



TV.Vidéo

CONDITIONS
GÉNÉRALES
DE VENTE 2024



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TV.Vidéo

CONDITIONS GÉNÉRALES
DE VENTE 2024



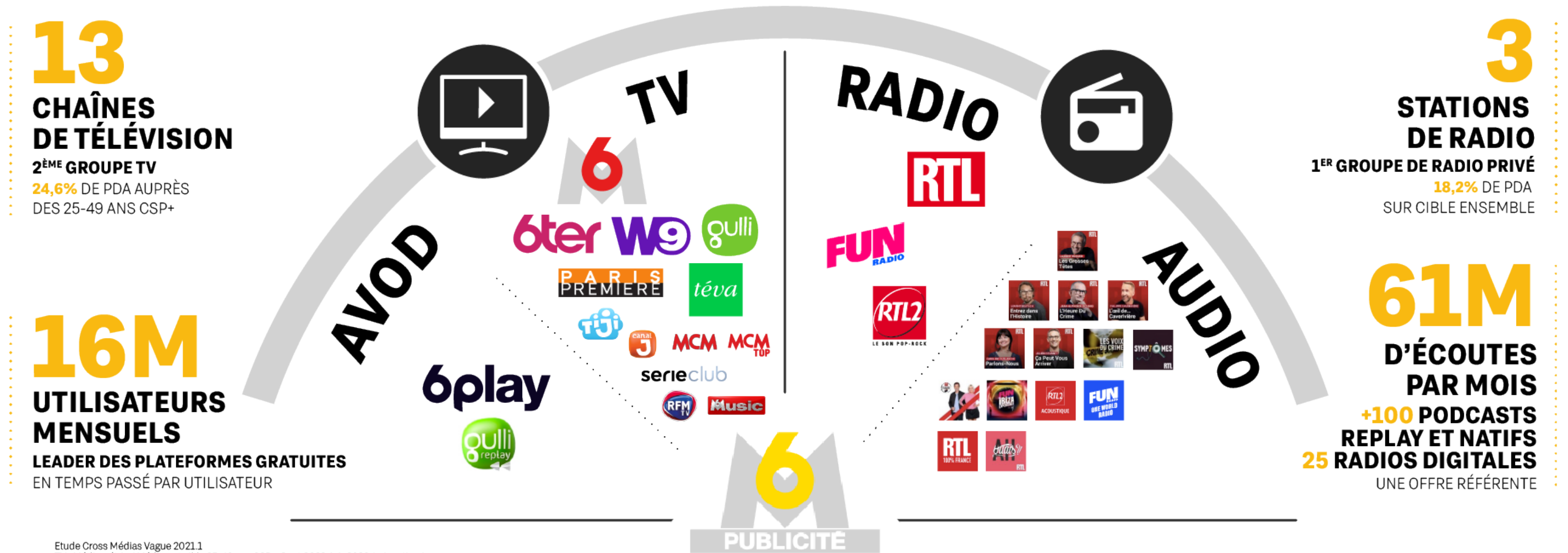
01

**THE M6 GROUP
ECOSYSTEM**

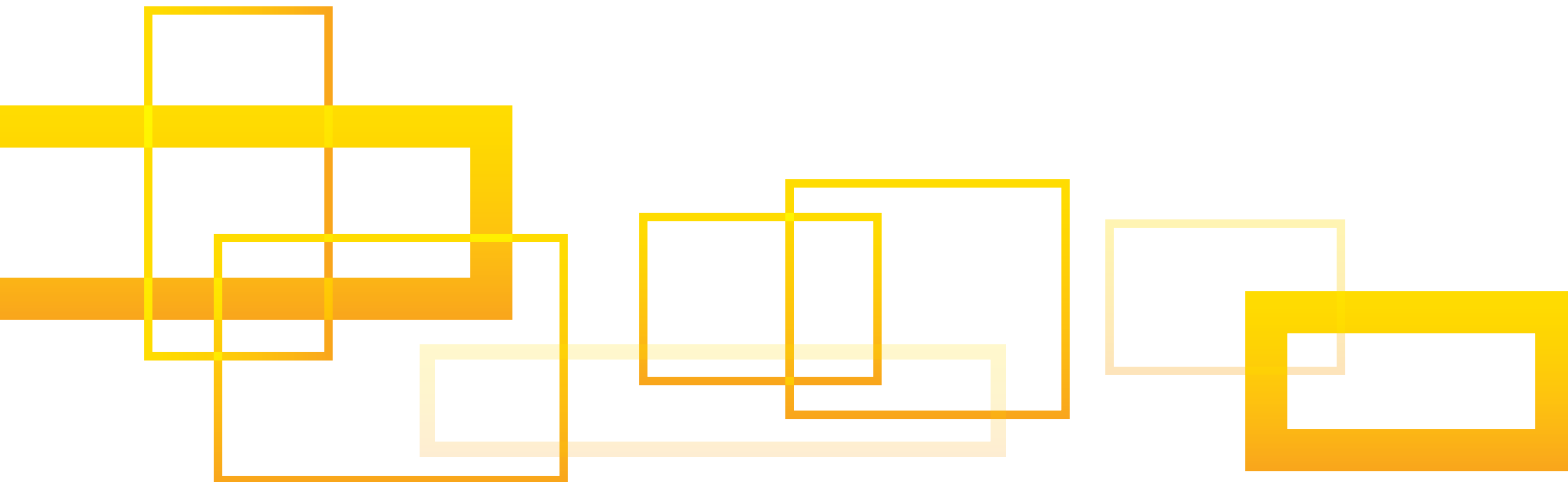
The M6 Group ecosystem

L'ÉCOSYSTÈME DU GROUPE M6

96% DES FRANÇAIS TOUCHÉS CHAQUE MOIS



Etude Cross Médias Vague 2021.1
TV : Médiamétrie / Médiamat cible 25-49 ans CSP+, Sept.2022-Juin2023 (prime time)
Radio : Médiamétrie. Jan-Mars 2023, L&V, 5h-24h, PDA 13+
Audiigital : Cumul ACPM Live radio, eStat Podcast, eStat Streaming (webradios); moyenne Sept 22-Juin 23
6play : Médiamétrie - Tableau Online 4 écrans - Moyenne Septembre 2022 / Juin 2023 - 6play + Gulli Replay - Cible 4+



**A. M6 media
brands**

Free video offer



FRANCE'S FAVOURITE CHANNEL

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

In 2022-2023, M6 confirmed its position as a major general interest channel. M6 enjoys a special relationship with French audiences due to its values of **authenticity, creativity** and **proximity**. M6 has once again proved its capacity for **renewal** and **innovation** by drawing on the success of its major long-standing brands as well as novelties such as **Traîtres, Qui veut être mon associé** and **Mariés au premier regard**, which attracted viewers from the outset. Innovation and engagement will be the watchwords for the **new season**, marked by the **launch of new brands** in the coming months, **original dramas**, event-driven programmes and **captivating documentaries**. Driven by the French penchant for sporting events, M6 is **stepping up its commitment to sport**, including the FIFA Women's World Cup and the Rugby World Cup.

Source: Médiamétrie/Médiamat
September 2022 to June 2023 – Full viewing day.



FRANCE'S FAVOURITE DTT CHANNEL

Best season among 4+ and under 50s prime time 5 years in a row.

Underpinned by its long-standing strengths, W9 preserved its **leadership throughout the 2022-2023 season** in most programme genres, making its presence felt once again on both linear and digital media. For the coming season, W9 combines **innovation** and **renewal** in the form of new original drama productions, new reality series concepts, films and magazines. Building on its successes, W9 is continuing its commitment to sport and strengthening its status on the music scene via a growing scheduling of entertainment and music shows. To cater for new consumer patterns, W9 will further develop synergies with digital and social media by offering more programmes in correlation with 6play.

Source: Médiamétrie/Médiamat
September 2022 to June 2023 – Full viewing day.



THE MOST FAMILY-FRIENDLY CHANNEL

Best season ever among 4+ and under 50s housewives.

6ter recorded its **best season ever across all audiences 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”**. 6ter will continue to step up the development of “immersive” documentaries presenting images enriched by innovative concepts and showcasing atypical professions. The family-oriented channel **is also enhancing its online presence** by revamping long-standing brands that outperform social media while developing new programmes such as **L'agence aux 1,000 mariages**.

Source: Médiamétrie/Médiamat
September 2022 to June 2023 – Full viewing day.



MOST POPULAR FAMILY CHANNEL

No. 1 French children's channel among 4-10 year olds and best season among under 50s housewives for the 12th year in a row.

Gulli achieved its **best ever season as a children's channel** while also scoring high among **housewives with children**. Gulli is no longer just a children's channel: it has become a **channel for the whole family**, as illustrated by the success of Gulli Prime. 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 central to the channel's strategy, as witnessed by the launch of a new application featuring a multi-content in order to continuously enhance proximity to its audience.

Source: Médiamétrie/Médiamat
September 2022 to June 2023 – 06:00-20:00
Survey by marquesetfamilles.fr.



MORE THAN JUST REPLAY!

Leading free streaming platform in terms of listening time.

Last season, 6play reached **16 million users every month**, which means a total of **42.5 million French people reached** by the platform since last September. 6play is aiming high for the coming season, particularly with regard to the cinema offer, where it is continuously enriching its catalogue of dramas and films under new iconic partnerships with Disney, Paramount and Sony while offering an increasing number of original productions. From the start of the new season, users will be able to watch NFL matches broadcast live on the platform. **A real cornucopia of experiences**, 6play revolutionises ways of consuming content while enhancing its unique identity through varied, innovative and exclusive creations live, on demand or via its FAST channels.

Source: Médiamétrie - Online 4 screens table
4+ target - average September 2022 to June 2023

Pay video offer



THE CHANNEL THAT SEEKS TO BE DIFFERENT

Best wave ever among 4+.
Most popular pay channel.
No. 1 channel among middle class and 25-49 year olds.

Iconic, impertinent, cultural and nostalgic, Paris Première has made its mark for over 35 years as a channel with a strong identity. Leveraging its bold approach, free spirit and editorial ambition, the channel offers unique and original programmes. Paris Première is France's leading pay channel drawing **11.8 million viewers every month**. This year is a further opportunity to discover a scintillating selection of debates, live shows, iconic films and outstanding documentaries.



A TALENT-SPOTTER OF NEW SERIES

The channel for premium series fans attracting 4.8 million viewers per month.

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.



LEADING PAY CHANNEL FOR WOMEN

Best wave among all viewers and women under 50.

In 25 years, the channel tailor-made for women has never stopped growing, changing and getting the ball rolling. With its no-fuss, increasingly bold and committed tone, the channel has become a true champion of **freedom of speech**, which pervades the channel's entire offering, whether in series, shows, documentaries or programmes like **OrgasmiQ**, back with a new presenter, and **Piquantes**, hosted by Nicole Ferroni, which is moving to prime time this season. With **7.5 million viewers every month**, Téva is rapidly establishing itself as the go-to pay channel for women.



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 SUPERCHARGED CHANNEL FOR 6-12 YEAR OLDS

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

This year, yet again, loads of **exciting new seasons of iconic action-packed adventure animated series** are just waiting to be discovered: Bakugan, Beyblade, Foot-2-Rue, Pokémon, to name but a few... Your favourite heroes will be back to thrill you all year round.



THE CHANNEL TODDLERS LOVE THE MOST

The channel attracts 1.6 million viewers every month.

Softness, tenderness and adventure are the watchwords of Tiji, **the channel that makes growing up fun**. Toddlers' favourite heroes are back again for new adventures, while new series will also make an appearance. Madagascar, My Little Pony, Barbie, Lilybuds and T'choupi, to name but a few, will continue to delight young girls and boys with their thrilling adventures.



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 **2 million viewers** each month.



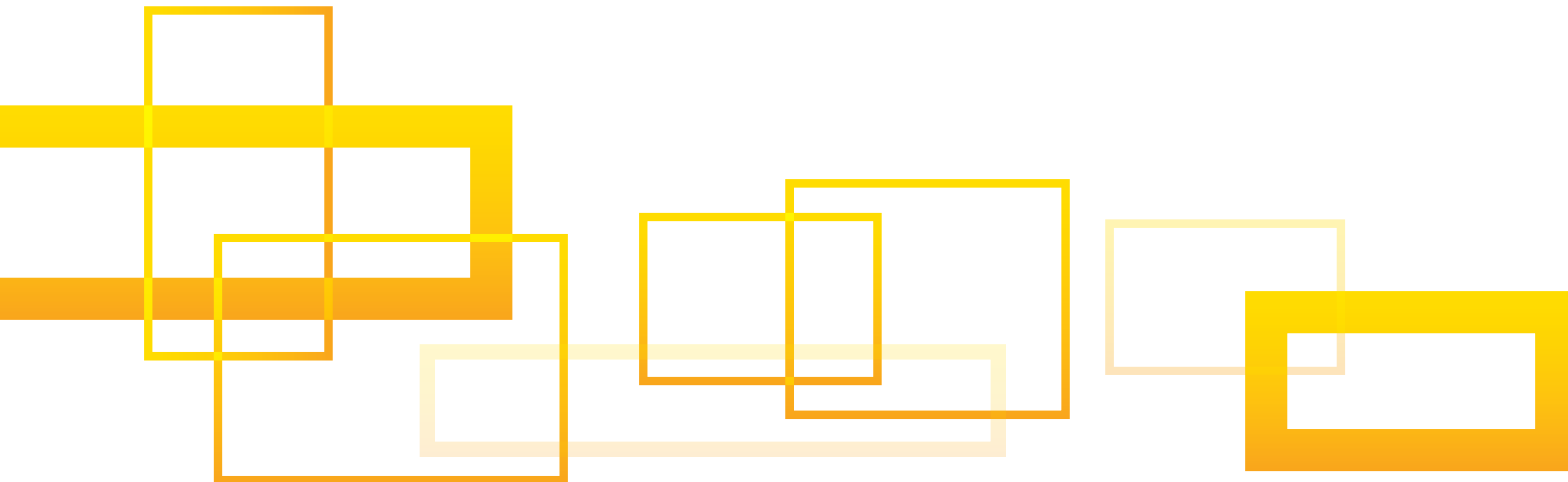
100% HITS CHANNEL

Record season among 15-34 year olds.

Every year, M6 Music offers the best in music news, all the latest hits as well as theme evenings and special programming. Thanks to this diversified offering, the channel attracts **2.1 million viewers every month**. Its flagship programme **Backstage** takes the viewer on a journey to meet top-ranking French and international musicians, thereby offering special moments of authenticity.

Source: Médiamétrie/MédiamatThématic wave 45 Extended competition scope (cable, satellite and broadband DSL)



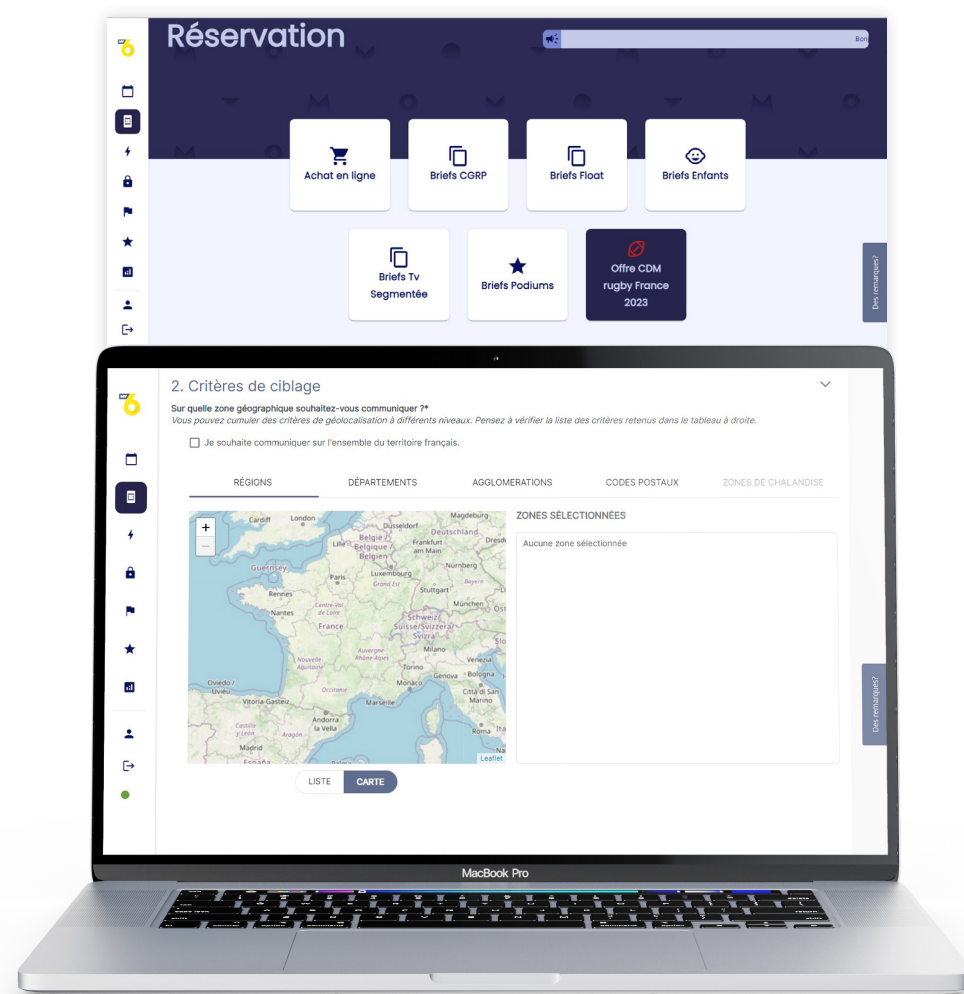


B. Services for customers

My6



LOG ONTO
MY6



My6 is a platform for consulting, managing and purchasing media campaigns. By logging onto this platform developed by M6 Publicité via My6, 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:

STREAMLINE PROCEDURES 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 standard terms and conditions of use.

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

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

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.
- Create, modify and consult schedule briefs, such as briefs for purchasing at guaranteed net cost per GRP or young viewers.
- Segmented 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.

NEW ACCESS TO MY6 FOR BUSINESSES

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



Step

STEP BY M6

THE TAILORED SOLUTION FOR YOUR FIRST CAMPAIGN

Turnkey programme



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



POWER

BRAND (BOOST YOUR BRAND 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), 6play (16 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
- Performance commitment, tracking and media planning optimisation for your campaign on My6

EXPERTISE

TO MAXIMISE YOUR ADVERTISING EFFICACY

- 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

Cross media survey wave 2023.1
Médiamétrie - Médiamat - 2022-2023 season covering main commercial targets.
EAR April-June 2023, Mo-Fri 5am-midnight, combined target audience 13+ Médiamétrie - Online 4 screens table
4+ target - average September 2022 to June 2023.

M6 Publicité local

PROXIMITY AND EXPERTISE

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

■ SEGMENTED TV & AVOD



■ Local radio

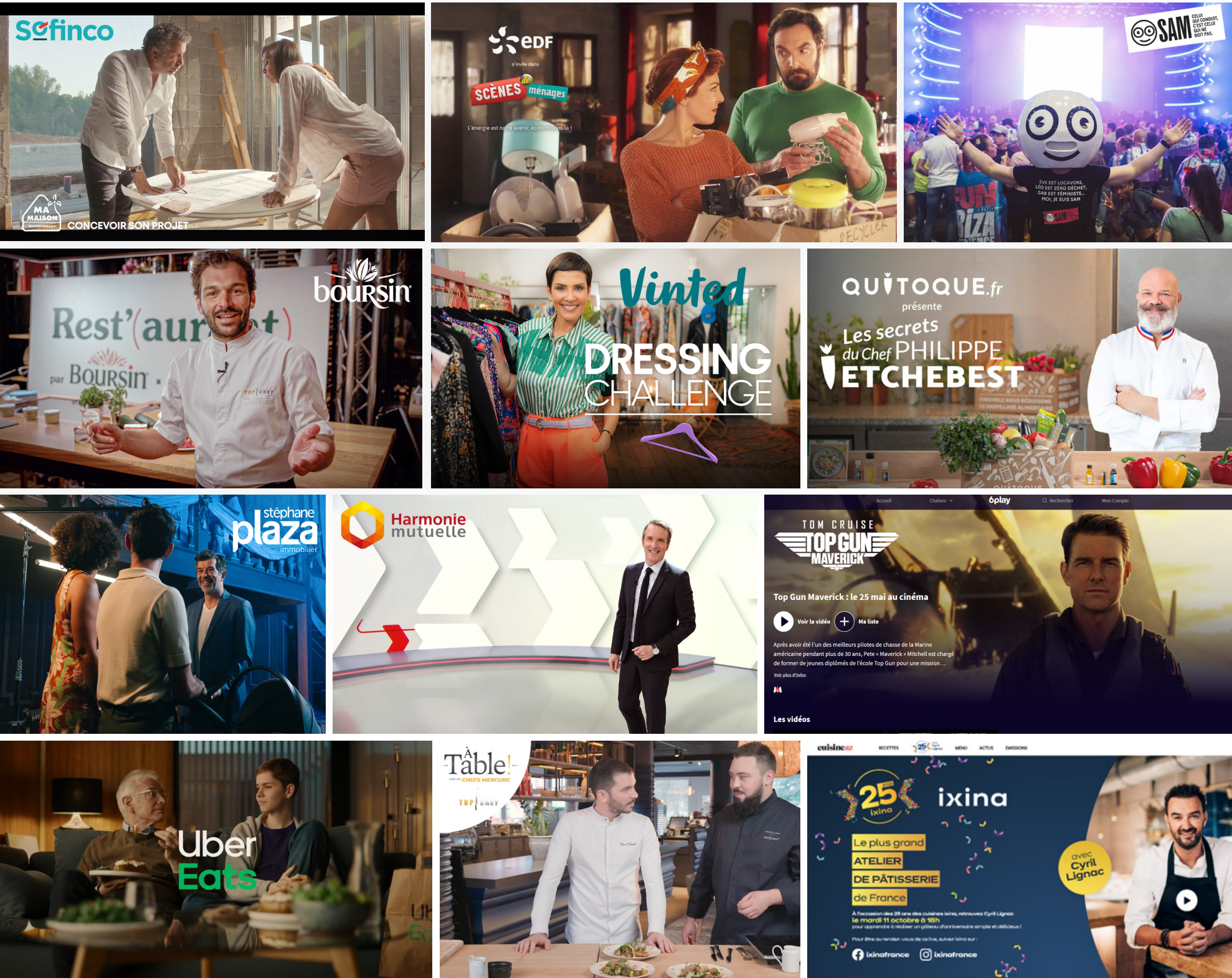


■ LIVE STREAMING & PODCASTS



For more information,
please contact
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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!

WATCH THE LATEST OPERATIONS

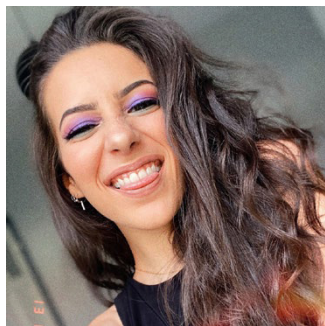
Influence

A POWERFUL ECOSYSTEM OF AMBASSADORS

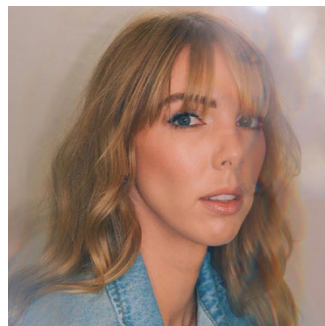
Whatever your universe, M6 Publicité provides your brand with our talent's expertise to help you meet your social media challenges.

DIGITAL NATIVE INFLUENCERS

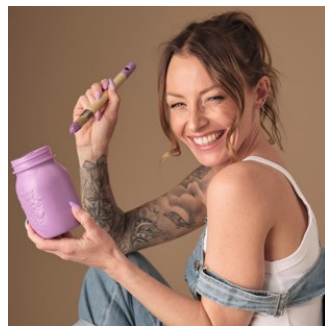
Powerful online creators tell their stories and engage their communities on their social networks.



Horia



Sandra



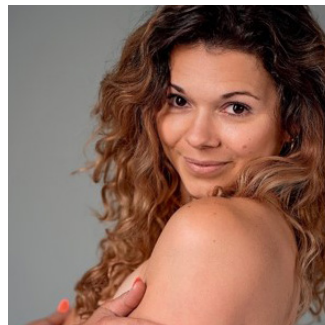
L'atelier de Roxane



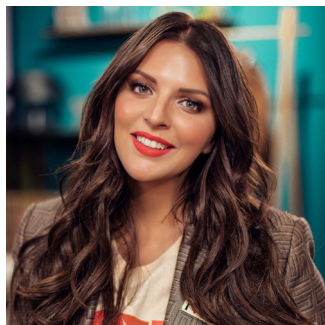
Pierre Croce



Natoo



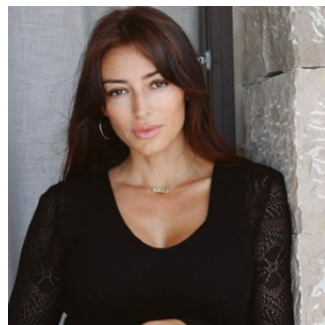
Juju Fitcats



Ludivine Aubourg



Lecoindupatissier



Rachel Trapani



Danny Khezzar



Camille Delcroix



Pierre Chomet



Lilian Douchet



Maud Leboeuf



Justine Piluso



Mohamed Cheikh



Arnaud Delvenne



Alice Mapr
(*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 their social networks.

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



Cristina Cordula



Philippe Etchebest



Stéphane Plaza



Karine Le Marchand



Stéphane Rotenberg



Bruno Guillon



Flavie Flament



Greg and Justine

Events



WILD BUZZ AGENCY

**LEADER AND PIONEER OF SPACES
DEDICATED TO EXPERIENCE-CREATING
BRANDS AND INSTITUTIONS**

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.





Backed by a multimedia ecosystem and over 30 years' experience in **advertising design** via Laboratoire Sonore, the M6 Group is launching Lab6 with a view to deciphering **TV and radio advertising creations**.

THE AIM

Raising advertisers' awareness of the importance of advertising design in terms of audio and video efficacy (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 efficacy of a TV or radio advertising campaign.
- Scientific analysis via our Soundbox algorithm, which will enable us to measure aural awareness (auditory attention).

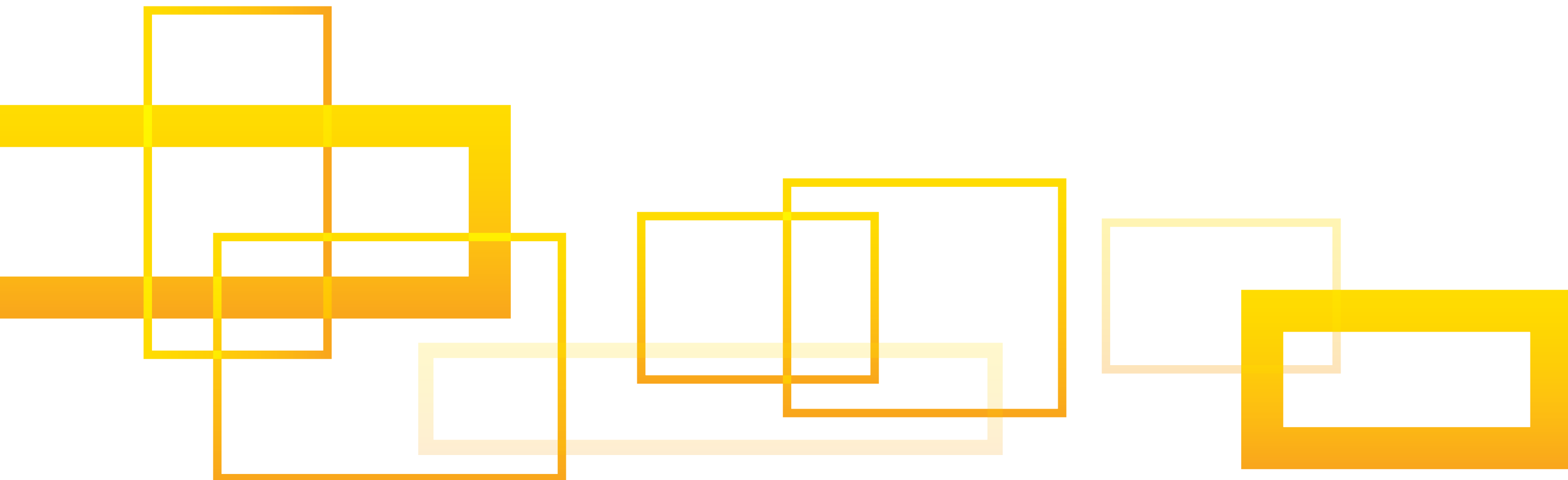
soun((dB))**ox**

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



02

**M6 GROUP
CSR STRATEGY
AND
COMMITMENTS**



**A. M6, a socially
responsible media group**

For a number of years now, the M6 Group has been committed to **multiple initiatives** promoted through its **channels**, including the **M6 foundation** and **Mission Handicap**. Since 2021, the **Engagement Department** has driven the M6 Group CSR policy (corporate social responsibility) in coordination with the other departments.

A1. M6 GROUP FOUNDATION

In **2010**, the M6 Group decided to take action on the sensitive topic of **prison life** by creating its **corporate Foundation**. This commitment is based on a strong conviction that the Company can **provide alternative solutions** to societal issues. Whether it be through initiatives implemented across its channels or within its organisational structure, the Group transcends its role of deciphering society to become **an agent in its transformation**.

Funded by all M6 Group companies, the Foundation has set itself the goal **of acting on behalf of past and present prison inmates**, in order to **reduce repeat offences**, thereby **contributing to their reintegration within society**.

The Foundation has confirmed its commitment in **two main areas**:

- Reintegration through employment,
- Alternatives to imprisonment.

In **2022**, the M6 Group Foundation provided support to **around 20 non-profits** working closely with their beneficiaries. The Foundation also has a **second goal: training companies** regarding **the hiring** of ex-offenders, particularly by sharing **the M6 Group's experience** in terms of onboarding **former inmates** within its workforce.

The Foundation has been developing **its own initiatives since 2015**, by taking action in the field, directly with the beneficiaries. The **“Au-delà des lignes”** competition [Outside the lines] and the call for projects entitled **“Impulse le changement”** [Drive change] were established in response to two of the Foundation's central causes: **eco-citizenship and the fight**

against illiteracy.

The M6 Group Foundation also supports **initiatives that promote reintegration through employment and training**. It has provided assistance to two such schemes: the **L'Université du Café** barista training school and **Les Beaux Mets** restaurant.

In **June 2023**, the M6 Group Foundation received the **Gold Medal** at the **first edition of the “Grand Prix de la Responsabilité des Médias” awards** for media responsibility in the **Diversity and Inclusion** category.

A2. MISSION HANDICAP

Established in **2007**, Mission Handicap aims to **promote the recruitment, onboarding and job retention** of persons with disabilities. In **2017**, to mark the tenth anniversary of the Mission Handicap initiative, the Group signed its **first three-year Disability Agreement**. This commitment was then **renewed and strengthened in 2020** via a **second agreement**, applicable for the 2020-2022 period for all companies that had joined the Group since 2018.

The agreement focuses on **five main priorities**:

- Hiring.
- Job retention.
- Training.
- Awareness-raising.
- Sourcing from the sheltered employment sector.

Mission Handicap **offers Group employees various awareness-raising formats** throughout the year:

- Duo Day,
- Targeted communications surrounding the International Day of Persons with Disabilities,
- Workshops to act out real-life scenarios via virtual reality headsets,
- Etc.



A3. 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 have 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**.

Through this CSR action plan, the **M6 Group is making a commitment** to its audiences, partners and employees regarding the following **key projects**:

ECO-FRIENDLY PRODUCTION

Rethinking certain 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.
- M6 Unlimited (M6 Publicité's in-house agency): creation of **guidelines for eco-friendly behaviour**.
- Training in eco-production for **70 employees** and the Carbon'Clap calculator for 30 employees.

MEDIA EDUCATION

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

- Partnership between **Gulli** and **CLEMI** (the French media and information literacy centre): for over **10 years**, during **the press and media week in schools**. Over several weeks, Gulli partnered with RTL to **guide** and coach a group of 11-12 year olds to help them **produce their very first radio reports** on five chosen topics and experience their **first live studio broadcast** on RTL.

DIGITAL SOBRIETY

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

- **Eco-stream mode on 6play**: 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.
- **20 employees** instructed 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 "**Chainon 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 "**Nos quartiers ont du Talent**" organisation.
- 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 **carbon assessment** updated in 2023.

- **Employee awareness-raising**: 1,100 employees trained on the Climate Fresk tool.
- **Low-carbon trajectory**: capitalising on the results of the two full carbon assessments carried out in 2021 and 2022 and making pragmatic reduction commitments in accordance with the challenges facing the M6 Group.



A4. 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 issues** 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 **2022**, the amount of environmental issues addressed **rose 21.1%** versus 2021. The creation of the “*Planète responsable*” feature presented by Samuel Duhamel has enhanced the presence of environmental issues in M6’s news programmes.

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*”.

6play also seeks to raise awareness among its 16.6 million monthly users through the “**Green**” offer, which includes a catalogue of programmes on ecological topics, alongside **documentaries** and **content that is grounded in the daily lives of French people** and resolutely focused on sharing solutions (e.g. “*Objectif Zéro Déchet: un jeu d’enfant*” or “*Capital Solutions*”).

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 exceptional **environment-themed schedule for the fourth consecutive year** at the beginning of **2023**.

As such, from **5 to 12 February 2023**, during **#SemaineGreen** [*#GreenWeek*], the M6 Group’s channels (*M6, W9, 6ter, Paris Première, Gulli, RTL, 6play, etc.*) broadcast over **60 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 **32.4 million French people*** having viewed the exceptional editorial campaign in 2023.

* Coverage (for 10 consecutive seconds) of programmes on the free channels that took part in the campaign (M6 + W9 + 6ter + Gulli) among French people with TV.

A5. 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, 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

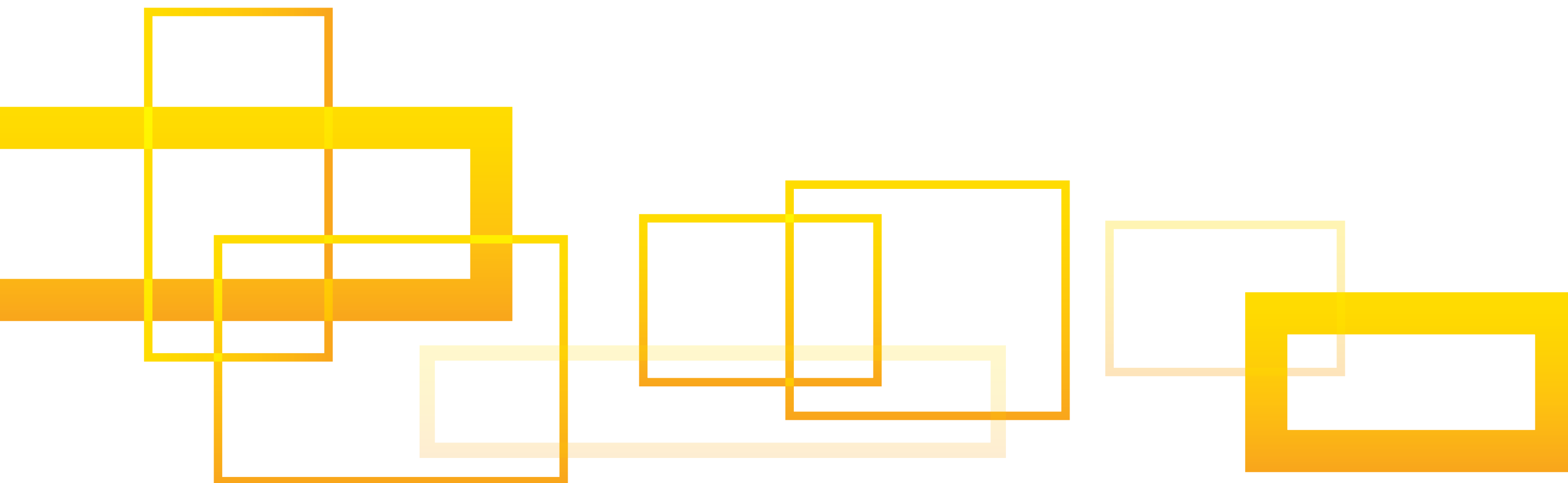
methodologies for calculating the carbon footprint of communications, along with ARPP initiatives, specifically regarding the strict implementation of its “Sustainable Development” recommendation, etc.

- **Internal and partner awareness-raising initiatives.**

A6. FOOD CHARTER

The M6 Group is a signatory of the French 2020-2024 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 and physical activity in the programmes and advertisements broadcast on its TV channels and digital platforms, as well as through voluntary commitments on its radio channels.





**B. M6 Publicité,
tangible commitments
TO PROMOTE RESPONSIBLE ADVERTISING**

B1. IMPLEMENTING COMMITTED OPERATIONS THAT ARE GROUNDED 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

Following the creation of the Engagement Department in November 2020, M6 Publicité’s **CSR Task Force** brings together **employees** from the **various business lines** within the advertising sales house (marketing, sales, advertising production, legal and HR). Its purpose is to **develop and implement responsible societal and environmental initiatives** in line with the M6 Group **CSR roadmap** and intended for the various **stakeholders** of the advertising sales house (advertisers, agencies, M6 Pub employees, etc.). The M6 Publicité CSR Task Force works in **close collaboration** with the M6 Group Engagement Department.

Case study: organisation of the first M6 Publicité **“Hackathon Engagé”** event in June 2023.

LAUNCH OF M6 PUBLICITÉ’S FIRST “HACKATHON ENGAGÉ” EVENT

In 2023, M6 Publicité organised **its first “Hackathon Engagé” event** to provide **five non-profit organisations** with the opportunity to work alongside advertising professionals. For 24 hours, they worked on **writing their first TV advertisement**. The winning non-profit, **Latitudes**, will now **see its advertisement produced and broadcast** across M6 Group and 6play channels by the end of 2023.

OPERATION “CULTIVONS NOTRE AVENIR” WITH MIIMOSA

Working alongside MiiMOSA, the leader in crowdfunding to promote the agricultural and food transition, M6 Publicité has developed an unprecedented scheme called **“Cultivons notre avenir”** [Let’s grow our future] to **support** farmers committed to making the **agro-ecological transition**. This scheme is supported by **three advertising partners**.

The **four farmers** with the **winning** agro-ecological transition projects (*anaerobic digestion, food processing, biodynamics, eco-friendly farming practices*) will benefit from a **€20,000 financial donation** and a **spotlight feature** in a **short programme** broadcast on M6 and 6play by the end of 2023.

“TOP CHEF DES POSITIFS” SOLIDARITY EVENT

A project launched by the **“Les Positifs”** collective, a group of **ten 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 a **cookery contest** designed to promote **inclusivity**. During the event’s second edition in June 2023, top French chefs helped six brigades (each comprising a chef, two young persons with disabilities, one elderly nursing home resident, one foreign student from Lille 3 University and one employee from the health and social care sector) to prepare gourmet French dishes.

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

For the **sixth consecutive year**, M6 Publicité has partnered with the **“Grand Prix de la Marque Engagée” awards** for committed brands, organised by Produrable and Linkup.

The awards reward companies that have adopted an ethical and sustainable approach in their business model across **eight different categories**.



B2. PROVIDING INSIGHTS TO MARKET PLAYERS

Advertising is a growing concern among the French population. Advertising plays an essential role in **promoting more responsible means of consumption** and is becoming a real awareness-raising tool. M6 Publicité has been supporting these customers for many years by providing them with **market surveys, insights and trends**.

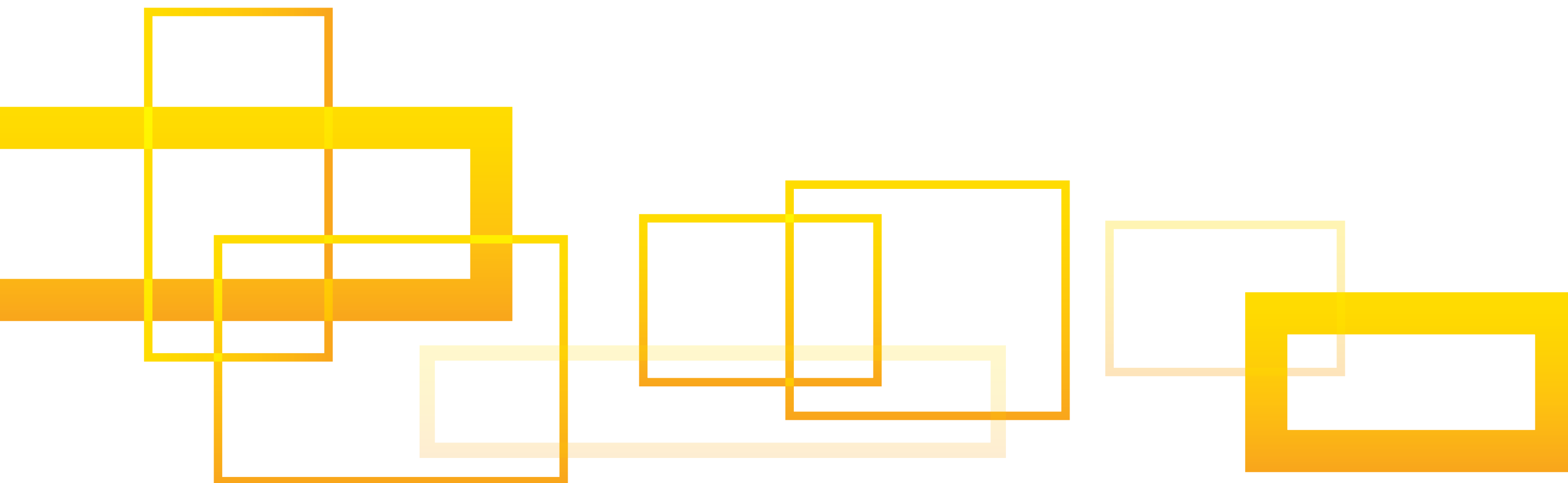
REGULAR SURVEY ENTITLED “LE TEMPS DES MARQUES RESPONSABLES”

Since 2019, M6 Publicité has conducted a **regular survey on changes in the responsible behaviours** of French people, the **perception of committed brands** and impactful communication vectors.

In 2023, M6 Publicité unveiled the **fourth edition** of its regular benchmark survey entitled “*Le Temps des Marques Responsables*” alongside its long-standing partner Sociovision.

The 2023 survey addresses the challenge of positive commitment and poses the question of “**how to develop a culture of long-term commitment**”. It relies on **cognitive science** to understand the **psychological and structural obstacles** to the implementation of responsible behaviours, as well as how to help brands **increase the efficacy** of their responsible communications, drawing on the expertise of the Impact Mémoire institute.





C. M6 Publicité, solutions

**TO PROMOTE AND HIGHLIGHT
RESPONSIBLE COMMUNICATIONS
AND BRAND COMMITMENTS**

S6LIDAIRE

 Vous soutenez une association en regardant cette publicité.  pour 



THE INCLUSIVE ADVERTISING ALTERNATIVE

CONCEPT

Broadcasting your advertisement preceded by a contextualised entrance pass enriched with video screen branding by Goodeed for better contextualisation of your inclusion initiative.

ACTIVATION

NEW FEATURES

- Linear TV and VOL: new screen branding
- VOL: available with guaranteed programmatic

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

Non-contractual images

CONCEPT

Show viewers your commitment through powerful devices enhanced by contextualised jingles: Springboard PP1, Top Chrono, Contextualised Break, 6break, 6play Solo.

ACTIVATION

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

ENHANCING THE VISIBILITY OF PRODUCTS WITH A LOWER ENVIRONMENTAL IMPACT



6green

LE TEMPS DES COMPORTEMENTS
RESPONSABLES



PROMOTING THE ADOPTION OF NEW CONSUMER PRACTICES

CONCEPT

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

ACTIVATION

NEW FEATURES

- Two new eligible behaviours: Bio-waste and reduction of water consumption

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

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).

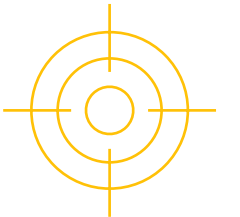
NEW FEATURES

- eligible environmental information: Nutri-Score, AB label, European Ecolabel, energy label, carbon label, reparability index

IMPROVING UNDERSTANDING OF ENVIRONMENTAL CRITERIA



6scan



6 "ENGAGEMENT" TARGETS

- Ecological transition
- More responsible consumption
- Prevention of gender-based violence and domestic violence
- Disability
- Medical research and fostering public awareness
- Acceptance - Diversity

ACTIVATION

On Segmented TV & AVOD



STCS TV.VIDEO
2024

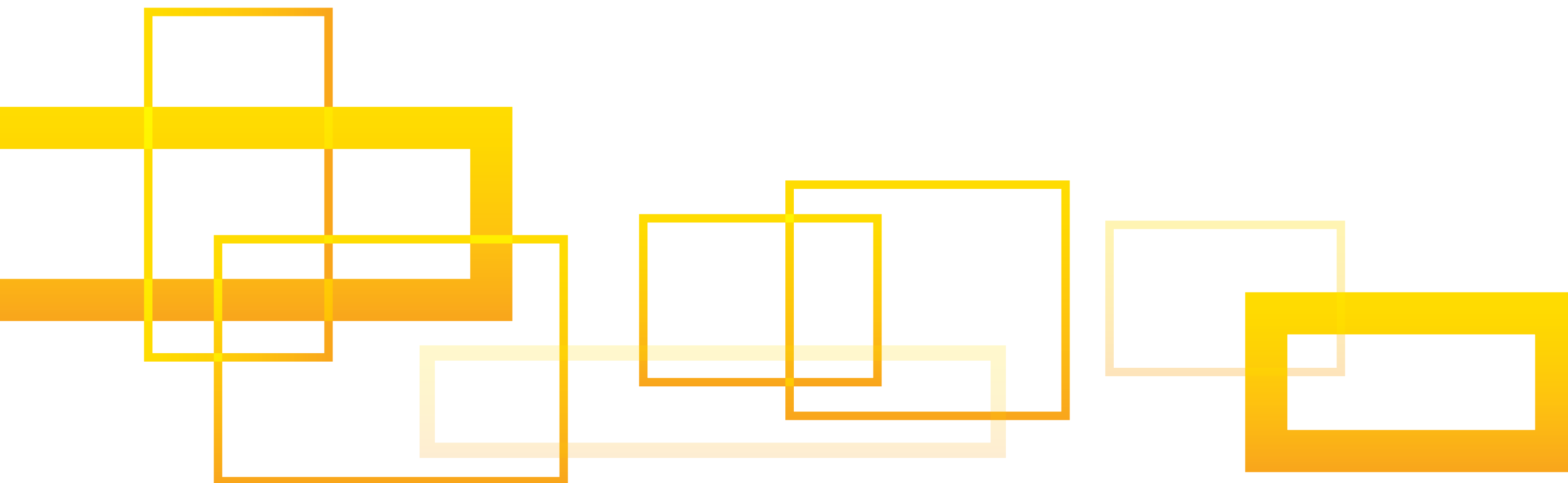
25

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



**D. M6 Publicité, improving how we
understand**

AND MEASURE OUR CARBON FOOTPRINT

D1. UNDERSTANDING AND MEASURING THE IMPACT OF OUR ADVERTISING OPERATIONS

M6 PUBLICITÉ CARBON ASSESSMENT UPDATE

Carried out for the first time in 2021 and updated in 2022 via the M6 Group carbon footprint assessment, the carbon assessment of M6 Publicité's operations includes **all the storage, broadcasting and content reading data for all our media assets**, as well as advertisement production and head office operations (Scopes 1+2+3).

Specific measures aimed at reducing the carbon footprint of our M6 Publicité broadcasting and production operations are currently being implemented.

MEASURING THE CARBON FOOTPRINT OF ADVERTISING CAMPAIGNS

For the past two years, the advertising sector has striven to **measure its carbon footprint** in order to reduce it, and **several initiatives have emerged** on the part of advertising sales houses, agencies, inter-professional groups and independent third parties.

In order to **standardise** measurement of the carbon footprint of advertising campaigns, the various **inter-professional bodies** have decided to establish a set of **common guidelines and measurement tools** in **consultation with their members**.

M6 Publicité has actively contributed to the various SRI, BDR and SNPTV initiatives and monitors the deployment of measurement tools alongside DK consultants.

In June 2023, with the help of **BL Evolution**, the **SNPTV** published its **methodological framework** for **measuring the carbon footprint of broadcasting advertising campaigns on linear TV**. This framework **summarises the current state** of **in-depth discussions** on the carbon footprint of broadcast TV, which will be **supplemented** and **further developed** in the future. As part of this method of developing a coordinated approach, **by the end of 2023**, this framework **will be incorporated**

into a **single calculator** shared by all advertising sales houses belonging to the SNPTV, developed by **DK**.

The **data used** for this calculator is derived **from market data** and **average data** approved by the working group, as well as **experts** such as **Médiamétrie**.

NATIONAL RADIO ADVERTISING SALES HOUSES, KEY PLAYERS IN THE ECOLOGICAL TRANSITION:

As from June 2022, all **national radio advertising sales houses** sign an annual **climate contract** under the aegis of Arcom, the French General Commission for Sustainable Development (CGDD) and the Ministry of Ecological Transition.

In April 2023, this group of public and private sector stakeholders, members of the Bureau de la Radio federation, developed alongside DK consultants a system for **measuring the broadcasting carbon footprint** of a **radio and audio advertising** service (in tCO2e).

The purpose of this initiative was twofold:

- Agree on a **calculation method** based on collective assumptions stemming from market data and current knowledge, as well as data averaged out for all the advertising sales houses included in the project, with the help of third-party expert DK;
- Incorporate these guidelines into a **shared tool** for all members to allow them to calculate the carbon footprint of radio and audio advertising campaigns and share this information with their partners.

We are currently reviewing a project aimed at incorporating carbon impact indicators into the assessments of advertising campaigns broadcast across our assets, with a view to making this data available in 2024.

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 partners and advertisers organise **more responsible shoots**. To raise awareness and encourage Group in-house producers, service providers and customers to adopt eco-friendly production practices, M6 Unlimited has implemented a **guide to production best practices**.

Broken down into **five themes** covering the entire process, several 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. M6 PUBLICITÉ DIGITAL VALUE CHAIN MAPPING AND SCOPE OF ACTION

SURVEY BACKGROUND

M6 Publicité has mapped the carbon footprint of its digital value chain in order to define the “actionable scope” on which M6 Publicité and its partners (6play, Bedrock, etc.) can act and respond to questions from stakeholders (advertisers and media agencies).

To carry out the survey, M6 Publicité enlisted the services of Axionable, a consulting firm specialising in sustainable corporate transformation, B Corp® certified and awarded the “Greentech Innovation” label by the French Ministry of Ecological Transition (as a reminder, Axionable has already assisted M6 Publicité, 6play and the M6 Group with their carbon assessments).

Designed to be transparent, comparable and enforceable, the survey enabled M6 Publicité to:

- map the carbon footprint of the M6 Publicité digital value chain and define an actionable scope for its video assets,
 - identify existing best practices applied by M6 Publicité and its partners which help to optimise the carbon footprint of its digital assets,
 - identify additional measures that M6 Publicité may implement in the future to optimise the carbon footprint of its digital assets.
- To conduct this study, Axionable and M6 Publicité referred to the latest official carbon documentation: SRI Label Guidelines V2 (May 2023), Scope 3 survey (Q1 2023), ARCEP-ADEME survey (2022) and proprietary data belonging to M6 Publicité and its partners.
- 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.

SURVEY SCOPE

- This survey focuses mainly on video:
- Video accounts for 85% of M6 Publicité’s volume of impressions.
 - Video is the most carbon-intensive format compared to display and audio [source: SRI Label Guidelines V2 (2023)].
 - The survey covers all devices (IPTV, PC, tablet & smartphone) and includes both programmatic and spot by spot purchasing methods.

M6 PUBLICITÉ DIGITAL VALUE CHAIN MAPPING AND ACTIONABLE SCOPE

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

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

DETAILS REGARDING THE M6 PUBLICITÉ ACTIONABLE SCOPE

- Exclusion of the manufacture and end of life of servers, networks and terminals from the actionable scope, as M6 Publicité has no room for manoeuvre at this stage of the life cycle of a digital advertising campaign.

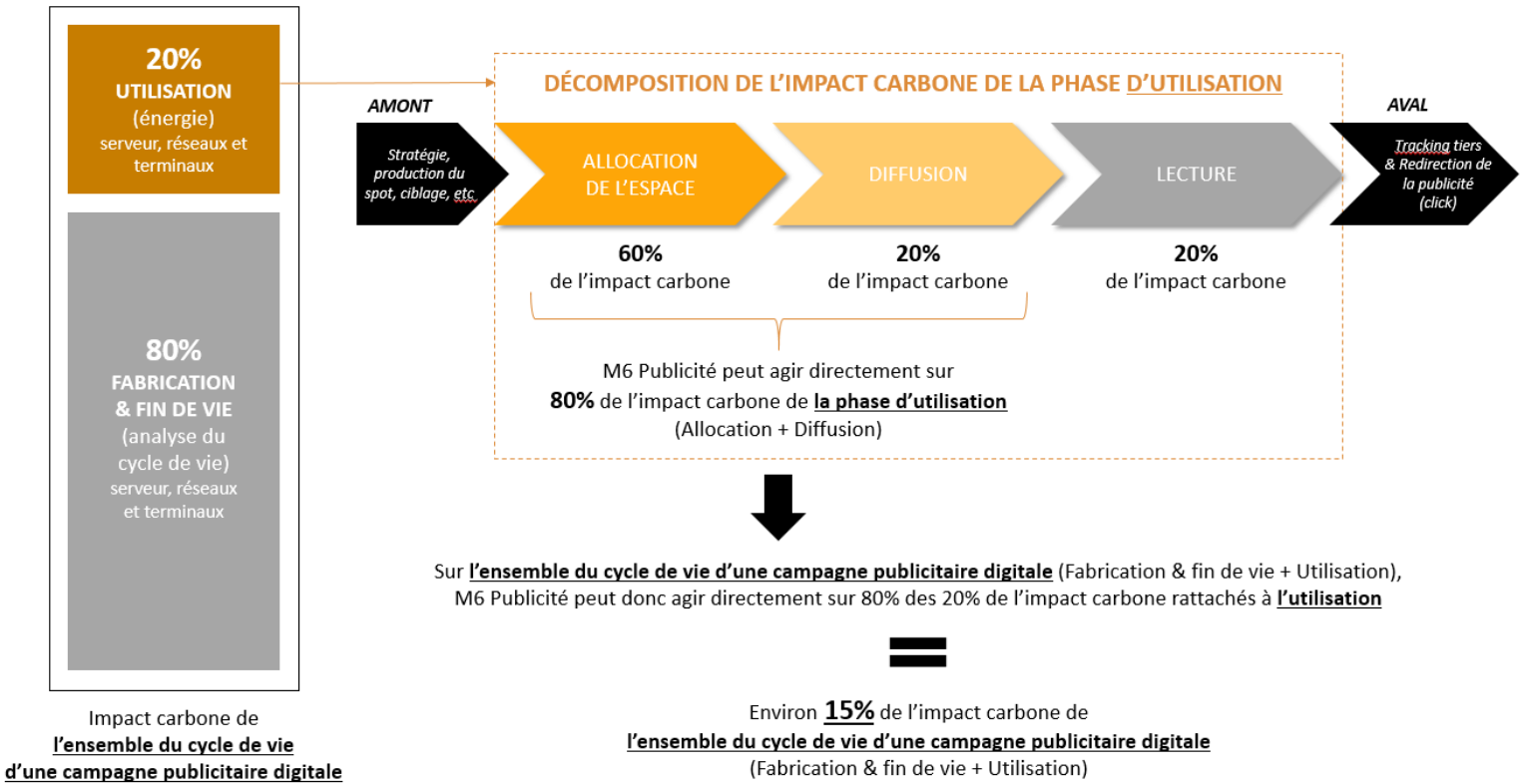
As a reminder: the manufacture and end of life of servers, networks and terminals represents 80% of the carbon footprint of the entire life cycle of a digital advertising campaign. However, this is taken into account in the carbon assessments of advertising campaigns broadcast on our media assets in accordance with the SRI Label Guidelines V2 (2023).

- Exclusion of the upstream (strategy, advertisement production, targeting, etc.) and downstream (third-party tracking & advertisement redirecting) phases of the carbon value chain, in accordance with market best practices [see SRI Label Guidelines V2 (2023)].

NB: M6 Unlimited, M6 Publicité’s in-house creative agency, offers eco-produced advertisement design solutions (based on the Ecoprod charter).

- Exclusion of the reading phase from the actionable scope, as M6 Publicité cannot act directly on user terminals (energy consumed by the audience (audience share) and by the devices and networks used by this audience).

However, M6 Publicité has rolled out “eco-stream” mode on 6play to raise user awareness and reduce user device energy consumption.



IDENTIFICATION OF EXISTING BEST PRACTICES
APPLIED BY M6 PUBLICITÉ AND ITS PARTNERS

Axionable and M6 Publicité have **listed certain low-carbon practices and solutions** proposed on the advertising market within the advertising sales house’s actionable scope.

This has enabled M6 Publicité to **challenge the efficacy** of its **existing internal practices** and **identify** measures that may be **implemented in the future** in order to optimise the carbon footprint of its digital assets.

Examples of measures implemented by M6 Publicité

■ **Optimising video weight through video encoding (Broadcasting):**

All video ad designs received by M6 Publicité are **encoded** via its **video encoding solution** developed by partner **Bedrock**. This encoding solution incorporates a **video compression** tool allowing a **70-80% reduction in video size** compared to the source file and a similar reduction in carbon footprint at equivalent resolution, yielding a **VMAF* score of over 96**.

■ **“Eco-stream” mode (Reading):**

Reading (20% of the use phase carbon footprint) was **excluded from the actionable scope**, as M6 Publicité **cannot act directly on user terminals**.

However, **6play** has already implemented **user-side measures**. Since 2021, the M6 Group streaming platform has offered an **“eco-stream” mode** which users can activate via their personal account, enabling them to **reduce the energy consumption** associated with their use of 6play.

Eco-stream mode offers users **various carbon optimisation settings** (conversion of videos to medium quality, autoplay off) and helps **raise awareness of best practices for video**

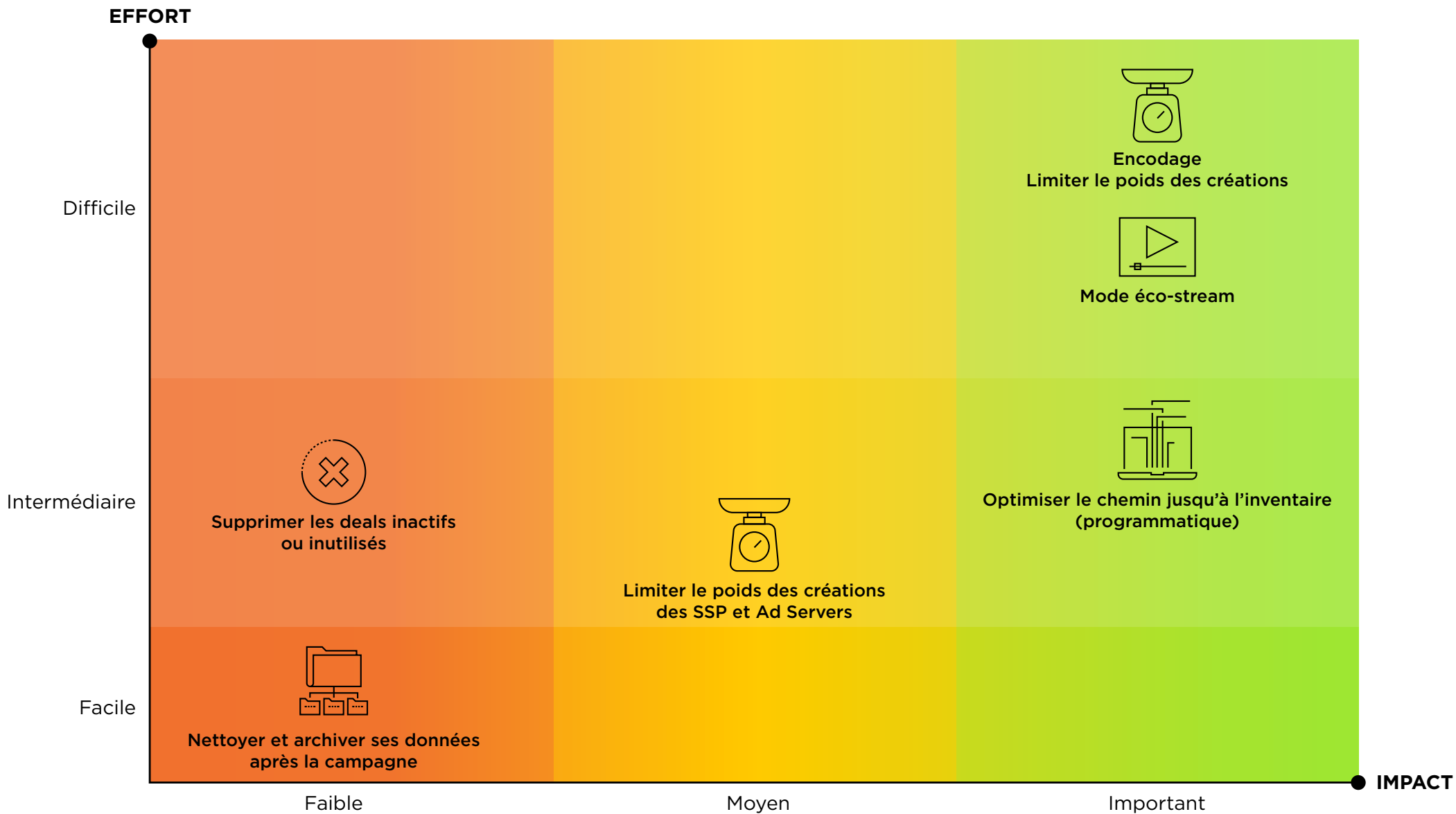
consumption (preference for Wi-Fi, turning off unused devices, etc.).

NB: On 6play, most content reading time is spent on wired connection or Wi-Fi (97% on tablets, 67% on smartphones, 100% on PC and IPTV). As a reminder, a Wi-Fi network consumes up to 7 times less than a mobile network (source: SRI Guidelines).

As a further step in its **decarbonisation drive**, M6 Publicité will **continue to propose solutions** to its **stakeholders** for **developing** new low-carbon initiatives.

Meanwhile, the **M6 Group** is working on a **low-carbon trajectory** in order to capitalise on the results of the two full carbon assessments carried out in 2021 and 2022 and make **pragmatic reduction commitments** in accordance with the challenges facing the M6 Group.

IMPACT/EFFORT MATRIX REGARDING MEASURES IMPLEMENTED BY M6 PUBLICITÉ AND ITS PARTNERS



* VMAF (Video Multimethod Assessment Fusion): a standard established to assess the performance and efficacy of an encoding solution, taking into account the degree of compression depending on video quality, based on a system of algorithms. A score of 93 or above is considered as excellent.



03

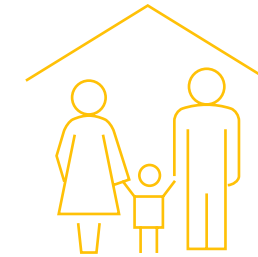
**VIDEO TERMS AND
CONDITIONS OF SALE**

TV is going digital



CONNECTED
84%

of French households
have a
connected TV.



TARGETED
26%

of French households
eligible for Segmented TV
at the end of H1 2023.



**BROADER
MEASUREMENT
IN 2024**

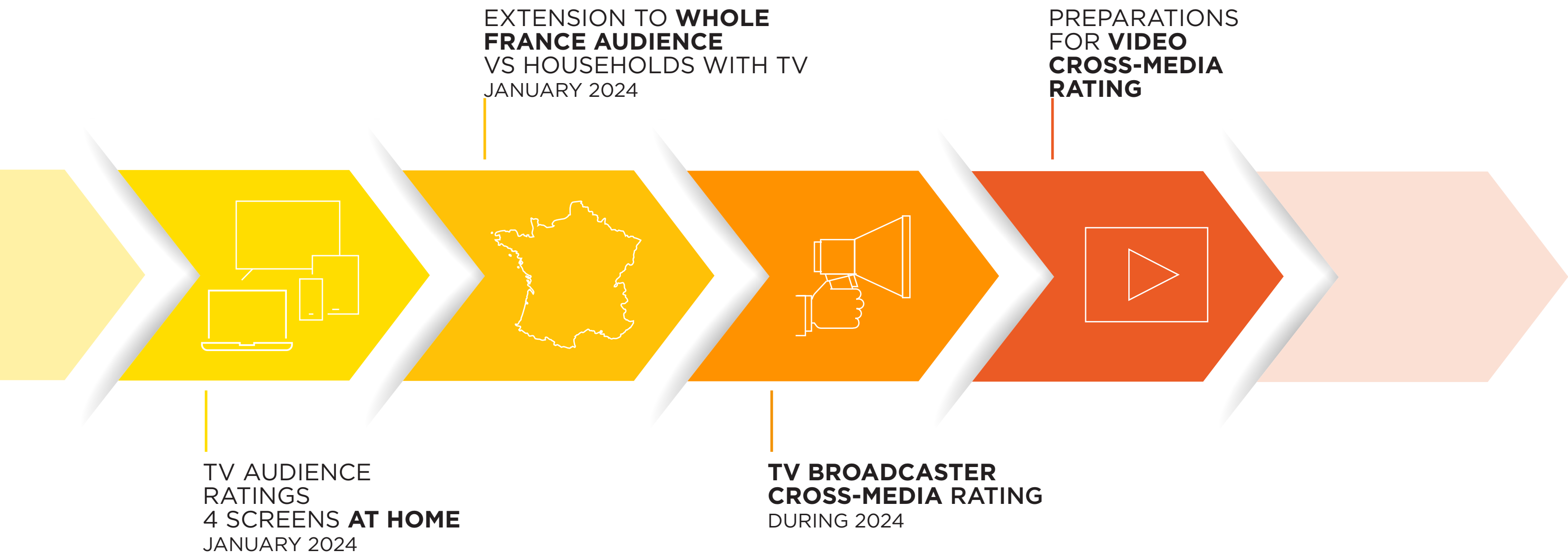
Extension to whole France audience
4 screens at home +
households without TV.

Source: ARCOM H1 2022/NPA Conseil, based on SRI 2022 SNPTV/Af2m data



TV is moving forward... as are audience ratings

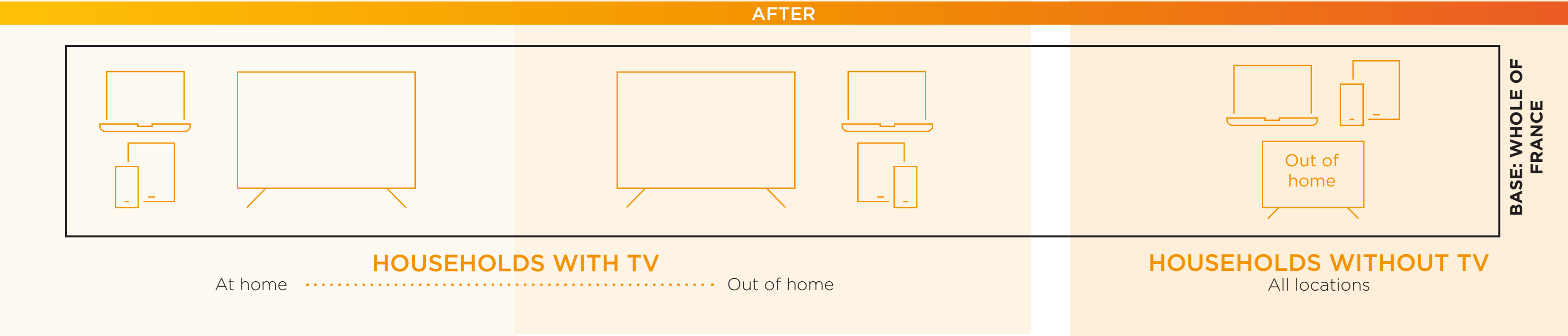
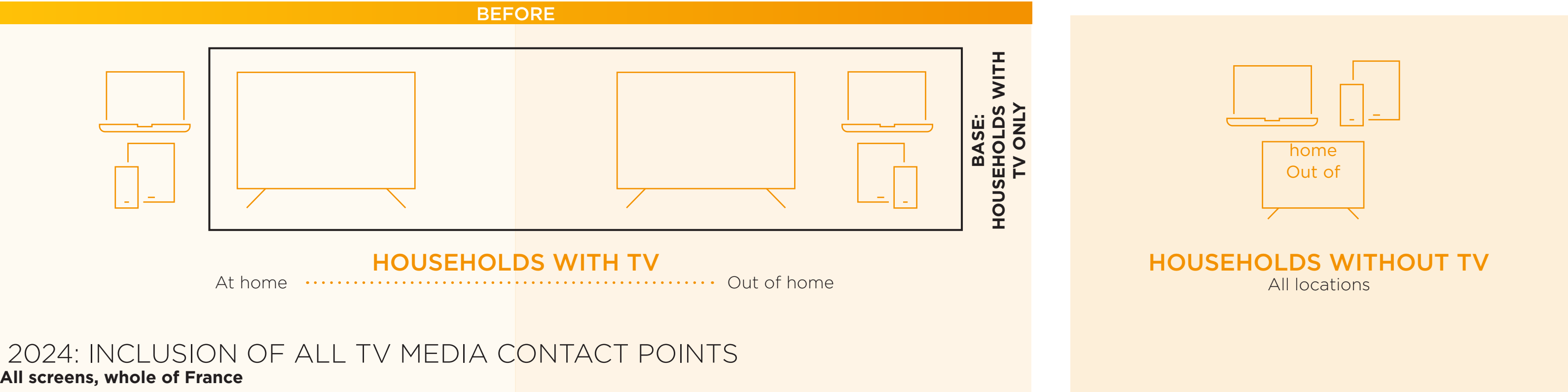
EN ROUTE TOWARDS 2024



Médiamat 2024

CHANGES IN AUDIENCE RATINGS IN 2024

SCOPE COVERED BY MÉDIAMAT **UNTIL 2023**



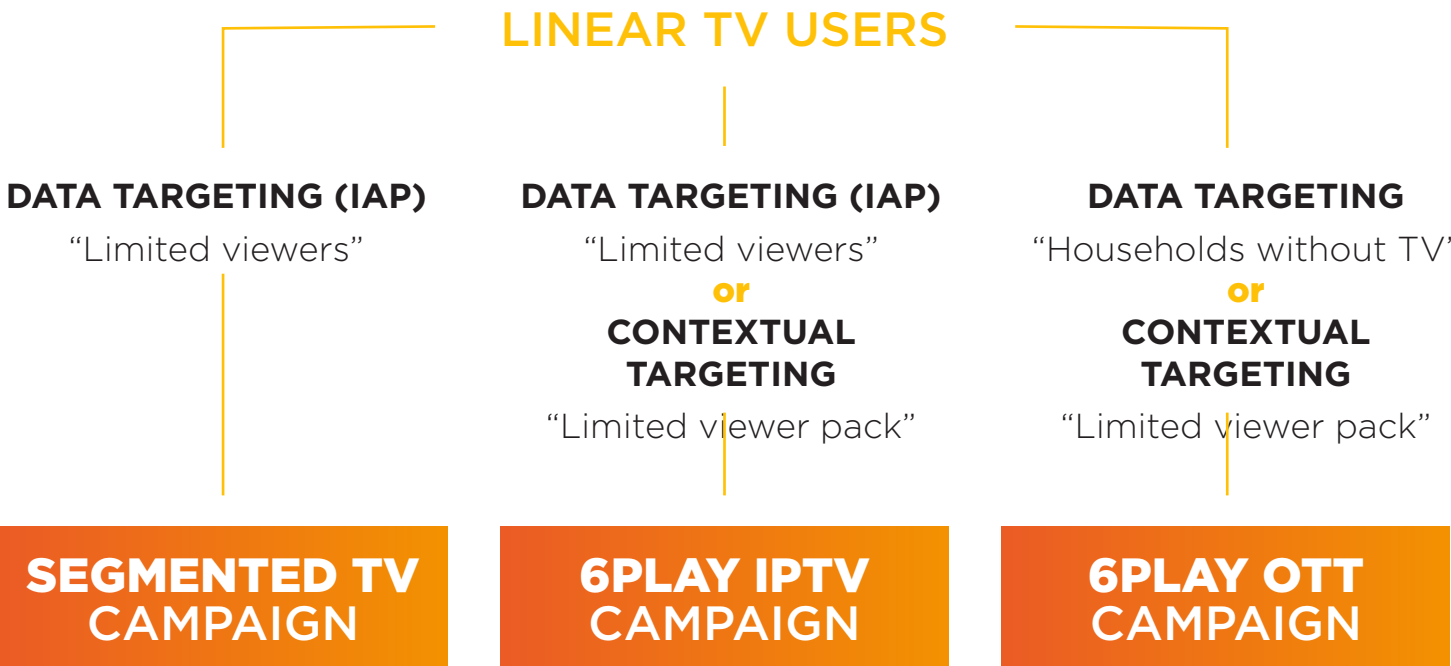
Video solutions tailored to changes in audience rating systems

OPTIMISE YOUR COVERAGE WITH THE REACH+ RANGE



REACH+ LIMITED VIEWER

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



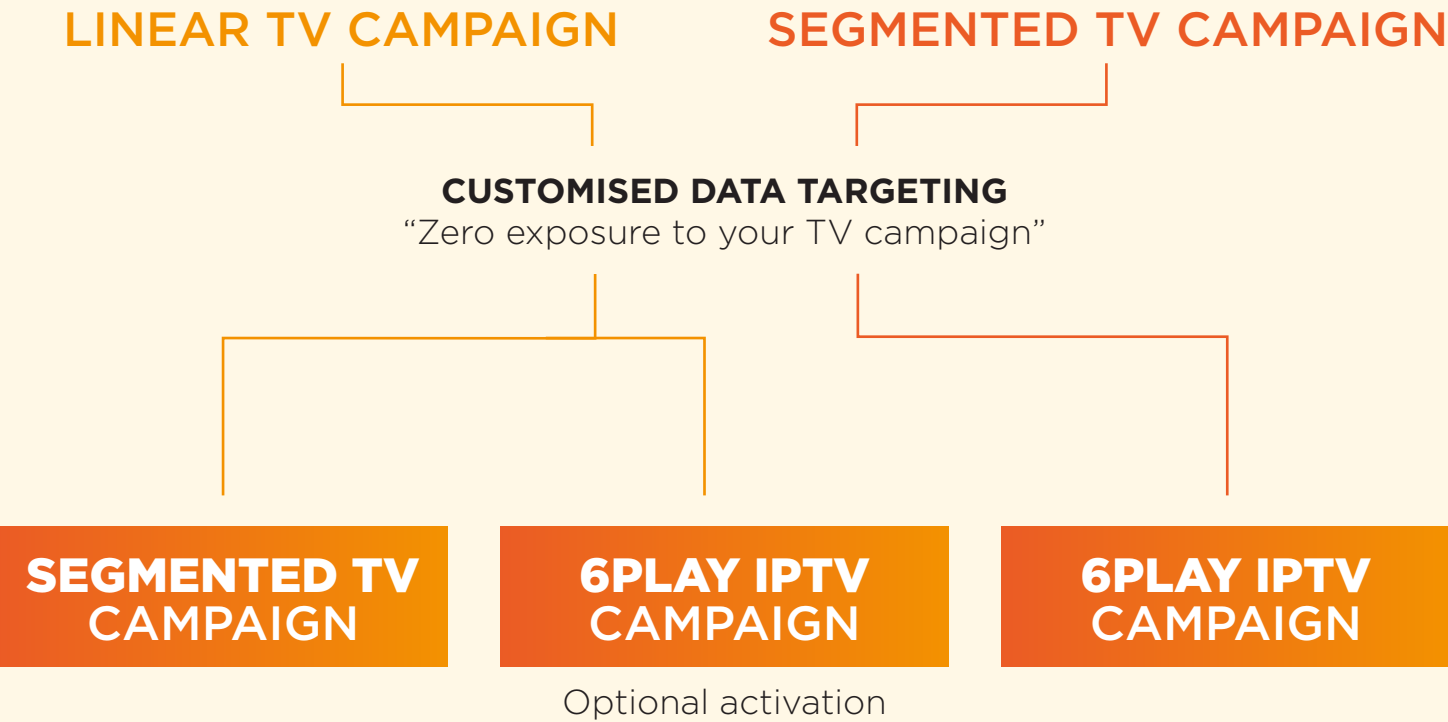
Pricing: please contact us

* Estimated exposure

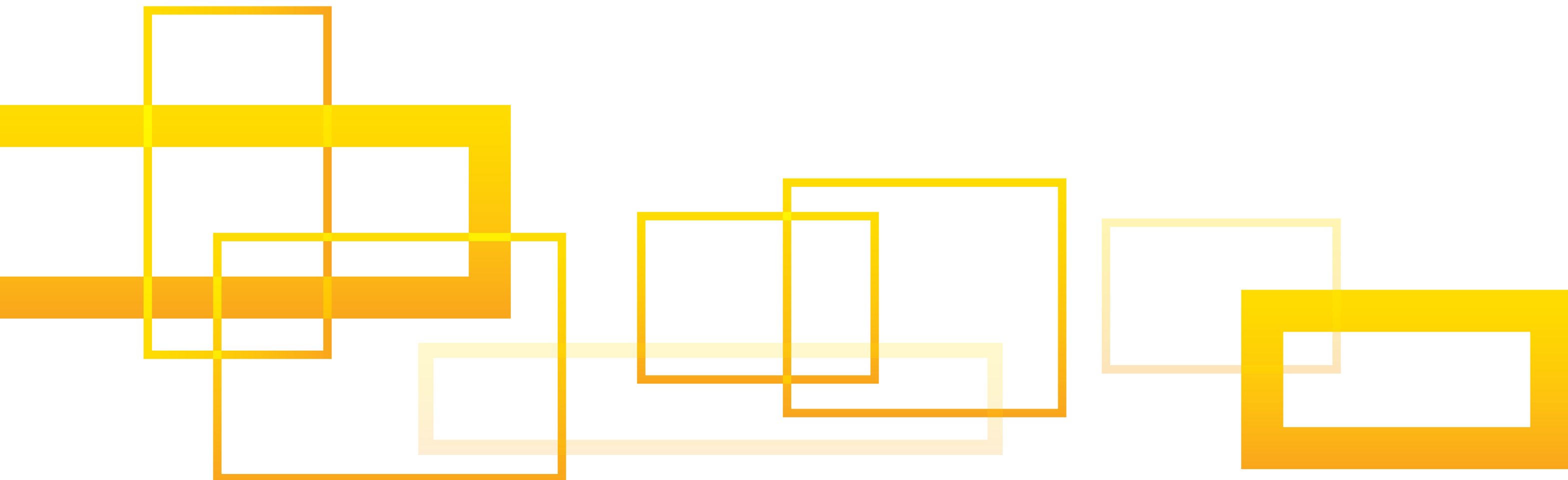


REACH+ ZERO EXPOSURE

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



* Zero exposure to M6 Group channels



A. TV broadcast offer

(CLASSIC, SPONSORSHIP AND SEGMENTED)

Introduction

THE ADVERTISING IMPLICATIONS OF NATIONWIDE RATINGS COVERAGE



Karine Le Marchand and her farmers - *L'Amour est dans le pré*
© Cécile Rogue/M6

- The extension of TV media ratings measurement to the whole of France is in line with **changes in the video audience**, driven by the medium-term goal of **maximising the relevance and precision of cross-media measurements** while maintaining transparency vis-à-vis our advertisers.
- The move is bolstered by **new additions to TV media ratings** in 2024 compared to the current system:
 - **4 screens at home** audience for households with TV,
 - **TV content** audience (via OTT and out of home) for **households without TV**.
 - Due to a change in the ratings base (whole of France versus households with TV), it will not be possible to compare 2023 and 2024 performance (GRP, cost per GRP, etc.) for **live reading**.
- Consequently, the **entire advertising market** has agreed to **recalculate 2023 baselines** (GRP, costs per GRP, etc.) on a **whole France basis** by applying a “whole France/ households with TV” coefficient provided by Médiamétrie.
- This statistical view based on the whole of France will therefore be applied to **all offers and contracts from 1 January 2024**, for both **traditional advertising space** and **sponsorship**.

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 2024, 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 6play IPTV in addition to linear broadcasting. As such, for certain programmes popular with non-linear audiences, reserved advertisements in mid-rolls will be broadcast on both linear TV and IPTV. Viewing figures achieved on IPTV are automatically included in the commercial break GRPs, irrespective of the purchasing mode (spot by spot buying system or guaranteed net cost per GRP).

CAMPAIGN

A TV campaign on traditional advertising space comprises all messages broadcast between 1 January and 31 December 2024:

- 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 PLUS

For guaranteed net cost per GRP purchases, Puissance TNT Plus 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 PLUS

For guaranteed net cost per GRP and spot by spot purchases, Puissance Kids Plus 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, irrespective of the purchasing mode (spot by spot and/or guaranteed net cost per GRP).

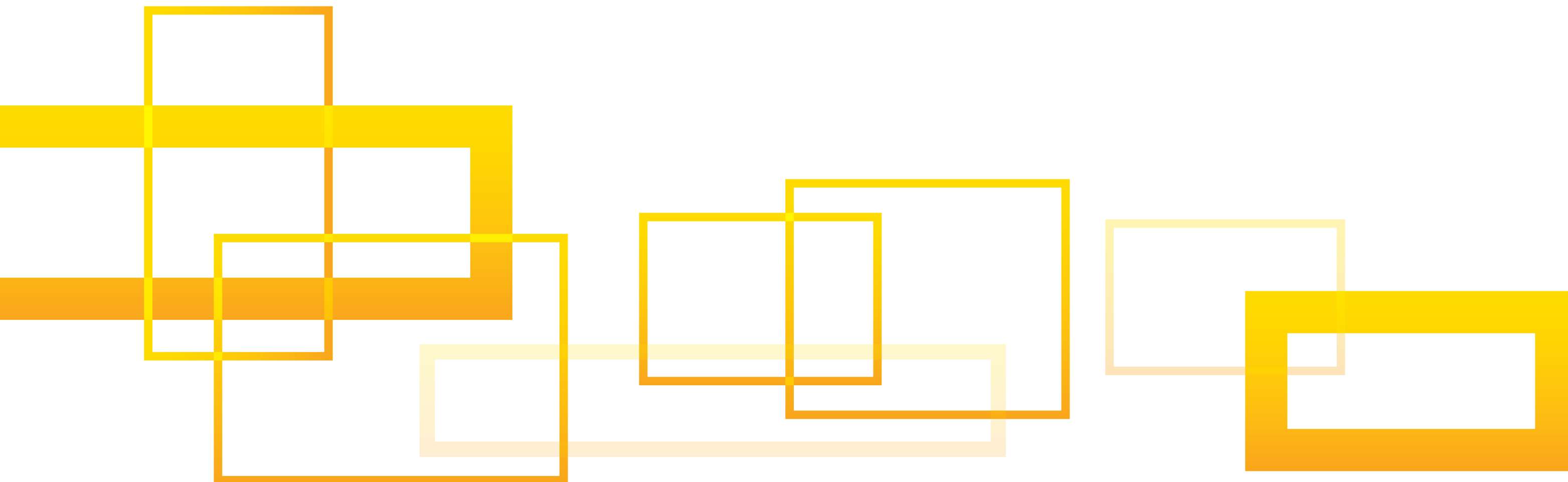
GOLD COMMERCIAL BREAKS

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.





A. TV broadcast offer

A1. CLASSIC TV OFFER

Classic TV offer

PURCHASING ADVERTISING SPACE



1. PURCHASING ADVERTISING SPACE

BOOKING PERIODS (excluding Puissance Kids Plus)

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 | PERIOD DATES | START OF BOOKING PERIOD | SCHEDULE CONFIRMATION* | LAST DATE TO AMEND SCHEDULE** |
|--------|----------------------------|--------------------------|-------------------------|------------------------|-------------------------------|
| 1 | Tuesday 17 Oct. 2023 | 1 January - 3 March 2024 | Friday 10 Nov. 2023 | Monday 27 Nov. 2023 | Friday 1 Dec. 2023 |
| 2 | Tuesday 5 Dec. 2023 | 4 March - 5 May 2024 | Friday 12 Jan. 2024 | Monday 29 Jan. 2024 | Friday 2 Feb. 2024 |
| 3 | Tuesday 13 Feb. 2024 | 6 May - 18 August 2024 | Friday 15 March 2024 | Tuesday 2 April 2024 | Friday 5 April 2024 |
| 4 | Tuesday 7 May 2024 | 19 Aug. - 3 Nov. 2024 | Friday 31 May 2024 | Monday 17 June 2024 | Friday 21 June 2024 |
| 5 | Tuesday 25 June 2024 | 4 Nov. - 31 Dec. 2024 | Friday 6 Sept. 2024 | Monday 23 Sept. 2024 | Friday 27 Sept. 2024 |

* 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 PLUS

1.2.1. Purchasing at guaranteed net cost per GRP is available on M6 and Puissance TNT Plus (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 30-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.

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.

These choices, which impact the agreed non-indexed guaranteed net cost per GRP for a 30-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 1.2.8 and 1.2.9.**

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**.

allowing 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).

For example, advertisements that are part of a campaign purchased at guaranteed net cost per GRP on M6 may be scheduled in 2043-labelled commercial breaks broadcast jointly on M6, W9 and 6ter.

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 optimisation purposes, 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 2024 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, 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 Plus. 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 Plus (except for 100% Thematik waves).

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

- Maximum 65% of GRPs to be delivered in a single Day Part.
- M6 Publicité reserves the right to amend this percentage during the year for specific periods.
- Minimum screening period of two weeks.
- Maximum screening period of six weeks.
- Format less than or equal to 40-second.
- Minimum net budget per wave excluding VAT invoiced for a 30-second break:
 - On M6: €80,000
 - On Puissance TNT Plus: €25,000 (excluding campaigns purchased on 100% Thematik).

Classic TV offer

PURCHASING ADVERTISING SPACE

GUARANTEED TARGET AUDIENCE ON M6 AND PUISSANCE TNT PLUS

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

| FEMALE TARGET AUDIENCES | MIXED TARGET AUDIENCES | MALE TARGET AUDIENCES | MEDIUM/BIG SPENDERS 50 YEARS** |
|---|---|--------------------------------------|---|
| <div><div></div>Housewives aged 25-59</div> | <div><div></div>All 25-59 year olds</div> | <div><div></div>Men aged 25-49</div> | <div><div></div>Sweet biscuits</div> |
| <div><div></div>Women aged 25-59</div> | <div><div></div>All 25-49 year olds</div> | <div><div></div>Men aged 25-59</div> | <div><div></div>Chocolate bars</div> |
| <div><div></div>Housewives aged 15-49</div> | <div><div></div>All 35-49 year olds</div> | | <div><div></div>Cold desserts</div> |
| <div><div></div>Housewives with children under 15</div> | <div><div></div>Upper class aged 25-49</div> | | <div><div></div>Soft and spreadable cheeses</div> |
| <div><div></div>Housewives with children under 25</div> | <div><div></div>All 15-49 year olds*</div> | | <div><div></div>Aperitif products</div> |
| <div><div></div>Women aged 25-49</div> | <div><div></div>Individuals aged 35-59</div> | | <div><div></div>Cold delicatessen</div> |
| <div><div></div>Women aged 35-49</div> | <div><div></div>Household purchasers under 60</div> | | <div><div></div>Soft drinks (still)</div> |
| <div><div></div>Women aged 35-59</div> | | | <div><div></div>Soft drinks (sparkling)</div> |
| | | | <div><div></div>Coffee pods</div> |
| | | | <div><div></div>Deodorants</div> |
| | | | <div><div></div>Shower gel</div> |
| | | | <div><div></div>Shampoo</div> |

* Guaranteed target on Select and Select+ To benefit from a 15-49 years guarantee on M6 or Puissance TNT Plus, a minimum of 20% of the TV budget of the wave must be expended on 6play.

** 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:

2024 SEASONAL INDICES FOR M6 AND PUISSANCE TNT PLUS

| PERIOD | 01/01 - 03/03 | 04/03 - 07/04 | 08/04 - 12/05 | 13/05 - 07/07 | 08/07 - 21/07 | 22/07 - 18/08 | 19/08 - 20/10 | 21/10 - 22/12 | 23/12 - 31/12 |
|--------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| INDEX | 95 | 115 | 105 | 135 | 95 | 70 | 150 | 140 | 95 |

2024 TIME SLOT INDICES APPLICABLE TO ALL GUARANTEED TARGET AUDIENCES

| TIME | INDEX |
|--------|-------|
| Day | 95 |
| Access | 105 |
| Prime | 150 |
| Night | 80 |

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

Classic TV offer

PURCHASING ADVERTISING SPACE

1.2.8. Categories of guaranteed net cost per GRP purchases on M6 and Puissance TNT Plus

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 30-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.

1.2.9. 100% Thematik purchases on Puissance TNT Plus

When purchasing on Puissance TNT Plus, 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

| 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.

in paragraph 1.2.10 on the next page.

An index of 80 will be applied to 100% Thematik waves compared to the non-indexed net cost per GRP for a 30-second break negotiated under Puissance TNT Plus.
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

1.2.10. Special terms and conditions - Puissance TNT Plus

Depending on the purchasing target, a basket of channels will be made available by default (see table opposite) for purchases on Puissance TNT Plus. 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 (V46 in March 2024 and V47 in July 2024).

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 Plus wave, a €100 surcharge will be added to the initially negotiated 30-second non-indexed guaranteed net cost per GRP on Puissance TNT Plus.

1.2.11. 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% |
| All 15-49 | ✓ | | | | ✓ | ✓ | ✓ | 25% |

* Percentage excluding purchase of a 100% Thematik wave

Classic TV offer

PURCHASING ADVERTISING SPACE



1.3. PURCHASING ADVERTISING SPACE ON PUISSANCE KIDS PLUS

1.3.1. Booking periods

The autumn period runs from 7 October to 8 December 2024 for booking periods on Puissance Kids Plus.

For this period:

- all advertiser requests must be sent to M6 Publicité (via My6) by 31 May 2024 at the latest;
- M6 Publicité will send a reply once all requests have been received.

| PERIOD | PUBLICATION OF PRICE LISTS | DATES | START OF BOOKING PERIOD | SCHEDULE CONFIRMATION* | LAST DATE TO AMEND SCHEDULE** |
|--------|----------------------------|--------------------------|-------------------------|------------------------|-------------------------------|
| 1 | Tuesday 17 Oct. 2023 | 1 January - 3 March 2024 | Friday 10 Nov. 2023 | Monday 27 Nov. 2023 | Friday 1 Dec. 2024 |
| 2 | Tuesday 5 Dec. 2023 | 4 March - 5 May 2024 | Friday 12 Jan. 2024 | Monday 29 Jan. 2024 | Friday 2 Feb. 2024 |
| 3 | Tuesday 13 Feb. 2024 | 6 May - 18 August 2024 | Friday 15 March 2024 | Tuesday 2 April 2024 | Friday 5 April 2024 |
| 4 | Tuesday 7 May 2024 | 19 Aug. - 31 Dec. 2024 | Friday 31 May 2024 | Friday 5 July 2024 | Friday 12 July 2024 |

* 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 Plus

Purchases at guaranteed net cost per GRP are available on Puissance Kids Plus (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 Plus 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 Plus, a guaranteed net cost per GRP for a 30-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 30-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 Plus (see **Article 2 of the Price Terms and Conditions**).

In the event of a request to exclude at least one channel on Puissance Kids Plus, a €100 surcharge will be added to the

guaranteed net cost per GRP negotiated on Puissance Kids Plus 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 Plus 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 (V46 in March 2024 and V47 in July 2024).

Requests for purchases at guaranteed net cost per GRP on Puissance Kids Plus 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 31 May 2024. 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 Plus, 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 are liable to be altered by M6 Publicité for the purpose of optimisation, right up until broadcasting time.

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 2024 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 Plus 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 Plus 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 Plus, Puissance Kids Plus 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).

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 Plus, Puissance Kids Plus 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**.

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 on the dates shown in the calendar under **Article 1** of the “Purchasing advertising space” section of these STCS.

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

2.2. FORMAT INDICES

The prices published in the schedules for commercial breaks are based on 30-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 €24,000 (30-second slot), the 20-second advertisement price will be: $24,000 \times 0.93 = €22,320$.

The following price indices apply to all of the channels whose advertising sales are managed by M6 Publicité.
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 | 35 | 17 | 87 | 31 | 121 |
| 4 | 39 | 18 | 89 | 32 | 125 |
| 5 | 43 | 19 | 90 | 33 | 131 |
| 6 | 49 | 20 | 93 | 34 | 140 |
| 7 | 54 | 21 | 94 | 35 | 145 |
| 8 | 57 | 22 | 94 | 36 | 150 |
| 9 | 59 | 23 | 95 | 37 | 155 |
| 10 | 62 | 24 | 96 | 38 | 160 |
| 11 | 65 | 25 | 97 | 39 | 167 |
| 12 | 69 | 26 | 98 | 40 | 173 |
| 13 | 74 | 27 | 98 | 45 | 196 |
| 14 | 77 | 28 | 99 | 50 | 221 |
| 15 | 81 | 29 | 99 | 55 | 248 |
| 16 | 82 | 30 | 100 | 60 | 279 |

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 an- tepenultimate 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.

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.

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 ND CODE RE- SERVED | 3 RD CODE RESERVED | 4 TH CODE RESERVED AND EACH AD- DITIONAL 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 segmented 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**



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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

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. no later than 31 March 2025.

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: 2024 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 excluding purchases at guaranteed net cost per GRP, 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: 2024 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 TNT for spot by spot purchases, excluding net purchasing on My6 and sponsorship

3.5. PUISSANCE TNT PLUS VOLUME DISCOUNTS

The volume discount applies as of the first euro to the BAB amount of annual advertising space expenditure (guaranteed net cost per GRP purchases excluding spot by spot purchases, net purchasing on **My6** and sponsorship) on Puissance TNT Plus. 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: 2024 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 TNT Plus for guaranteed net cost per GRP purchases, excluding spot by spot purchases, net purchasing on My6 and sponsorship

3.6. PUISSANCE KIDS PLUS 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 Plus 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: 2024 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 Plus 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



Très très bon
© Kamil Zihnioglu/Paris Première

3.7. 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 of the BAB amount of annual advertising space expenditure on the adult theme channels whose advertising sales are managed by M6 Publicité (spot by spot purchases excluding guaranteed net cost per GRP purchases, 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: 2024 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 purchases, excluding guaranteed net cost per GRP purchases, net purchasing on My6 and sponsorship

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 2024 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.

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



Philippe Etchebest, Paul Pairet, Glenn Viel - Top Chef
© Julien Theuil/M6

Classic TV offer

SPECIAL MARKETING SCHEMES

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 | DISCOUNT |
|---------------------------------|----------|
| Film budget over €7m | -40% |
| Film budget between €4m and €7m | -50% |
| Film budget between €1m and €4m | -55% |
| Film budget below €1m | -60% |

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. COOPERATIVE CAMPAIGN TO PROMOTE HEALTHY DIETS AND SPORTING ACTIVITIES

M6 Publicité ensures compliance with the charter aimed at promoting healthy diets and behaviours in audiovisual programming and advertising (2020-2024), 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:

4.4.1. 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.

Campaigns not receiving this status for 2024 (including a cooperative campaign for any sector other than those mentioned above) are invoiced at the standard rate and are subject to the STCS.

4.4.2. 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.

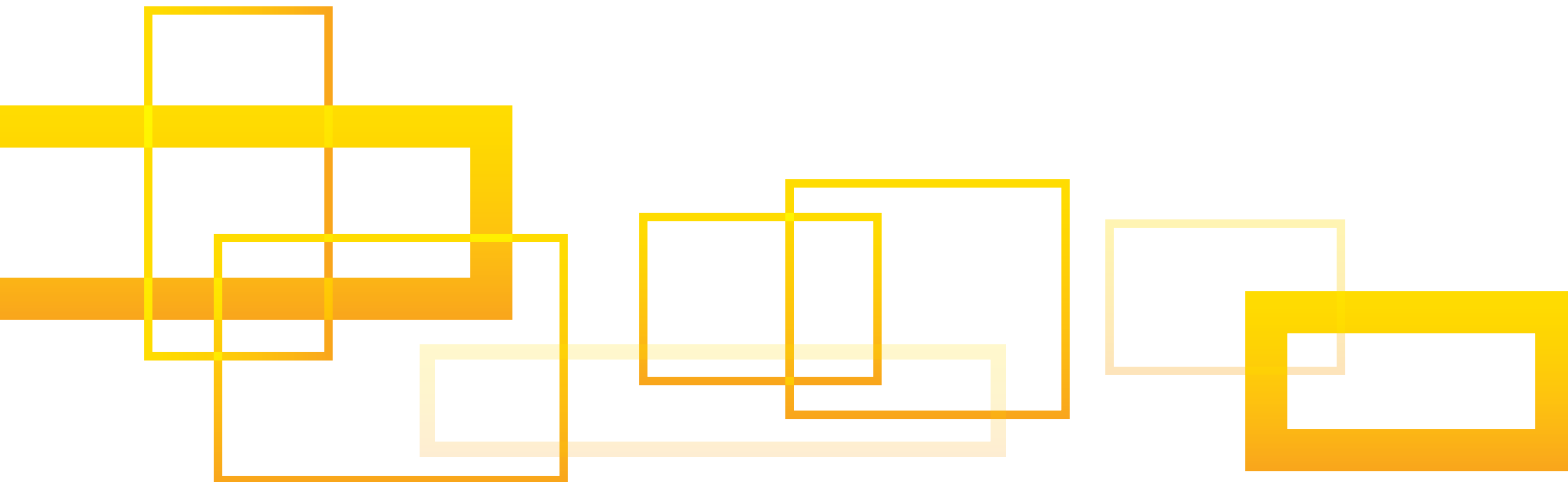
4.5. FRENCH GOVERNMENT INFORMATION SERVICE (SIG) CAMPAIGNS

4.5.1. 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.

4.5.2. Marketing

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



A. TV broadcast offer
A2. TV SPONSORSHIP OFFER

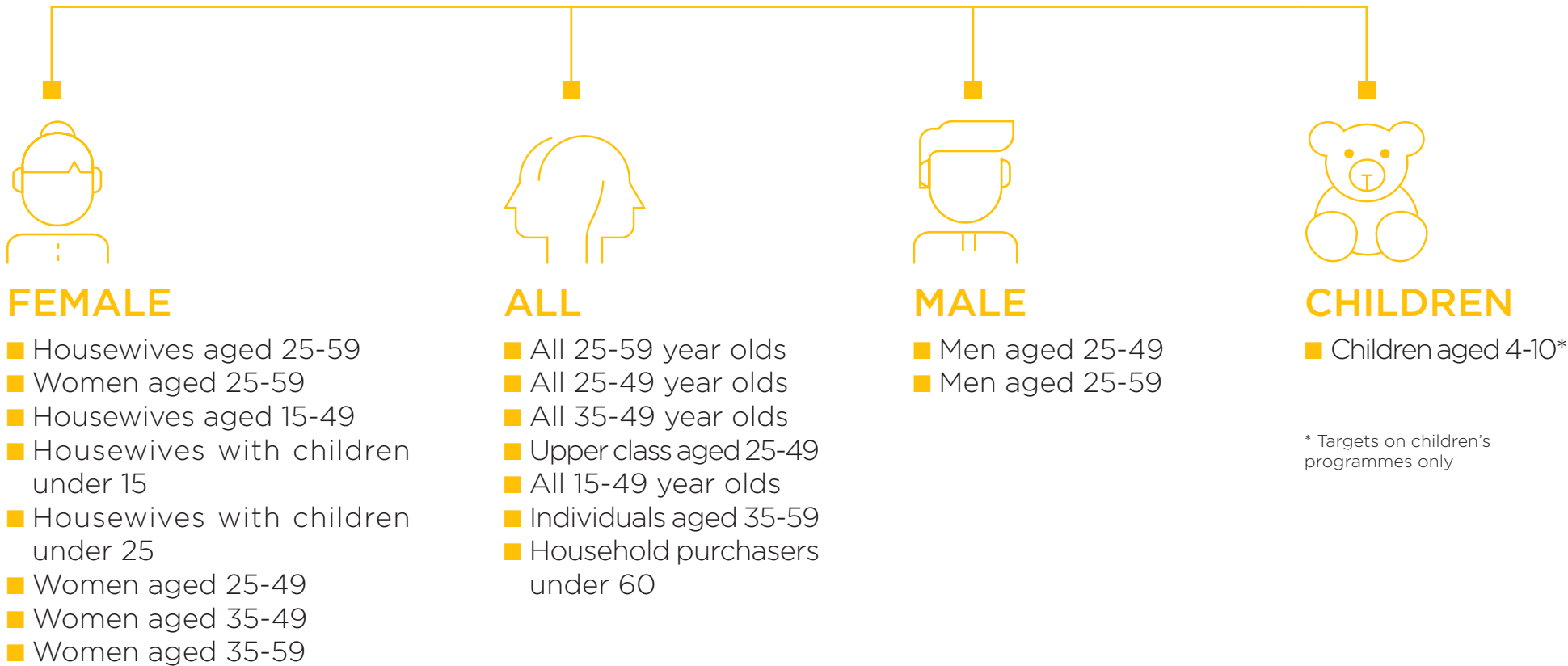
TV sponsorship offer

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



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 6play, the discount attributable to 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



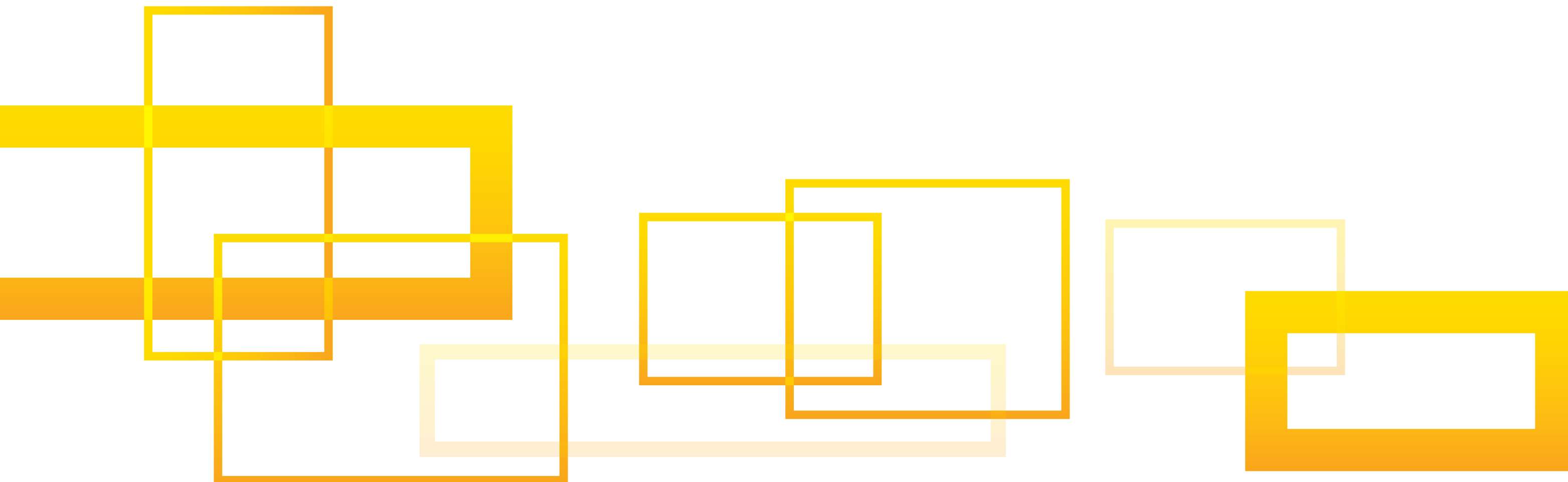
3. MULTI-BRAND/MULTI-PRODUCT SPONSORSHIP BILLBOARDS

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.



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.

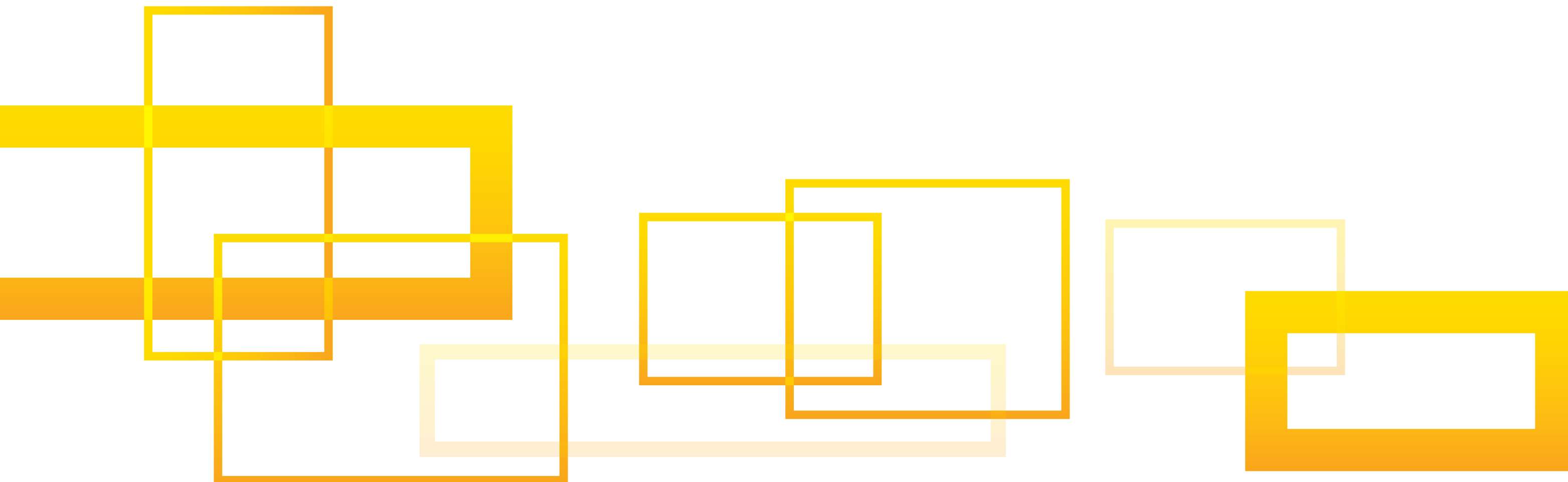
Any new resolution applicable to broadcasters and permitting product placement on other types of programme shall be subject to a communication on the part of M6 Publicité and/or to an amendment hereto during the period of the operation.

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.

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



A. TV broadcast offer

A4. SEGMENTED TV OFFER

Segmented TV offer

OPERATOR BOXES

PURCHASING SEGMENTED ADVERTISING SPACE

M6 ADRESSABLE

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



■ 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 or households that are not exposed to your linear campaign.



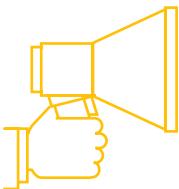
■ DCO (ON REQUEST)

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



■ FIRST-TIME TV BUYER

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



■ CUSTOM AUDIENCE

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



■ MOMENT MARKETING

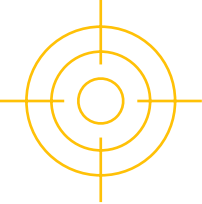


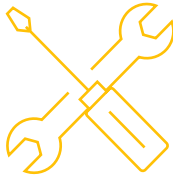

Activate your campaign depending on specific weather conditions.

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



Segmented TV offer

DATA TARGETING SOLUTIONS

| | | | | |
|---|--|---|---|--|
|  | NEW | NEW | | |
| STANDARD TARGETS |  CONSUMER TARGETS |  REACH+ TARGETS |  CUSTOM TARGETS |  WEATHER TARGETS |
| Socio-demographic Households Housing | Consumer goods unlimitail | Zero exposure Targeting of households not exposed to your linear TV campaign | Data collaboration: CRM onboarding Targeting of your data in partnership with /LiveRamp | Activate your campaign depending on specific weather conditions OpenWeather |
| Geolocation | Specialised supermarket products Sindata KANTAR | Small TV consumers | Screenwriting | |
| Areas of interest | | | | |
| Intentions Sindata | | | | |

Segmented TV offer

RULES



Formats eligible for segmented TV:

15, 20 & 30 SEC



The operator box subscriber must

AGREE

to receive targeted advertising (opt-in)



3 ADVERTISING POSITIONS

eligible during all time slots



No advertising during children's programmes and commercial breaks



No mention of the advertiser's address



Special terms applicable to specific **advertisers or sectors** also apply to segmented TV and TV broadcast (Pegi, distributors, etc.)

Segmented TV offer

PURCHASING ADVERTISING SPACE

M6 ADRESSABLE ON OPERATOR BOXES

Segmented advertising campaigns are now available except for MVP “Minimum Viable Product”, meaning that:

- all time slots will be available;
- several advertisements can be substituted within a single commercial break.

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

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

THE M6 ADRESSABLE OFFER ON OPERATOR BOXES

The segmented 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)
- Géolife

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

- M6 programme fans: **Top Chef, Le Meilleur Pâtissier, Les Reines du shopping**, 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 or third-party data

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

■ **Boost coverage:**

- Zero exposure
- Small TV consumers

■ **New consumer targets:**

- **Sirdata** to target shoppers at specialised supermarkets
- **Unlimitail** to target consumer goods buyers

This offering may change over the course of 2024.

Standardisation is planned so that all segments are accessible with all operators. Certain proprietary segments may nonetheless remain specific to each operator (e.g. Géolife).

All segments proposed by M6 Publicité are available on request.

Segmented TV offer

PURCHASING ADVERTISING SPACE



Bernard de la Villardière - *Enquête Exclusive*
© Julien Theuil/M6

SCHEDULING CONDITIONS

For segmented advertising campaigns, M6 Publicité markets the channel offer on live TV and replay 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 segmented 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 segmented advertising purchasing offers.

PURCHASING CONDITIONS

Segmented 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 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 segmented 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 segmented 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 2024.



Segmented TV offer

HBBTV



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

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



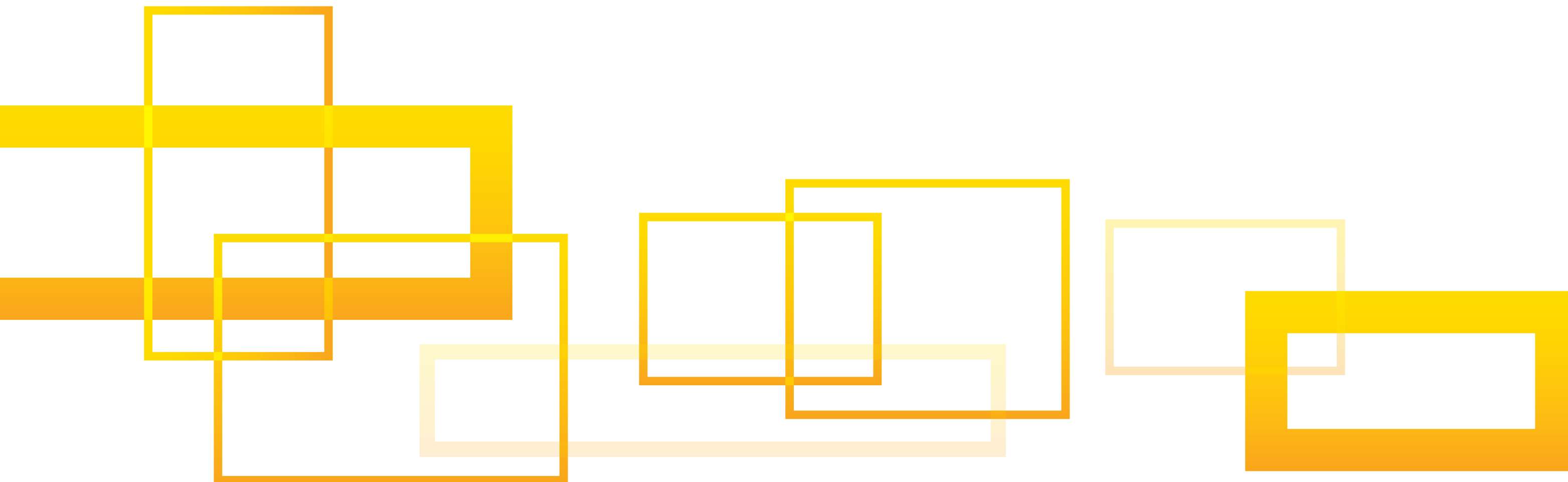
Segmented TV offer

PRICE TERMS AND CONDITIONS

SPOT BY SPOT OR PROGRAMMATIC ACTIVATION

| ON OPERATOR BOXES. CPM 20" BASE | | | |
|---|---------------------------|--|-----|
|  | Targeting Geolocation | Region | €22 |
| | | Province | €22 |
| | | Urban area/conurbation/catchment area/postcode | €27 |
|  | Profile targeting | Socio-demographic | €22 |
| | | Household structure/socio-professional class/housing/geotype | €27 |
|  | TV consumption targeting | Low/medium/high TV consumers | €27 |
| | | Area-of-interest affinity - All channels | €22 |
| | | M6 Group Watchers (Top Chef/LMP/Gulli) | €22 |
|  | Custom targeting | Onboarding | €32 |
| | | Weather DCO | €32 |
| | | Screenwriting: DCO/reach/storytelling | €32 |
| ON HBBTV | | | |
| | M6 adressable - programme | | €30 |

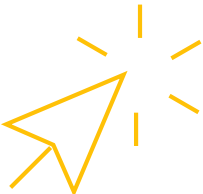
| COMBINATION OF TWO DATA CRITERIA | COMBINATION OF THREE DATA CRITERIA |
|----------------------------------|------------------------------------|
| €+3 | €+6 |



B. Online offer

B1. 6PLAY AND GULLI REPLAY

6play: more than just replay

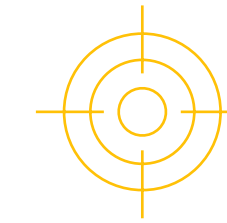


16 MILLION
USERS PER MONTH

6play is the No. 1 free platform in terms of user time spent, clocking up **59 minutes per day spent on average per user.**

Source: Médiamétrie - Online 4 screens table - 4+ target
22/23 season average - 6play + Gulli Replay

Purchases on 6play



TARGETING

CONTEXTUAL

Choice of broadcasting context:

- Packs
- Secure broadcasting context

DATA

Choice of targeted audience:

- Maximised impact on targets



PURCHASING

SPOT BY SPOT

- Standard direct purchasing

PROGRAMMATIC

- Via a private marketplace
- Available on DSPs

Contextual targeting solutions

CHOICE OF BROADCASTING CONTEXT

AFFINITY PACKS

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



Source: Superset Heartbeat - Videos viewed on average per month on packs - September 2022-September 2023.

| VIDEOS VIEWED ON AVERAGE PER MONTH/IN MILLIONS | |
|--|----|
| Age 25-49 pack | 25 |
| Youth pack | 20 |
| Middle class pack | 14 |
| Men pack | 12 |
| Women pack | 18 |
| Women aged 18-34 pack | 15 |
| Mum pack | 17 |
| Kids packs | 5 |
| Family packs | 13 |
| Cookery pack | 4 |
| Event pack | 22 |
| Cinema pack | 2 |
| Real estate pack | 1 |
| News pack | 3 |
| Series pack | 9 |
| Limited viewer pack | 24 |

6play targeting already 100% cookieless

IN ACCORDANCE WITH USER CONSENT



COOKIELESS DMP SINCE 2017

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

POWERFUL

■ 16 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

■ **Mostly first-party data and 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.



Source: Médiamétrie - Online 4 screens table - 4+ target
22/23 season average - 6play + Gulli Replay



STCS TV.VIDEO
2024



01

THE M6 GROUP ECOSYSTEM

02

M6 GROUP CSR STRATEGY AND COMMITMENTS

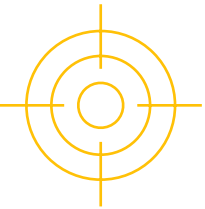









03

VIDEO TERMS AND CONDITIONS OF SALE

04

STANDARD TERMS AND CONDITIONS OF SALE

Data targeting solutions on 6play

| | | | | |
|--|---|--|---|--|
|  STANDARD TARGETS | NEW  CONSUMER TARGETS | NEW  REACH+ TARGETS |  CUSTOM TARGETS |  WEATHER TARGETS |
| Socio-demographic Households Housing | Consumer goods  | Zero exposure Targeting of households not exposed to your linear/segmented TV campaign | Data Collaboration: CRM onboarding Targeting of your data in partnership with  | Activate your campaign depending on specific weather conditions  |
| Geolocation | Specialised supermarket products  | Small TV consumers | Smart Custom Designed on the basis of a questionnaire tailored to your needs | |
| Areas of interest | | | | |
| Intentions  | | | | |

Custom data targeting solutions

SMART CUSTOM



WE'RE INTERESTED IN YOUR OPINION

What is your everyday style?

Designer stubble

Close shave

Beard or moustache

No beard

Confirm

CONCEPT

- Send a questionnaire to 6play users on the theme of your choice.
- Create a custom segment for your campaign.

BENEFITS

- Customisation: free choice of question and answers
- Activation on all screens
- Easy to implement
- Accuracy

PRICES

- On request

DATA COLLECTION AND ANALYSIS

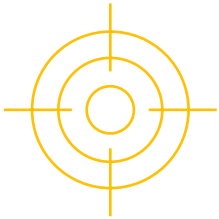


Custom data targeting solutions

CRM ONBOARDING



Stéphane Plaza and Jessica Venancio
© Homayoun Fiamor/M6



TARGET ACCORDING TO YOUR CUSTOMERS' CRM LIFE CYCLE.

Identification of shared customers and creation of a determining target that can be activated on 6play

CONCEPT

Find your customers/prospects on 6play via an industrial solution in strategic partnership with LiveRamp.

BENEFITS

- Security
- Efficacy
- Simplicity

PRICES

- On request

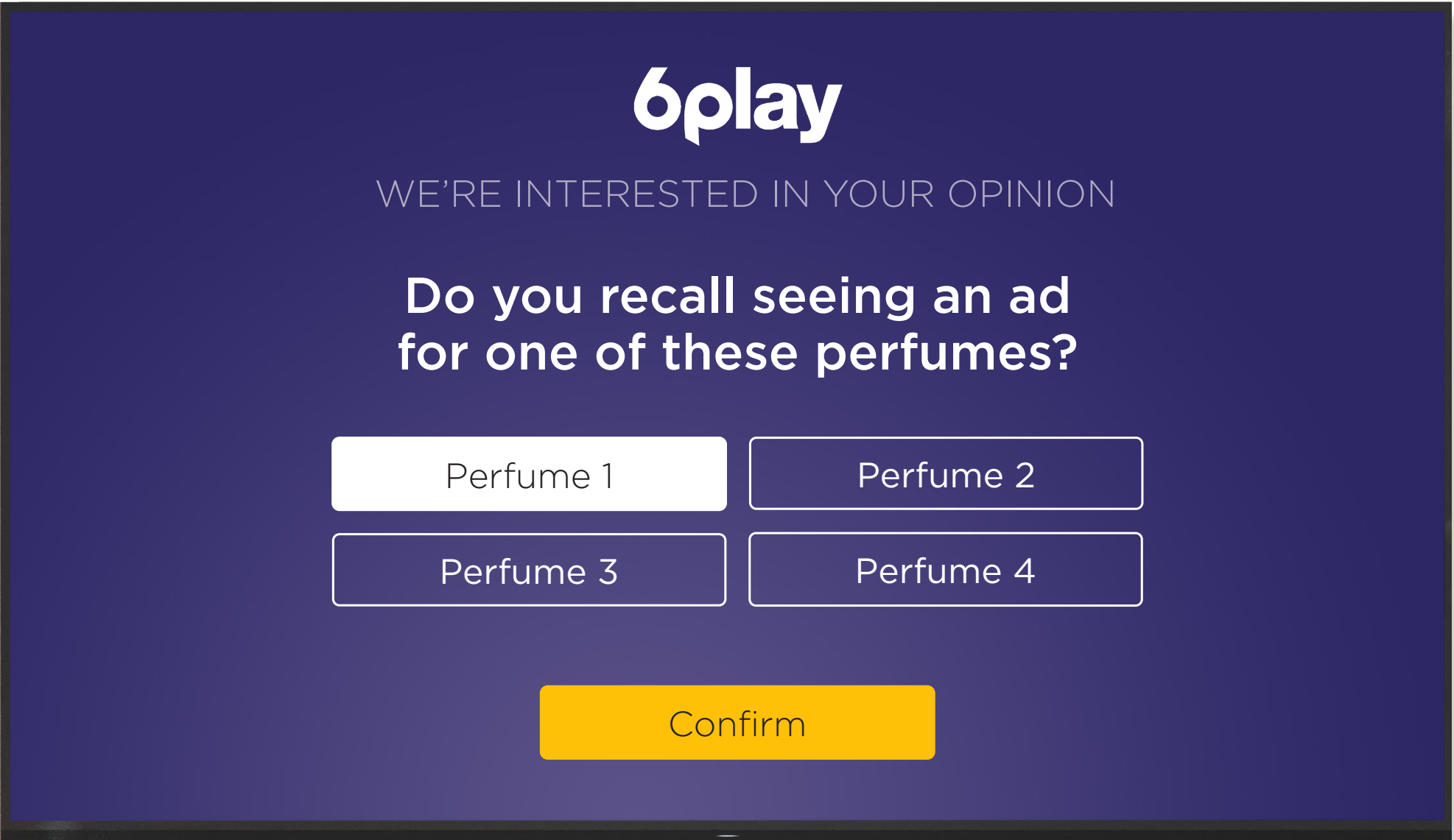
PARTNER

/LiveRamp



Measuring efficacy on 6play

INTEGRATED POST-TEST SOLUTION: AD SURVEY



CONCEPT

6play allows you to send an online post-test ad survey to test the efficacy of the campaign being broadcast.

BENEFITS

- Interactive format
- Seamlessly integrated into the user experience
- Assessment of campaign efficacy with analysis of results obtained
- Results for exposed/unexposed target audiences
- Controlled capping

PRICES

- 2-question pack: €3,000*

* Subject to a minimum expenditure requirement for the advertising campaign approved by M6 Publicité

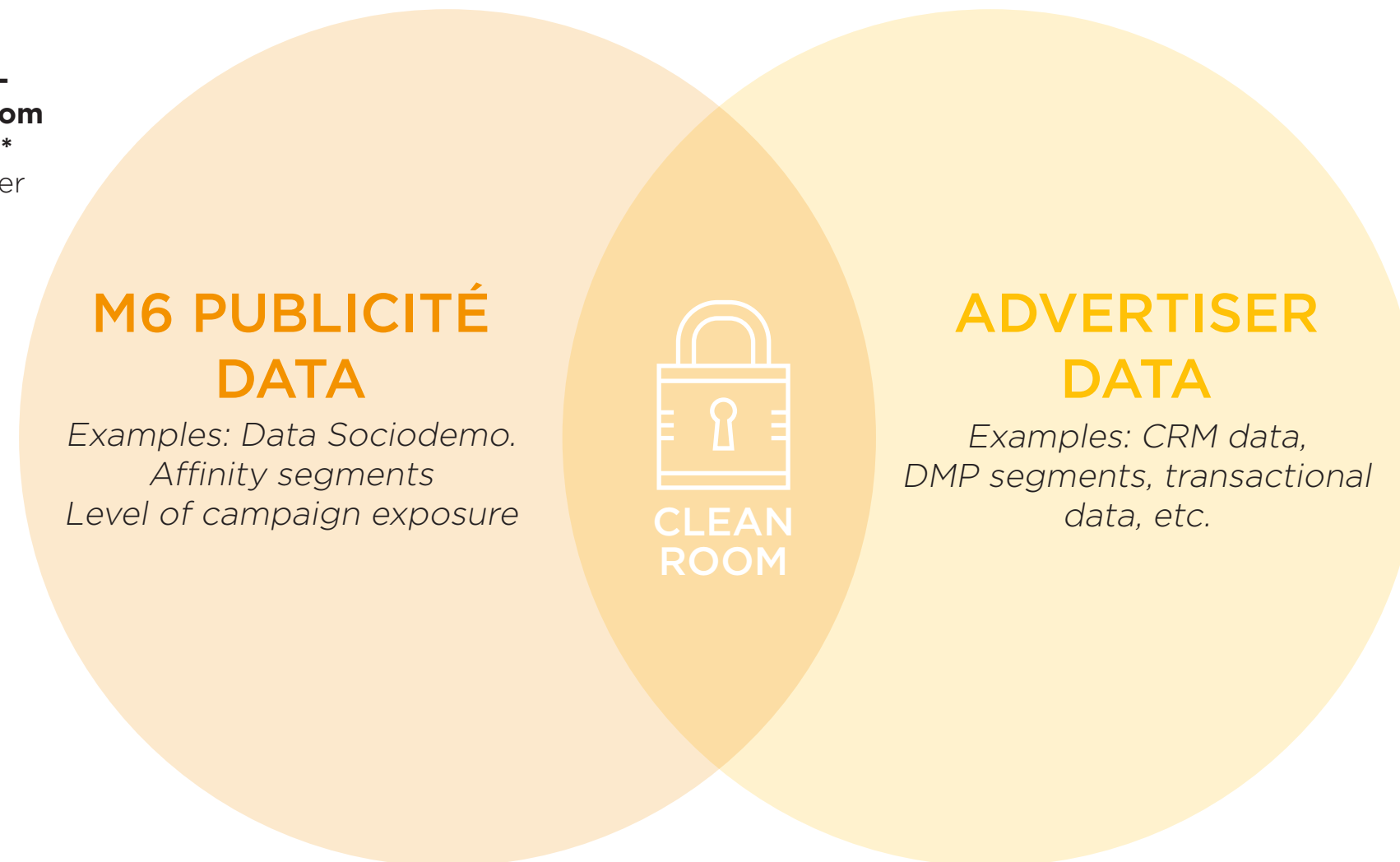
1st broadcaster to market a data collaboration offer

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



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



USE CASE FOR A WELL-MANAGED MEDIA STRATEGY

KNOW

Optimisation of customer knowledge

TARGET

Creation of customised segments and media activation

MEASURE

Analysis of exposure to your campaigns

* Technology solution used: LiveRamp Safe Haven



STCS TV.VIDEO
2024

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01

THE M6 GROUP ECOSYSTEM

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M6 GROUP CSR STRATEGY AND COMMITMENTS

03

VIDEO TERMS AND CONDITIONS OF SALE

04

STANDARD TERMS AND CONDITIONS OF SALE

Innovative formats

TO HELP YOU STAND OUT FROM THE FIELD



HIGHLIGHT YOUR AD BY PUTTING IT FIRST IN THE COMMERCIAL BREAK

VOL SPRINGBOARD PP1

BENEFITS

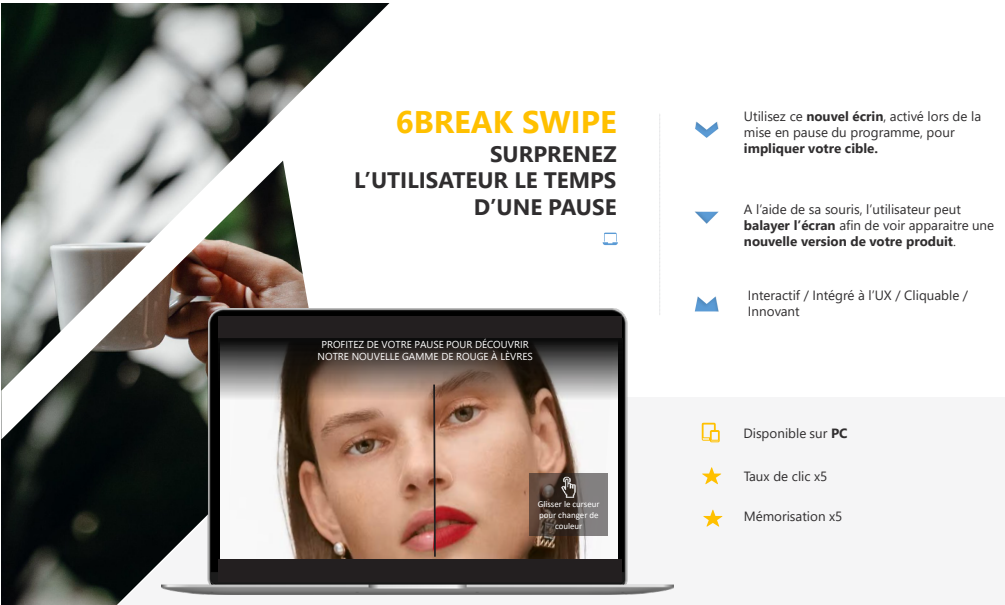
Emergence, attention.

CONCEPT

Give your advertisement a boost in the first position of the commercial break thanks to a customised transition. The transition is inserted between the “6play publicité” advertisement message and your advertisement.

ACTIVATION

4 screens.



TAKE THE USER BY SURPRISE DURING THE BREAK

6BREAK SWIPE

BENEFITS

Interaction, drive to, innovation.

CONCEPT

Activated during programme pause, this new 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.



OFFER USERS AN ENGAGING EXPERIENCE

6scan FILTER

BENEFITS

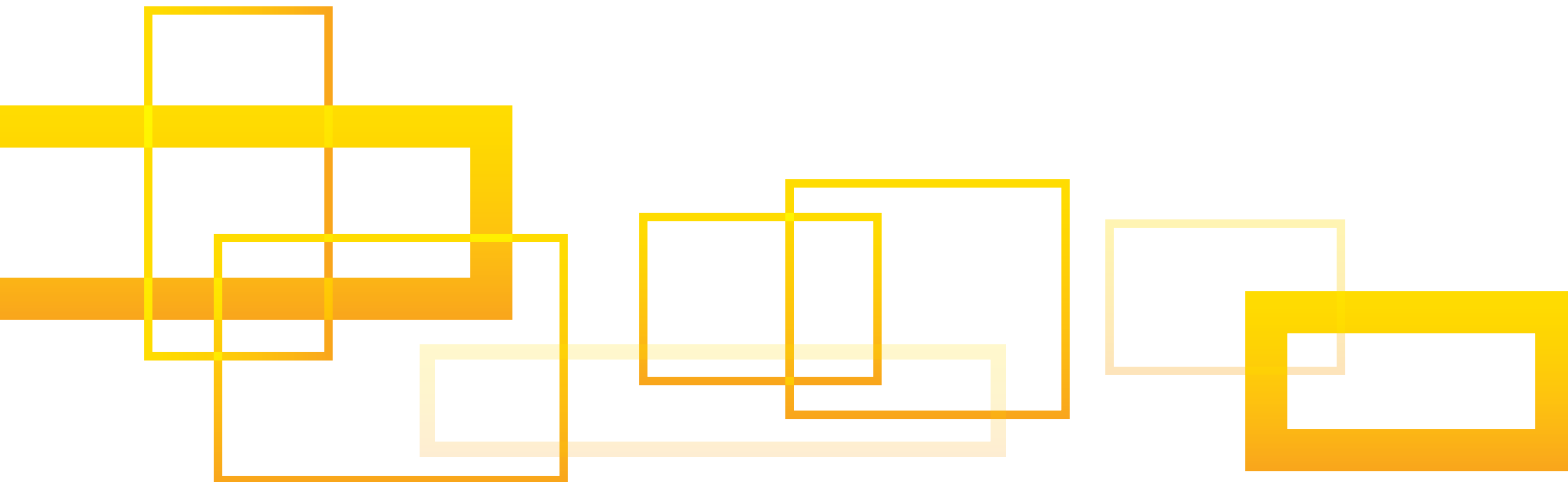
Interaction, customisation.

CONCEPT

QR Code screen branding of your TV advertisement allows the viewer to trigger an augmented reality experience.

ACTIVATION

IPTV & TV.



B. Online offer

B2. REPLAY PRICING

Prices for 6play

SPOT BY SPOT PRICING



| | | | CPM NET (EXCL. TAX) (20" BASE) |
|------------------|---|---|---|
| General rotation | Multi-screen per channel or all channels (PC+IPTV+smartphone+tablet) | 6play TV (long content) | €12.2 |
| | Targeted and theme packs excluding kids, excluding youth • Multi-screen (PC+IPTV+smartphone+tablet) | 6play TV (allocation of programmes and websites according to affinity with target. List on request) | €14.4 |
| | Youth pack • Multi-screen (PC+IPTV+smartphone+tablet) | | €10.8 |
| Context | RG Kids aged 4-14 • Multi-screen (PC+IPTV+smartphone+tablet) 10% surcharge if targeted to age/gender | JANUARY-SEPTEMBER 6play TV (allocation of programmes and websites according to affinity with target. List on request) | €14.4 |
| | | OCTOBER-DECEMBER 6play TV (allocation of programmes and websites according to affinity with target. List on request) | €19.8 |
| Sponsorship | Purchase per website or programme | List of programmes and websites on request | - |


**GUARANTEED
PROGRAMMATIC
PLACEMENT**
MINIMUM €30,000 PER WAVE

PROGRAMMATIC PRICING

| FLOOR PRICE (NET) | | | |
|--|--------------|---------------|---------------|
| Advertisement duration | < 20 seconds | 21-30 seconds | 31-40 seconds |
| Contextual targeting Packs: Women, Men, Millennials, Middle Class, Kids, Entertainment, Gaming, Lifestyle | €15 | €17 | €19 |
| 6play Ron | €13 | €15 | €17 |

Prices for 6play data

| | | SURCHARGE VS. RON (NET) | | |
|-------------------|--|-------------------------|---------------------------------|---------------------------------|
| TYPE | DATA TARGETING | SURCHARGE | +1 SOCIO-DEMO-GRAPHIC CRITERION | + 2 SOCIO-DEMO-GRAPHIC CRITERIA |
| | | | | |
| SOCIO-DEMOGRAPHIC | age or gender | €2.5 | €4.0 | €6.0 |
| | household | €2.5 | €4.0 | €6.0 |
| | socio-professional class | €2.5 | €4.0 | €6.0 |
| INCOME LEVEL | high income modest income | €2.5 | €4.0 | €6.0 |
| GEOTYPE | ultra-urban city dwellers dynamic small rural great outdoors | €2.5 | €4.0 | €6.0 |
| AREAS OF INTEREST | affinity | €2.5 | €4.0 | €6.0 |
| | intending buyers special moments | €3.5 | €5.0 | €6.0 |
| | programme fans | €2.5 | €4.0 | €6.0 |
| GEOLOCATION | region | €2.5 | on request | on request |
| | province | €5.0 | on request | on request |
| | postcode | €8.0 | on request | on request |
| | IRIS zone | €10 | on request | on request |
| | catchment area | on request | on request | on request |
| CUSTOMISED | CRM onboarding | on request | on request | on request |
| | smart custom | on request | on request | on request |
| BUYERS | consumer goods buyers  | €4 | on request | on request |
| | specialised supermarket product buyers  | €3.5 | on request | on request |

Prices

FINE-TUNE YOUR COMMUNICATION

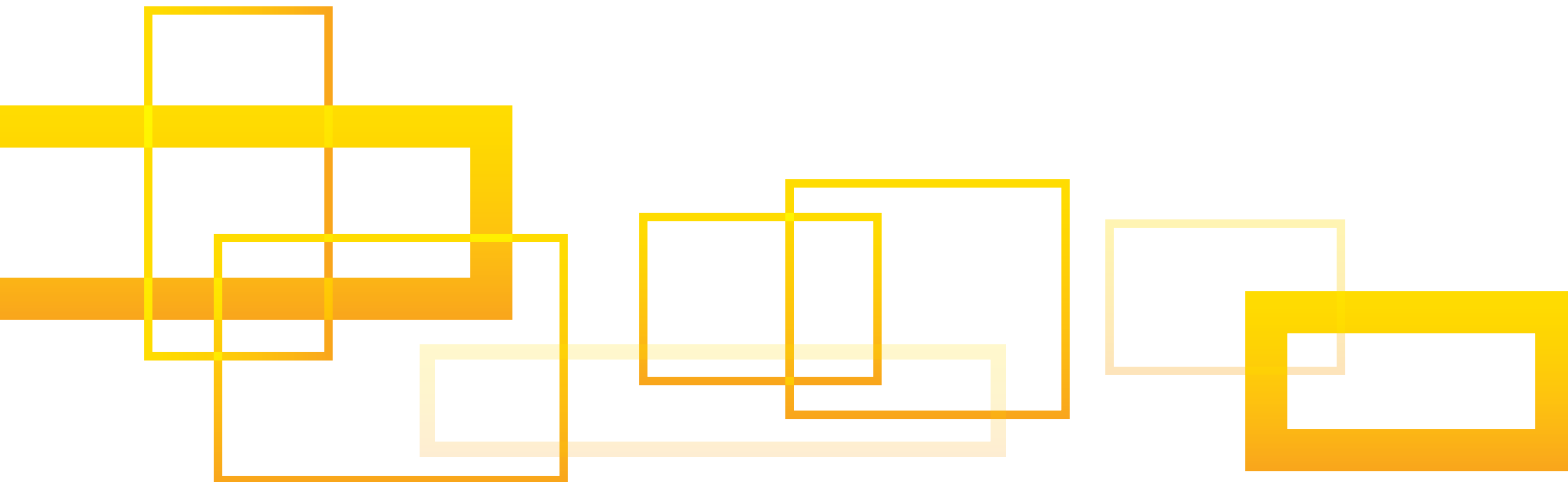


Ophélie Meunier - Zone interdite
© Benjamin Decoin/M6

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 ad | +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% |



B. Online offer

B3. SOCIAL MEDIA

Extend your audience

PROLONG YOUR TV CAMPAIGNS AND ENGAGE YOUR TARGET AUDIENCES



Source: Médiamétrie Cross-Media 2023.1 wave - M6 TV channels + 6play + consumption on Snapchat.

3 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.

VISIBILITY

EXCLU SHOW

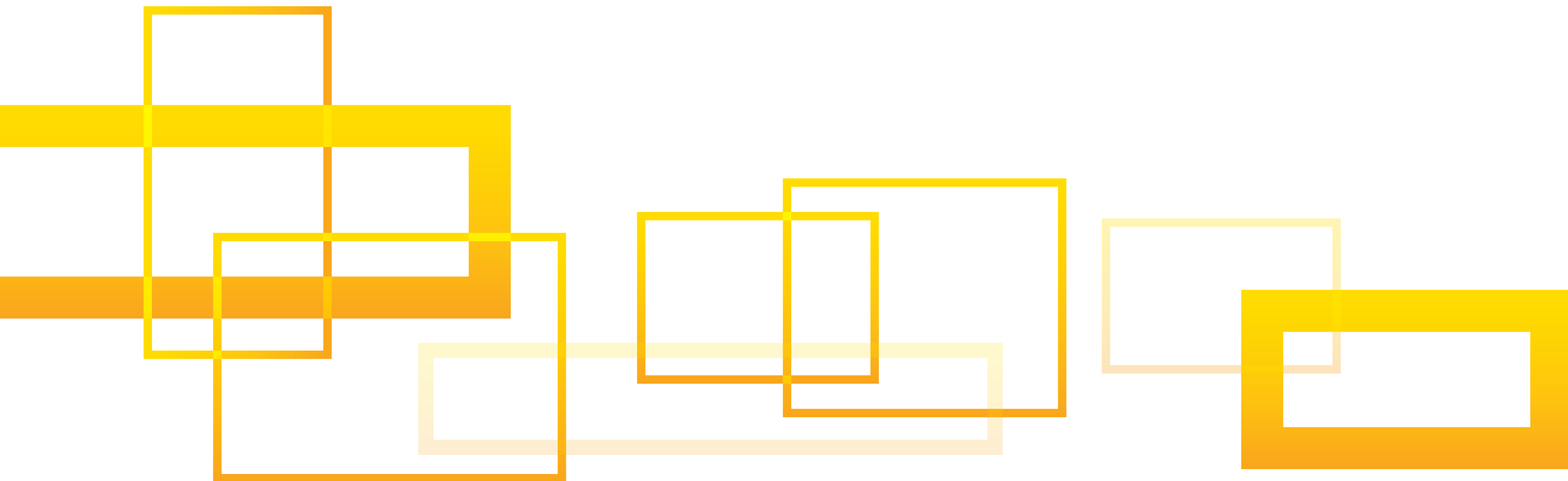
Communicate **exclusively** within the **programme** of your choice.





04

STANDARD TERMS AND CONDITIONS OF SALE



A. Video Standard Terms and Conditions of Sale (all media)

(CLASSIC TV, SPONSORSHIP, SEGMENTED 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 2024 only.

EDIPub members and/or advertisers and agents who have subscribed to the "mymandat" service developed by EDIPub may send M6 Publicité 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.

3.6. 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.

4. 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)

5. INVOICING

5.1. 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 or sponsorship operations were broadcast.

5.2. 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.

5.3. 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 6play.

5.4. 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 2024 financial year from mid-March 2025. 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.

5.5. Advertisers purchasing traditional advertising space on Puissance TNT Plus 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.

Advertisers purchasing traditional advertising space on Puissance Kids Plus 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.

6. PAYMENT

6.1. 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.

6.2. 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 6.3. 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:

- 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.

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.

6.3. 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)



6.4. 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.

6.5. 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 for the balance of the various discounts due at year-end (and no later than 31 March 2025), 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.

7. CONFIDENTIALITY

The advertiser and its agent as well as the broadcaster and M6 Publicité shall undertake to keep strictly confidential all the written or verbal information exchanged as well as the provisions set forth in all of the contractual documents.

Video standard terms and conditions of sale (all media)

8. 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.

For Médiamat'Thématik channels:

- For the 1 January to 30 April 2024 application period for viewing figures, GRPs for the January to June 2023 period will be calculated on a whole France basis;
- For the 1 May to 31 August 2024 application period for viewing figures, GRPs for the September 2023 to February 2024 period will be calculated on a whole France basis.

For channels covered by the two-monthly files:

- For the 1 January to 29 February 2024 application period for viewing figures, GRPs for the September to October 2023 period will be calculated on a whole France basis;
- For the 1 March to 30 April 2024 application period for viewing figures, GRPs for the November to December 2023 period will be calculated on a whole France basis.

TWO-MONTHLY MEDIA PLANNING FILE

PARIS
PREMIERE

| FILE USED FOR PRICING | PRICE APPLICABILITY PERIOD |
|--------------------------------------|----------------------------|
| September - October 2023 - TNT 23 5B | 01/01/2024 - 29/02/2024 |
| November - December 2023 - TNT 23 6B | 01/03/2024 - 30/04/2024 |
| January - February 2024 - TNT 24 1B | 01/05/2024 - 30/06/2024 |
| March - April 2024 - TNT 24 2B | 01/07/2024 - 31/08/2024 |
| May - June 2024 - TNT 24 3B | 01/09/2024 - 31/12/2024 |

MÉDIAMAT'THÉMATIK MEDIA PLANNING FILE



| FILE USED FOR PRICING | PRICE APPLICABILITY PERIOD |
|--------------------------------------|----------------------------|
| January - June 2023 - V45 | 01/01/2024 - 30/04/2024 |
| September 2023 - February 2024 - V46 | 01/05/2024 - 31/08/2024 |
| January - June 2024 - V47 | 01/09/2024 - 31/12/2024 |

Video standard terms and conditions of sale (all media)

9. 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”.

9.1. PROTECTION OF M6 SERVICES USER PERSONAL DATA

9.1.1. 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.

9.1.2. 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 6play (“classic onboarding offer”) and/or Segmented TV (“segmented 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, at the same time, 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 6play website or in segmented TV mode.
- The segment may then be deleted from M6 Publicité’s DMP at the end of the campaign.
- > B. Data collection and processing authorised by M6 Publicité under a specific data agreement

Video standard terms and conditions of sale (all media)

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 signals 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 for 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)

9.1.3. 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.

9.2. 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: <https://www.groupeM6.fr/rgpd/>

10. CODE OF ETHICS AND PROFESSIONAL CONDUCT

M6 Publicité declares that, in relation to the execution of these Standard Terms and Conditions of Sale, it adheres to the principles of the **Code of Ethics and Professional Conduct** through which 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 contains a description of the whistleblowing system in place within the

M6 Group, as well as the name and contact details of the ethics and professional conduct officer to whom complaints can 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.).

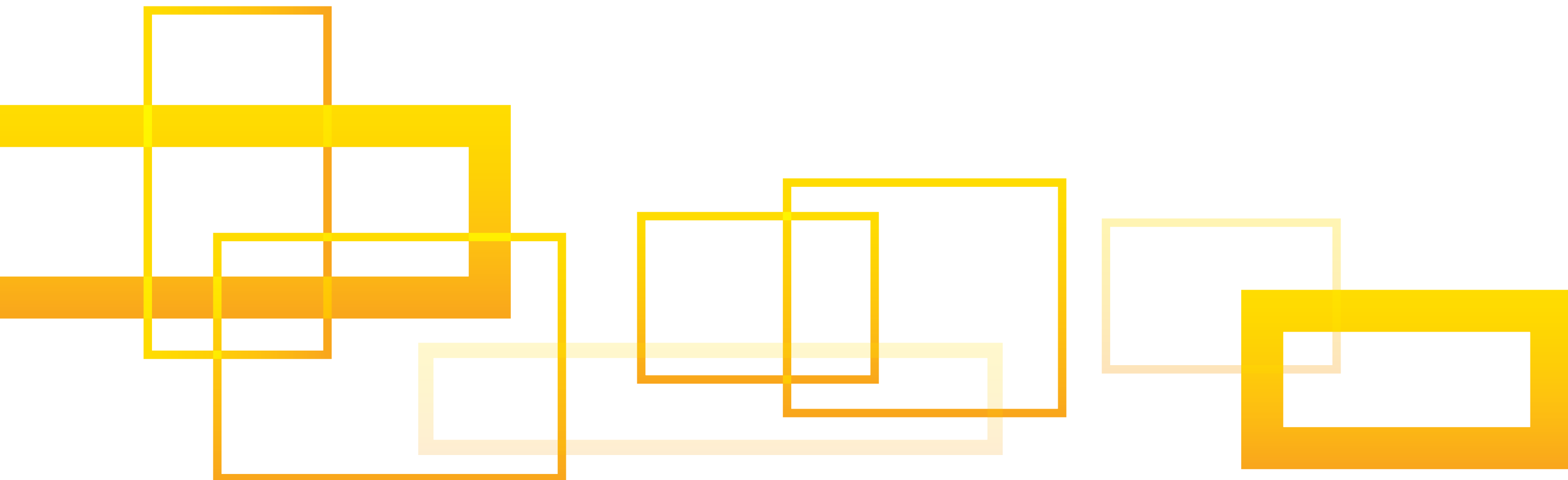
11. JURISDICTION

The courts of Paris shall have jurisdiction to hear any disputes or litigation proceedings arising from the construction or application of the advertising order or the STCS set forth above, including related cases, third-party proceedings and multiple defendants.

The STCS shall take effect from 1 January 2024. 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**.





B. Special terms and conditions - TV

(CLASSIC TV, SPONSORSHIP AND SEGMENTED)

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 **40** and **48**) 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 – 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 2024 for gross amounts actually invoiced during the January-February 2024 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 7 October to 8 December 2024 on Puissance Kids Plus if the advertiser partly or fully cancels the order after 12 July 2024. 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 92.

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 Plus 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/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)

- 24-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 €30,780 for a commercial break at the gross 30-second price of €20,000.

| ADVERTISEMENT FORMAT | 24" |
|--|---------|
| Gross 30-second price | €20,000 |
| Gross format rate - ind. 95 | €19,000 |
| GOLD priority access surcharge +20% | €22,800 |
| 2 nd and 3 rd product surcharge +35% (20% + 15%) | €30,780 |

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

- Channel: M6
- Campaign purchased at guaranteed net cost per GRP
- Female target audience
- 40% daytime and 60% prime time GRPs
- GRP annual breakdown: 20% of campaign GRPs from 8-21 July and 80% from 21 October to 22 December
- Chosen category of guaranteed net cost per GRP: Select

| | |
|---|--------|
| Time slot index (40% x 95) + (60% x 150) | 128 |
| Seasonal index (20% x 95) + (80% x 140) | 131 |
| Guaranteed net cost per GRP category index | 105 |
| Media planning choice global index | 176.06 |

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 PLUS

GROSS PRICE

Format index

GROSS FORMAT PRICE

- Discount for cinema/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

NET BEFORE TAX

- VAT

NET AFTER TAX

Special terms and conditions - TV

SEGMENTED ADVERTISING

REMINDER OF REGULATORY FRAMEWORK FOR SEGMENTED ADVERTISING

Segmented 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 segmented advertising is regulated by the aforementioned decree. The main legal provisions are as follows:

The following advertisements are not available in segmented 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 segmented 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



Nathalie Renoux, Xavier de Moulins, Dominique Tenza - JT
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minutes in any given clock hour.

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

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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.

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

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SPONSORSHIP

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.

3. CANCELLATION

In the event the advertiser or its agent terminates 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,

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SPONSORSHIP

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 92.

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 2024;
- 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

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any advertiser of their choice.

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 or the duration of the operation initially sold by M6 Publicité which have a bearing on the target audience or viewing figures, when necessary M6 Publicité shall make a compensation offer.

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

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 6play, 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.



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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

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.

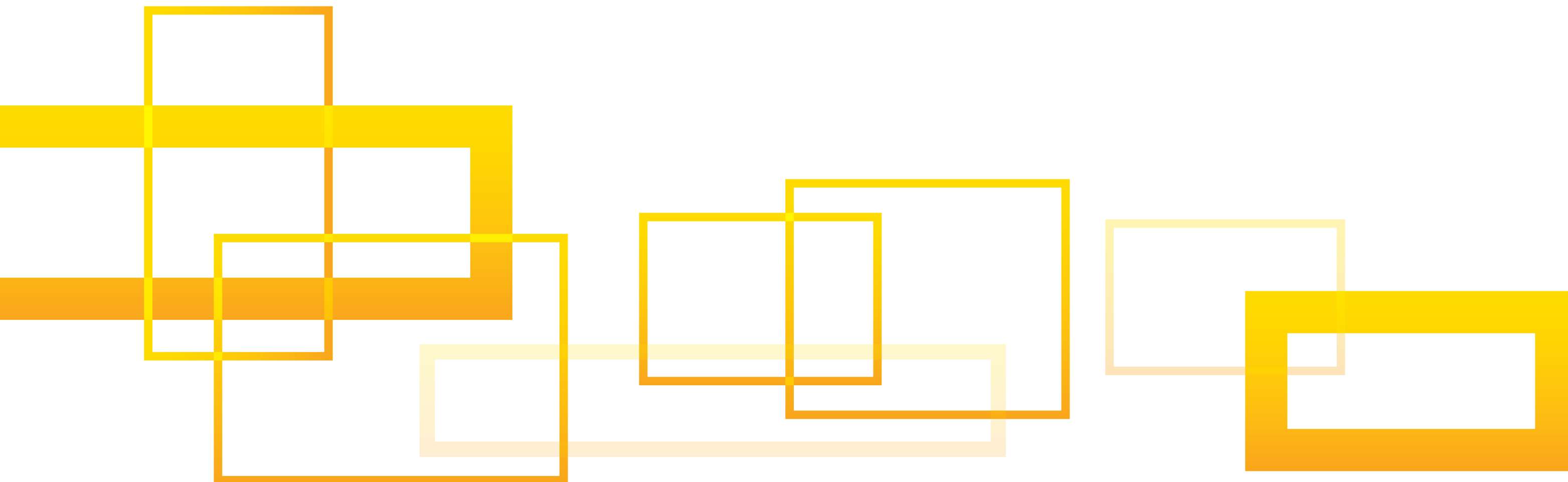
To this effect, the advertiser or its agent shall hold M6 Publicité and the broadcaster harmless from any complaints or legal action made or taken by any third parties claiming entitlement to exercise rights over the sponsorship billboards and other items provided by the advertiser or its agent, in whole 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 5**.



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 92**).

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 6play, 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 6play website is no longer available for under 16 year olds;
- ensuring, on a voluntary basis, that the charter for promoting healthy diets and behaviours in audiovisual programmes and advertisements (2020-2024) is applied, which 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;

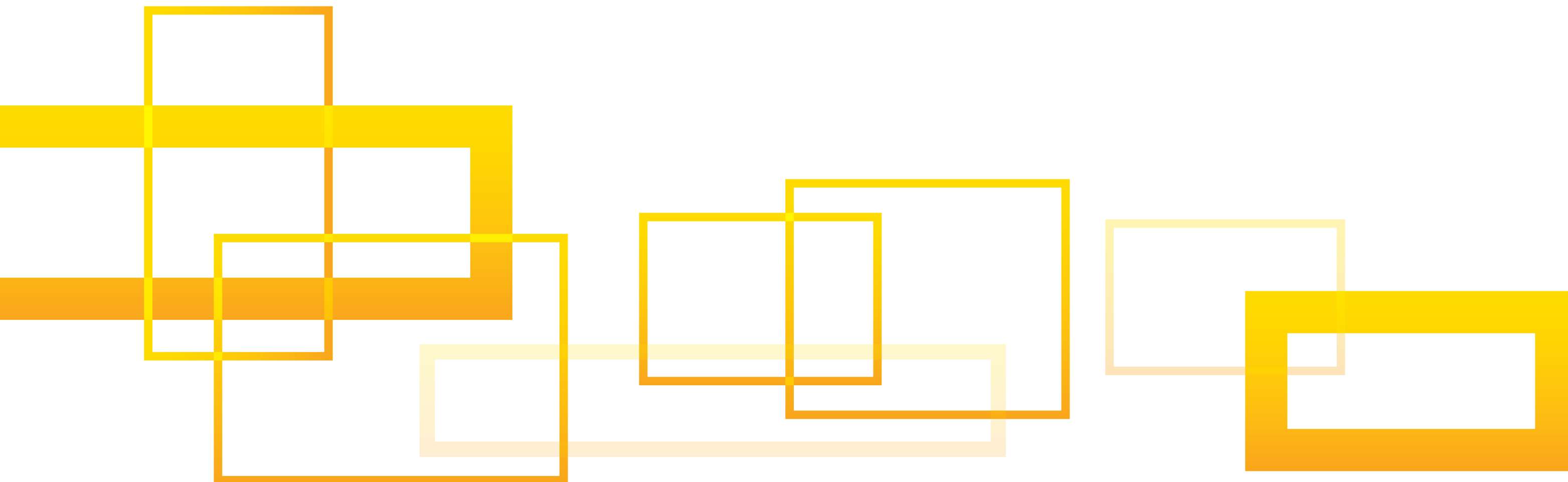
- undertake to use their best efforts to grant Santé Publique France health messages delivered via general interest campaigns aimed at promoting healthy eating and physical activity a specific flat-rate negotiation adapted throughout the year according to the available offers;
- ensure delivery of advertising 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.



D. Materials

Materials

LINEAR AND SEGMENTED TV

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 used by all subscribing agencies to share this information, 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 or Extreme Reach.

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 (segmented 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 AND SEGMENTED

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, 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 AND SEGMENTED

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 the general regulations governing advertising and audiovisual and digital communications via on-demand audiovisual media services, the ARPP recommendations and more specifically the “Sustainable Development” recommendation.

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 segmented” or “segmented 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 segmented” or “segmented 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. 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 AND SEGMENTED



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 and 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 labelled under 2030
- 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 labelled under 2230
- 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 labelled 2340 to 2699 inclusive. 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 Plus, 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 AND SEGMENTED

6. MATERIALS AND DEADLINES

CHANNELS



MATERIALS TO PROVIDE

- 1 HD file sent to M6 Publicité - M6 channel
- Electronic delivery
- Authorised delivery providers:
 - **Peach**
 - **Extreme Reach**

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** in compliance with EBU N 19-2002 standards
 - The word “subtitle” and the name of the product and the advertiser must be included in the subject of the e-mail.
 - 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 or Extreme Reach 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.

Materials

ONLINE OFFER



DISPATCH OF DESIGNS

Designs must be sent 3 to 5 business days in advance to the Adops team:

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.

Download the full technical specifications on the M6 Publicité website.



CONTACT

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