIETY CODES

The sector code and product variety code are specified in the TV product list published on **m6pub.fr** and on My6.

SCHEDULE BRIEF

A document setting out the media planning features of a wave purchased at guaranteed net cost per GRP. A module for creating briefs is available on My6 and from Popcorn TV.

INTRODUCTION

DEFINITIONS

PUISSANCE TNT +

For guaranteed net cost per GRP purchases, Puissance TNT + includes:

- **Puissance TNT commercial breaks, comprising:**
 - synchronised commercial breaks broadcast on W9 and 6ter (labelled 0),
 - commercial breaks broadcast on W9 only (labelled 9 or 4),
 - commercial breaks broadcast on 6ter only (labelled 8),
 - commercial breaks broadcast on Gulli only and aimed at an adult target audience (labelled 7).
- **Commercial breaks broadcast on “adult” theme channels:** Paris Première, Téva, SérieClub, MCM, RFM TV and M6 Music.

PUISSANCE KIDS +

For guaranteed net cost per GRP and spot by spot purchases, Puissance Kids + includes:

- all children’s commercial breaks labelled 6 on free channels whose advertising sales are managed by M6 Publicité,
- commercial breaks broadcast on “children’s” theme channels, i.e. Tiji and Canal J.

PUISSANCE 6

Puissance 6 includes some mid-rolls during programmes with strong potential among non-linear audiences. In addition to the linear broadcast, these breaks are also broadcast during the same programme on catch-up IPTV. Viewing figures achieved on IPTV are automatically included in the GRPs for commercial breaks marketed on traditional advertising space, 8 days after the live broadcast, in accordance with Médiamétrie consolidated audience ratings, irrespective of the purchasing mode (spot by spot and/or guaranteed net cost per GRP).

GOLD COMMERCIAL BREAKS

Some commercial breaks, due to their particular reach or engaging scheduling, are classified as Gold and labelled 2. The performance of these commercial breaks is not guaranteed.

LINKED COMMERCIAL BREAKS

Some of the commercial breaks in our offer can be linked and, in some cases, broadcast simultaneously. These commercial breaks are labelled 3 (2043, 2103, etc.), included in the M6 advertising offer and broadcast simultaneously on at least two channels covered by the M6 Publicité offer.





03

A. TV BROADCAST OFFER

A1. Classic TV offer

CLASSIC TV OFFER

PURCHASING ADVERTISING SPACE



1. PURCHASING ADVERTISING SPACE

BOOKING PERIODS (excluding Puissance Kids +)

M6 Publicité organises open booking periods, during which advertising space can be purchased at any time, subject to availability, under the conditions and according to the guidelines set out in these STCS. These booking periods apply to spot by spot purchasing and purchasing at guaranteed net cost per GRP.

PERIOD	PUBLICATION OF PRICE LISTS	DATES	START OF BOOKING PERIOD	SCHEDULE CONFIRMATION*	LAST DATE TO AMEND SCHEDULE**
1	Tuesday 15 October 2024	1 January - 2 March 2025	Friday 15 November 2024	Monday 2 December 2024	Friday 6 December 2024
2	Tuesday 3 December 2024	3 March - 4 May 2025	Friday 10 January 2025	Monday 27 January 2025	Friday 31 January 2025
3	Tuesday 11 February 2025	5 May - 17 August 2025	Friday 14 March 2025	Monday 31 March 2025	Friday 4 April 2025
4	Tuesday 6 May 2025	18 August - 2 November 2025	Friday 6 June 2025	Monday 23 June 2025	Friday 27 June 2025
5	Tuesday 24 June 2025	3 November - 31 December 2025	Friday 5 September 2025	Monday 22 September 2025	Friday 26 September 2025

* These dates only apply to campaigns submitted before midday on the first day of the booking period.

** After M6 Publicité has confirmed the schedule, the advertiser and/or its agent must notify M6 Publicité in writing of any order cancellation. In this case, no penalty fee shall be applied.

CLASSIC TV OFFER

PURCHASING ADVERTISING SPACE

M6 Publicité recommends that purchases of advertising space be made by Electronic Data Interchange, pursuant to the standard defined by the EDI Publicité Association. The advertiser and/or its agent shall purchase advertising space via electronic mail pursuant to the terms set forth in an agreement for the interchange of electronic data concluded between M6 and the advertiser and/or its agent.

M6 Publicité may offer (including exclusively) the purchase of advertising space via My6 in compliance with these STCS and the **My6** terms of service.

All requests to purchase advertising space which are not made via EDI must be sent with the “advertiser and product” data sheet and the schedule brief sheet, both duly completed. Any amendments to these data sheets after the reservation has been made must be sent in writing to M6 Publicité.

M6 Publicité records the booking requests in accordance with schedule availability, and then sends the advertiser or their agent an advertising order that confirms all or part of the request made, according to schedule availability.

In the event of a request exceeding the available advertising supply, M6 Publicité may have to refuse an advertiser’s request for space. In such event, M6 Publicité will contact the advertiser or its agent to discuss possible alternatives.

For each booking request, M6 Publicité will send the advertiser a purchase order form via EDI or any other means. The purchase order shall confirm all or part of the advertiser’s

or agent’s booking request depending on available space in the schedule.

This purchase order may also be viewed on the **My6** extranet website. The advertiser or its agent must sign the purchase order and return it to M6 Publicité no later than 8 calendar days prior to the advertisement screening date. In any event, M6 Publicité shall consider the purchase to be firm and final if it receives no response from the advertiser or its agent during this period.

SECTOR CODES

The purchase of advertising space entails the reservation of one or more product variety codes. The relevant product variety code must be specified accurately and in full as indicated in the TV product list published by M6 Publicité and applicable when the advertising space is purchased.

The advertiser and/or its agent shall be solely and entirely responsible for reserving and confirming the product variety code. If an advertisement is scheduled using an incorrect or incomplete variety code, M6 Publicité shall invoice additional fees as set out in **Article 2.6.2**.

If the sector code(s) declared by the advertiser and/or its agent do not correspond to the actual product or service promised by the advertisement, M6 Publicité may correct the sector codes at its sole discretion.

If the sector code correction makes it impossible for the advertiser to book traditional advertising space, the provisions of **Article 1** “Altering the campaign” and **Article 2** “Order cancellation” of the STCS for traditional advertising space may be applied.

No compensation may be claimed on these grounds by the advertiser and/or its agent.

1.1. SPOT BY SPOT PURCHASING OF ADVERTISING SPACE

The spot by spot buying system enables the advertiser or its agent to reserve spots within the programming contexts that they want, subject to schedule availability and current inter-professional regulations and practices.

The spot by spot purchasing rates for the channels’ commercial breaks may be consulted on **My6**. Commercial discounts that apply to spot by spot purchases are shown in the chapter entitled “Traditional advertising space - commercial discounts”.

Spot by spot purchases will be given priority over guaranteed net cost per GRP purchases.

NB: Some sectors are subject to special marketing schemes, which are detailed in the chapter entitled “**Traditional advertising space - special marketing schemes**”.

This purchasing system is available on all M6 Group channels.

CLASSIC TV OFFER

PURCHASING ADVERTISING SPACE

1.2. GUARANTEED NET COST PER GRP PURCHASES ON M6 AND PUISSANCE TNT +

1.2.1. Purchasing at guaranteed net cost per GRP is available on M6 and Puissance TNT + (W9, 6ter, Gulli and adult theme channels). For purchases made at guaranteed net cost per GRP, advertisement scheduling is carried out by M6 Publicité, which decides on such scheduling at its sole discretion on the basis of a brief sent by the advertiser or its agent.

M6 Publicité reserves the right to exclude specific commercial breaks, days and periods from this method of purchase. M6 Publicité will inform purchasers in advance of commercial breaks that may not be eligible for the guarantee.

1.2.2. A non-indexed guaranteed net cost per GRP for a **20-second** break is agreed jointly between the advertiser or its agent and M6 Publicité:

- as part of the special terms and conditions of sale;
- prior to the first scheduling request. This cost excludes adjustments as per the indices related to seasonality, time slot and chosen category of guaranteed net cost per GRP for the chosen year (Standard/Select/Select+) or to the purchase of a 100% Thematik wave, excluding the impact of the digital bonus (only on M6).

M6 Publicité guarantees the non-indexed guaranteed net cost per GRP over the full year.

The indexed net cost per GRP takes the advertiser's media planning choices into account, as indicated in the advertiser's schedule brief, as well as the impact of the digital bonus, if any (only on M6).

These choices, which impact the agreed non-indexed guaranteed net cost per GRP for a 20-second break, entail the application of indices related to:

- format, as explained in **Article 2** of the price terms and conditions,
- seasonality and time slots, as explained in paragraph 1.2.7,
- the chosen category of guaranteed net cost per GRP (Standard/Select/Select+) or purchase of a 100% Thematik wave, as explained in paragraphs 1.2.9 and 1.2.10, page 42,
- the digital bonus index, where applicable (on M6 only), see paragraph 1.2.8, page 41.

1.2.3. Requests to make purchases at guaranteed net cost per GRP may be submitted in accordance with the booking period timetable and, in any event, must be received by M6 Publicité no later than four weeks prior to broadcast.

All requests must be submitted in the form of a schedule brief that sets out the specific features of the wave concerned by this purchasing method (i.e. net budget at order completion, product variety code, target audience, screening period, format, breakdown per time slot, etc.).

A module for creating briefs is available on My6, which can be accessed:

- on **My6** directly,
- via **Popcorn TV**.

This allows purchasers to send their guaranteed net cost per GRP scheduling requests under a standardised format in total security and receive an acknowledgement of receipt.

When it receives the brief, M6 Publicité checks compliance with the eligibility criteria for this purchasing method. The scheduling of advertisements is carried out exclusively by M6 Publicité, which seeks to meet the requirements expressed

in the schedule brief as closely as possible depending on schedule availability.

As part of the scheduling of campaigns at guaranteed net cost per GRP, advertisements may be scheduled in linked commercial breaks (including broadcast on several channels during breaks labelled 3).

If all the requirements of the STCS are met, M6 Publicité will send a media plan within 48 hours (business days/outside booking periods). The plan is sent via EDI and may be consulted on My6.

If necessary, upon receipt of the brief or during the formulation of the plan, M6 Publicité reserves the right to offer alternative solutions, of which it shall notify the advertiser or its agent.

M6 Publicité reserves the right to schedule a maximum of 5% of GRPs requested in the brief on a commercial medium other than the medium specified in the brief.

The scheduling of advertisements purchased at guaranteed net cost per GRP is liable to be altered by M6 Publicité for the purpose of optimisation, right up until broadcasting time. Any change to a schedule brief made on the initiative of the advertiser or its agent less than four weeks prior to broadcast shall be regarded as a new brief and, as such, will be subject to the STCS (e.g. campaign alterations, pricing, etc.).

1.2.4. The commercial discounts described in the chapter entitled "**Traditional advertising space - commercial discounts**" do not apply to purchases at guaranteed net cost per GRP. However, the BAB amounts (i.e. total costs, excluding VAT and prior to application of the discount scale) expended by the advertiser shall be factored into the total amounts expended in 2025 in order to calculate the discounts applied to the spot by spot buying system.

CLASSIC TV OFFER

PURCHASING ADVERTISING SPACE



1.2.5. Purchases at guaranteed net cost per GRP can be made for all sectors, excluding those containing the Perfumery category (code 1003), the audiovisual content provider sector (code 330107), those subject to special marketing schemes (cinema, book publishing, SIG French government information service campaign, cooperative campaign advertising, eco-friendly product campaigns for new M6 Group advertisers) and advertising campaigns prohibited (or not recommended) for persons under the age of 18 on M6 and Puissance TNT +. Campaigns prohibited (or not recommended) for the under-12 and under-16 age groups are also unavailable at guaranteed net cost per GRP on Puissance TNT + (except for 100% Thematik waves).

1.2.6. Purchases at guaranteed net cost per GRP are subject to the following conditions:

- Maximum 50% of GRPs to be delivered in Day Time.
- M6 Publicité reserves the right to amend the maximum percentage of GRPs per time slot during the year for specific periods.
- Minimum screening period of two weeks.
- Maximum screening period of six weeks.
- Minimum budget (net amount excluding VAT invoiced, 20" base) per wave of:
 - On M6: €80,000
 - On Puissance TNT +: €25,000 (excluding campaigns purchased on 100% Thematik).

CLASSIC TV OFFER

PURCHASING ADVERTISING SPACE

GUARANTEED TARGET AUDIENCE ON M6 AND PUISSANCE TNT +

Purchases at guaranteed net cost per GRP can be made for the following targets:

- #### FEMALE TARGET AUDIENCES
- Housewives aged 25-59
 - Women aged 25-59
 - Housewives aged 15-49
 - Housewives with children under 15
 - Housewives with children under 25
 - Women aged 25-49
 - Women aged 35-49
 - Women aged 35-59

- #### MIXED TARGET AUDIENCES
- All 25-59 year olds
 - All 25-49 year olds
 - All 35-49 year olds
 - Upper class aged 25-49
 - All 35-59 year olds
 - Household purchasers under 60

- #### MALE TARGET AUDIENCES
- Men aged 25-49
 - Men aged 25-59

- #### MEDIUM/BIG SPENDERS 50 YEARS*
- Sweet biscuits
 - Chocolate bars
 - Cold desserts
 - Soft and spreadable cheeses
 - Aperitif products
 - Cold delicatessen
 - Soft drinks (still)
 - Soft drinks (sparkling)
 - Coffee pods
 - Deodorants
 - Shower gel
 - Shampoo

* On request

CLASSIC TV OFFER

PURCHASING ADVERTISING SPACE

1.2.7. Purchases at guaranteed net cost per GRP are made on the basis of the following indices:

2025 SEASONAL INDICES FOR M6 AND PUISSANCE TNT +

PERIOD	01/01 - 02/03	03/03 - 13/04	14/04 - 11/05	12/05 - 06/07	07/07 - 27/07	28/07 - 17/08	18/08 - 19/10	20/10 - 21/12	22/12 - 31/12
INDEX	92	115	105	135	90	70	158	145	95

2025 TIME SLOT INDICES APPLICABLE TO ALL GUARANTEED TARGET AUDIENCES

TIME	SEASONAL
Day	95
Access	105
Prime	155
Night	75

M6 Publicité reserves the right to amend the seasonal and/or time slot indices for M6 and/or Puissance TNT + during the year.

In this case, the period and channel(s) concerned and the new index will be disseminated no later than 10 calendar days before the amendment comes into force, via **M6pub**, **My6** or any other means established by M6 Publicité.

1.2.8. Digital bonus

In order to help advertisers keep up with changing uses and consumer habits in terms of video content, M6 Publicité is setting up a bonus on purchases at guaranteed net cost per GRP, **valid only on M6**, if sales invested on M6+ (including sales generated by potential partners whose video inventories are marketed by M6 Publicité) account for at least 15% of total video sales* in 2025:

% DIGITAL/TOTAL VIDEO	<15%	>=15%
INDEX	100	98

This bonus, which applies to all waves broadcast during the year, will only be granted, with retroactive effect if an annual agreement is negotiated, if said agreement is approved **before the end of April 2025**.

In the event of non-compliance with the digital share by an advertiser that has activated the digital bonus during the year, M6 Publicité will rectify the advertiser's sales conditions, either during the year or via the discount upon order completion.

* Total video sales correspond to the sum of traditional TV advertising space sales (including Puissance 6 commercial breaks and addressable TV) and sales invested on M6+ (including sales generated by potential partners whose video inventories are marketed by M6 Publicité), including spot by spot and programmatic purchases, excluding sponsorship, special operations and sales generated by third-party resellers.

CLASSIC TV OFFER

PURCHASING ADVERTISING SPACE

1.2.9. Categories of guaranteed net cost per GRP purchases on M6 and Puissance TNT +

Depending on their media planning priorities, advertisers and agents can choose between three categories of guaranteed net cost per GRP for each wave. Advertisers may not combine more than one category of guaranteed net cost per GRP in a single wave.

Each category corresponds to an index level applied to the agreed non-indexed guaranteed net cost per GRP for a **20-second** break. The briefs will be processed by M6 Publicité in the following order of precedence:

- Select+
- Select
- Standard

The creation of a detailed advertisement broadcasting schedule per commercial break for an order booked under guaranteed net cost per GRP is only possible for the Select or Select+ categories.

Podium scheduling runs from 12 to 6 days in advance (Tuesday) for the Select and Select+ ranges and from 11 to 5 days in advance (Wednesday) for the Standard range.

1.2.10. 100% Thematik purchases on Puissance TNT +

When purchasing on Puissance TNT +, an advertiser may reserve a "100% Thematik" wave. In this case, the advertiser will not be positioned in Puissance TNT commercial breaks (W9, 6ter and Gulli), but only on Paris Première, Téva, SérieClub, M6 Music, MCM and RFM TV.

The basket of channels covered by 100% Thematik waves may vary depending on the purchasing target, as explained in paragraph 1.2.11 on the next page.

MEDIA PLANNING CRITERIA ACTIVATABLE DEPENDING ON GUARANTEED NET COST PER GRP CATEGORY		STANDARD INDEX 100	SELECT INDEX 105	SELECT+ INDEX 108
	Maximum number of sector codes	1	2	3 and over
	Maximum number of formats	2	3	4 and over
	Maximum format in seconds	29	29	40
OFFER	Exclusion of breaks labelled 2430 to 2699			✓
	Exclusion of 1 to 3 specified dates		✓	✓
	Broadcasting every other week (full 7-day week)			✓
ADVERTISEMENT SCHEDULING	Scheduling of 2 advertisements from the same wave in the same commercial break*		✓	✓
START OF WAVE	One advertisement in prime time on the 1 st day			✓
	At least one advertisement in prime time in the first 3 days		✓	
OTHER MEDIA PLANNING CRITERION	Exclusion of one format during a wave sub-period		✓	✓

* The combined duration of the two formats may not exceed 40 seconds.

An **index of 80** will be applied to 100% Thematik waves compared to the non-indexed net cost per GRP for a 20-second break negotiated under Puissance TNT +.

The format, seasonality and time slot indices defined in paragraph 1.2.7 also apply to 100% Thematik waves, access to which is not limited in terms of advertisement format.

Podium scheduling runs from 11 to 5 days in advance (Wednesday) for 100% Thematik waves.

CLASSIC TV OFFER

PURCHASING ADVERTISING SPACE

1.2.11. Special terms and conditions - Puissance TNT +

Depending on the purchasing target, a basket of channels will be made available by default (see table opposite) for purchases on Puissance TNT +. Changes may be made to the basket of channels and the maximum percentage of GRPs on theme channels during the year, for example due to the broadcasting of waves for theme channel viewers (V48 in March 2025 and V49 in July 2025).

In the event of purchase of a 100% Thematik wave, Puissance TNT (W9, 6ter and Gulli) will be automatically excluded from this wave. The theme channels included in this wave remain the same as those indicated opposite depending on the targets purchased.

In the event of a request to exclude at least one channel on a Puissance TNT + wave, a €100 surcharge will be added to the initially negotiated 20-second non-indexed guaranteed net cost per GRP on Puissance TNT +.

1.2.12. The same wave may be reserved using both purchase methods (spot by spot and guaranteed net cost per GRP). In this case, M6 Publicité shall be liable only for scheduling and performance in respect of the part purchased at guaranteed net cost per GRP. Spot by spot purchasing shall be made according to the conditions and procedures set forth in these STCS. Moreover, the combination of spot by spot purchasing with purchasing at guaranteed net cost per GRP must be approved by M6 Publicité.

	PUISSANCE TNT (W9, 6ter and Gulli)	PARIS PREMIÈRE	TÉVA	SÉRIE CLUB	MCM	RFM TV	M6 MUSIC	MAX. % (GRP) ON THEME CHANNELS*
All 25-49 Housewives+child<15 Women 25-49 <50 housewives	✓	✓	✓	✓	✓	✓	✓	25%
All 25-59 All 35-49 All 35-59 H/hold pur. <60 Women 25-59 Women 35-49 Women 35-59 Housewives 25-59 Housewives+child<25	✓	✓	✓	✓		✓		25%
Men 25-49 Men 25-59 All 25-49 mid. class	✓	✓			✓	✓	✓	25%

* Total percentage for 2025, excluding the purchase of 100% Thematik waves. // In the event of the exclusion of a channel from the Puissance TNT medium (W9, 6ter or Gulli) within a Puissance TNT + wave, the maximum percentage of thematic channels may be increased to 30%.

CLASSIC TV OFFER

PURCHASING ADVERTISING SPACE



1.3. PURCHASING ADVERTISING SPACE ON PUISSANCE KIDS +

1.3.1. Booking periods

The autumn period runs from 13 October to 7 December 2025 for booking periods on Puissance Kids +.

For this period:

- all advertiser requests must be sent to M6 Publicité (via My6) by 6 June 2025 at the latest;
- M6 Publicité will send a reply once all requests have been received.

PERIOD	PUBLICATION OF PRICE LISTS	DATES	BOOKING DATES	SCHEDULE CONFIRMATION*	LAST DATE TO AMEND SCHEDULE**
1	Tuesday 19 November 2024	1 January - 2 March 2025	Friday 29 November 2024	Monday 9 December 2024	Friday 13 December 2024
2	Tuesday 3 December 2024	3 March - 4 May 2025	Friday 10 January 2025	Monday 27 January 2025	Friday 31 January 2025
3	Tuesday 11 February 2025	5 May - 17 August 2025	Friday 14 March 2025	Monday 31 March 2025	Friday 4 April 2025
4	Tuesday 6 May 2025	18 August - 31 December 2025	Friday 6 June 2025	Friday 11 July 2025	Friday 29 August 2025

* These dates only apply to campaigns submitted on the first day of the booking period.

** After M6 Publicité has confirmed the schedule, the advertiser and/or its agent must notify M6 Publicité in writing of any order cancellation. In this case, no penalty fee shall be applied.

CLASSIC TV OFFER

PURCHASING ADVERTISING SPACE



1.3.2. Purchases at guaranteed net cost per GRP on Puissance Kids +

Purchases at guaranteed net cost per GRP are available on Puissance Kids + (commercial breaks labelled 6 on M6 Group free channels and all commercial breaks on M6 Group children's theme channels, i.e. Canal J and Tiji).

M6 Publicité reserves the right to exclude specific commercial breaks, days and periods from this method of purchase. M6 Publicité will inform purchasers in advance of commercial breaks that may not be eligible for the guarantee.

Purchases at guaranteed net cost per GRP on Puissance Kids + are available for the following children target audiences:

- Children aged 4-10
- Children aged 4-14
- Girls aged 4-14
- Boys aged 4-14
- Children aged 11-14

For purchases at guaranteed net cost per GRP on Puissance Kids +, a guaranteed net cost per GRP for a **20-second break** is agreed jointly between the advertiser or its agent and M6 Publicité:

- as part of the special terms and conditions of sale;
- prior to the first scheduling request.

The net cost per GRP for a 20-second break is guaranteed by M6 Publicité, not per wave, but per negotiated period. The format index is the only index applicable to guaranteed net cost per GRP purchases on Puissance Kids + (see **Article 2 of the Price Terms and Conditions**).

In the event of a request to exclude at least one channel on Puissance Kids +, a €100 surcharge will be added to the guaranteed net cost per GRP negotiated on Puissance Kids + for the autumn period, while a €40 surcharge shall apply for

the rest of the year.

The maximum percentage of GRPs scheduled on Canal J and Tiji for purchases at guaranteed net cost per GRP on Puissance Kids + is as follows:

- Autumn period: 20%
- Rest of year: 10%

Changes may be made to these percentages during the year, for example due to the broadcasting of waves for theme channel viewers (V48 in March 2025 and V49 in July 2025).

Requests for purchases at guaranteed net cost per GRP on Puissance Kids + may be sent in accordance with the booking period schedule and, in any event, must be received by M6 Publicité no later than 4 weeks prior to broadcast, except during the autumn period, when all requests must be sent via My6 no later than 6 June 2025. All requests must be submitted in the form of a schedule brief setting out the specific features of the wave concerned by this purchasing method (i.e. net budget at order completion, product variety code, target audience, screening period, format, breakdown per time slot, etc.). A module for creating briefs is available on My6.

For guaranteed net cost per GRP purchases on Puissance Kids +, advertisement scheduling is carried out by M6 Publicité, which decides on such scheduling and the allocation of advertisements to each channel at its sole discretion on the basis of a brief sent by the advertiser or its agent.

The scheduling of advertisements purchased at guaranteed net cost per GRP is liable to be altered by M6 Publicité for the purpose of optimisation, right up until broadcasting time.

Advertisements assembled via juxtaposition of a number of separate creations within a single advertisement with no or virtually no transition are not eligible for purchase at guaranteed net cost per GRP on Puissance Kids +.

CLASSIC TV OFFER

PURCHASING ADVERTISING SPACE

1.4. NET PURCHASING ON THE MY6 PLATFORM

M6 Publicité provides an online ad booking system for net purchasing on the **My6** platform. The aim is to enable advertisers to optimise ongoing TV advertising campaigns up to the last minute, quickly and independently, by automating and streamlining the process of purchasing TV advertising space.

USING THE PLATFORM

Logging on to the **My6** platform is done via your personal username and password.

Acceptance of the **terms of service** for net bookings on **My6** will be required prior to the first booking (in addition to acceptance of the M6 Publicité 2025 TV/Video STCS for all purchases).

FEATURES OF NET PURCHASING ON MY6

Commercial breaks offered on the **My6** platform, which are selected at M6 Publicité's discretion, are sold net on order completion and may cover all TV media offered by M6 Publicité (M6, Puissance TNT, Puissance Kids + and the theme channels). Net prices for commercial breaks offered on **My6** are liable to change in real time on the platform. No additional commercial discount may be granted for advertisements purchased net on the **My6** platform. These advertisements may in no event be subject to a performance guarantee, irrespective of the TV medium used (M6, Puissance TNT, Puissance Kids + or theme channels). The net amount purchased on **My6** will in no event be included in the base for calculating the various commercial discounts available on the different TV media marketed by M6 Publicité (M6, Puissance TNT, Puissance TNT +, Puissance Kids + and the theme channels).

M6 reserves the right to change or add new features to the net purchasing system on **My6**.

Any net booking on the **My6** platform is considered a firm and final purchase (see Article II.3 of the **My6 terms of service**), excluding force majeure events (see definition on page 92 of these STCS). If a force majeure event is proven, it is understood that it is up to the advertiser or its agent to notify M6 Publicité in writing that the advertisements booked specifically via the **My6** platform must be cancelled by M6 Publicité.

M6 Publicité reserves the right to cancel bookings in the event of non-compliance with the terms of these STCS and the terms and conditions for the purchase and broadcasting of advertisements (in the event of non-compliance with scheduling or broadcasting criteria, etc.).

CONDITIONS OF ACCESS TO THE NET PURCHASING PLATFORM

To be eligible for net purchasing of TV advertising space on **My6**, the campaign must fulfil the following conditions:

- be screened (at least one advertisement scheduled on one of the TV media marketed by M6 Publicité, i.e. either M6, Puissance TNT, Puissance TNT +, Puissance Kids + or the theme channels), irrespective of the purchasing mode, during the 15 days preceding or following the booking date for an advertisement purchased net on **My6**,
- have booked an advertisement via net purchasing on **My6** in an identical format to those used for the relevant screened campaign,
- adhere to the advertisement delivery terms and broadcast conditions as specified in the "**Materials**" section.

All purchasing and booking procedures available on **My6** are explained in the **My6 terms of service**.

NEW OFFER FOR 2025:

Take advantage of the direct implementation of an optimisation engine for net purchases on **My6** to help you automatically select slots available for purchase in real time and corresponding to all your media planning requests:

- Net budget
- Breakdown between channels
- GRP percentage per time slot
- Powerful, cost-effective commercial breaks depending on purchasing target
- ...

A valuable time saver for effective media planning!

CLASSIC TV OFFER

PRICE TERMS AND CONDITIONS

2. PRICE TERMS AND CONDITIONS

2.1. PRICE SCHEDULES

The price schedules for commercial breaks on the various channels may be consulted on **My6**.

They are published according to the schedule shown in the advertising space purchase section of these STCS on pages 36 and 44.

They are adjusted each week depending on the programming schedule, 3 weeks before programme broadcast.

2.2. FORMAT INDICES

In 2025, the prices published in the schedules for commercial breaks are based on **20-second** slots. To find the format price, the basic price is multiplied by the index corresponding to the length of the advertisement.

EXAMPLE: For a commercial break at a gross price of €30,000 (20-second slot), the 30-second advertisement price will be: $30,000 \times 1.10 = €33,000$.

The following price indices apply to all of the channels whose advertising sales are managed by M6 Publicité. Accordingly, purchases at guaranteed net cost per GRP are now made on the basis of a 20-second format index.

M6 Publicité reserves the right to amend the format indices during the year.

LENGTH (seconds)	FORMAT INDEX	LENGTH (seconds)	FORMAT INDEX	LENGTH (seconds)	FORMAT INDEX
3	37	17	92	31	130
4	41	18	95	32	135
5	46	19	96	33	140
6	52	20	100	34	148
7	57	21	101	35	156
8	60	22	101	36	162
9	63	23	102	37	168
10	66	24	103	38	174
11	69	25	105	39	180
12	73	26	106	40	186
13	78	27	106	45	211
14	82	28	108	50	238
15	86	29	109	55	267
16	88	30	110	60	300

Please contact M6 Publicité regarding any format exceeding 40 seconds not included in the table.

CLASSIC TV OFFER

PRICE TERMS AND CONDITIONS

2.3. PODIUMS (PREFERRED POSITIONING)

Spot by spot and guaranteed net cost per GRP purchases

Placing an advertisement at the beginning or the end of a commercial break gives the advertiser greater visibility.

Podiums may be reserved subject to the terms and conditions set out below, once the advertising space has been definitively booked (not when booking is applied for).

This visibility is subject to surcharges according to the following scales:

	GOLD First and last positions in the commercial break	SILVER Second and penultimate positions in the commercial break	BRONZE Third and antepenultimate positions in the commercial break
Standard commercial breaks	12%	9%	6%
Premium commercial breaks (labelled 2, 3, 7 & 9)*	15%	12%	8%

* only on M6

Some commercial breaks offer advertisers an exceptional degree of visibility, particularly in the context of an event-driven schedule. In such cases, the aforementioned surcharges may be adjusted.

Any changes made by M6 Publicité to the podium surcharges will be shown in the “weekly flash breaks” published after each newsletter is released, as well as in certain special offers published during the year (e.g. sports competitions, etc.)

2.4. CUSTOMISED CONSTRUCTION OF A COMMERCIAL BREAK

Only for spot by spot purchases, not available at guaranteed net cost per GRP

In the event that an advertiser reserves several advertisements during the same commercial break, the advertiser may ask for a customised construction of this break to optimise viewers’ ability to remember the advertisement.

The request must be sent by e-mail:

- to the Scheduling Department: planningtvm6@m6.fr
- and to the Advertising Broadcasting Department: diffusion-publicitaire@m6.fr

If the advertiser requests customised construction, a 15% surcharge will be applied to each of its advertisements lasting less than or the same time as the longest advertisement.

If no advertiser has purchased a specific positioning during a commercial break, M6 Publicité can build the break as it sees fit.

EXAMPLE: 2 advertisements lasting 8 sec. and 15 sec. respectively are booked by the advertiser during the same commercial break. The advertiser asks the scheduling supervisor in writing to schedule the 15 sec. and then the 8 sec. advertisement into the break in question. The 2 advertisements should not appear one after the other. This construction shall subsequently be confirmed in the Advertising Broadcasting Department. A 15% surcharge will apply to the 8 sec. advertisement.

2.5. INCREASED VISIBILITY OF PP1

Only for spot by spot purchases, not available at guaranteed net cost per GRP

M6 Publicité enables advertisers to make their presence felt at the beginning of the commercial break through various creative solutions aimed at maximising the visibility of the advertisement.

In addition to the advertisement itself, these packages (with a minimum of 10 broadcasts) may include a customised jingle and a 3-5” transition between the jingle and the advertisement.

- 20% surcharge on the space booked,
- Production costs from €5,000 net excluding VAT.

2.6. MULTI-PRODUCT ADVERTISEMENT

Spot by spot and guaranteed net cost per GRP purchases

2.6.1. It is possible to promote several products/brands in a single advertisement. If this appearance makes it necessary to reserve one or more additional product sector codes, the advertiser must notify M6 Publicité’s Scheduling Department at the time the space is booked and must reserve all of the product sector codes relevant to the advertisement.

CLASSIC TV OFFER

PRICE TERMS AND CONDITIONS

A surcharge is then applied using the rate scale below:

BREAK	2 RD CODE RESERVED	3 RD CODE RESERVED	4 TH CODE RESERVED AND EACH ADDITIONAL CODE
Several products/brands of the same advertiser	15%	10%	5%
Several products/brands of different advertisers (i)	20%	15%	10%

(i) In this event:

- the image of the additional product(s)/brand(s) must not occupy the entire screen;
- the presence of the additional product(s)/brand(s) must in no event last more than five seconds.

2.6.2. An additional 10% surcharge is applied if M6 Publicité is informed of the introduction of or reference to another product/brand after the bookings have been made with the Scheduling Department or if the code initially reserved is incorrect. This additional surcharge is applied cumulatively.

EXAMPLE: For 2 codes reserved for several products/brands of different advertisers, if M6 Publicité was not notified when the space was booked, the surcharge applied is 20% + 10% = 30%.

If one or more codes are cancelled prior to broadcast for an advertisement which comprised at least three different product sector codes when the booking was made with the Scheduling Department, the surcharges shall remain payable in full.

2.7. CO-BRANDING

Guaranteed net cost per GRP, spot by spot purchases and net purchasing on My6

Co-branding refers to:

- an advertisement shared equally between 2 brands or products by the same advertiser or by different advertisers, or
- an advertisement shared by 2 brands or products, by the same advertiser or by different advertisers, in which the 2nd brand or product is visible for more than 5 seconds.

Co-branding is charged at 35% over the standard price.

An additional 10% surcharge is applied if M6 Publicité is notified of a co-branding operation after bookings have been made with the Scheduling Department.

This additional surcharge is applied cumulatively.

2.8. SECTOR EXCLUSIVITY

M6 Publicité promises all advertisers that it will not schedule the advertisement of another advertiser promoting a product or service designated by the same 8-digit sector code (category, sub-category, sector, variety - see product list published on the **m6pub.fr** and **My6** websites) in the same commercial break. Notwithstanding the foregoing, M6 Publicité reserves the right not to apply, on an ad hoc basis or otherwise, this principle of sectoral exclusivity to any sector of its choice, subject to prior notification to that effect by M6 Publicité on the **My6** website.

M6 Publicité shall make every effort to comply as far as possible with the principle of sectoral exclusivity as defined in these STCS for the commercial breaks for which advertisements are booked via addressable advertising purchasing offers.

2.9. PRIORITY ACCESS

Only for spot by spot purchases, not available at guaranteed net cost per GRP

2.9.1. Certain advertisements may receive priority access to M6's schedule before the start of the booking period. Priority access is subject to the following surcharges:

PRIORITY ACCESS	GOLD PRIORITY ACCESS
+5%	+20%

All requests for priority access PP advertising space are subject to the terms and conditions applicable to Gold priority access.

In the event that the priority access is cancelled, the advertiser shall still be required to pay the surcharge.

2.9.2. This surcharge applies to all booked advertising space. To gain priority access, advertisers must submit an application to M6 Publicité:

- solely on the day before the booking period commences and no later than 6 pm on that day
- by e-mail only to the Scheduling Department at: **planningtvm6@m6.fr**

CLASSIC TV OFFER

COMMERCIAL DISCOUNTS

3. COMMERCIAL DISCOUNTS

3.1. SCOPE

The following discounts shall apply to all purchases of traditional advertising space on the channels whose advertising sales are managed by M6 Publicité, except where special marketing schemes are in place and purchases are made at guaranteed net cost per GRP or under net purchasing on **My6**.

- To receive the discounts, the advertiser must pay M6 Publicité's invoices in full when due.
- The advertiser and its agent must comply with the M6 Publicité STCS.

3.2. IMMEDIATE APPLICATION OF THE DISCOUNTS

The balance of discounts not applied during the year is paid at fiscal year end, i.e. from mid-March 2026.

Any advertiser which fails to honour its undertaking must refund the entire bonus it receives to M6 Publicité plus 10% interest (or three times the statutory interest rate, if higher) within 30 days following the invoice date.

If it appears certain that an advertiser cannot honour its undertaking, or if it fails to comply with the STCS, in particular regarding full payment of invoices when due, M6 Publicité shall reserve the right, during the year, to stop awarding discounts during that year.

3.3. M6 VOLUME DISCOUNTS

The volume discount applies as of the first euro to the BAB amount of annual advertising space expenditure on M6 (spot by spot and guaranteed net cost per GRP purchases, excluding net purchasing on **My6** and sponsorship).

During the year, amounts are invoiced at the lowest level of expenditure (23%). At year end, an adjustment is made via a credit note, depending on the actual level of expenditure attained.

Discount scale: 2025 BAB amount (€000s excl. VAT) for purchases of advertising space*

FROM	TO	RATE
0	200	23%
200	400	26%
400	600	27%
600	800	28%
800	1,000	29%
1,000	1,500	30%
1,500	2,000	31%
2,000	3,000	32%
3,000	5,000	33%
5,000	10,000	34%
10,000	20,000	35%
20,000	30,000	36%
30,000	40,000	38%
40,000		40%

* Amounts expended on M6 for spot by spot and guaranteed net cost per GRP purchases, excluding sponsorship and net purchasing on My6

CLASSIC TV OFFER

COMMERCIAL DISCOUNTS

3.4. PUISSANCE TNT VOLUME DISCOUNTS

The volume discount applies as of the first euro to the BAB amount of annual advertising space expenditure (spot by spot purchases and purchases at guaranteed net cost per GRP, excluding net purchasing on **My6** and sponsorship) on Puissance TNT (commercial breaks on W9 and 6ter and breaks labelled 7 on Gulli). During the year, amounts are invoiced at the lowest level of expenditure (23%). At year end, an adjustment is made via a credit note, depending on the actual level of expenditure attained.

Discount scale: 2025 BAB amount (€000s excl. VAT) for purchases of advertising space*

FROM	TO	RATE
0	100	23%
100	200	26%
200	300	27%
300	500	28%
500	700	29%
700	1,000	30%
1,000	1,500	31%
1,500	2,000	32%
2,000	3,000	33%
3,000	5,000	34%
5,000	7,000	35%
7,000	10,000	36%
10,000	15,000	38%
15,000		40%

* Amounts expended on Puissance Kids + for spot by spot and guaranteed net cost per GRP purchases, excluding net purchasing on My6 and sponsorship

3.5. PUISSANCE KIDS + VOLUME DISCOUNTS

The volume discount applies as of the first euro to the BAB amount of annual advertising space expenditure (spot by spot and guaranteed net cost per GRP purchases, excluding net purchasing on **My6** and sponsorship) on Puissance Kids + commercial breaks.

During the year, amounts are invoiced at the lowest level of expenditure (23%). At year end, an adjustment is made via a credit note, depending on the actual level of expenditure attained.

Discount scale: 2025 BAB amount (€000s excl. VAT) for purchases of advertising space*

FROM	TO	RATE
0	50	23%
50	100	26%
100	200	27%
200	300	28%
300	500	29%
500	700	30%
700	1,000	31%
1,000	1,500	32%
1,500	2,000	33%
2,000	2,500	34%
2,500	3,000	35%
3,000	4,000	36%
4,000	5,000	38%
5,000		40%

* Amounts expended on Puissance Kids + commercial breaks for spot by spot and guaranteed net cost per GRP purchases, excluding net purchasing on My6 and sponsorship

CLASSIC TV OFFER

COMMERCIAL DISCOUNTS



3.6. ADULT THEME CHANNEL VOLUME DISCOUNTS

“Adult” theme channels are the channels whose advertising sales are managed by M6 Publicité and which broadcast on pay DTT, cable, satellite and/or broadband DSL, namely: Paris Première, Téva, SérieClub, M6 Music, MCM and RFM TV. This list of channels may be amended.

The volume discount applies as of the first euro to the BAB amount of annual advertising space expenditure (spot by spot and guaranteed net cost per GRP purchases, excluding net purchasing on **My6** and sponsorship) on “adult” theme channels whose advertising sales are managed by M6 Publicité.

During the year, amounts are invoiced at the lowest level of expenditure (23%). At year end, an adjustment is made via a credit note, depending on the actual level of expenditure attained.

Discount scale: 2025 BAB amount (€000s excl. VAT) for purchases of advertising space*

FROM	TO	RATE
0	500	23%
500	1,000	30%
1,000	2,500	35%
2,500		45%

* Amounts expended on adult theme channels for spot by spot and guaranteed net cost per GRP purchases, excluding net purchasing on My6 and sponsorship

3.7. DIGITAL BONUS DISCOUNT

This discount only applies to non-guaranteed spot by spot purchases.

Discount principle:

In order to help advertisers keep up with changing uses and consumer habits in terms of video content, M6 Publicité is introducing a digital bonus discount on non-guaranteed spot by spot purchases, valid only on M6, if sales invested on M6+ (including sales generated by potential partners whose video inventories are marketed by M6 Publicité) account for at least 15% of total video sales* in 2025.

% DIGITAL/TOTAL VIDEO	<15%	>=15%
M6 DISCOUNT RATE	0%	1%

This bonus, which applies to all waves broadcast during the year, will only be granted, with retroactive effect if an annual agreement is negotiated, if said annual agreement is approved before the end of April 2025.

This bonus will be applied on a cumulative basis after the volume discount (see page 104 of these STCS).

In the event of non-compliance with the digital share by an advertiser that has activated the digital bonus during the year, M6 Publicité will rectify the advertiser’s sales conditions, either during the year or via the discount upon order completion.

* Total video sales correspond to the sum of traditional TV advertising space sales (including Puissance 6 commercial breaks and addressable TV) and sales invested on M6+ (including sales generated by potential partners whose video inventories are marketed by M6 Publicité), including spot by spot and programmatic purchases, excluding sponsorship, special operations and sales generated by third-party resellers.

CLASSIC TV OFFER

SPECIAL MARKETING SCHEMES

4. SPECIAL MARKETING SCHEMES

4.1. CAMPAIGNS AIMED AT PROMOTING THE ECOLOGICAL TRANSITION

M6 Publicité seeks to comply with climate contracts designed to encourage and support behavioural changes in order to promote lifestyles and consumer habits having less impact on the environment. In keeping with this aim, the sales house plans to “offer special commercial terms and conditions, in accordance with schedule availability, for information campaigns disseminated by government agencies and non-profit organisations (excluding non-profit organisations linked to advertisers or advertiser groups) that seek to promote responsible practices and the use of less polluting products”.

In this regard, M6 Publicité offers the following special marketing schemes:

4.1.1. Definition

A campaign is considered to be an information campaign when it is disseminated by a government agency and/or organisation and seeks to promote responsible practices and the use of less polluting products.

To obtain the status of information campaign, you must send in your application by e-mail only to: adv@m6.fr together with a file justifying the grounds for the application for the current year. Only M6 Publicité is authorised to classify a campaign as an “information campaign seeking to promote responsible practices and the use of less polluting products” within the meaning of the climate contracts. Campaigns not receiving this status for 2025 are invoiced at the standard rate and are subject to the Standard Terms and Conditions of Sale.

4.1.2. Marketing

Campaigns classified as “information campaigns” as defined above receive a 40% discount on the gross price but will receive no other discounts or reductions.

4.2. CAMPAIGN TO PROMOTE ECO-FRIENDLY PRODUCTS

4.2.1. Framework

M6 Publicité wishes to promote the efforts of the most committed advertisers by enhancing the visibility of their products with a lower environmental impact, in collaboration with ADEME (the French agency for ecological transition).



M6 Publicité is guided exclusively by the specifications on responsible consumption in advertising drawn up by ADEME (“Publicité, offre consommation responsable”). As part of the development of new advertising offers aimed at highlighting products (goods and services) with a lower environmental impact, ADEME has developed a classification grid to help advertisers identify products that could benefit from these special offers.

These specifications enable M6 Publicité to determine whether the advertisement is eligible for Green offers.

4.2.2. Eligibility criteria

Advertisers must incorporate within the advertisement the environmental information selected by ADEME (labels, tags, indices, etc.) about the product or service being promoted in a distinct and visible manner. All products promoted in the advertisement must meet the specifications and carry one or more environmental information elements selected by ADEME.



Ophélie Meunier
© Benjamin Decoin/M6

CLASSIC TV OFFER

SPECIAL MARKETING SCHEMES

4.2.3. Marketing

Campaigns relating to eco-friendly products carried out by new M6 Group advertisers* are subject to special marketing schemes on all our TV media.

They receive a 55% discount, which is applied to the gross rate and is valid regardless of when the space is booked. The volume discount does not apply to amounts expended.

* Advertisers who have never communicated on M6 Group channels

4.3. CINEMA SECTOR ADVERTISERS

Campaigns relating to cinema films are subject to special marketing schemes on all our TV media (codes 33 01 06 03 and 33 01 06 04 on the TV product list).

They receive an allowance based on the budget* of the film promoted in the advertising campaign.

* To benefit from this discount, the advertiser must substantiate the budget of the film promoted (e.g. CNC data).

FILM BUDGET	M6 DISCOUNT	DISCOUNT ON OTHER CHANNELS
Film budget over €7m	-40%	-60%
Film budget between €4m and €7m	-50%	-65%
Film budget between €1m and €4m	-55%	-70%
Film budget below €1m	-60%	-75%

This discount, which is applied to the gross rate, is valid regardless of when the space is booked.

The volume discount does not apply to amounts expended.

4.4. BOOK PUBLISHING SECTOR ADVERTISERS

In order to support book publishers, who have been authorised to communicate on television since April 2024, M6 Publicité is introducing a discount for book publishing campaigns (code 16 02 01 12 of the TV product list) in its 2025 TV/Video STCS. The discount on the gross price is as follows:

MINIMUM TV BUDGET PER WAVE	DISCOUNT
€10,000	-60%

The budget (based on a 20-second break) and discount shown in the table above apply to all M6 Group TV channels. The volume discount does not apply to amounts expended.

Bonus for simultaneous TV and radio campaigns:

Any book publishing campaign that complies with the minimum budget of €10,000 invested in a TV wave and that simultaneously invests in at least one radio medium whose advertising sales are managed by M6 Publicité* will receive the following additional advantages:

- Additional **10%** discount on the **TV**** campaign
- **Priority access** to the schedule on both **TV** and **radio**

* RTL, RTL2, FUN RADIO and M RADIO (list at date of publication of these STCS, subject to change)

** The maximum total discount, if all conditions are met, for a TV campaign purchased by a book publishing advertiser would therefore be 64%.

Example for a €100,000 gross price campaign:

The first reduction of 60% gives a net budget excluding VAT of €40,000.

If the advertiser receives the additional 10% bonus, the total price for the campaign will be: €40,000 x (1-10%) = €36,000, resulting in an overall discount of 64%.

4.5. COOPERATIVE CAMPAIGN TO PROMOTE HEALTHY DIETS AND SPORTING ACTIVITIES

M6 Publicité ensures compliance with the currently applicable charter aimed at promoting healthy diets and behaviours in audiovisual programming and advertising, which provides that “the advertising sales houses of the signatory audiovisual communication services - including the M6 Group - shall offer appropriate pricing conditions of access to commercial breaks for cooperative campaigns promoting products whose consumption should be encouraged (products outside the scope of Article 29 of French Act No. 2004-806 of 9 August 2004), in accordance with the third paragraph of Article 14 of Decree No. 92-280 of 27 March 1992.”

In this regard, M6 Publicité offers the following special marketing schemes:

4.5.1. Definition

An advertising campaign is deemed to be “cooperative” and seeking to promote healthy diets and sporting activities when its objective is to promote the products or services presented in a collegial manner in the food and/or sports sector without highlighting one or more brands of the products or services in question.

To obtain the status of cooperative campaign, you must send in your application by e-mail only to: **adv@m6.fr** together with a file justifying the grounds for the application for the current year. Only M6 Publicité is authorised to qualify a campaign as being “cooperative and seeking to promote healthy diets and sporting activities” within the meaning of the aforementioned charter.

CLASSIC TV OFFER

SPECIAL MARKETING SCHEMES

Campaigns not receiving this status for 2025 (including a cooperative campaign for any sector other than those mentioned above) are invoiced at the standard rate and are subject to the STCS.

4.5.2. Marketing

Campaigns awarded the status of “cooperative campaigns seeking to promote healthy diets and sporting activities” receive a 40% discount on the gross rate but are not eligible for any other discounts.

4.6. FRENCH GOVERNMENT INFORMATION SERVICE (SIG) CAMPAIGNS

4.6.1. Definition

To obtain the status of campaign of government interest, advertisers must send the certification granted by the French government information service (SIG) by e-mail to: adv@m6.fr. SIG campaigns must be certified by the relevant ministry.

4.6.2. Marketing

Campaigns awarded SIG certification receive a 40% discount on the gross rate but are not eligible for any other discounts.





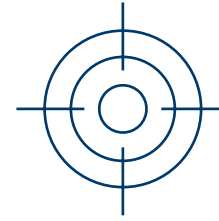
03

A. TV BROADCAST OFFER

A2. TV sponsorship offer

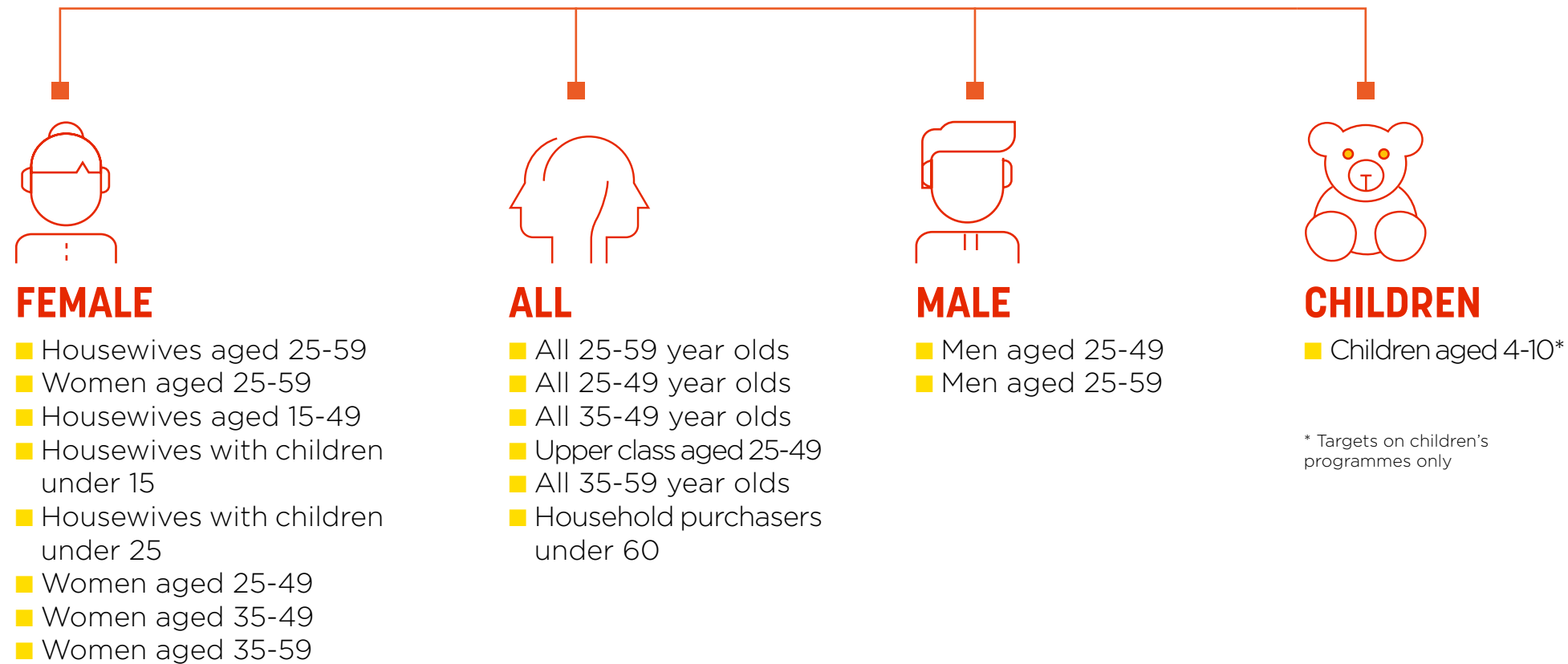
TV SPONSORSHIP OFFER

1. SPONSORSHIP TARGETS



SPONSORSHIP TARGETS

A sponsorship operation may be purchased only for a single target audience from among those listed below, on the understanding that M6 Publicité is on no account required to guarantee performance vis-à-vis the chosen target audience.



TV SPONSORSHIP OFFER



Top Chef © Julien Theuil/M6

2. COMMERCIAL DISCOUNTS

This discount scale applies to any advertiser contracting a sponsorship operation on one of the channels whose advertising sales are managed by M6 Publicité.

There are two commercial discounts:

2.1. REFERENCE DISCOUNT

It is fixed at **15%** of the amount of purchased advertising space relating to the sponsorship operation (excluding technical costs).

This applies to the gross amount of purchased advertising space invoiced monthly.

2.2. AGENT DISCOUNT

This discount is awarded to any advertiser whose agent, on the advertiser's behalf, manages, monitors and audits the sponsorship operations and technical costs and ensures signature of the sponsorship agreement and payment of invoices when due.

On M6, W9, 6ter, Gulli, the theme channels whose advertising sales are managed by M6 Publicité and M6+, the discount related to the involvement of an agent is fixed at **2%** of the amount of advertising space expenditure relating to the sponsorship operation invoiced to the advertiser after subtracting the reference discount. It is paid by monthly invoice after the discount criteria defined above have been verified.

The discounts appearing in these rate scales are granted on the condition that the advertiser and its agent pay the M6 Publicité invoices in full when due and that said parties comply with the STCS.

TV SPONSORSHIP OFFER



Le Meilleur Pâtissier - Cyril Lignac, Mercotte
© Sacha Heron/M6

3. MULTI-BRAND/MULTI-PRODUCT SPONSORSHIP BILLBOARDS

The presentation of or reference to several of the sponsor's or another co-sponsor advertiser's brands/products in the sponsorship billboard is limited to three variety codes and shall give rise to a surcharge in accordance with the following rates:

SPONSORSHIP BILLBOARDS	2 ND CODE RESERVED
Several products of the same advertiser	15%
Several products of different advertisers	20%

- the image of the additional brand(s)/product(s) must not occupy the entire TV screen;
- the presence of the additional brand(s)/product(s) must in no event last more than three seconds.

Co-branding (an advertisement shared equally between two brands or when the second brand is on screen for more than 3 seconds) is subject to a 35% surcharge.

4. LINKED TV+RADIO OFFER

In the event of purchase of a linked TV+Radio sponsorship offer, an additional **15%** discount shall be applied to the radio expenditure compared to the negotiated price of the same service on radio only.

This offer does not apply to event-driven programmes.

This offer only applies to sponsorship purchases for which the net expenditure excluding VAT on TV+Radio amounts to at least €300,000.



03

A. TV BROADCAST OFFER

A3. Product placement

PRODUCT PLACEMENT



In accordance with the legislation applicable at the time of publication hereof, and subject to compliance with CSA resolution 2010/4 of 16 February 2010 as amended by the resolution of 24 July 2012, product placement can now be used in drama series on television and radio and in music videos.

Any new resolution applicable to broadcasters and permitting product placement on other types of programme shall be subject to a communication on the part of M6 Publicité and/or to an amendment hereto during the period of the operation.

To this effect, M6 Publicité, as the advertising sales house for each broadcaster, has been given the exclusive remit to sell product placement opportunities. M6 Publicité shall notify each relevant broadcaster of all product placement applications made for the programmes authorised by said regulation. In the event that the broadcaster accepts the application, a contractual document shall be executed to formalise the product placement arrangement.

In keeping with the undertakings made by the M6 Group under the climate contracts, M6 Publicité will foster awareness among advertisers of the need to reduce the presence of “eco-unfriendly” placed products having an adverse impact on the environment.

All product placement applications made by an agent must be sent with the appropriate contract certificate signed by the advertiser.

They must be sent by e-mail to adv@m6.fr



03

A. TV BROADCAST OFFER

A4. Addressable TV offer

ADDRESSABLE TV OFFER

OPERATOR BOXES

PURCHASING ADDRESSABLE ADVERTISING SPACE

M6 ADRESSABLE

Addressable advertising is an innovative solution to any and all of your marketing challenges.

M6 Publicité offers access to addressable advertising via operator boxes: targeted broadcast of an advertisement within a commercial break in place of another advertisement.

LOCAL COMMUNICATION

Adapt your media plan to your distribution network or boost certain geographical areas.



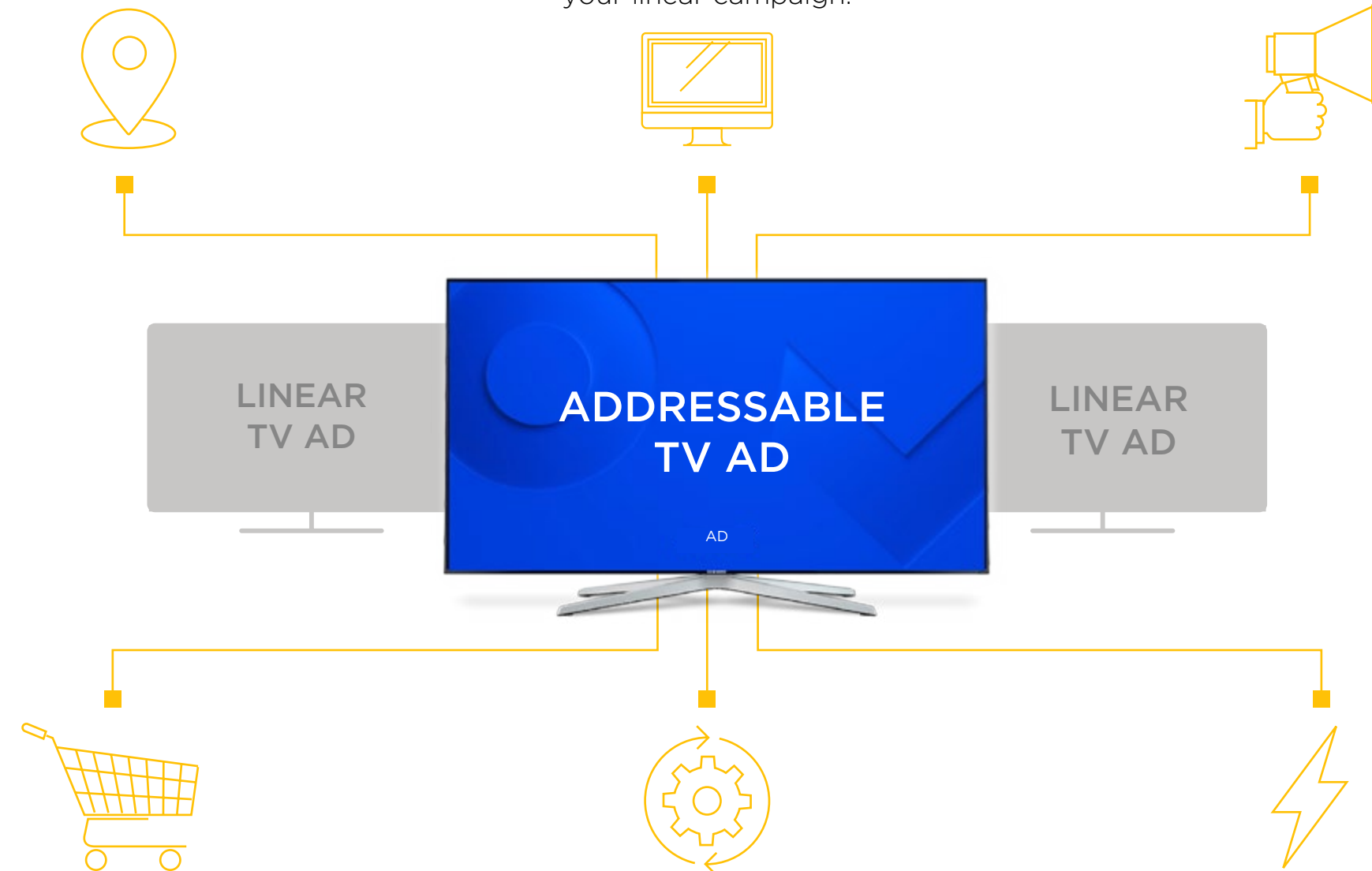
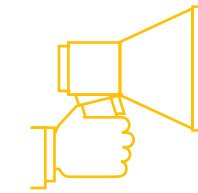
OPTIMISED COVERAGE

Extend your reach to small-scale TV consumers ("Occasional TV viewers") or households that are not exposed to your linear campaign.



CUSTOM AUDIENCE

Communicate directly with your customers and prospects (advertiser or third-party data activation).



FIRST-TIME TV BUYER

Take your first steps in TV with an optimised entry ticket.



DCO (ON REQUEST)

Adapt your advertising creations to your target audience and its location.



MOMENT MARKETING

Activate your campaign depending on specific weather conditions.



ADDRESSABLE TV OFFER

RULES



ADDRESSABLE TV OFFER

PURCHASING ADVERTISING SPACE

M6 ADRESSABLE ON OPERATOR BOXES

Addressable advertising campaigns are available across all time slots and multiple advertisements may be substituted during a single break.

Some differences may continue to apply, depending on the operator.

Addressable TV advertising is available for spot by spot and programmatic purchasing.

THE M6 ADRESSABLE OFFER ON OPERATOR BOXES

The addressable offering proposed by M6 Publicité mainly comprises the following segments:

■ **Geolocation:** target your advertising region or boost a specific area.

- Region
- Province
- Major conurbation
- Postcode
- Catchment area

■ **Profiles:** reach the right households.

- Household structure (single person, large family, family with children, age range of children)
- Socio-professional class (working class, middle class, upper class, high income, very high income)
- Type of housing (homeowner, house, flat, rural area, low CO₂ emission zone)
- Socio-demographic profile (age and gender)

■ **TV consumption:** communicate to a relevant audience.

- M6 programme fans: **Top Chef, Le Meilleur Pâtissier, Qui veut être mon associé**, etc.
- Areas of interest - All channels: over 20 segments (cooking, DIY, football, fashion, pets, travel, property, health & well-being, etc.)
- VOD and SVOD consumers

■ **Advertiser data:** communicate to your customers.

- Activation of advertiser data

■ **Moment marketing:** Activate your campaign depending on specific weather conditions.

■ **Boost coverage:**

- Zero exposure
- Limited TV viewers

■ **Premium Partner Data:**

- Unlimitail (Carrefour)
- Infinity Advertising (Intermarché)
- Valiuz (Auchan)
- Sirdata
- Veepee

This offering may change over the course of 2025. Standardisation is planned so that all segments are accessible across all operators. Certain proprietary segments may nonetheless remain specific to each operator.

All segments proposed by M6 Publicité are available on request.

ADDRESSABLE TV OFFER

PURCHASING ADVERTISING SPACE



SCHEDULING CONDITIONS

For addressable advertising campaigns, M6 Publicité markets the channel offer on live TV commercial breaks. The broadcasting scope of the campaigns is specified at the time of the booking request.

The advertisements are scheduled at M6 Publicité's discretion based on the ad server mechanism from among the slots available at the time of the booking request. In accordance with **Article 2.1 "Conformity of advertisements"** in the "Materials" section, M6 Publicité reserves the right to reject or cancel any advertising order if it deems the order to be contrary to the interests of the M6 Group or one of its companies.

All advertisements purchased on linear TV with a guaranteed sales mode are liable to be replaced by a addressable advertisement purchase for a given household segment. Spot by spot purchases cannot be substituted.

The first and last advertisement in each commercial break will not be replaced.

M6 Publicité shall make every effort to comply as far as possible with the principle of sectoral exclusivity as defined in these STCS for the commercial breaks for which advertisements are booked via these addressable advertising purchasing offers.

PURCHASING CONDITIONS

Addressable TV campaigns are booked through the reservation of a number of impressions in a specific segment chosen from among those proposed in this document.

Prices are expressed in CPM based on 20 seconds.

The minimum expenditure budget is €5,000 net excluding VAT per campaign.

The format indices are identical to those included in these STCS (see Price Terms and Conditions section).

AUDIENCE RATINGS

In the context of addressable advertising, the performance of campaigns that include some substituted advertisements is recalculated.

In order to do this, the advertising agencies send Médiamétrie the details of the impressions broadcast in addressable advertising.

On this basis, and depending on the profile of the commercial breaks in which the substitutions took place, adjusted GRPs are estimated for the advertisers concerned.

These GRPs are then made available to the market, notably via server centres such as Popcorn.

As of 2021, adjusted GRPs are delivered for a full week on the following Thursday.





The delivery conditions for the adjusted GRPs may change during 2025.

ADDRESSABLE TV OFFER

PRICE TERMS AND CONDITIONS

SPOT BY SPOT OR PROGRAMMATIC ACTIVATION

ON OPERATOR BOXES

	Targeting Geolocation	Region
		Province
		Urban area/conurbation/catchment area/postcode
	Profile targeting	Socio-demographic
		Household structure/socio-professional class/housing/geotype
	TV consumption targeting	Low/medium/high TV consumers
		Area-of-interest affinity - All channels
		M6 programme fans (Top Chef/Le Meilleur Pâtissier/ etc.)
	Custom targeting	Advertiser targeting
		Weather DCO
		Screenwriting: DCO/reach/storytelling
	Premium partner targets	Other
		Unlimitail
		Infinity Advertising
		Valiuz
		Sirdata

**PRICING:
PLEASE
CONTACT US**



Vincent Dedienne
© Laura Gilli/M6



03

A. TV BROADCAST OFFER

A5. Event ad formats

LINEAR TV EVENT AD FORMATS

STAND OUT ON THE BIG SCREEN



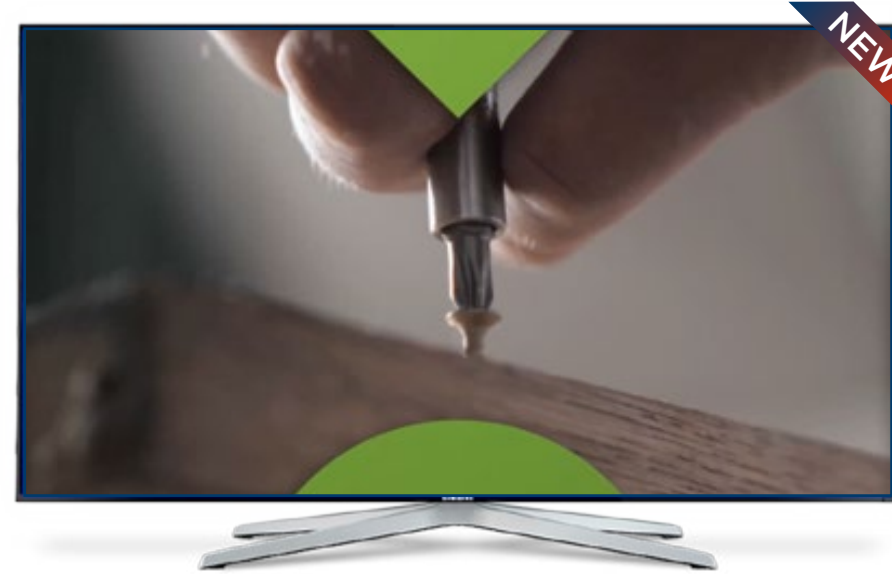
TIME SPRINGBOARD LINK YOUR BRAND TO A KEY TIME OF DAY

BENEFITS

Exposure, privileged presence.

CONCEPT

Offer the advertiser the opportunity to associate their brand with a key time of day, by adding a 5-second jingle before the ad.



MIDBREAK PLUS REVIVE THE VIEWER'S ATTENTION THROUGH SMOOTH SCREENWRITING

BENEFITS

Exposure, attention, memorisation.

CONCEPT

The advert is broadcast in the middle of the commercial break and preceded by a midbreak spot with a personalised jingle.



6SCAN RANGE INTERACT WITH THE VIEWER VIA A QR CODE

BENEFITS

Interaction, drive to.

CONCEPT

Invite the viewer to interact with your brand universe using a QR code screen branding around the ad.

NEW

Option to customise your QR code.

ADDRESSABLE TV EVENT AD FORMATS

HBBTV



AD ENHANCEMENT

Display: 10 seconds
Advertisement duration: 20 seconds
Benefits: Custom message at household level

IN PARALLEL WITH THE PROGRAMME

Display: 10 seconds
Potential broadcast periods: Afternoon, access and prime time
Benefits: Exposure in a contextualised environment

The advertising design of the L-BANNER screen branding will be subject to legal approval prior to broadcast.

ON HBBTV

M6 Adressable - programme

PRICING: PLEASE CONTACT US

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STCS 2025
TV\VIDEO

01
THE M6 GROUP
ECOSYSTEM

02
M6 GROUP
CSR STRATEGY
AND COMMITMENTS

03
VIDEO TERMS
AND CONDITIONS
OF SALE

04
STANDARD TERMS
AND CONDITIONS
OF SALE

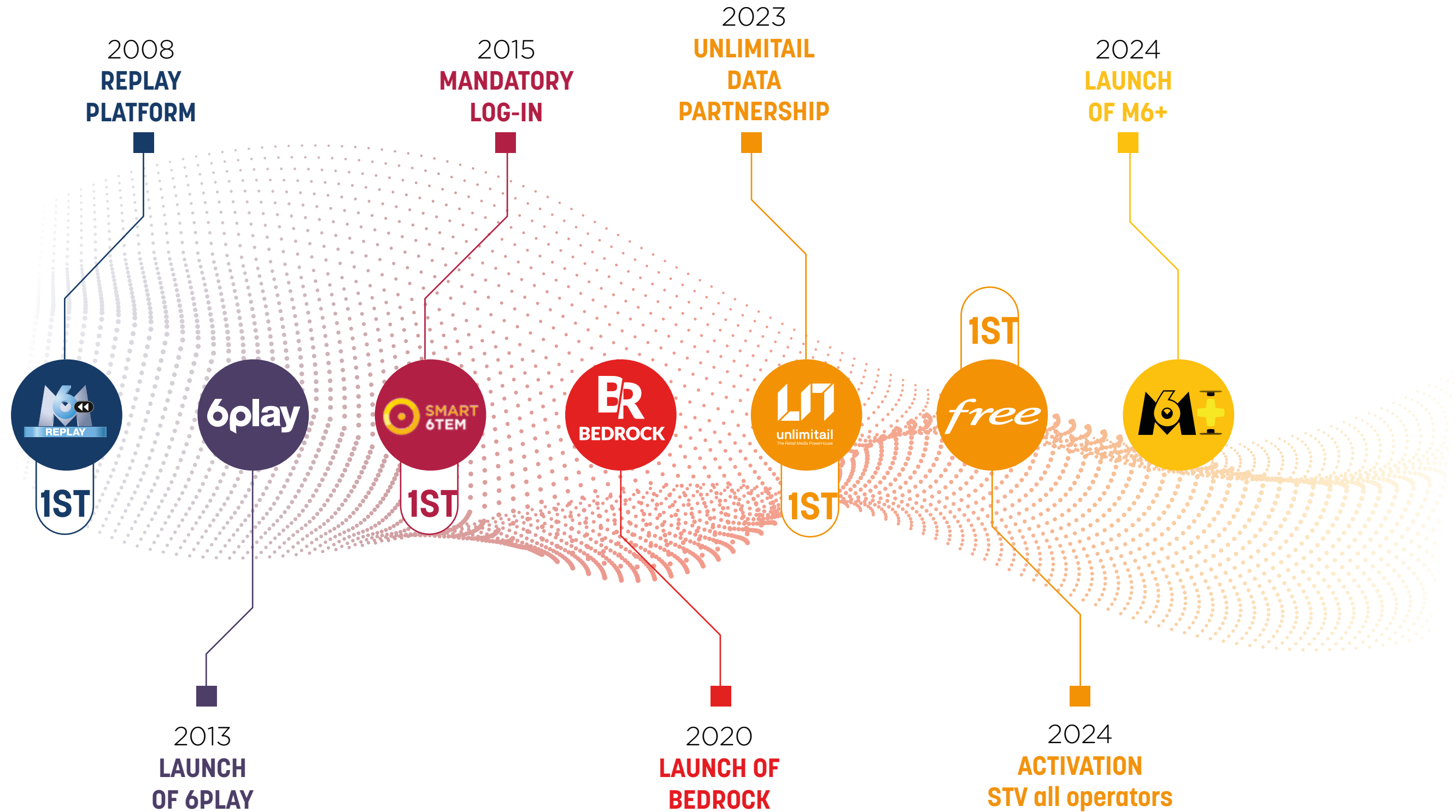


03

B. ONLINE OFFER

B1. M6+, the platform for the new viewer

M6 GROUP PIONEERING THE DIGITISATION OF TV



A LEADING PLATFORM



22M

UNIQUE USERS

leader in terms of free platform listening time

114M

VIDEO VIEWS

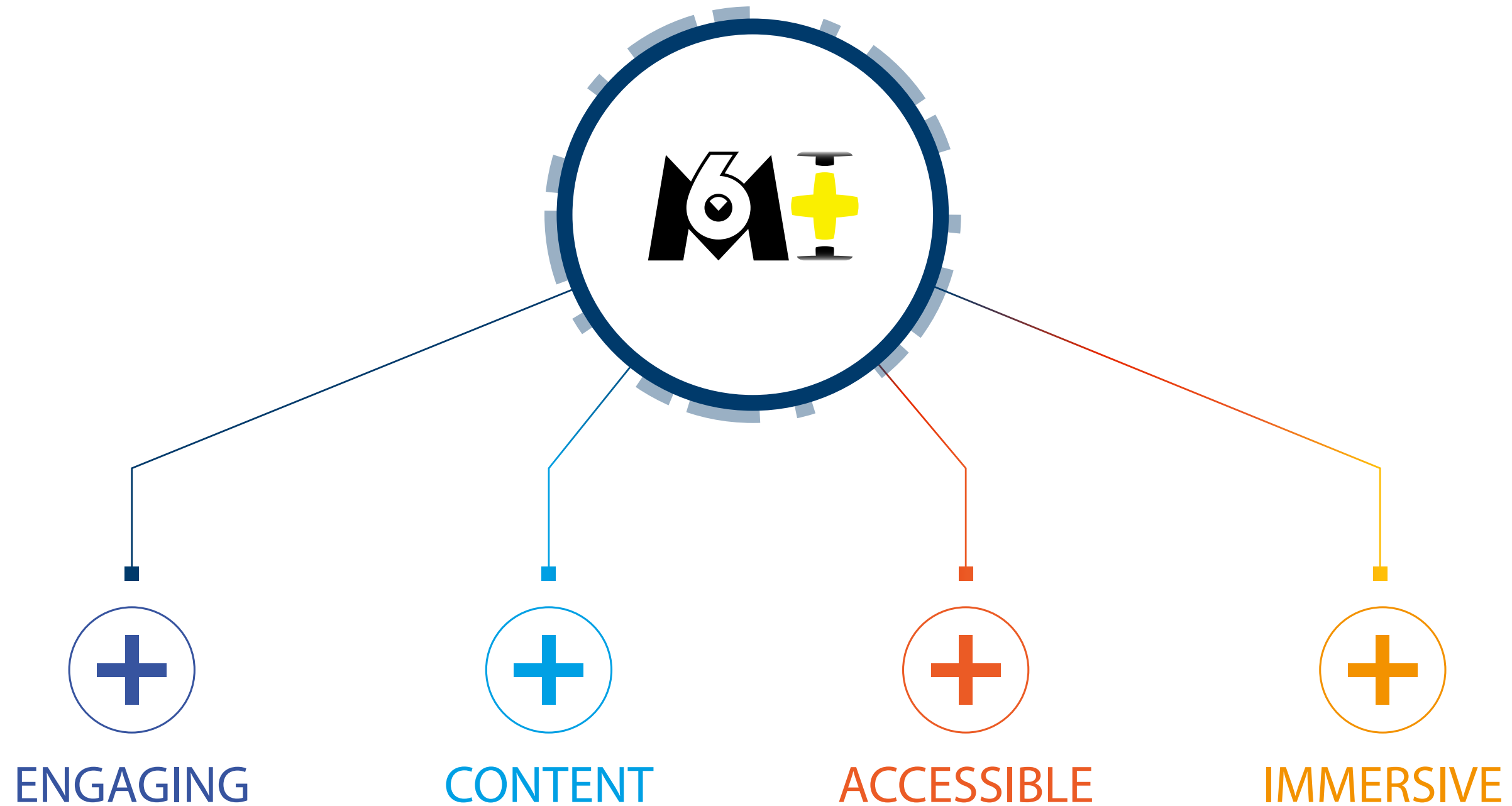
> **30,000** hours of free content available



© Serge Arnal/M6

Sources: Médiamétrie/Médiamat - 4-screen ratings - Average January-May 2024 - 4+ target
Hearbeat (internal data) - January-June 2024 - mixed targets

INNOVATIVE PILLARS FOR AMPLIFYING OUR PLATFORM



A COMPREHENSIVE OFFER

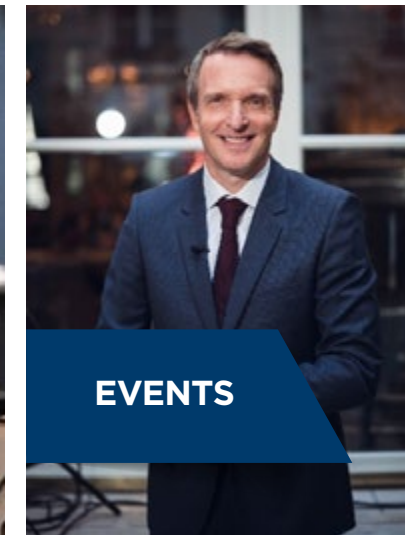
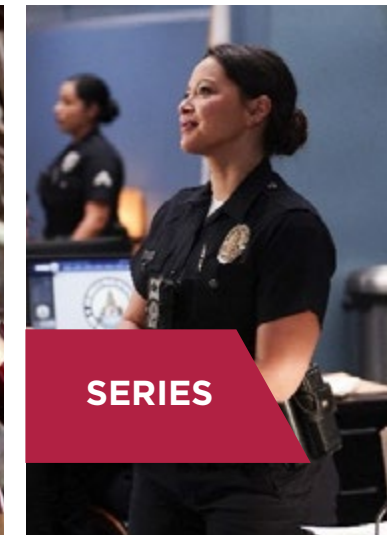
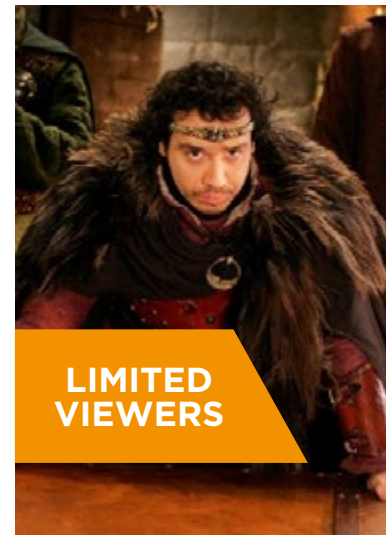
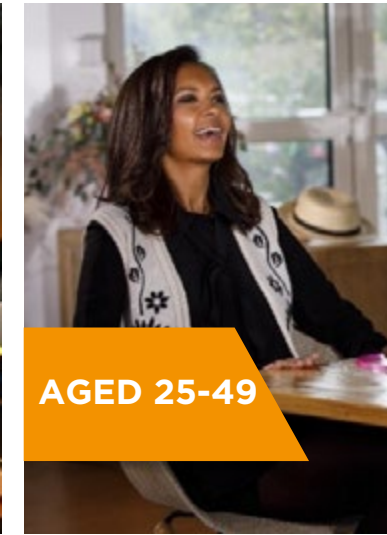
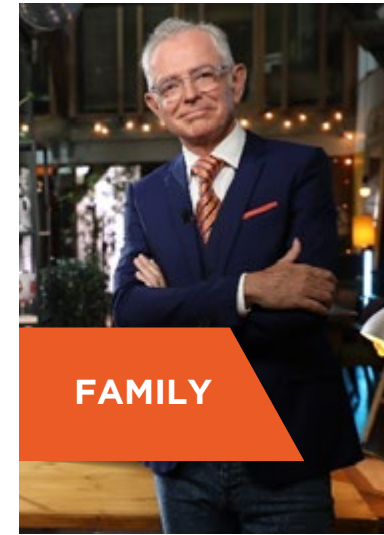
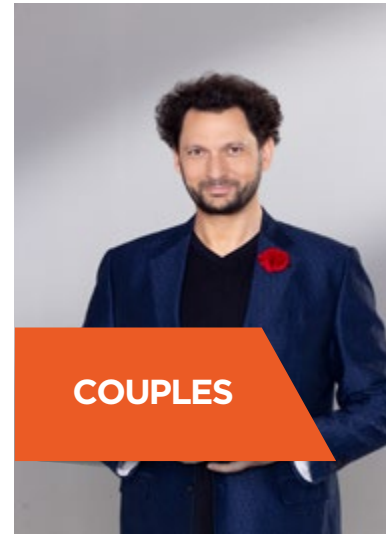
OF TARGETING SOLUTIONS TAILORED TO YOUR GOALS



CONTEXTUAL TARGETING SOLUTIONS

THE CHOICE OF BROADCASTING CONTEXT

Packs designed to emerge with your target audience in an ultra-affinity context



DATA TARGETING SOLUTIONS: 100% COOKIELESS TARGETING

COOKIELESS DMP SINCE 2017

A DMP that allows us to collect, analyse and segment our audiences without third-party cookies

POWERFUL

- 22 million users per month
- All first-party data attached to the accounts (or IAP setup boxes) and not impacted by the deletion of third-party cookies [IAP = Internet Access Provider]

CONTROLLED

- A proprietary DMP allowing us to control the impact

PREMIUM QUALITY DATA PARTNERS

- The segments issued by our partners are “cookieless by design” and reconciled via e-mail matching.

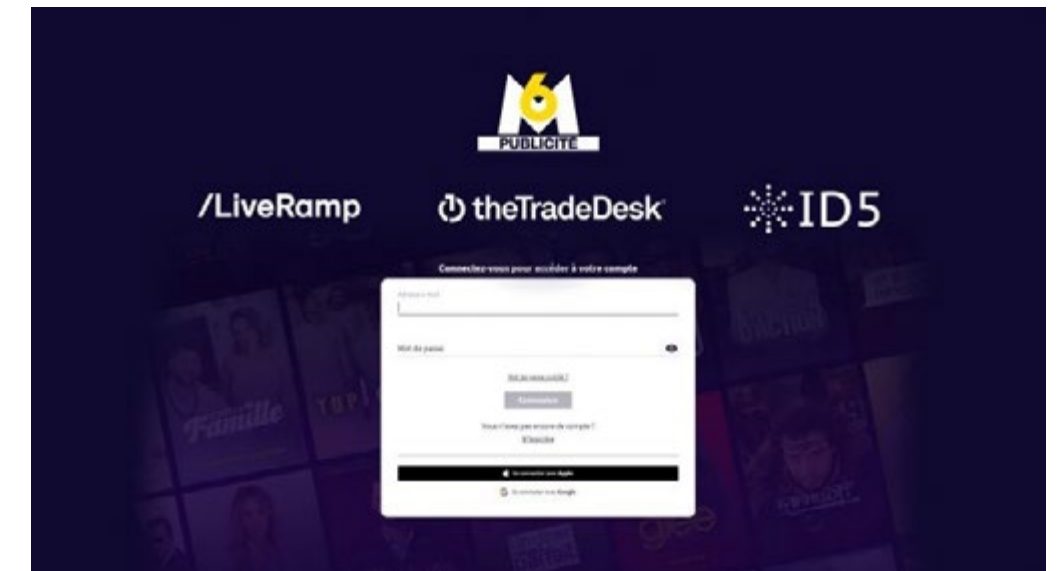


PARTNERSHIPS WITH LIVERAMP, THE TRADE DESK AND ID5 BASED ON THEIR ALTERNATIVE SOLUTIONS TO THIRD-PARTY COOKIES

As the volume of third-party cookies dwindles, M6 Publicité is anticipating upcoming changes by partnering with key third-party ID initiatives.

M6 Publicité has already signed partnerships with LiveRamp's Authenticated Traffic Solution (ATS), EUID, the open-source solution developed by The Trade Desk, and ID5. These three solutions rely on authenticated users of M6+, in compliance with the GDPR. Advanced discussions are also underway with Utiq, the Telco-powered AdTech company, and with First-ID.

M6 Publicité is keen to achieve compatibility with the alternative IDs to third-party cookies that will be used by brands and their media agencies, to allow them to continue working with peace of mind and maintain current performance.



Sources: Médiamétrie/Médiamat - 4-screen ratings - Average January-May 2024 - 4+ target

CUSTOM DATA TARGETING SOLUTIONS IN PARTNERSHIP WITH LIVERAMP

CRM ONBOARDING

TARGETING ACCORDING TO YOUR CUSTOMER CRM LIFE CYCLE

Identification of shared customers and creation of a determining target that can be activated on M6+

CONCEPT

Find your customers/prospects on M6+ via an industrial solution in strategic partnership with LiveRamp.

BENEFITS

- Security
- Effectiveness
- Simplicity

PRICES

- On request



Karine Lemarchand - L'Amour est dans le pré
© Cecile Rogue/M6

DATA COLLABORATION: LEVERAGE THE WEALTH OF M6 PUBLICITÉ DATA IN A PROPRIETARY CLEAN ROOM

CONCEPT

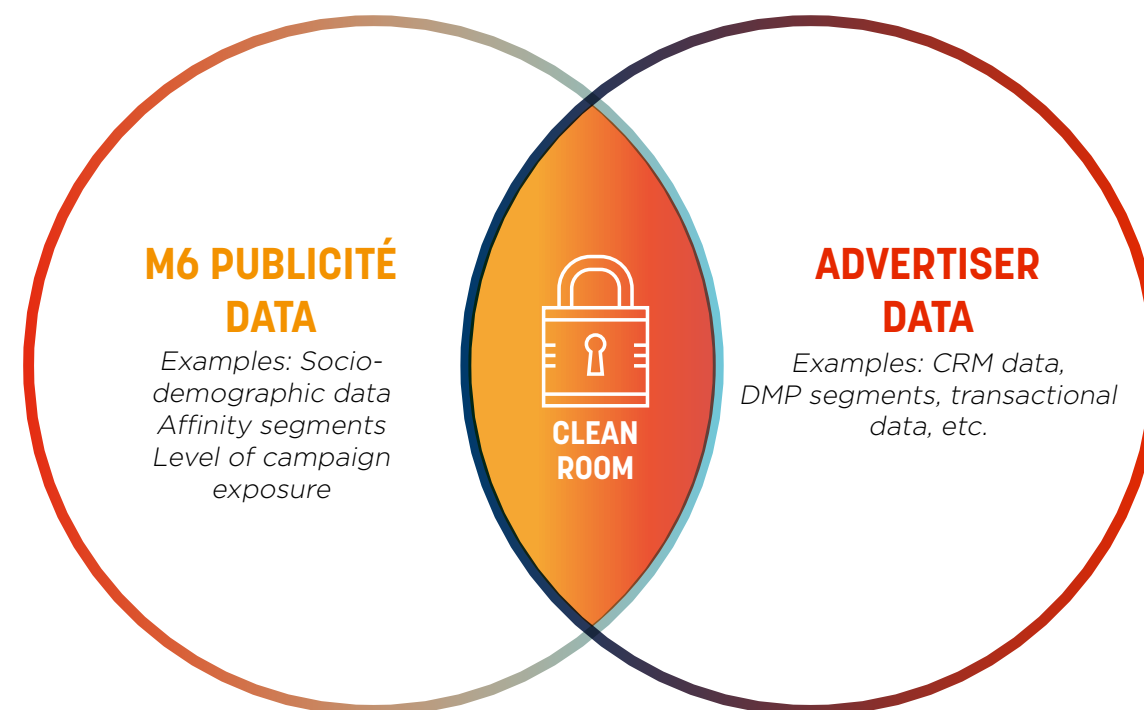
Creation of an advertiser-dedicated Data Clean Room inside the M6 Safe Haven* Accessible to the advertiser with support from the M6 Publicité data teams

BENEFITS

KNOWLEDGE: Optimisation of customer knowledge
TARGETING: Creation of customised segments and media activation
MEASUREMENT: Analysis of exposure to your campaigns

PRICES

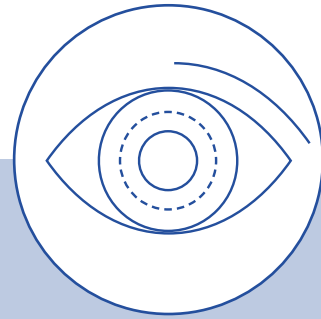
On request



* Technology solution used: LiveRamp Safe Haven

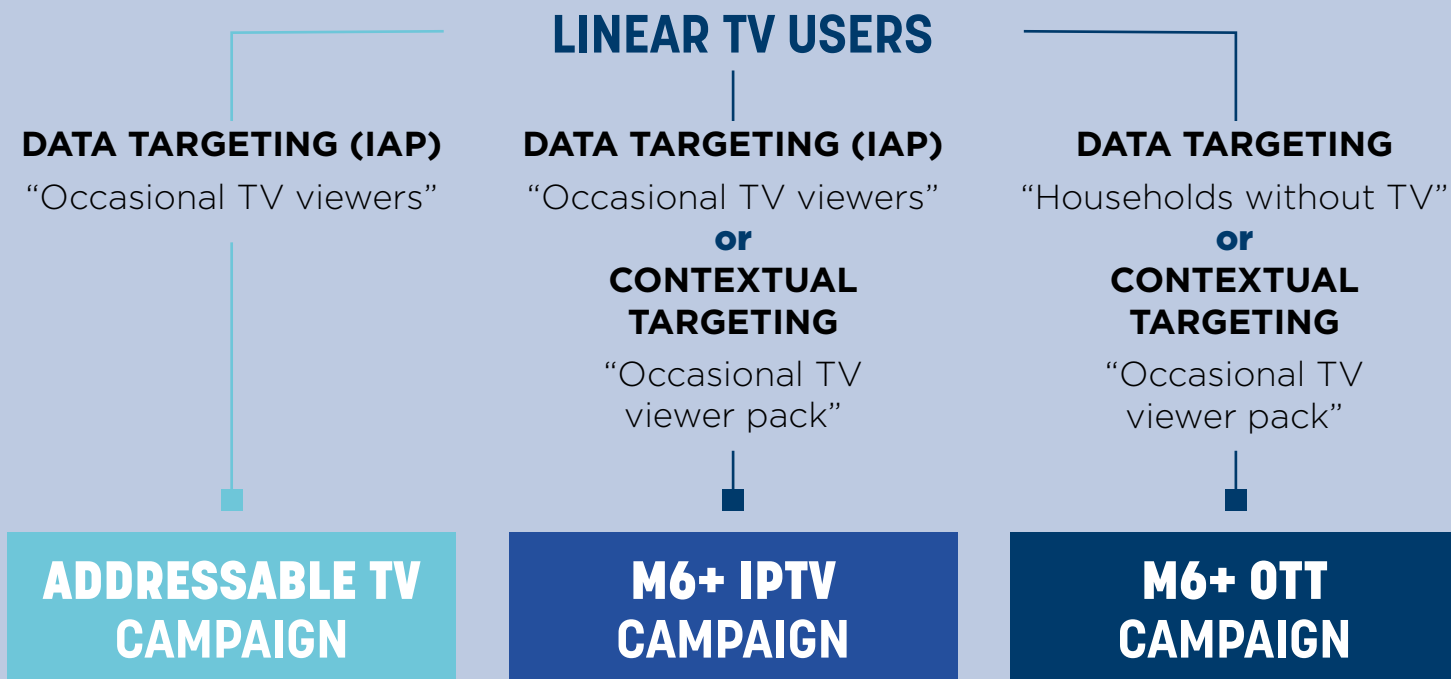
VIDEO SOLUTIONS TAILORED TO CHANGES IN AUDIENCE RATING SYSTEMS

OPTIMISE YOUR COVERAGE WITH THE REACH+ RANGE

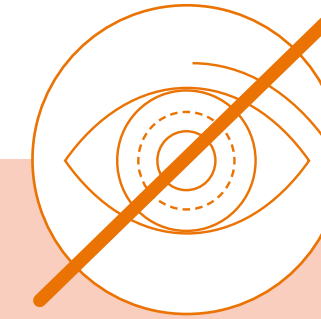


REACH+ OCCASIONAL TV VIEWER

Reach the profiles **less exposed*** to your linear TV campaign

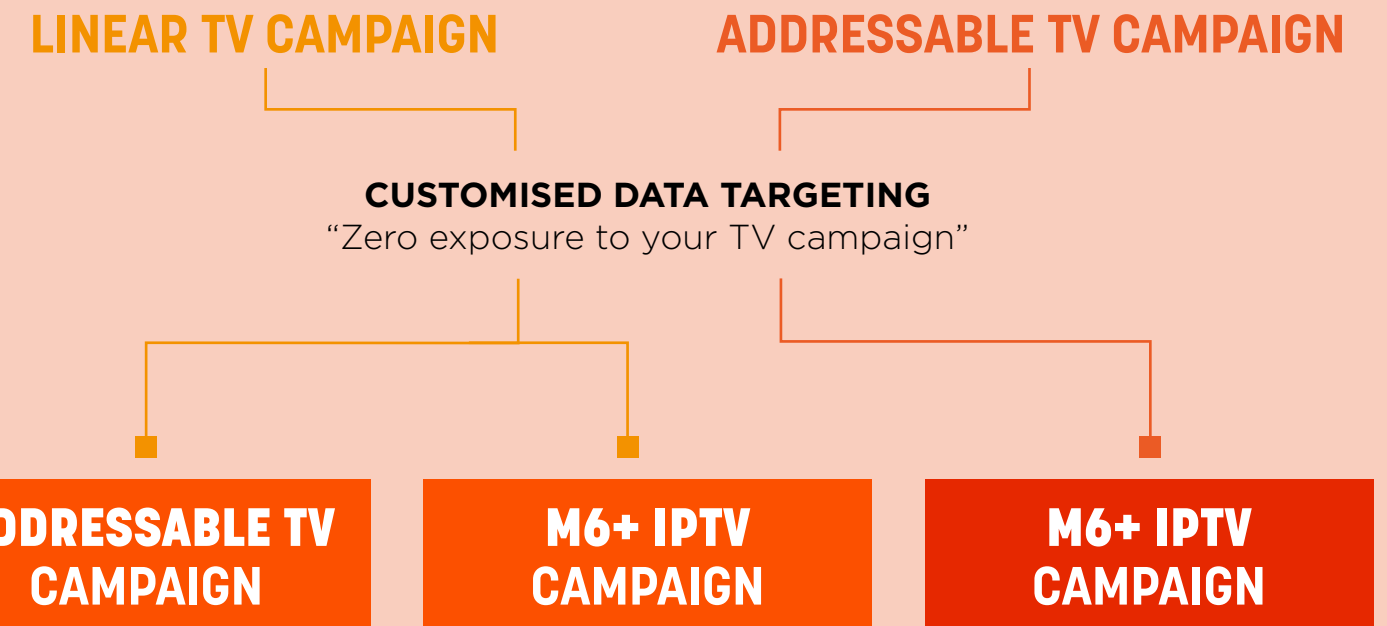


Pricing: please contact us
* Estimated exposure



REACH+ ZERO EXPOSURE

Reach the profiles **not exposed*** to your TV campaign
(custom deterministic targeting)



* Zero exposure to M6 Group channels

ONLINE EVENT AD FORMATS

TO HELP YOU STAND OUT FROM THE FIELD



**PRIVATISE PRIME TIME
IN PRE-ROLL ON THE TV SCREEN**

M6+ EXCLUSIVE

BENEFITS

Exposure, privileged presence.

CONCEPT

Privatise pre-rolls on M6+ in IPTV for 2 hours. Promise of reduced advertising pressure thanks to the advertiser during the two hours when platform consumption is highest (21:00-22:59).

ACTIVATION

IPTV



**TAKE THE USER BY SURPRISE
DURING THE BREAK**

6BREAK SWIPE

BENEFITS

Interaction, drive to, innovation.

CONCEPT

Activated during programme pause, this single-advertiser spot will allow you to make your advertisement interactive: using the mouse, the user can swipe across the screen to display a new version of your product.

ACTIVATION

PC & CTV 



**EMERGE ON M6+
AS SOON AS THE USER ARRIVES**

PRE-HOME REVEAL VIDEO

BENEFITS

Interaction, exposure, innovation.

CONCEPT

Prompt the user to scratch/reveal an area to display a new advertisement.

ACTIVATION

OTT & CTV 

80



STCS 2025
TV/VIDEO

01
THE M6 GROUP
ECOSYSTEM

02
M6 GROUP
CSR STRATEGY
AND COMMITMENTS

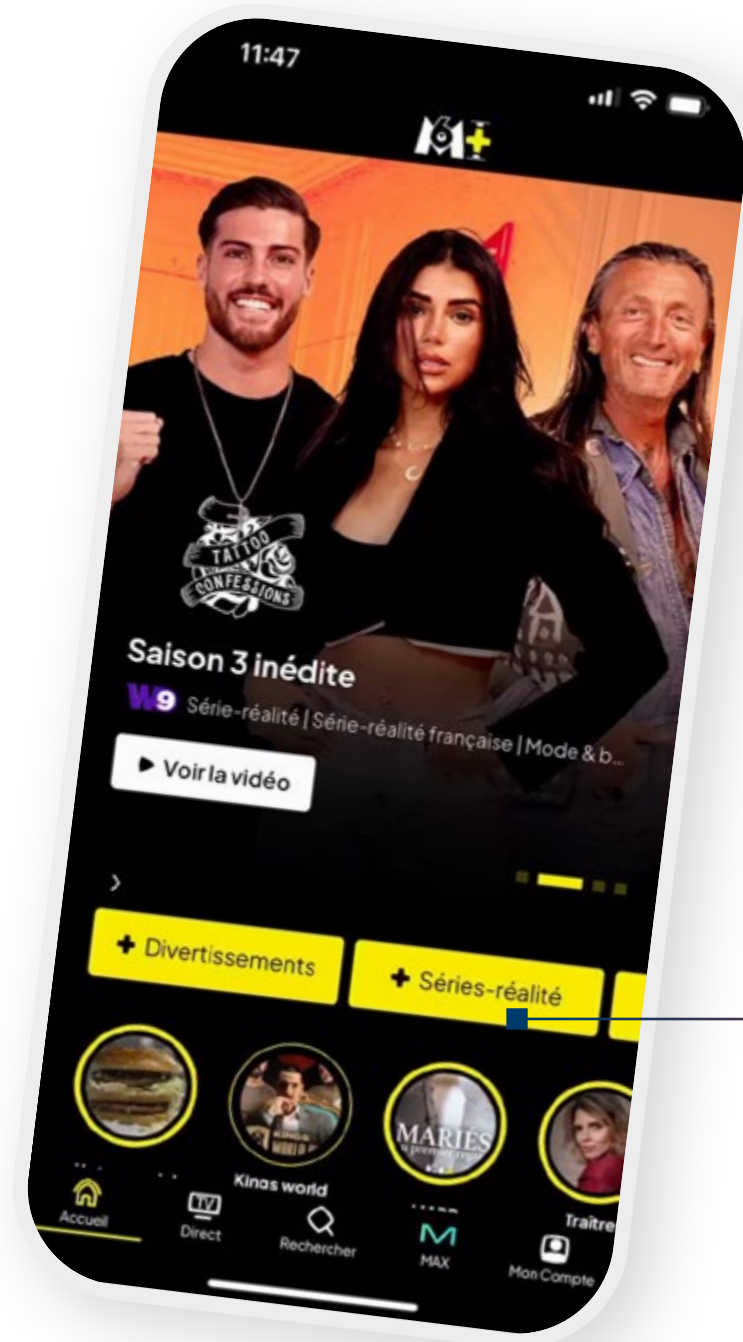
03
VIDEO TERMS
AND CONDITIONS
OF SALE

04
STANDARD TERMS
AND CONDITIONS
OF SALE

VERTICAL FORMAT

DISCOVER STORIES, THE NEW VERTICAL FORMAT

NEW



SHORT CONTENT IN STORIES FORMAT



BENEFITS

Exposure, privileged presence.



CONCEPT

Link your ad to the new format. Stories appear so as to promote the best snippets or exclusive content on our programme pages.



ACTIVATION

Desktop, mobile Internet & app



03

B. ONLINE OFFER

B2. M6+ prices

M6+ PRICES

SPOT BY SPOT PRICING

**CPM GROSS
(EXCL. VAT)
(20" BASE)**



General rotation	Multi-screen per channel or all channels (PC+IPTV+smartphone+tablet)	M6+ TV (long content)	€100
	Targeted and theme packs excluding kids, excluding youth • Multi-screen (PC+IPTV+smartphone+tablet)	M6+ TV (allocation of programmes and websites according to affinity with target. List on request)	€115
	Youth pack • Multi-screen (PC+IPTV+smartphone+tablet)		€86
Context	RG Kids aged 4-14 • Multi-screen (PC+IPTV+smartphone+tablet) 10% surcharge if targeted to age/gender	JANUARY-SEPTEMBER M6+ TV (allocation of programmes and websites according to affinity with target. List on request)	€115
		OCTOBER-DECEMBER M6+ TV (allocation of programmes and websites according to affinity with target. List on request)	€160
Sponsorship	Purchase per website or programme	List of programmes and websites on request	-

PROGRAMMATIC PRICING

FLOOR PRICE (GROSS)

Advertisement duration	< 20 seconds	21-30 seconds	31-40 seconds
Contextual targeting Packs: Women, Men, Millennials, Middle Class, Kids, Entertainment, Gaming, Lifestyle	€120	€135	€150
M6+ Ron	€104	€120	€135

M6+ DATA PRICES

		SURCHARGE VS. RON (GROSS)
TYPE	DATA TARGETING	SURCHARGE
SOCIO-DEMOGRAPHIC	age or gender	€20
	household	€20
	socio-professional class	€20
INCOME LEVEL	high income modest income	€20
GEOTYPE	ultra-urban city dwellers dynamic small rural great outdoors	€20
AREAS OF INTEREST	affinity	€20
	programme fans	€20
GEOLOCATION	region	€20
	province	€40
	postcode	€64
	IRIS zone	€80
	catchment area	on request
PREMIUM PARTNERS		€32
		€28
INCREMENTAL REACH	occasional TV viewers/households without TV	€20
	zero exposure	€32
CUSTOMISED	CRM onboarding	on request
	smart custom	on request
	other	on request

PRICES

FINE-TUNE YOUR COMMUNICATION



The reference format is the 20-second format (index 100).
For any other format, please contact us.

FORMAT ADJUSTMENTS

ADJUSTMENT OPTIONS	PRICE ADJUSTMENT
Capping	+15%
Multi-product advertisement	+15%
Day targeting	+15%
Hourly targeting	+15%
Screen position targeting	+15%
Ad exclusivity on screen	on request
Smartphone or tablet exclusion targeting	+10%
IPTV exclusion	+20%
Sector exclusion	+15%



03

B. ONLINE OFFER

B3. Social media

EXTEND YOUR AUDIENCE

PROLONG YOUR TV CAMPAIGNS AND ENGAGE YOUR TARGET AUDIENCES

100%
broadcast during
M6 Group
TV programmes.
**BRAND
SAFE**



33M
French people consume
video content every day
on M6 Group media.
POWERFUL

68%
of 15-34 year olds reached
every day
by the M6 Group
and Snapchat.
AFFINITY

Source: Médiamétrie Cross-Media 2023.1 wave - M6 TV channels + M6+ + consumption on Snapchat

2 ADVERTISING OFFERS

REACH

RUN OF SHOWS

Communicate across **all** M6 programmes.

+ option to activate data targets

AFFINITY

PROGRAMME PACKS

Choose the **programme pack** offering the most affinity with your target audience.





THE AMPLIFY OFFER x

EXTEND YOUR NATURAL AUDIENCE

IMMERSE YOURSELF IN CONVERSATIONS BY SPONSORING OUR PROGRAMMES IN A CONTEXT OF 100% CONTROLLED AND BRAND SAFE BROADCASTING



POWERFUL
3.3M
SUBSCRIBERS 
ON 

OPTIMISED REACH
+70%
INCREMENTAL MONTHLY COVERAGE
Among 15-34 year olds

EXPOSURE
BROADCAST OF YOUR AD IN VIDEO PRE-ROLL
+
SOCIO-DEMOGRAPHIC & BEHAVIOURAL TARGETING

Patrick Robert/M6
Pékin Express Season 19



STCS 2025
TV|VIDEO

01
THE M6 GROUP
ECOSYSTEM

02
M6 GROUP
CSR STRATEGY
AND COMMITMENTS

03
VIDEO TERMS
AND CONDITIONS
OF SALE

04
STANDARD TERMS
AND CONDITIONS
OF SALE



04 STANDARD TERMS AND CONDITIONS OF SALE



04

**A. VIDEO STANDARD TERMS AND
CONDITIONS OF SALE (ALL MEDIA)**

(Classic TV, sponsorship, addressable and
online)

VIDEO STANDARD TERMS AND CONDITIONS OF SALE (ALL MEDIA)

1. ACCEPTANCE OF THE STCS

By placing an advertising or sponsorship order, advertisers or agents acting on their behalf:

- acknowledge that they have read, agree to and accept the application of the STCS set out below;
- undertake to comply with the laws, regulations and practices governing advertising and audiovisual sales communications.

2. EXCLUSIVITY RIGHTS OF THE ADVERTISING SALES HOUSE

As the exclusive advertising sales house for each broadcaster, M6 Publicité shall be solely authorised, pursuant to its remit, to canvass customers and sell advertising space and sponsorship on channels and websites.

3. CONTRACT CERTIFICATE

3.1. If the advertisement or sponsorship order is placed with M6 Publicité by an agent, it is essential that the advertiser send M6 Publicité, prior to the start of the advertising campaign or sponsorship operation, a contract certificate stipulating the intermediary company's credentials and specifying the agreed products and remit for the current year or set period. Any other provision included in the contract certificate may under no circumstances be enforceable on M6 Publicité. A model contract certificate may be found on m6pub.fr and My6. The contract certificate is valid for 2025 only.

EDIPub members and/or advertisers and agents who have subscribed to the "mymandat" service developed by EDIPub may send M6 Publicité the said contract certificate via this "mymandat" platform.

Advertisers and/or agents who have not joined EDIPub and/or who have not subscribed for the "mymandat" service must deposit the contract certificate in the digital safe on My6.

3.2. M6 Publicité will not accept advertising space orders placed by a sub-agent, otherwise than when the advertiser has given express written authorisation for its agent to be replaced.

3.3. In all cases, the advertiser shall be required to perform the undertakings contracted by its agent or sub-agent in line with the powers assigned to said agent or sub-agent.

3.4. Advertising and sponsorship orders placed by an advertiser shall be specific to this party. They may not be transferred, even in part, otherwise than with M6 Publicité's prior consent. In particular, when an advertiser appoints a new agent, the advertising space reserved by the previous agent may not be transferred to another advertiser.

3.5. If the advertiser replaces an agent or terminates its appointment, the advertiser shall be required to inform M6 thereof immediately by registered letter with acknowledgement of receipt and shall remain liable for the undertakings made by its agent prior to this notification.

4. ELECTRONIC SIGNATURE

Any contractual document relating to the purchase of advertising space may be signed electronically with the advertiser and/or its agent. In this regard, advertisers and their agents acknowledge and accept the legal force and admissibility of the electronic signature process and agree to sign contractual documents electronically via "DocuSign"*, M6 Publicité's approved service provider.

*DocuSign is supervised by the French national agency for information system security (ANSSI) and is classified as a trusted service provider (PSCE). DocuSign is certified under regulation eIDAS 2014/910 and is listed as such in the trusted service provider list, which may be viewed on the ANSSI website. In partnership with DocuSign, CDC Arkhinéo ensures that signed documents are stored with probative value for each signing party. The contracts are automatically archived in this electronic safe, thereby guaranteeing the storage and integrity of the documents for a renewable period of 10 years.

5. FORCE MAJEURE

Force majeure means any event that is unforeseeable, unavoidable and beyond the advertiser's control and, in general, any event that meets the criteria defined by the French Civil Code and by French case law and courts.

VIDEO STANDARD TERMS AND CONDITIONS OF SALE (ALL MEDIA)

6. INVOICING

6.1. As regards invoicing, M6 Publicité shall comply with the instructions provided by the advertiser or set out on the contract certificate in connection with services provided by an authorised third party company. In all circumstances, the invoice shall be sent to the advertiser pursuant to French Act No. 93-122 of 29 January 1993. The invoice will also state the date when the advertisements were broadcast.

6.2. Prices are stated excluding tax. The advertiser shall bear the taxes and levies applicable to the advertising order or sponsorship agreement at the time of broadcasting.

6.3. Advertisements and sponsorship operations shall be invoiced on a monthly basis in proportion to broadcasting or, where applicable, at the end of the activation period for certain advertising campaigns broadcast on M6+.

6.4. Any discounts owed to the advertiser under advertising orders at order completion will be granted in the form of credit notes that will be issued after the close of the 2025 financial year from mid-March 2026. After receipt of the aforementioned credit note, the advertiser may request in writing that the amount of this credit note be paid either to itself or to its appointed agent.

M6 Publicité shall reserve the right:

- not to issue the credit note until the advertiser/agent has returned the signed purchase orders and/or other contracts and the advertiser has paid in full the invoices due and payable to M6 Publicité, and
- to invoice and demand the payment, if this has not been done during the course of an order, of the penalty fees provided for hereunder and owed by the advertiser.

6.5. Advertisers purchasing traditional advertising space on Puissance TNT + will receive a single invoice for all advertisements broadcast on W9, 6ter, Gulli and the adult theme channels, regardless of whether or not they are synchronised.

For purchases of traditional advertising space on Puissance Kids +, the advertiser will receive a single invoice for all advertisements broadcast during children's commercial breaks on the M6 Group free channels (commercial breaks labelled 6) and during commercial breaks on Canal J and Tiji.

Within the general framework of purchasing traditional advertising space, advertisers may receive a single invoice for new commercial products developed by M6 Publicité in these cases.

7. PAYMENT

7.1. The invoices issued by M6 Publicité shall be paid solely in cash (except in the case of exchanges).

In all cases the advertiser shall be liable for the payment of orders and any late payment charges. Payments made to the agent shall not release the advertiser from any liability to M6 Publicité.

For the purposes of receiving payments, M6 Publicité shall indicate its bank details on its invoices. In the event that the advertiser receives a request to modify M6 Publicité's bank details, the advertiser must ensure that this is a genuine request from M6 Publicité by sending an e-mail to **validation.coordonnees.bancaires@m6.fr** for confirmation of said request. Confirmation from this e-mail address only shall be deemed valid by the advertiser.

7.2. Payment for the advertising campaigns broadcast shall be made 30 days after the invoice date of issue on the 10th of the month or the following month. Failure to meet this requirement shall result in the automatic application of penalty fees and sanctions as set forth in Article 7.3. M6 Publicité reserves the right to request up-front payment, a bank guarantee or any other form of guarantee prior to any broadcast, in particular in the case of:

- all new advertisers and any advertiser that fails to provide M6 Publicité with sufficient proof of its solvency;
- any advertiser previously responsible for late payment and/or non-payment of amounts owed to M6 Publicité for purchases of advertising space from M6 Publicité, whether through fault of the advertiser or its agent.

Advertisers required by M6 Publicité to provide such a guarantee or up-front payment must do so no later than 10 business days prior to the first broadcast. M6 Publicité shall not award any cash discounts.

7.3. M6 Publicité will automatically invoice the following charges, without prior notice, for any payments made after the 10th of the month 30 days following the invoice date:

- late payment charges calculated on the basis of a 10% interest rate (or a rate equal to three times the statutory interest rate, if higher). This rate shall apply to all amounts which have not been paid by the 10th of the month 30 days after the invoice date;
- a fixed charge for recovery expenses amounting to 40 euros. If the expenses for the recovery process initiated by M6 Publicité are higher than the amount of this fixed charge, M6 Publicité will request an additional charge from the advertiser in question, and will provide supporting documents.

VIDEO STANDARD TERMS AND CONDITIONS OF SALE (ALL MEDIA)



7.4. In the event that the advertiser fails to comply with the payment terms for the invoices issued to it by M6 Publicité, M6 Publicité shall reserve the right to exclude the advertiser from the benefit of all or part of its sales conditions and to suspend any discounts awarded in respect of a given invoice, as well as any discounts due at the end of the year, and to cancel any ongoing orders, without any requirement to provide notice or pay damages in respect thereof; the advertiser shall pay the amounts owed in respect of advertisements broadcast up to the effective date of cancellation of the ongoing orders, pursuant to the invoices issued by M6 Publicité.

7.5. If M6 Publicité issues a credit note to be offset against:

- the invoice to which the credit note is related, or
- if the invoice has already been settled, the earliest outstanding invoice issued to the advertiser,

the credit note may be sent to the agent if the advertiser has authorised the agent via a contract certificate to receive such credit note. In such event, the payment made to the agent shall release M6 Publicité from any liability to the advertiser.

Lastly, if M6 Publicité issues a credit note to an advertiser or its agent, the amount of this credit note issued by M6 Publicité will be offset against any due and unpaid invoices issued to the advertiser in question.

For the purposes of receiving payments, M6 Publicité shall indicate its bank details on its invoices. In the event that the advertiser receives a request to modify M6 Publicité's bank details, the advertiser must ensure that this is a genuine request from M6 Publicité by sending an e-mail to validation.coordonnees.bancaires@m6.fr for confirmation

of said request. Confirmation from this e-mail address only shall be deemed valid by the advertiser.

8. CONFIDENTIALITY

The advertiser, its agent, the broadcaster and M6 Publicité shall undertake, on their own behalf and on behalf of their respective employees, for whom they vouch, to keep strictly confidential all the written or verbal information exchanged as well as the provisions set forth in all of the contractual documents. The advertiser, its agent, the broadcaster and M6 Publicité expressly agree on the strictly confidential and commercially sensitive nature, within the meaning of competition law, of all written or verbal information exchanged, as well as on the provisions of all contractual documents (including invoices) and the financial, pricing and commercial information exchanged orally and/or in writing between M6 Publicité and/or the broadcaster and the advertiser and/or its agent in the context of the negotiation, preparation and performance of any contractual document (hereinafter the "Confidential Information"). Consequently, the advertiser, its agent, the broadcaster and M6 Publicité undertake not to directly or indirectly disclose Confidential Information in any manner whatsoever to a third party without the prior written consent of the party concerned.

VIDEO STANDARD TERMS AND CONDITIONS OF SALE (ALL MEDIA)

9. AUDIENCE RATINGS

Compensation calculated on the basis of audience ratings published after the advertisement or sponsorship operation has been broadcast (two-monthly media planning files or Médiamat'Thématik media planning files) may not be sought for advertising campaigns scheduled for broadcast in traditional advertising space or as part of a sponsorship operation on the theme channels.

PARIS PREMIERE

TWO-MONTHLY MEDIA PLANNING FILE

FILE USED FOR PRICING	PRICE APPLICABILITY PERIOD
September - October 2024 - TNT 24 5B	01/01/2025 - 28/02/2025
November - December 2024 - TNT 24 6B	01/03/2025 - 30/04/2025

MÉDIAMAT'THÉMATIK MEDIA PLANNING FILE

FILE USED FOR PRICING	PRICE APPLICABILITY PERIOD
September 2024 - February 2025 - V48	01/05/2025 - 31/08/2025
January - June 2025 - V49	01/09/2025 - 31/12/2025



MÉDIAMAT'THÉMATIK MEDIA PLANNING FILE

FILE USED FOR PRICING	PRICE APPLICABILITY PERIOD
January - June 2024 - V47	01/01/2025 - 30/04/2025
September 2024 - February 2025 - V48	01/05/2025 - 31/08/2025
January - June 2025 - V49	01/09/2025 - 31/12/2025

VIDEO STANDARD TERMS AND CONDITIONS OF SALE (ALL MEDIA)

10. RULES REGARDING PERSONAL DATA PROCESSING

For the purposes of this article: the advertiser undertakes (i) in its own name and (ii) in the name of its service providers and/or agents (advertising agencies, media agencies, advertisement producers, etc.), hereinafter “the agents”, to comply with the obligations and warranties provided for. These parties shall be jointly and severally liable and hereinafter jointly referred to as “the advertiser”.

M6 Publicité and the advertiser are hereinafter referred to separately as “a/the Party” and jointly as “the Parties”.

10.1. PROTECTION OF M6 SERVICES USER PERSONAL DATA

10.1.1. The principle of prohibition

The advertiser is fully aware that, without the prior approval of M6 Publicité and the conclusion of a specific agreement or within the framework of the data onboarding offer as set out in the following paragraphs, the following acts are prohibited:

- any collection or recovery of personal data by any means whatsoever on M6 Group media services (TV channels, websites, applications and other services) (together, “M6 Services”);
- any reading and/or writing of cookies on M6 Services user terminals (referred to as “users” or “data subjects”) or use of any technique allowing information to be stored on user terminals and/or M6 Services;

- any processing of personal data derived from these cookies and intended, in particular, to feed its own databases or those of any agent, service provider, partner and/or data processor, without prior authorisation by M6 Publicité.

In particular, the advertiser is hereby informed that any insertion or storage of cookies, tags, pixels, codes or any other tracker (jointly referred to as “cookies”) on user terminals within the framework of any advertising campaign entrusted to M6 Publicité (in particular during the execution of advertising orders) for any reason and purpose whatsoever is strictly forbidden. In this respect, the advertiser is deemed to be jointly and severally liable, even in the event that the operation concerned (storage, collection, processing of any kind) is carried out by one of the advertiser’s data processors or any third party authorised to act in such capacity.

M6 shall be entitled to check compliance with these obligations at any time and to ensure, by any means or technical or technological solution, that no cookies have been stored on M6 Services in breach of applicable data regulations.

10.1.2. Exceptions

- > A. Advertiser/third-party data onboarding offer

Offer description:

In the event that an advertiser wishes to subscribe to an M6 Publicité offer involving targeted advertising based on segments combining data provided by the advertiser or third parties and made available to M6 Publicité (“onboarding offer”), for broadcasting on M6+ (“classic onboarding offer”) and/or addressable TV (“addressable TV third-party data offer”), via M6 Adressable or using any other solution allowing targeted

advertising, the conditions of data processing are defined in this article.

The onboarding offer works as follows:

- Using a secure channel, an advertiser sends a customer database via a file containing hashed/encrypted e-mail addresses to M6 Publicité or a trusted third-party partner of M6 Publicité and/or its operator box partner (“trusted third party”); this database can be a list of customer e-mail addresses to target or avoid (“advertiser database”).
- The data received is integrated into M6 Publicité’s DMP containing the e-mail addresses of M6 Services users, also hashed/encrypted (“M6 database”), or, in parallel, M6 Publicité’s operator box partner sends the same trusted third party its box customer database, using a secure channel, via a file containing hashed/encrypted e-mail addresses (“operator database”).
- In the first scenario, M6 Publicité identifies in its DMP any identical e-mail addresses between the advertiser database and the M6 database and creates a segment with the shared contacts.
- In the second scenario, the trusted third party identifies in its database any identical e-mail addresses between the advertiser database and the M6 database and creates a segment with the shared contacts.
- This segment is recovered by M6 Publicité via its ad server.
- The advertiser’s campaign is broadcast specifically on said segment via M6 Publicité’s ad server on the M6+ website or in addressable TV mode.
- The segment may then be deleted from M6 Publicité’s DMP at the end of the campaign.

VIDEO STANDARD TERMS AND CONDITIONS OF SALE (ALL MEDIA)

> B. Data collection and processing authorised by M6 Publicité under a specific data agreement

If M6 Publicité agrees to the performance of any of the aforementioned operations by the advertiser, the Parties shall be required to formalise the arrangement via a specific agreement (“specific data agreement”). To this end, the only data that may be collected via cookies by the advertiser (or “storer” as referred to below in this context) is user browsing information that is not directly identifying or identifiable regarding the content viewed on M6 Services, for measurement purposes (statistics, analyses, reports, census, etc.) and/or to enable the advertiser to adapt its advertisements (depending on location or socio-demographic criteria in particular), or for any other purpose provided for in the specific data agreement, in compliance with applicable data regulations.

In particular, the advertiser cannot, under any circumstances whatsoever, collect and/or process data relating to users of “sensitive” M6 Services within the meaning of applicable data regulations or data concerning children under the age of 16.

Thus, before any cookies are stored, to enable the establishment of a specific data agreement, where applicable, the storer must provide M6 Publicité with all useful information regarding:

- the technical characteristics of cookies;
- the type of information collected via cookies;
- the purpose of collecting information via cookies;
- the recipient(s) of the information collected via cookies;
- the lifetime of cookies on the user terminal and/or M6 Services (it being specified that cookies cannot be stored on user terminals for longer than the legal duration of cookies in accordance with applicable data regulations);
- data hosting and storage locations.

It is recalled that, in accordance with applicable data regulations, the user must be able at any time, simply and free of charge, to refuse cookies on his/her terminal, which the advertiser, its service provider and/or its agent expressly acknowledge and accept. In any event, if a specific data agreement is signed, the advertiser undertakes to respect the indications of consent or non-consent sent by M6 Publicité and to comply strictly with the obligations imposed under this specific data agreement.

In particular, the advertiser must ensure, in accordance with applicable data protection regulations, the security of the information collected following the storage and/or processing of cookies, adherence to the purpose of the information collected, non-use of the information collected by third parties other than the recipient(s) mentioned in the specific data agreement, the deletion of cookies following expiry of their lifetime, etc.

In the event of a breach by the advertiser of any of the aforementioned obligations and/or any applicable data regulations, M6 Publicité shall ask the advertiser to bring into compliance, disable or remove the cookies stored in connection with the execution of a campaign entrusted to M6 Publicité, or shall refuse to execute the advertising order for the relevant campaign, or suspend the campaign, if any cookies used in connection with said campaign have not been stored or used in accordance with the above rules. In this case, the advertiser shall be required to pay for the entire campaign as well as, where applicable, technical costs and any compensation related to the storage or processing of the relevant cookies, without prejudice to any claims for reimbursement of damages and legal costs that may be filed by M6 Publicité on grounds of any breach of the advertiser’s obligations.

In any event, M6 Publicité shall not be liable to pay any compensation or indemnity to the advertiser or any third parties in the event of any malfunction related to cookies placed by the storer and/or in the event of the postponement or cancellation of the campaign due to the advertiser’s breach of any of the aforementioned obligations or any applicable data regulations.

VIDEO STANDARD TERMS AND CONDITIONS OF SALE (ALL MEDIA)

10.1.3. General data obligations of the Parties

In any event, if the collection and processing of personal data is authorised, the Parties are required to comply with the following obligations.

> A. Obligations incumbent on all Parties

a. Compliance with applicable data regulations

The Parties undertake to comply with all applicable statutory, regulatory, inter-trade and/or ethical provisions relating to the protection of user data, the processing of electronic communications data and the use of tracking technologies such as cookies, and direct prospecting, including in particular Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free circulation of such data, which came into force on 25 May 2018 (the “GDPR”), Directive 2002/58/EC of 12 July 2002 as transposed into French law (“ePrivacy Directive”), French Data Protection Act No. 78-17 of 6 January 1978, as amended by French Act No. 2018-493 of 20 June 2018 on the protection of personal data, as well as the deliberations and recommendations of the French Data Protection Authority (CNIL), in particular Deliberation 2020-091 of 17 September 2020 adopting the guidelines on the application of Article 82 of the French Data Protection Act of 6 January 1978, as amended, to reading and writing operations on user terminals (in particular to “cookies and other trackers”), along with any statutory, regulatory and inter-trade provisions applicable to the processing of personal data; together referred to herein as “applicable data regulations”.

Furthermore, in the event of a change in applicable data regulations during the year, the Parties undertake to comply with them.

b. Each Party shall be solely liable for carrying out the necessary modifications and deletions within its own databases, information systems and files of any nature to give effect to the rights of data subjects pursuant to applicable data regulations, when the conditions for exercising these rights are fulfilled.

c. Each Party can be the touchpoint for receiving and processing requests from data subjects to exercise their rights. Each Party undertakes in this regard to publish an e-mail address to contact for data subjects to exercise their rights, in order to monitor and process requests received at this e-mail address or via any other channel, and to inform the other Party at the earliest opportunity of the action required to follow up on these requests, where applicable.

The other Party may, but is not obliged to, participate in assessing and processing requests received by the Party first contacted and, in return, said Party may ask for the other Party’s help or opinion as part of this assessment and processing, when relevant.

d. The Parties undertake to ensure at any time the security and confidentiality of data processing for data subjects, insofar as their respective infrastructure, information systems, employees, documentation, databases and data processors are involved in the relevant processing operations.

e. In the event of a data breach, the Party responsible undertakes to notify the CNIL at the earliest opportunity and no later than 72 hours after the occurrence of the breach.

> B. Advertiser obligations

Pursuant to the requirements of applicable data regulations, the advertiser undertakes to:

- inform data subjects of the processing carried out by the advertiser and M6 Publicité as set out in this article;
- obtain the valid consent of the data subjects for the purposes of segmentation and targeted advertising by the advertiser, via a Consent Management Platform that complies with the requirements of applicable data regulations;
- ensure that each e-mail address is encrypted by the advertiser before being made available to M6 Publicité (“MD5” or “SHA256” universal encryption method);
- make available to M6 Publicité, and provide immediately upon written request, any necessary documents or proof to show compliance with the present clause as well as applicable data regulations;
- pass on any indications of non-consent or refusal to M6 Publicité in real time (it is recalled that, in accordance with applicable data regulations, the user must be able at any time, simply and free of charge, to refuse cookies on his/her terminal and/or the processing of his/her personal data (“opt-out”), which the advertiser expressly acknowledges and accepts);
- strictly comply with the obligations imposed under this article, the specific data agreement and applicable data regulations.

VIDEO STANDARD TERMS AND CONDITIONS OF SALE (ALL MEDIA)

The advertiser shall hold M6 Publicité harmless from any damage resulting from a breach by the advertiser of its own obligations as set out in or stemming from this clause and/or applicable data regulations. In this regard, the advertiser undertakes in particular to hold M6 Publicité harmless from any legal action, dispute, claim or complaint from any third party, as well as any sanction or sentence imposed by any authority or jurisdiction originating from, caused by, or founded on a breach of its own obligations as set out in this clause and/or applicable data regulations.

> C. M6 Publicité obligations

M6 Publicité undertakes:

- to use data subjects' data only for the advertiser in question, for the purposes of segmentation and targeted advertising on M6 Services or for any processing authorised by the advertiser;
- not to use the relevant data to expand the M6 database;
- not to monetise such data with third parties;
- to ensure that the relevant data is deleted at the end of the campaign or stored for a subsequent campaign wave only on request and with the approval of the relevant advertiser.

10.2. PROTECTION OF INDIVIDUAL PERSONAL DATA

All information provided by all individuals acting on behalf of the advertiser and/or its agent via their correspondence with M6 Publicité is processed by M6 Publicité. Such processing is required for the purposes of its sales operations, including sales prospecting and the sale of advertising space, whether traditional or in the form of sponsorship.

This information may contain personal data. For details on the data collected and its use, as well as for information

about your rights, we invite you to read the personal data protection policy relating to the collection and processing of personal data concerning the M6 Group's commercial partners and visitors, available here (in French only): <https://www.groupem6.fr/rgpd/>

11. CODE OF ETHICS AND PROFESSIONAL CONDUCT

M6 Publicité declares, in relation to the performance of these STCS, that it adheres to the principles of the M6 Group Code of Ethics and Professional Conduct, available on the www.groupem6.fr website (in French only) (<https://www.groupem6.fr/finance/gouvernance/statuts/>). In the Code of Ethics and Professional Conduct, the M6 Group declares that it complies with, and ensures compliance with, all French statutory and regulatory provisions applicable to it, in particular with regard to fraud, decency, anti-corruption and influence peddling (in particular French Act No. 2016-1691 of 9 December 2016 on transparency, anti-corruption and the modernisation of the economy, known as the "Sapin II" Act).

The Code of Ethics and Professional Conduct includes a description of the whistleblowing system in place within the M6 Group, as well as the name and contact details of the Head of Ethics and Professional Conduct, to whom alerts may be addressed.

Similarly, the advertiser and/or its agent undertake to adhere to the same principles and to comply with the regulations applicable in this regard, it being specified that the advertiser and/or its agent may be required to provide any additional information upon request by M6 Publicité (certificates, questionnaires, etc.).

12. GOVERNING LAW - JURISDICTION

These Standard Terms and Conditions of Sale, all correspondence and all contractual documents shall be governed by French law. Any dispute or litigation arising in connection with the interpretation or application of said Standard Terms and Conditions of Sale, correspondence and/or contractual documents shall be subject to the jurisdiction of the courts of Paris, including in the event of related cases, third-party proceedings or multiple defendants.

The STCS shall take effect from 1 January 2025. M6 Publicité and the broadcaster reserve the right to amend all or part of these STCS over the course of the year, in line with statutory requirements.

Said amendments shall be published on the **M6 Publicité** website or on **My6**.



04

B. SPECIAL TERMS AND CONDITIONS - TV

(Classic TV, sponsorship and addressable)

SPECIAL TERMS AND CONDITIONS - TV

TRADITIONAL ADVERTISING SPACE

1. ALTERING THE CAMPAIGN

Advertisers and agents may make alterations to their campaigns between the initially agreed dates (e.g. advertisement format(s) amended, advertisements moved to other commercial breaks depending on the programming schedule, trend and opportunity indicators, product variety code amended for the campaign, etc.) subject to availability and provided the budget is kept at an equivalent level if the period in question is shorter than 31 calendar days.

Such alterations may not be made any later than 8 calendar days prior to broadcast.

2. ORDER CANCELLATION

All order cancellations must be sent to M6 Publicité via e-mail by the advertiser or its agent.

M6 Publicité shall then regain title to the cancelled advertising space.

2.1. Within the framework of the booking periods, once a space has been booked, the advertiser or its agent must notify M6 Publicité via e-mail of any order cancellation request within a certain number of business days (see pages **36** and **44**) following the finalisation of the booking schedule. In this case, no penalty fee shall be applied.

2.2. In the case of any order cancellation sent after the deadline specified herein once M6 Publicité has finalised the booking schedule and in the event – except in the case of force majeure (i) – that the BAB expenditure (i.e. gross amounts invoiced excluding VAT) cancelled by the advertiser represents a reduction of at least 30% in the BAB amounts initially reserved by said advertiser, a penalty fee equal to 5% of the cancelled net amount excluding VAT shall be applied. Said penalty fee shall be invoiced on the terms and conditions applicable to the advertiser in the month following the expenditure made during the relevant two-month period.

EXAMPLE

Invoicing end March 2025 for gross amounts actually invoiced during the January-February 2025 period (excluding any penalty fees invoiced for late cancellation).

Said penalty fee shall apply to the total amounts cancelled, and the calculation of such penalty fee shall be based on the difference between the gross amounts initially reserved and the gross amounts actually invoiced during the two-month booking period (excluding any penalty fees invoiced for late cancellation).

2.3. Penalty fees pertaining to the cancelled net amount excluding VAT are automatically applied on the following terms and conditions. For any cancellation notified:

- between 14 and 31 days prior to the first scheduled broadcast, except in the case of a force majeure (i) event, a penalty fee amounting to 50% of the net cancellation amount (excl. VAT) under the terms and conditions applicable to the advertiser shall be automatically applied,
- less than 14 days prior to the first scheduled broadcast, except in the case of a force majeure (i) event, a penalty fee equal to the full net cancellation amount (excl. VAT) under the terms and conditions applicable to the advertiser shall be automatically applied.

2.4. The advertiser shall owe the full amount for any campaign scheduled for the period from 13 October to 7 December 2025 on Puissance Kids + if the advertiser partly or fully cancels the order after 29 August 2025. A penalty fee equal to the full net amount excluding VAT cancelled under the terms and conditions applicable to the advertiser shall be automatically applied.

2.5. If the cancellation is due to a force majeure (i) event, the advertiser or its agent must notify M6 Publicité of such event in writing no later than 5 days after the occurrence thereof, providing justification of its interpretation of the event and an estimation of its expected duration. If the force majeure event is recognised as such, the relevant advertising campaign shall be suspended within the 2 days following receipt of the notice by M6 Publicité until the cessation of the event. As soon as the event has ended, the total amount for the cancelled campaign must be reinvested by the advertiser within a time period to be defined by agreement with M6 Publicité.

(i) See definition on page 91.

SPECIAL TERMS AND CONDITIONS - TV

TRADITIONAL ADVERTISING SPACE



3. PRICES

3.1. Provided there is no express, written stipulation of an amendment by M6 Publicité, the applicable prices shall be those indicated on the purchase order approved and signed by the advertiser or its agent.

3.2. M6 Publicité shall reserve the right to amend its prices by providing notice thereof on the My6 website at least 4 days prior to the amendments taking effect. If such changes are made, within 2 business days the advertiser may transfer its bookings to other commercial breaks, provided that the M6 Publicité Scheduling Department has sufficient available space and that the budget is kept at an equivalent level. These changes may only be made in respect of the period affected by the price changes. M6 Publicité will send the advertiser or its agent a new advertising order.

3.3. M6 Publicité shall reserve the right to amend the prices for its commercial breaks within the 4-day notice period, in particular in the case of a scheduled broadcast related to an event deemed exceptional by the broadcaster. In such cases, M6 Publicité shall inform the advertiser or its agent of the amendment to the programming schedule and/or the applicable price.

The advertiser will be able to accept these changes and will retain the space, as originally booked. If the advertiser refuses these changes, it will be required to maintain the amount of its initial expenditure, without being able to claim any compensation.

M6 Publicité will send the advertiser or its agent a new advertising order.

3.4. Under the Puissance TNT/Puissance TNT + offer, a single rate is published for each commercial break in which advertisements are synchronised on W9 and 6ter.

3.5. In the case of linked commercial breaks, M6 Publicité may be required to publish a single overall gross price for all broadcast channels.

SPECIAL TERMS AND CONDITIONS - TV

TRADITIONAL ADVERTISING SPACE

4. CALCULATING EXPENDITURE

If the duration of the advertisements is modified or if all or part of the advertisements for which priority access has been requested are cancelled, the amount of the surcharge as calculated at the time of booking shall remain payable in full.

4.1. PROCEDURE FOR CALCULATING PRICE ADJUSTMENTS

If several price adjustments are applied to the price of an advertisement, the discounts and/or surcharges are applied on a cumulative basis in the following order:

- Discount for cinema/book publishing/SIG/cooperative campaign advertising/eco-friendly product campaign for new M6 Group advertisers, campaigns aimed at promoting the ecological transition
- Podium surcharge
- Customised construction surcharge
- Multi-product/co-branding advertisement surcharge
- Priority access surcharge

All surcharges apply to the BAB amounts expended.

EXAMPLE 1: PRICE ADJUSTMENTS (SPOT BY SPOT BUYING SYSTEM)

- 25-second ad
- Campaign purchased using the spot by spot system and treated as GOLD priority access
- Reference to two other products of another advertiser requiring the reservation of two additional sector codes being notified to M6 Publicité when the booking is made with the Scheduling Department

The BAB price will be €34,020 for a commercial break at the gross 20-second price of €20,000.

ADVERTISEMENT FORMAT	25"
Gross 20-second price	€20,000
Gross format rate - ind. 105	€21,000
GOLD priority access surcharge +20%	€25,200
2 nd and 3 rd product surcharge +35% (20% + 15%)	€34,020

EXAMPLE 2: APPLICATION OF INDICES (PURCHASE AT GUARANTEED NET COST PER GRP)

- Channel: M6
- Campaign purchased at guaranteed net cost per GRP
- 40% daytime and 60% prime time GRPs
- GRP annual breakdown: 20% of campaign GRPs from 7-27 July and 80% from 20 October to 21 December
- Chosen category of guaranteed net cost per GRP: Select

Time slot index (40% x 95) + (60% x 155)	131
Seasonal index: (20% x 90) + (80% x 145)	134
Guaranteed net cost per GRP category index	105
Media planning choice global index	184.32

NB: If the time slot mix is not the same for all seasonal periods purchased, the advertiser's media planning index will not be equal to the mere product of the seasonal, time slot and guaranteed net cost per GRP category indices.

SPECIAL TERMS AND CONDITIONS - TV

TRADITIONAL ADVERTISING SPACE



4.2. CASCADE FROM THE GROSS RATE TO THE NET RATE

EXCLUDING PURCHASES AT GUARANTEED NET COST PER GRP ON M6 AND PUISSANCE TNT +

GROSS PRICE

Format index

GROSS FORMAT PRICE

- Discount for cinema/book publishing/cooperative campaigns/SIG/eco-friendly product campaigns for new TV advertisers
- Podium surcharge
- Customised construction surcharge
- Multi-product/co-branding advertisement surcharge/additional surcharge
- Priority access surcharge

BAB (GROSS AMOUNT BEFORE DISCOUNTS & EXCLUDING VAT)

- Volume discount
- Digital bonus discount (only on M6)

NET BEFORE TAX

- VAT

NET AFTER TAX

SPECIAL TERMS AND CONDITIONS - TV

ADDRESSABLE ADVERTISING

REMINDER OF REGULATORY FRAMEWORK FOR ADDRESSABLE ADVERTISING

Addressable advertising was authorised in France by Decree No. 2020-983 of 5 August 2020.

It allows advertisers to communicate on linear TV to population segments made up of households that have given their consent (“opt-in”).

The marketing of addressable advertising is regulated by the aforementioned decree. The main legal provisions are as follows:

The following advertisements are not available in addressable advertising:

- advertisements scheduled during children’s programmes as well as those immediately preceding or following such programmes;
- advertisements that include the mention by the advertiser of an address or specific local identifier (with the exceptions referred to in the aforementioned decree).

Where they are not broadcast simultaneously throughout the service area, advertisements shall be identified as such in an appropriate manner.

The time allocated to the broadcast of addressable advertising shall not exceed an average of 2 minutes per hour per day for DTT channels, an average of 4 minutes per hour per day for cable and satellite channels over the entire scheduling period during which such broadcasting is permitted, or 6 minutes in any given clock hour.



SPECIAL TERMS AND CONDITIONS - TV

SPONSORSHIP

1. OPTIONS

1.1. The advertiser or its agent shall be required to place an option with M6 Publicité, by any written means, stating the name of the programme(s) they wish to sponsor, the intended length of the operation and the name of the product or brand relevant to the sponsorship arrangement as well as its 8-digit sector code (see “TV product list” document).

The duration of this option is set by M6 Publicité under the following conditions, with the option expiring at 6 pm on the last day of each period:

- 5 business days if the option is exercised less than 3 months before the start of the operation (i.e. from the broadcasting of the first trailer for the programme in question);
- 10 business days if the option is exercised more than 3 months before the start of the operation (i.e. from the broadcasting of the first trailer for the programme in question).

It is specified that in the event that a right of first refusal has been granted to an advertiser for the renewal of a programme for which an option may be exercised, the period of said option may only run at the end of the period granted within the framework of the right of first refusal.

At the end of the aforementioned periods, the option stipulating the name of the programme, the target audience, the duration of the sponsorship operation, the name of the brand, the 8-digit sector code (see TV product list) and acceptance of the price must be confirmed in writing.

M6 Publicité shall acknowledge receipt of this confirmation by sending a commercial agreement prior to broadcast, to be signed and returned by the advertiser or its agent.

If the option placed is not confirmed, it shall be considered null and void.

In the event that M6 Publicité receives several options and/or firm purchases regarding sponsorship of the same programme(s), with the exception of certain special cases, these options shall

be taken into account based on the following criteria in the order in which they are listed below:

1.1.1 Priority to options and firm purchase offers for a longer period.

Thus, if an advertiser makes a written undertaking regarding a firm purchase offer for a sponsorship operation for a longer period, M6 Publicité may immediately accept the firm purchase request and will inform by e-mail advertisers who have sent an option for a shorter period that their option has expired. If an advertiser submits an option to M6 Publicité for a longer period, the longer option shall take priority and be assigned rank 1.

1.1.2. In the event of identical broadcast periods, the chronological order in which the options placed were received shall be taken into account.

If an advertiser (e.g. rank 3) makes a written undertaking regarding a firm purchase offer for a sponsorship operation, M6 Publicité will notify higher ranking advertisers (e.g. rank 1 and/or 2) by e-mail that they have 48 business hours following dispatch of said e-mail during which to confirm whether they wish to make a firm purchase offer.

The same e-mail will also be sent to the advertiser (e.g. rank 3) who has made a firm purchase offer.

The option to make a firm purchase offer within this period is not available to advertisers with a lower option ranking (e.g. rank 4, 5, etc.).

During these 48 business hours (on the understanding that the option expires at 4 pm on the last day of the period), M6 Publicité shall not take into account the chronological order in which it receives the initial options in order to accept a firm purchase offer (e.g. if, during this period, the rank 1 advertiser confirms its firm purchase offer after the rank 2 advertiser has

done so, M6 Publicité will attribute the firm purchase offer to the rank 1 advertiser).

1.1.3. If an advertiser makes a written undertaking regarding a firm purchase offer for a sponsorship operation for a shorter period than that provided for in one or more higher ranking options (e.g. rank 1 and/or 2), M6 Publicité will inform the advertisers with a higher ranking option by e-mail that they have a period of 72 business hours, following dispatch of said e-mail, to confirm their firm purchase. The same e-mail will also be sent to the advertiser who has made a firm purchase offer for a shorter period.

The option to make a firm purchase offer within this period is not available to advertisers with a lower option ranking (e.g. rank 4, 5, etc.). During these 72 business hours, M6 Publicité shall not take into account the chronological order in which it receives the initial options in order to accept a firm purchase offer (e.g. if, during this period, the rank 1 advertiser confirms its firm purchase offer after the rank 2 advertiser has done so, M6 Publicité will attribute the firm purchase offer to the rank 1 advertiser).

In any event, 3 weeks prior to broadcast, no more options may be placed. Thereafter, the first advertiser to make a firm purchase offer which is approved by M6 Publicité shall become the sponsor for the operation, irrespective of its option ranking.

1.2. M6 Publicité shall reserve the right to waive, amend or add new terms and conditions to the aforementioned option principle and more generally to the marketing terms and conditions, in particular in the case of a scheduled broadcast related to programmes deemed exceptional and/or event-driven by the broadcaster.

SPECIAL TERMS AND CONDITIONS - TV

SPONSORSHIP

1.3. M6 Publicité reserves the right to organise a sale by auction, either when the sponsorship offer is launched or after it is published, subject to compliance with the rights of first refusal already granted by M6 Publicité or stemming from the advertiser's status as official partner of a sports tournament.

For example, M6 Publicité has the right to organise a sale by auction if it receives several firm purchase requests from different advertisers at the same time for the same sponsorship operation and for the same amount.

1.4. In all cases, M6 Publicité shall reserve the right:

1.4.1. to refuse an option if it appears to infringe:

- the broadcaster's contractual obligations, in particular towards the parties with rights over the programme subject to the option,
- the legislation, regulations and practices governing television sponsorship and audiovisual sales communications (including the French food charter), or if it appears to conflict with the interests of the M6 Group or any of its companies;

1.4.2. to refuse an option if it is exercised after the expiry date of the commercial offer presented to the market by M6 Publicité, as indicated in said offer;

1.4.3. not to renew an option.

1.5 Written confirmation of a "special operation" provided in any manner whatsoever by an advertiser or its agent (option confirmed, commercial sponsorship agreement) shall entail acceptance of the M6 Publicité STCS, except where different standard terms and conditions of sale

are in place, and specifically acceptance of the following conditions.

"Special operation" means any overall operation that includes televised sponsorship and/or televised advertising and/or radio advertising and/or advertising on the websites managed by M6 Publicité and/or on partner social media and/or an operation under licence (promotional and/or merchandising and/or publishing operation) and/or production, and/or a field operation, etc.

2. CONTRACTUAL DOCUMENT

2.1. The firm purchase of a sponsorship operation by an advertiser or its agent is formalised by a contractual document (commercial sponsorship agreement) drawn up by M6 Publicité.

This must be signed and returned no later than 10 days prior to the start of the sponsorship operation. If the contractual document is not received in time, M6 Publicité and/or the broadcaster shall reserve the right not to broadcast the sponsorship operation in question. The contractual document is exclusive to the relevant party and may not be assigned. The advertiser shall be required to perform the undertakings contracted by its agent in accordance with the powers granted to the agent.

2.2. M6 Publicité will only grant an advertiser a right of first refusal in the following two cases:

- For any sponsorship operation lasting at least six consecutive months involving a recurring slot and/or a short programme. The right of first refusal will be offered for an identical duration in year N+1.
- For any sponsorship operation covering the entirety of an event-driven programme. The right of first refusal will be offered for the entire next season of said event-driven programme. It is specified that the right of first refusal does not apply under any circumstances to possible spin-offs from the event-driven programme.

For each of these rights of first refusal, the advertiser will have a period of 10 business days from the date on which M6 Publicité sends the renewal proposal for the operation to accept or reject the new renewal conditions, with the right of first refusal expiring at 6 pm on the last day of the period.

If the sponsor fails to reply within the above period and/or if negotiations break down, the advertiser shall be deemed to have waived its right to renew the campaign and may not object to the presence of another advertiser on said programme. If the advertiser is entitled to a right of first refusal, the contractual document will specify the terms and conditions of said right of first refusal.

For all intents and purposes, it is specified that the advertiser will only benefit from a right of first refusal on the sponsorship operation if it is stipulated in the contractual document.

SPECIAL TERMS AND CONDITIONS - TV

SPONSORSHIP

3. CANCELLATION

In the event the advertiser or its agent cancels the sponsorship operation in whole or in part, except in the case of a force majeure (i) event:

- more than 13 calendar weeks prior to the start of the sponsorship operation, M6 Publicité shall charge the advertiser compensation amounting to 50% of the price of the operation;
- less than 13 calendar weeks and more than 4 calendar weeks prior to the start of the sponsorship operation, M6 Publicité shall charge the advertiser compensation amounting to 75% of the price of the operation;
- less than 4 calendar weeks prior to the start of the sponsorship operation, M6 Publicité shall charge the advertiser compensation amounting to 100% of the price of the operation;
- during the sponsorship operation, M6 Publicité shall charge the advertiser compensation equal to 100% of the amount outstanding.

The compensation payments shall take effect when the advertiser or its agent provides written confirmation of the cancellation of the operation. The length of the sponsorship means the time between the broadcast of the first sponsored trailer and the last sponsorship text for the programmes, including when the sponsorship operation is extended over several distinct periods.

If the cancellation is due to a force majeure (i) event, the advertiser or its agent must notify M6 Publicité of such event in writing no later than 5 days after the occurrence thereof, providing justification of its interpretation of the event and an estimation of its expected duration. If the force majeure

event is recognised as such, the relevant sponsorship operation shall be suspended within the 2 days following receipt of the notice by M6 Publicité until the cessation of the event. As soon as the event has ended, the total amount for the cancelled sponsorship operation must be reinvested by the advertiser within a time period to be defined by mutual agreement with M6 Publicité.

(i) See definition on page 91.

4. COMPETITION

4.1. The purchase of advertising space entails the reservation of a product variety code. The relevant product variety code must be specified accurately and in full as indicated in the TV product list published by M6 Publicité.

4.2. M6 Publicité promises the sponsor that, during the operation only, it will not offer sponsorship of the programme sponsored by the sponsor to a brand corresponding to a product or service designated by the same 8-digit sector code (category, sub-category, sector, variety - see product list published on **m6pub.fr** and **My6**) as the product or service promoted by the sponsor through the operation.

By way of exception to the foregoing, it is specified that no sectoral exclusivity will be guaranteed to advertisers:

- wishing to sponsor any programme broadcast on each of the M6 Group children's channels (Gulli, Tiji, Canal J) from 1 September to 31 December 2025;
- purchasing a partial sponsorship scheme only;
- purchasing a sponsorship scheme on partner social media.

4.3. The purchase of a sponsorship operation shall be completed separately from the purchase of traditional advertising space and does not rule out the possibility of the presence of rival advertisers:

- in the commercial breaks broadcast before, during and after the programmes sponsored, or before or after the trailers promoting the sponsored programmes,
- in the trailers and billboards related to other programmes broadcast before, during or after the programmes or trailers for the sponsored programme. When the advertiser or its agent has contracted a sponsorship operation, it shall not be entitled to review the commercial breaks.

4.4. Provided the broadcaster is not bound by any contractual obligations, the advertiser or its agent may not exercise any rights over the potential secondary or commercial exploitation of all or part of the programme in question. Therefore, the advertiser or its agent may not object to such secondary exploitation.

Similarly, they may not lay claim to any stake in any such further exploitation. However, in the event that any rights can be claimed as regards the secondary or commercial exploitation of all or part of the programme in question (decor, concept, credits, programme title and presenter etc.) and the broadcaster is authorised to entrust M6 Publicité and/or any company that M6 Publicité engages or designates as its substitute with such exploitation within the framework of promotional and/or merchandising operations (hereinafter "the licence"), M6 Publicité and/or any company that it engages or designates as its substitute and/or the broadcaster reserve the right to sell this licence to the sponsor and/or any advertiser of their choice.

SPECIAL TERMS AND CONDITIONS - TV

SPONSORSHIP

When an advertiser purchases this licence, it may under no circumstances object to a sponsorship operation of a rival advertiser for the programme in question and/or for any spin-off from this programme. On the same basis, an advertiser who has purchased the sponsorship of a programme and/or of a spin-off from this programme may under no circumstances object to a licensing operation from a rival advertiser relating to the programme in question.

5. ADJUSTMENTS TO THE SCHEDULE

Subject to any changes to the schedule, M6 Publicité shall adhere to the broadcast dates and time slots for the sponsorship operation. In the event of a change in scheduling for the broadcast of an event-driven programme in the slot of a recurring programme or linked in particular to an exceptional event, M6 Publicité may, depending on the case and at its sole discretion, decide to:

- freely modify the initial sponsorship offer, in particular by marketing said programme to one or more new advertisers as from the publication of the corresponding programme schedule, even if one or more advertisers have confirmed a sponsorship operation for the programme concerned, and/or by adjusting the offer without the advertiser(s) being able to object. In such cases, M6 Publicité undertakes to comply with the provisions of Article 4.1 on page 108;
- propose as an alternative a new equivalent sponsorship operation to the advertiser(s) concerned.

If the advertiser refuses the alternative solution, the rules set out in the paragraph on “Cancellation” (Article 3, page 108) shall apply.

If any changes are made to the time slot, channel, medium or duration of the operation initially sold by M6 Publicité which have a bearing on the target audience or viewing figures, M6 Publicité may:

- make a compensation offer, if necessary with regard to the new target or new audience;
- revalue the offer if the change has a significantly positive impact on the target audience. If the revalued offer is refused, M6 Publicité shall offer the relevant advertiser a new, equivalent sponsorship operation as an alternative. If the advertiser refuses the alternative solution, the rules set out in the paragraph on “Cancellation” (Article 3, page 108) shall apply.

If the programme is cancelled for any reason whatsoever, M6 Publicité shall solely invoice the advertiser or its agent pro rata for the programmes broadcast, without the advertiser or its agent being able to lay claim to any damages. If the broadcasting of a programme is extended via the addition of further programmes not included in the current sponsorship operation purchased by the advertiser, M6 Publicité may give the advertiser a priority option on a new offer to sponsor said additional programmes.

6. PRINT, RADIO AND INTERNET MEDIA

M6 Publicité reserves the right, in order to promote the broadcaster’s programmes, to conclude agreements with print, radio or Internet media under which said media will be included or referred to in the programme. The sponsor or its agent shall be informed to this effect but may not object thereto.

7. BROADCASTER’S LIABILITY

As the broadcaster’s Programming Department shall have full and complete liability for the technical, artistic and editorial components of the programme, the advertiser or its agent may not lay any claim to exercise any rights thereover. The broadcaster may also have cause to broadcast trailers which are not sponsored and the advertiser or its agent may not object thereto. In view of the broadcaster’s obligation to comply with sound level requirements as explained below, it shall be entitled to bring sponsorship billboards into compliance with such requirements. Therefore, in order to improve listening comfort for viewers and to comply with statutory and regulatory requirements and CSA Resolution 2011-29 of 19 July 2011, which requires channels to broadcast each part of their programmes at an average volume of -23 LUFS, advertisements must be delivered in compliance with Version 3.0 of the **RT017 Technical Recommendation for television programme broadcasters**. If the materials delivered fail to comply with the aforementioned average volume, M6 Publicité shall bring them into compliance, without the advertiser being able to object.

SPECIAL TERMS AND CONDITIONS - TV

SPONSORSHIP

8. PRODUCTION OF SPONSORSHIP BILLBOARDS AND GAMES

M6 Publicité shall entrust M6 Unlimited and/or Pôle Jeunesse with the design and production of sponsorship billboards and game formats. M6 Unlimited and/or Pôle Jeunesse shall draw up a quotation for the design and legal/editorial approval of the storyboards and for the design, production, management and/or broadcasting of sponsorship billboards and game formats by M6 Unlimited and/or Pôle Jeunesse and send it to the advertiser and/or its agent for approval. Once the quotation has been approved, a purchase order confirming the information set out in the quotation shall be drawn up with the advertiser or its agent.

If, on an exceptional basis, the advertiser wishes to entrust the design and production of the sponsorship billboards to an external production agency, M6 Publicité will invoice the advertiser for coordination costs in an amount set at €1,000 excluding tax (one thousand euros excluding tax).

In this regard, the advertiser agrees to provide M6 Unlimited and/or Pôle Jeunesse, upon request, with all information and/or elements necessary and useful for the design, production, completion, and legal and editorial approval of the sponsorship billboards.

9. COMPETITIONS/PRIZES

9.1. When the sponsorship operation and/or the special operation concluded between the advertiser and/or its agent and M6 Publicité is accompanied by a competition intended for the general public (promotional lotteries, contests, etc.), the advertiser or its agent undertakes, pursuant to a performance

obligation, to take responsibility for and provide M6 Publicité with the competition prizes, and to pay all costs generated by the management of the competition: drafting and filing of rules, establishment of means of participation (Internet, telephone connection, etc.), management of the winners and dispatch of the prizes, etc. The advertiser, as the organiser of the competition, will be responsible for the organisation of the competition in its entirety. The advertiser shall be responsible for drafting the competition rules, unless the parties agree to entrust this task to M6 Publicité.

The advertiser and its agent are therefore jointly and severally liable for the performance of the obligations undertaken as regards prizes. The prizes offered to viewers, including the quantity and type thereof, shall be jointly decided on by the advertiser (or its agent) and the broadcaster or M6 Publicité.

In the event that the advertiser or its agent fails to perform the obligations undertaken under the terms of this article (in particular the obligation to provide prizes in accordance with the regulations in force as indicated below) within 30 days following the end of the sponsorship operation, M6 Publicité reserves the right to act on behalf of the advertiser or its agent and perform said obligations towards the winning party(ies). All the costs incurred by M6 Publicité to this effect shall be borne by the defaulting advertiser, without prejudice to any claims for additional charges.

9.2. The costs of setting up the competition, including on M6+, as specified in the quotation sent by M6 Unlimited and/or Pôle Jeunesse, will be invoiced by M6 Unlimited and/or Pôle Jeunesse to the advertiser or its agent.

9.3. The advertiser warrants the safety and the absence of defects for the prizes it supplies within the meaning of Articles 1245 et seq. of the French Civil Code and, more generally, warrants that the prizes and their packaging are of the best possible quality and conform to the highest standards in force.

In keeping with the M6 Group commitment to phase out the provision of eco-unfriendly products and services as prizes on its channels and to promote more eco-friendly donations, M6 Publicité has undertaken to encourage the advertisers in question to comply with this requirement as far as possible.

9.4. The advertiser or its agent, whether a data processor or not (together referred to as “the advertiser” for the purposes of this article), may only have access to the data of competition winners in the event that it is responsible for providing these prizes directly to the winners. It may then use such data for this purpose only. Any disclosure or naming of the winners by the advertiser (including their initials only) is prohibited, even for the purposes of promoting the competition, except with the explicit prior consent of the persons concerned (data subjects), M6 Publicité and the broadcaster.

In the event that, in performance of the sponsorship or special operation agreement, M6 Publicité is required to process and transfer to the advertiser the personal data of the competition winners so that it may supply them with prizes, it is recalled that M6 Publicité acts solely as a data processor for the television channel concerned and for the advertiser as joint data controller for this purpose, within the meaning of applicable data protection regulations.

SPECIAL TERMS AND CONDITIONS - TV

SPONSORSHIP

In all cases, the advertiser undertakes to adhere to the following obligations:

- implement all appropriate technical, functional and organisational measures in order to comply with applicable data protection regulations and with the conditions of data processing and storage by the advertiser, as set out in the competition rules,
- not to use the data for any other purpose and for a period longer than that provided for in the competition rules and agreed between the parties. In particular, if it is agreed that the advertiser will be sent the winners' data for the sole purpose of supplying them with the prizes, the advertiser undertakes to delete such data once the prizes have been sent and, in any event, within the period stipulated in the competition rules,
- take all necessary precautions and measures to preserve the confidentiality of the information, not to make any copies of the documents and data carriers transmitted other than those necessary for the agreed purpose and not to disclose the documents and data to any unauthorised person,
- take all useful measures to preserve the security of the information and in particular to prevent it from being distorted, damaged or used in a wrongful and/or fraudulent manner,
- put in place organisational, functional and technical measures to enable the rights of data subjects to be respected,
- assist any joint data controllers in ensuring compliance with obligations relating to security, impact analysis and breach notification,
- retain evidence of compliance with these obligations and transmit it to M6 Publicité upon request.

The advertiser shall hold M6 Publicité and the publisher of the medium concerned, their legal representatives and their employees harmless against all losses, damage and consequences resulting from a breach of this commitment,

in particular any sum or damages that may be claimed from them, including legal fees. These obligations may, where applicable, be specified/completed in the sponsorship or special operation agreement, depending on the specific characteristics of the operation.

10. BROADCASTING OF SPONSORSHIP BILLBOARDS

10.1. The advertiser or its agent shall be responsible for acquiring and paying for all the rights and licences required for the billboards and other items it provides to be broadcast on the channel or by any electronic communication network.

To this effect, the advertiser or its agent shall hold M6 Publicité and the broadcaster harmless from any complaints or legal action made or taken by any third parties claiming entitlement to exercise rights over the sponsorship billboards and other items provided by the advertiser or its agent, in whole or in part, and shall indemnify them against any costs, including litigation costs, arising therefrom (in particular lawyer's fees). The advertiser or its agent shall also provide M6 Publicité with a statement of the works likely to require a statement being sent to copyright agencies.

M6 Publicité reserves the right to refuse or cancel the broadcast of any billboards:

- if it considers that the text infringes the broadcaster's contractual obligations towards the parties with rights over the sponsored programme, as well as the legislation, regulations and practices governing television sponsoring and audiovisual sales communications, and runs counter to the interests of the channel or its subsidiaries. All sponsorship billboards must be sent to M6 Publicité for approval at least 7 business days prior to the first broadcast of the billboard. M6 Publicité reserves the right to request any modifications to the sponsorship billboards that it deems useful, it being specified that the production costs will continue to be borne by the advertiser;
- if the ARCOM or any other administrative or legal authority subsequently deems that a sponsorship billboard does not meet the applicable requirements and prohibits any further broadcasting thereof and/or requests that the channel take the billboard in question off the air.

10.2. M6 Publicité shall retain control over the scheduling of the sponsorship billboards shown in the sponsored programme(s) and/or the corresponding trailers and, more specifically, will decide on the broadcasting schedule for all sponsorship billboards at its sole discretion.

In this regard, M6 Publicité reserves the right not to associate the advertiser with any trailers.

M6 Publicité shall inform the advertiser of the sponsorship operations broadcast by sending the advertiser the corresponding invoice at the end of each month pursuant to the terms set forth in **Article 6**, page 92.



04

**C. SPECIAL TERMS AND
CONDITIONS - ONLINE**

SPECIAL TERMS AND CONDITIONS - ONLINE

1. TERMS AND CONDITIONS FOR THE PURCHASE OF ADVERTISING SPACE

All orders must be the subject of a purchase order (insertion order) placed or a sponsorship agreement signed by the advertiser or its agent. Said purchase order or sponsorship agreement must be returned to M6 Publicité no later than 10 days prior to the date on which the advertising campaign is to be placed online on the websites concerned.

M6 Publicité offers no exclusivity to advertisers or their agents, except for one-off special offers covering a limited number of insertions, under the terms and conditions specifically mentioned in the insertion order signed between the parties.

2. ORDER POSTPONEMENT AND CANCELLATION

All requests to postpone advertising orders (advertisements - section sponsorship) must be sent to M6 Publicité at least 7 business days before the start of the campaign, except in the case of a force majeure event (see **definition on page 91**).

If the aforementioned notice period is not respected, except in the event of force majeure, a penalty fee amounting to 30% of the net postponed amount shall automatically apply for notification made less than 7 business days before the date of first broadcast.

No compensation may be claimed from M6 Publicité by the customer if the delay in the start of the campaign is due to a delay in the delivery of a design by the customer.

All requests to cancel advertising orders (advertisements - section sponsorship) must be sent to M6 Publicité at least 7 business days before the start of the campaign. Failure to comply with this notice period, except in the event

of force majeure, shall result in the following penalty fees being automatically applied:

- 50% of the cancelled amount when notice is given less than 5 business days prior to the first broadcast;
- 100% of the cancelled amount not yet broadcast for notice given after the date of first broadcast.

M6 Publicité shall then regain title to the cancelled advertising space.

Any change to an insertion order regarding the advertiser's advertising features to be broadcast during the advertising campaign that affects the original broadcasting plan may result in changes to the commercial terms and conditions (CPM, delivery time, broadcasting linearity, distribution by device, etc.) via a new insertion order taking into account the nature and complexity of such changes.

These changes may require a technical update period resulting in the postponement of all or part of the campaign, to which the advertiser and/or its agent shall not be entitled to object. No compensation may be claimed from M6 Publicité by the customer in this respect.

3. MATERIALS

3.1. The advertiser must comply with M6 Publicité's technical requirements regarding the supply of materials (e.g. advertising banner format). Additional technical services may be required and invoiced to the advertiser based on a quote accepted beforehand by the advertiser. If, for technical reasons, the advertising materials are unfit for broadcasting and/or the advertiser cannot provide another advertising format within the prescribed timeframes before the scheduled posting, the price of the campaign shall remain fully due by the advertiser as if broadcast had taken place.

During the campaign, M6 Publicité cannot be held liable for changes in the content of the advertising materials made by the advertiser or for any losses or damage suffered by the materials. Nevertheless, to guarantee optimum broadcasting quality, M6 Publicité may request further technical materials, where necessary, during the campaign. Delivery of the designs in the form of video ads and/or requiring the intervention of a service provider from outside M6 Publicité, where applicable, must take place no later than 5 business days before the first day of the campaign. "Classic" designs (that are not in the form of video ads and/or requiring the involvement of an external service provider) must be delivered preferably 5 business days before the start of the campaign and in any event no later than 3 business days before the start of the campaign.

3.2. If the deadline for submission of the materials is not respected, any errors or omissions in the online publication of the campaign shall incur the sole liability of the advertiser and/or its agent. This delay shall fully release M6 Publicité from the volume commitment over the contractual period and from compliance with the initial contractual schedule, but M6 Publicité shall invoice the entire volume reserved under the insertion order.

3.3. In addition to the foregoing and depending on the customer's delay in delivering the designs, M6 Publicité reserves the right to apply variable daily penalties to the customer, as follows:

SPECIAL TERMS AND CONDITIONS - ONLINE

- in the event of delivery of “classic” designs between 3 business days and 24 business hours before the start of the campaign, M6 Publicité shall not apply daily penalties to the customer;
- in the event of delivery of video ad designs and/or designs requiring the intervention of a service provider outside M6 Publicité, where applicable, between 5 business days and 24 business hours before the start of the campaign, M6 Publicité shall not apply daily penalties to the customer;
- in the event of delivery of any designs less than 24 business hours before the start of the campaign, M6 Publicité shall apply daily penalties amounting to €200. Any complaint relating to the posting of an advertisement must be made in writing, failing which it shall lapse within 4 days following publication of said advertisement.

In any event, delays will be dealt with in accordance with the provisions of the above paragraph.

4. ADVERTISING SPACE

M6 Publicité could be required to relocate or eliminate an advertisement for any reason beyond its control, particularly in the event of technical difficulty and generally in the event of force majeure. M6 Publicité shall inform the relevant advertiser and/or its agent. It is expressly agreed that M6 Publicité’s liability shall in any event always be limited to the value of the advertising space invoiced.

5. SECTION SPONSORSHIP

5.1. COMPETITION

The sponsorship agreement is independent of the purchase of advertising space and does not rule out the presence of rival advertisers in advertising placements situated around the sponsored section and/or on the website on which the

sponsored section is accessible, as well as the presence of rival advertisers in the editorial content of the relevant website and/or section.

5.2. SECTION MODIFICATION/CANCELLATION

In the event of a change that has an impact on the sponsorship operation and/or in the event of the cancellation of the section concerned by the sponsorship operation for any event attributable to the publisher of the website in question, M6 Publicité may offer the advertiser and/or its agent a compensation principle and, where applicable, shall invoice the advertiser in proportion to the elements described in the sponsorship agreement effectively published online, without the advertiser being entitled to claim compensation as a result.

6. PRICES

6.1. Provided there is no express, written stipulation of an amendment by M6 Publicité, the applicable prices shall be those indicated on the purchase order (insertion order) signed by the advertiser or its agent.

6.2. M6 Publicité reserves the right to change the prices of advertising formats, particularly in the case of scheduling linked to an exceptional event or changes to the media and/or formats offered by the advertising sales house. In such cases, M6 Publicité shall inform the advertiser or its agent of the change to the advertising medium and/or format and the applicable price. The advertiser that booked these spaces before the price revision shall keep the space at the previous prices. M6 Publicité shall not send the advertiser or its agent a new advertising order.

7. SALES REFERENCES

The advertiser hereby expressly authorises M6 Publicité to mention its name as a commercial reference.

8. MISCELLANEOUS PROVISIONS

Campaign delivery statistics provided by M6 Publicité to the advertiser and/or agent shall be binding, regardless of the advertisement delivery medium (PC, IPTV, smartphone, tablet, etc.) and may not be contested by the advertiser and/or agent under any circumstances or in any manner.

The agent and/or the advertiser undertakes not to use tracking tools in order to make specific measurements of the performance of their campaign(s), with the exception of traditional tracking tools for counting impressions (tracking pixel), without the express prior approval of M6 Publicité.

Should M6 Publicité grant its authorisation for the exceptional use of such tools, the agent and/or advertiser and/or any authorised third-party provider responsible for the implementation and use of said tools undertakes to forward M6 Publicité all results and performance analyses obtained in connection with the campaigns delivered by M6 Publicité.

Where applicable, the name and type of tool concerned, the methods of using said tools, the intended purposes of said tools and the intended use of the reports and data provided by these tools shall be determined in writing by agreement between the parties, on the understanding that, in any event, the advertiser and/or the agent or any authorised provider in charge of these tools must comply with the regulations applicable in the area concerned (advertising data management).

SPECIAL TERMS AND CONDITIONS - ONLINE

9. CHARTER, QUALITY, PROTECTION AND ETHICS

M6 Publicité complies with the quality charter of the members of the SRI (Syndicat des Régies Internet), which includes 11 undertakings and 4 technical guidelines (see sri-france.org).

It provides clear and strict guidelines for the partners of member agencies in terms of quality of service, ethics and user-friendly services for Internet users.

M6 PUBLICITÉ IS COMMITTED TO

- joining the ARPP and respecting its ethical principles
- broadcasting advertisements only on websites clearly identified by name by the advertiser via its domain name
- not accepting advertisers from sectors where advertising is prohibited
- not broadcasting advertisements on illegal websites
- informing advertisers when advertisements are broadcast on pages whose content is created by Internet users without prior moderation (e.g. blogs, forums, chats, personal pages, etc.)
- informing the agency or advertiser of the launch of the campaign
- ensuring that the pages are delivered correctly during the campaign
- providing the agency or advertiser with a statistical report on campaign results
- only using the campaign results with the explicit agreement of the advertiser concerned
- refraining from operating spyware systems allowing the dissemination of advertising outside the relevant environments

M6 Publicité is committed to responsible online advertising, as evidenced by the granting of the **Digital Ad Trust label** to M6+, RTL.fr, déco.fr and passeportsante.net.

This label is currently being overhauled and M6 Publicité is closely following any updates to these commitments.

M6 Publicité has also implemented the IAB's **Transparency & Consent Framework** across all M6 Group websites alongside all other members of the digital advertising industry in order to comply with the GDPR.

IN ADDITION, M6 PUBLICITÉ UNDERTAKES TO OBSERVE THE FOLLOWING WATCHPOINTS

- keeping youth content free of advertising with inappropriate content for minors, in particular for the entertainment sector (e.g. cinema, video games), products and services such as dating sites, health and beauty (e.g. products related to sexuality), sports betting, etc.; in this regard, advertisers are informed that subscription to the M6+ website is no longer available for under 16 year olds;
- ensuring, on a voluntary basis, that the currently applicable charter for promoting healthy diets and behaviours in audiovisual programmes and advertisements is applied. The charter provides that the advertising sales houses of volunteer digital operators shall:
 - offer appropriate pricing conditions for collective campaigns promoting products whose consumption should be encouraged (products outside the scope of Article 29 of French Act No. 2004-806 of 9 August 2004), in order to allow access to available advertising offers;

- undertake to use their best efforts to grant Santé Publique France health messages delivered via general interest campaigns aimed at promoting healthy eating and physical activity a specific flat-rate negotiation adapted throughout the year according to the available offers;
- ensure delivery of advertising impressions spread optimally over the entire campaign period booked;
- play an active role in the suppression of hacking and illegal websites (in particular as a signatory of the 2015 **“Charter of good practices in advertising for the respect of copyright and related rights”**), thereby guaranteeing advertisers an optimal level of security.



SMART 6TEM SÉCURE: THE CHARTER THAT GUARANTEES THE TRANSPARENCY, CONTROL, INTEGRITY AND SECURITY OF YOUR DATA

As part of the trust relationship it maintains with Internet users, M6 Publicité is particularly committed to protecting their data, in particular through the following measures:

- by informing Internet users, clearly and continuously, about the use of their data and by obtaining their consent within the framework of applicable regulations;
- by giving them the possibility, at any time, to permanently delete their data, by rendering their data secure at all stages of its use and by collecting only useful and relevant data.



04 **D. MATERIALS**

MATERIALS

LINEAR, ADDRESSABLE AND ONLINE

1. BROADCAST OF ADVERTISEMENTS

1.1. GENERAL PROVISIONS

1.1.1. Any information relating to the broadcast of advertisements, including broadcasting instructions (e.g. programme schedules, advertising ID serial number, etc.) and any technical or other materials must be communicated via MyDiffTV, the online platform dedicated to the exchange of this information and common to all subscribing agencies, accessible at **mydiff.tv**.

This platform may be accessed free of charge. To ensure that the advertisement is broadcast and that all broadcasting instructions are taken into account, the following information must be provided by the advertiser or agent: media agency, consulting agency overseeing design and production, as declared to the ARPP.

Any other means of transmitting broadcasting instructions is liable to be disregarded by M6 Publicité.

In addition to broadcasting instructions, all queries regarding materials should be sent to **diffusion-publicitaire@m6.fr**.

The creation of a detailed advertisement broadcasting schedule per commercial break (linear broadcasting) for an order booked under guaranteed net cost per GRP is only possible for the Select or Select+ categories.

1.1.2. The broadcasting files must be delivered in 16:9 HD format. The advertiser, its agent and the company overseeing production undertake to deliver a digital file to M6 Publicité.

1.1.3. Digital files must be delivered by one of the authorised third-party companies, Peach, Extreme Reach or Nomalab.

The materials delivered must fully comply with the latest version of the technical recommendations drawn up by the joint CST/FICAM/HD Forum work groups and available for consultation at **ficam.fr**.

In particular, the files must comply with recommendation CST - RT - 017 - TV - v3.0 - 2011.

The following information must be sent with each digital file:

- Advertiser
- Product or campaign name + targeting (addressable broadcasting)
- Advertising ID serial number
- Identical advertisement title to that provided to the ARPP
- Length
- Identical version to that provided to the ARPP
- If the advertisement displays a legal notice, which may be subject to rotation (health advice, driving advice, etc.), please specify the notice displayed in the advertisement (e.g.: "To stay healthy, eat at least 5 portions of fruit and vegetables each day")
- Date of dispatch of materials to M6 Publicité

1.1.4. In order to improve listening comfort for viewers and to comply with statutory and regulatory requirements and CSA Resolution 2011-29 of 19 July 2011, which requires channels to broadcast each part of their programmes at an average volume of -23 LUFS, advertisements must be delivered in compliance with Version 3.0 of the **RT017 Technical Recommendation for television programme broadcasters**.

If an advertisement fails to comply with the aforementioned

average volume, M6 Publicité may bring it into compliance with volume requirements without the advertiser being able to object, which the advertiser, its agent and the company overseeing the production expressly acknowledge and accept. The advertiser and its duly authorised service providers must comply with the schedule of requirements for electronic delivery of advertisements, which may be downloaded from the **SNPTV** website and **m6pub.fr**.

1.1.5. If the advertisement includes subtitles for the deaf and hard of hearing (linear broadcasting), the materials submitted to M6 Publicité must comply with EBU N 19-2002 standards.

The advertiser and/or its agent expressly authorises M6 Publicité to insert subtitles for the deaf and hard of hearing into its advertisements (linear broadcasting). The related technical costs shall be borne by the advertiser.

Advertisements enhanced by audiodescription (linear broadcasting) must comply with the **TV Advertising Audiodescription Guide** drawn up primarily by the TV advertising inter-branch organisation under the aegis of the ARPP. Subtitles and audiodescription tracks can only be broadcast on channels and broadcasting media that are technically compatible.

MATERIALS

LINEAR, ADDRESSABLE AND ONLINE

1.1.6. Materials must be delivered to M6 Publicité no later than 5 business days before the first broadcast.

In the event of late delivery of the materials or delivery that fails to comply with the requirements set out herein, as a result of which the advertisement is not broadcast, the advertiser shall owe M6 Publicité the full price for the scheduled advertisement.

In the event that the deadline for submitting materials is not met and the broadcasting instructions have not been communicated via **mydiff.tv**, any error or omission in the broadcasting of an advertisement shall incur the sole liability of the advertiser, as well as that of its agent (agency, TV production company) responsible for sending the advertisement and the broadcasting instructions.

1.1.7. In the event that the advertisement is deemed unsuitable for broadcast, for technical or legal reasons, due to the context of the programme or the time of broadcast or for other reasons, and if the advertiser is unable to provide new materials by the deadline required, the advertiser shall still be required to pay the full price due, as if the advertisement had been broadcast.

1.1.8. Any complaints regarding the scheduling and/or broadcasting of an advertisement and/or the technical quality of the advertisement must be submitted within 3 days following the broadcast. Failure to meet this requirement will result in the complaint being discarded. If the advertiser, its agent or the company overseeing the production, with M6 Publicité's approval, wishes to make technical changes to the advertisement broadcast, the party requesting the changes shall bear all the costs incurred in respect thereof.

1.1.9. To guarantee an optimum quality broadcast, M6 Publicité may request further technical materials, where necessary, during the campaign.

1.1.10. One year after the campaign has been broadcast for the last time, M6 Publicité may destroy the related materials and files at its own discretion, and may then request new delivery of the files in the event of subsequent broadcast.

1.1.11. The labels of the commercial breaks shown in the price lists, programme schedules or advertising orders correspond to the placement during or between the programmes and not to the times of broadcast. M6 Publicité's sole obligation, save any amendments to the broadcaster's programmes, concerns the broadcast of the advertisements during the commercial breaks reserved by the advertiser or its agent (linear broadcasting). Consequently, the time of broadcast for a commercial break shall under no circumstances give cause for the order price to be amended and/or give rise to a claim to any compensation whatsoever.

1.1.12. The purchase of advertising space shall be completed separately from the purchase of a sponsorship operation and does not rule out the possibility of the presence of rival advertisers:

- on sponsored programmes during or around which the commercial breaks are broadcast,
- on the trailers for the sponsored programme preceding or following the commercial breaks.

Advertisers and agents who have purchased space in a commercial break (linear broadcasting) have no right of oversight concerning the presence of a sponsor positioned around the commercial breaks in question.

1.1.13. M6 Publicité shall inform the advertiser of the sales communications broadcast by sending the advertiser a statement at the end of each advertising operation or a corresponding invoice at the end of each month, and/or by any other means, thereby proving the broadcast of said sales communications.

1.1.14. At the request of the advertiser or its agent, M6 Publicité will provide a linear broadcast summary indicating dates, broadcast times and commercial break labels, as well as the position of the advertisement during the break.

1.1.15. Following a specific request made within 3 months following the first broadcast of the advertisement in question, M6 Publicité may provide a screenshot of the advertisement in video format (linear broadcasting). Each screenshot will be invoiced at a flat rate of €500 (excl. VAT) which is not subject to the discount scale.

1.2. CHARGES FOR AMENDING BROADCASTING INSTRUCTIONS

All requests for changes to broadcasting instructions submitted between 2 and 4 business days prior to broadcast shall incur a fixed charge of €1,000 (excl. VAT) per advertisement, not subject to the discount scale. Such changes may only be made if the sector code and duration of the new advertisement are strictly identical to those of the initial materials delivered.

1.3. UPDATING ADVERTISEMENTS

In the event that materials (instructions, advertisement, etc.) are received between 2 days and 2 hours prior to broadcast, in particular for the purpose of updating advertisements, the advertisement(s) received or modified for broadcasting during the aforementioned period shall be subject to additional charges in accordance with a quotation sent to the advertiser and/or agent for approval.

MATERIALS

LINEAR, ADDRESSABLE AND ONLINE

2. CONFORMITY OF ADVERTISEMENTS

2.1. M6 Publicité shall reserve the right to reject or cancel any advertising order:

- if it considers that such order fails to comply with the legislation, regulations, practices, recommendations and/or charters and other commitments governing advertisements and audiovisual sales communications or conflicts with the interests of the M6 Group or one of its companies;
- if a competent authority subsequently resolves that an advertisement fails to comply with the applicable requirements and prohibits any further broadcasting of it and/or requests that the channel take it off the air. In such cases, M6 Publicité shall not be liable to pay any compensation or damages to the advertiser, its agents or any third parties involved.

2.2. M6 Publicité shall be entitled to request any documentation from the advertiser or its agent required to assess whether the advertisement complies with the legislation, regulations and practices governing advertising and audiovisual sales communications. The advertiser or its agent shall undertake to promptly submit these documents.

2.3. Role of the ARPP (French advertising regulatory board - arpp.org): under an inter-trade agreement, the ARPP has been entrusted with a preliminary advisory role to ensure that advertisements comply with (i) the general regulations governing advertising and audiovisual and digital communications via on-demand audiovisual media services and (ii) ARPP recommendations.

Advertisers or their agents (advertising agencies, media agencies and advertisement producers) must submit the advertisements (in all versions thereof) and any related documentation to the ARPP before the first broadcast, specifying whether the broadcasting mode is “national and addressable” or “addressable only”.

The advertisements and related documentation received by the ARPP are allocated an advertising ID number (“Pub ID”) which must be sent to M6 Publicité along with the advertisement and included in the broadcasting instructions sent via MyDiffTV. Based on the information received, the ARPP will then deliver a final opinion on the broadcast of the advertisement.

This opinion must be favourable and communicated to M6 Publicité at least 2 business days prior to broadcast, specifying whether the broadcasting mode is “national and addressable” or “addressable only”. For further information, visit arpp.org.

3. LIABILITY

3.1. All advertisements are broadcast at the advertiser’s exclusive liability. Said party declares that it has taken cognizance of and complies with the legislation, regulations and practices governing advertising and audiovisual and digital sales communications. The advertiser, its agent and the company overseeing the production shall undertake to comply with any amendments made during the year to legislation and/or regulations.

3.2. The advertiser, its agent and the company overseeing the production of the advertisement represent that the advertising production is legal and does not breach the legislation, regulations and practices governing advertising and audiovisual and digital sales communications. They shall jointly and severally hold M6 Publicité and the broadcaster harmless from all complaints and legal action, specifically on the part of authors, producers, directors, composers, performers and any individuals or legal entities considering themselves to be harmed by the broadcast of the advertisement. In particular, the advertiser shall hold M6 Publicité and the broadcaster harmless from any legal action that the third-party company overseeing production may take in relation to the advertisement produced.

3.3. The advertiser, its agent and the company overseeing the production shall undertake to ensure that the title of the campaign related to the advertisement and indicated in the broadcasting instructions is identical to the title of the booked campaign and does not correspond to a product and/or service other than the product and/or service presented in the advertisement. Any advertisement broadcast instead and in place of another advertisement, due to incorrect labelling or a different title being used, must be paid for by the advertiser. For campaigns with temporary names, M6 Publicité undertakes to ensure that its personnel comply with all the confidentiality requirements of the advertiser, its agents and the company overseeing the production. In all circumstances, it is imperative that the title of the campaign related to the advertisements provided and the title of the purchase of advertising space be strictly identical at the very latest 10 days prior to the date of broadcast. If this requirement is not met, M6 Publicité shall not be held liable and the advertisements broadcast must be paid for in full.

MATERIALS

LINEAR, ADDRESSABLE AND ONLINE



4. SIGNAL MALFUNCTION

In the event of a linear signal failure or any incident affecting same and resulting in at least a 20% loss of technical coverage, the advertiser may be entitled to a compensation payout calculated on the basis of the average viewing audience lost.

5. PROHIBITED OR REGULATED SECTORS

5.1. There are a number of products and industry sectors that cannot be advertised on television or for which advertisements are subject to controls and/or regulations, for legislative, regulatory or ethical reasons. To this effect, current regulations require that educational messages be used in advertisements for certain industry sectors (advertisements containing health information and which relate to the energy sector, consumer credit, betting and gaming, etc.).

5.2. In addition, advertisements relating to videos, DVDs, video games, telephone services, films, text messages and websites must not contain scenes that may exploit the vulnerability of young viewers.

WITH REGARD TO

- videos, films, DVDs and video games prohibited (or not recommended) for under 12 year olds, the advertisement must:
 - contain a stipulation similar to the following: “film (or video game) prohibited (or not recommended) for under 12 year olds”
 - not be broadcast during or close to (during the 10 minutes before or after) children’s programmes

- videos, films, DVDs and video games prohibited (or not recommended) for under 16 year olds, the advertisement must:
 - contain a stipulation similar to the following: “film (or video game) prohibited (or not recommended) for under 16 year olds”
 - not be broadcast during commercial breaks broadcast before 8.30 pm
- videos, films, DVDs and video games prohibited (or not recommended) for under 18 year olds with no pornographic content, the advertisement must:
 - contain a stipulation similar to the following: “film (or video game) prohibited (or not recommended) for under 18 year olds”
 - not be broadcast during commercial breaks broadcast before 10.30 pm
- videos, films, DVDs and video games prohibited for under 18 year olds with pornographic content, the advertisement may only be broadcast on the channels marketed by M6 Publicité;
- telephone services, computer communications, websites or products for adult usage only or intended for adults, as well as text services which may exploit the inexperience and gullibility of minors, the advertisement must be broadcast solely during commercial breaks broadcast after midnight. M6 Publicité shall reserve the right in all circumstances to refuse or cancel the broadcast of such advertisements depending on the context of the programme during which the commercial breaks are scheduled.

These restrictions are liable to change depending on the channel and programme context.

5.3. Contact M6 Publicité for further information on prohibited and regulated sectors (particularly on its management of Puissance TNT/Puissance TNT +, Gulli and children’s theme channels whose advertising sales are managed by M6 Publicité) and the changes made during the current year to the legislative, regulatory and ethical framework.

MATERIALS

LINEAR, ADDRESSABLE AND ONLINE

6. MATERIALS AND DEADLINES

CHANNELS



MATERIALS TO PROVIDE (LINEAR + ADDRESSABLE + ONLINE)

- 1 HD file sent to M6 Publicité - HD video
- Electronic delivery
- Authorised delivery providers:
 - **Peach** : www.peach.me
 - **Extreme Reach** : www.xr.global
 - **Nomalab** : www.ad.nomalab.com

DEADLINE FOR DELIVERY OF MATERIALS

5 business days before the 1st broadcast.

OBTAINING ARPP APPROVAL (OR CERTIFICATION NO.)

2 business days before the 1st broadcast.

SUBTITLES AND AUDIODESCRIPTION

- Subtitles (linear broadcasting):
 - Subtitle file delivered together with digital video file or delivered by e-mail to: **diffusion-publicitaire@m6.fr** (the subject of the e-mail must include the word “subtitle” and the name of the advertiser and product) in compliance with EBU N 19-2002 standards.
 - The title of each subtitle file must bear the advertising ID serial number allocated to the relevant advertisement.
- Audiodescription (linear broadcasting):
 - Audiodescription tracks included in broadcasting file (see Peach, Extreme Reach or Nomalab standards)
 - The mention “Audiodescription” must be suffixed to the advertisement title.
 - The presence of an audiodescription in an advertisement must be notified by e-mail to **diffusion-publicitaire@m6.fr** prior to broadcast.

BROADCASTING INSTRUCTIONS

Any information relating to the broadcast of advertisements, including broadcasting instructions (e.g. advertising ID serial number, ad rotation, etc.) and any technical or other materials must be communicated via **MyDiffTV**, the online platform used by all advertising sales houses to share this information.

SPECIAL TERMS AND CONDITIONS - ONLINE

Designs must be sent 3 to 5 business days in advance to the Adops team via the service provider Nomalab: <https://m6pubdigital.nomalab.com/>.

Contact: **adops@m6.fr**

For specific formats (external service provider, special operations, etc.), technical materials must be sent no later than 10 business days before the start of the campaign.

In the event of delay in the delivery of materials, M6 Publicité cannot guarantee that the campaign will start on the initially set dates and the advertiser shall solely bear the consequences of any ensuing postponement of the campaign start date.

M6 Publicité technical specifications:

<https://admanager.m6tech.net/format-specifications/>



CONTACT

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m6pub.fr



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