



PRESS RELEASE

CANALSATELLITE Tops Three Million Subscriptions

(Paris – January 19, 2005) — CANALSATELLITE, France's No. 1 digital satellite platform, today topped the three-million-subscriptions mark, confirming its ranking as the market leader.

In 2004, the platform registered a strong increase in its portfolio, adding nearly 240,000 individual and institutional subscriptions in metropolitan France and the overseas departments and territories. At the same time, the subscriber satisfaction rate rose, while the churn rate—still one of the lowest in the world—continued to decline to 8.6% versus 9.1% in 2003.

This excellent business performance was driven by:

- Strong results at the CANAL+ channel, which plays a key role in the platform's appeal.
- CANALSATELLITE's exceptional program offering, whose focus on sports, youth programs and documentaries significantly boosted year-end recruitments.

The year's numbers also reflect the effectiveness of the platform's core philosophy. More than providing a loose package of channels and services, CANALSATELLITE has crafted a policy of offering every subscriber exclusive satellite broadcast of the best brands and the most attractive content, beginning with CANAL+.

This editorial policy has been supported by a commitment to continually enhancing the package, with more than 30 new channels added over the past three years. In September, for example, CANALSATELLITE launched several innovative channels in France, including Filles TV, the first channel aimed at teenage girls; a new documentary format comprised of Discovery Channel and Planète Choc; E! Entertainment, the first channel devoted exclusively to celebrity life; and Pink TV, the first general-interest channel dedicated to gay and gay-friendly programming.

CANALSATELLITE France's digital platform leader:

- ▶ A rich, quality lineup of 290 channels and services, including 65 exclusively.
- ▶ A diverse program offering of prestigious brands with exclusive satellite rights, including Disney Channel, Sport+, Planète, Canal J, Tiji, Cinécinéma, Discovery Channel, National Geographic Channel and MCM.
- ▶ Pilotime, a new-generation terminal uniquely equipped with a double tuner that allows viewers to watch one channel while recording up to 40 hours of programming on another.

Corporate Communication

Laurence Gallot +33 (0)1 71 35 02 22
Marine Lemonnier + 33 (0)1 71 35 02 96