



# TV | VIDEO

GENERAL TERMS AND CONDITIONS OF SALES 2026

## 01

Editorial by Hortense  
Thomine-Desmazures

## 02

The M6 Group ecosystem

- a. M6 media brands
- b. M6 Group CSR strategy and commitments

## 03

M6 Group advertising solutions

- a. Formats for every objective
- b. Data activation

## 04

M6 Group services to support you

## 05

Measuring the carbon impact of your  
campaigns

## 06

M6 Group terms and conditions of  
sale

- a. Classic TV offer
- b. Sponsorship TV offer
- c. Product placement
- d. Segmented television offer
- e. Digital offer

## 07

M6 Group general terms and  
conditions of sale

- a. General Terms and Conditions of Sale
- b. TV Specifics
- c. Digital Specifics
- d. Broadcast Elements





# 01

EDITORIAL BY  
HORTENSE THOMINE-DESMAZURES

# Editorial

## **“An advertising agency on the move, looking to the future”**

The advertising agency of tomorrow is one that knows how to transform emotion into impact for brands. This is the conviction that guides us.

With this in mind, the advertising agency is changing its name to M6 Unlimited.

Just as practices evolve, so does our business. This new name embodies our desire to push the traditional boundaries of advertising: breaking down the barriers associated with formats, channels, and purchasing methods to offer a more fluid, open advertising experience that is fully connected to contemporary practices. This name also reflects an ambition: that of a group that is constantly transforming itself in line with technological developments, a group on a conquest, aware of its strengths and faithful to its values.

## **2026 promises to be an exceptional year for the M6 Group.**

Driven by exceptional programming, our offering will once again make a lasting impression this year, combining power and emotion and bringing together all generations. M6 Unlimited will be flying the flag for the FIFA World Cup, the biggest global event, and will offer a unique showcase for its partners through M6, RTL, and the M6+ platform, which is enjoying a historic season.

2026 will also be a year of transformation and new strategic partnerships, with the aim of making advertising more effective, simpler, more responsible, and more in line with consumer expectations.

With this new momentum, we are consolidating our position as a major advertising agency, clear-sighted about market changes and bold in building the future. It is by working closely with our partners and cultivating creativity and innovation that we will continue to make a difference.

Without limits

## **Hortense Thomine-Desmazures**

Deputy Chief Executive Officer, Advertising & Development – M6 Group







# 02

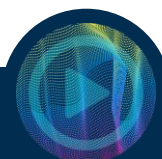
## THE M6 GROUP ECOSYSTEM

a. Our media brands



Cross Media Study Wave 2024.1

TV: Médiamétrie / Médiamat targeting 25-49 year olds, 2024-2025 season (prime time) / Radio: Médiamétrie. September-June 2024-2025, LâV, 5am-midnight, PDAC 13+ Médiamétrie eStat streaming quicksight, web radio, & acpm ranking of RTL Group and M Radio digital radio stations, live sessions & Médiamétrie eStat podcast: June 2025 M6+ data: Médiamétrie – Médiamat – 4-screen measurement – January-August 2025





# OUR FREE VIDEO OFFER



## FRANCE'S FAVOURITE TV CHANNEL

**2<sup>nd</sup> national channel among 25-49 year olds and those aged 50 and over.**

The 2024-2025 season marked a new milestone in the growth of M6, which has established itself as a must-see generalist channel, capable of bringing people together while reinventing itself with agility. **Authentic, creative, and close to its audience**, it cultivates a special relationship with the French.

The 2025-2026 season promises to be **even more ambitious**, rich in **emotion, innovation, and unifying events**: celebrations of 20 years of historic brands, original entertainment such as "Pandore," the highly anticipated return of "Maillon Faible" presented by **Olivier Minne**, and enhanced news coverage with the arrival of **Anne-Sophie Lapix**.

**Sports** will continue to play a central role, following the success of the PSG/Inter Milan final, which attracted up to 10.3 million viewers. M6 will broadcast the 2026 and 2027 Champions League finals and, starting in June, **the global event of the year, the 2026 FIFA World Cup™**.

Driven by an ever-growing pool of talent and strong editorial ambition, M6 is consolidating its position as a major player in the French audiovisual landscape.

Source: Médiamétrie/Mediamat - Season 2024-2025 - All day



## HOME FOR NEXT-GEN VIEWER

**The youngest French streaming player on the market.**

Launched in May 2024, M6+ embodies the M6 Group's new ambition in free streaming. More immersive, engaging, and accessible, **it has already attracted more than 52 million French viewers**. With more than **30,000 hours of content**—series, original productions, entertainment, documentaries—the platform appeals to a broad and decidedly young audience, **on average nine years younger than its competitors**.

The 2025-2026 season promises to be rich and diverse: an **Anime Digital Network (ADN)** corner with more than 2,500 episodes, a "K comme Corée" event dedicated to K-Dramas, new original productions, and cult series available free of charge.

Finally, the NFL will be broadcast live every Sunday starting in September, with free access.

M6+ thus confirms its position as an essential streaming player. A new way of watching TV is taking hold: **free, immersive, and 100% entertaining**.

Source: Médiamétrie/Mediamat – May 2024 – June 2025



# OUR FREE VIDEO OFFER



## 1<sup>st</sup> DTT CHANNEL ON STREAMING

### Best season ever in the -50s for the reality series in prime time

After a successful 2024-2025 season, W9 confirms its position as **the favorite DTT channel among 15-34 year olds** and French viewers.

For the fall season, the action will be on W9, with **ambitious and renewed programming**. In the early evening, **Cyril Hanouna** arrives with a new entertainment show, **"Tout beau, tout n9uf."** In prime time, the big comeback of the cult show **Y'a que la vérité qui compte**, **hosted by Pascal Bataille and Laurent Fontaine**, promises new moving stories combining reunions, declarations of love, and reconciliations.

Reality series, the channel's mainstay, are back in force with new seasons of **"Les Cinquante," "The Cerveau,"** and **"L'Île de la tentation."**

With **enhanced access, special events**, and reality TV programming that is popular with young people, W9 is going on the offensive to attract an ever-wider audience and consolidate its success.

Source: Médiamétrie/Mediamat – 2024-2025 season – Prime



## THE MOST FAMILY-FRIENDLY CHANNEL

### Best season ever among viewers aged 4+ in prime time and second best season among viewers aged 25-49 in prime time.

6ter continues its success thanks to its **iconic programs** such as **Les Reines de la route**, **Vive le camping**, and **La vie secrète des commerçants**, which appeal to audiences with their authenticity and relatability.

The 2025-2026 season promises to be a rich one, marked by the **return of cult formats** such as **C'est du propre !**, as well as **new highlights**, notably the series **Une affaire privée avec Jean Reno**. **The enhanced and diversified movie offering** completes this schedule designed for everyone. 6ter thus affirms its positioning as a feel-good, family-friendly channel accessible at any time of the day.

Source: Médiamétrie/Mediamat - 2024-2025 season - Prime



## THE FAVORITE CHANNEL OF FAMILIES

### France's No. 1 kids' channel among 4-10 year-olds, and the leading channel among women aged 25-49 (WRP-50) for 13 consecutive seasons.

By appealing to moms and captivating children, Gulli has had an excellent season. It has established itself as the **go-to channel for the whole family**, as evidenced by the success of Gulli Prime. What's more, it has had its **best season in 10 years** among the general public and a record among commercial targets. France's number one youth channel has established itself as the benchmark brand for responsibility and commitment thanks to its premium programming, filled with humor, adventure, series, documentaries, animated films, and strong licenses. Innovation is at the heart of the channel's strategy, as evidenced by the success of the Gulli app, which offers a range of content to bring it ever closer to its audience.

Source: Médiamétrie/Mediamat - 2024-2025 season - 6:00 a.m. to 8:00 p.m.





# OUR PAID VIDEO SERVICE



## THE CHANNEL THAT CULTIVATES ITS DIFFERENCE

**Best season and best ratings ever among viewers aged 4+.**

Paris Première has established itself as **the most-watched pay TV channel**, reaching a **historic record** in 2024-2025 with **14 million viewers monthly**. For nearly 40 years, it has captivated audiences with its bold tone, irreverent humor, and unique identity, becoming an essential cultural reference. For the coming season, Paris Première confirms this unique signature. Its programming will combine **live shows and live theater, original documentaries** exploring cinema, pop culture, fashion, politics, and gastronomy, and its **iconic programs** such as *Très Très Bon*, *Les Grosses Têtes*, and *La Revue de presse*. With its carefully curated cinema offering, the channel continues to deliver on its promise of a demanding, open, and different television experience.



## THE LEADING PAY TV CHANNEL FOR WOMEN

**Best performance in seven years among the general public and FRDA-50**

True to its positioning, it offers a universe where series, documentaries, films, and lifestyle programs intersect, driven by **free and diverse female voices**. In 2025-2026, Téva continues to assert its role as a committed and inspiring channel. It is launching **new programs** such as *Femmes d'influence* (Women of Influence), the stand-up show *Rire au féminin* (Women's Laughter) dedicated to emerging comedians, and **Téva en mode green (Téva Goes Green)**, a lifestyle format focused on ecology. The season will also be marked by the return of *OrgasmiQ*, enriched with new male perspectives, confirming Téva's desire to shake up conventions with boldness and modernity.



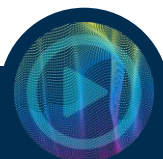
## A TRAILBLAZER IN TV SERIES

**Highest historical level equaled for the fourth consecutive wave among viewers aged 4 and over**

A true benchmark in series, the channel offers nearly **15 event series premiering in France** each year. With its rich and exclusive programming, Serieclub has established itself as THE channel to follow for all enthusiasts.

**Absolute streaming record:** audience up +70% in one year.

Source: Médiamétrie, Médiamat Mensuel, monthly average for 4 weeks from January to June 2025, Mon-Sun



# OUR PAID VIDEO SERVICE



## THE LEADING CHANNEL FOR TODDLERS 1.5 million viewers every month.

The TV channel that makes little ones' eyes light up! Tiji offers **gentle, playful programming** that awakens curiosity and stimulates the imagination. With adorable cartoons, enchanting stories, and heartwarming adventures. Immerse yourself in a safe and magical world where fun meets learning, and where every smile counts.



## THE HIGH-ENERGY CHANNEL FOR 6-12 YEAR OLDS 2<sup>nd</sup> the youth channel with the strongest affinity among boys aged 4 to 14.

This season, dive into the vibrant imagination of Canal J. Offering rich and diverse programming, the channel combines **educational discoveries and thrilling adventures**. With Beyblade, Bakugan, Foot-2-Rue, and Pokémon... Your favorite heroes will be back this season to take you on extraordinary adventures!



## THE MUST-SEE CHANNEL FOR POP CULTURE The millennial channel dedicated to men aged 15-34.

With its offbeat and authentic programming, it offers a mix of brand new American series, daily doses of pop culture and crazy anime such as American Dad! and Bojack Horseman, to name but a few. Over the course of its 30 years of existence, MCM has established itself as the benchmark for pop culture among its target audience.



## THE BEST OF FRENCH MUSIC France's second most popular music channel among 25-49 year olds.

Thanks to its rich and diverse music programming, based on the great values of French and international music, the channel attracts **2.8 million viewers every month**.



## THE 100% HITS CHANNEL 2<sup>nd</sup> France's leading music channel among 15-24 year olds.

The channel that plays the biggest hits and emerging talents of the moment. Offering dynamic programming with themed evenings and special programs, M6 Music celebrates all musical genres from pop to rock, electro and hip-hop, attracting **2.4 million viewers every month**.



## THE LEADING MUSIC CHANNEL The number one music channel for commercial targets.

NRJ Hits has established itself as France's **leading music channel**. With the best French and international music videos, special evenings, and global events, the channel appeals to all generations. Backed by the power of the NRJ brand, it attracts **5 million viewers every month**, including 2.1 million aged 25-49.

Source: Médiamétrie, Médiamat Mensuel, monthly average over 4 weeks from January to June 2025, Mon-Sun







# 02

## THE M6 GROUP ECOSYSTEM

b. The M6 Group's CSR strategy and commitments

# M6 UNLIMITED'S CSR POLICY

True to the M6 Group's DNA, our channels have been informing, entertaining, and supporting French people in their daily lives with warmth and kindness since our creation, reflecting the evolution of French society and its major challenges.

The Engagement Department coordinates the M6 Group's CSR policy, which consists of six roadmaps:

- ▮ Carbon footprint
- ▮ Eco-production
- ▮ Media education
- ▮ Digital sobriety
- ▮ Anti-waste
- ▮ Equal opportunities

## CONTRIBUTING TO THE SUSTAINABLE TRANSFORMATION OF ADVERTISING AND THE CREATION OF ADVERTISING NARRATIVES THAT INSPIRE CHANGE

M6 Unlimited is fully aligned with the M6 Group's CSR policy. In line with this, it has defined **six roadmaps** within its scope of action to contribute to the sustainable transformation of advertising and fulfill its mission of **"Co-creating the advertising of the future"**:

- ▮ Leading the way towards sustainable and positive narratives
- ▮ Designing responsible advertising offerings
- ▮ Build tailor-made solutions to support brand engagement
- ▮ Advise its partners on high-impact advertising campaigns
- ▮ Contribute to the associative and philanthropic world
- ▮ Cooperate with interprofessional organizations for more responsible advertising

## CONTRIBUTING TO ACCELERATING THE CULTURAL SHIFT TOWARDS SUSTAINABLE BEHAVIOR IN THE INTERESTS OF CONSCIOUS CONSUMPTION THAT IS MORE RESPECTFUL OF THE ECOSYSTEM

There are many challenges involved in responsible communication: conveying messages that encourage behavioral change, promoting new collective representations of a more responsible, ethical, and supportive society.

The role of an advertising agency such as M6 Unlimited is key in capitalizing on its ability to influence:

- ▮ To advise its clients on transformative content
- ▮ To design responsible advertising offers

Participating in the Business Climate Convention (CEC) through the "Nouveaux Imaginaires" program, alongside some 60 organizations, has helped us accelerate our thinking and actions in favor of more responsible advertising.

We carry out this coalition work on a daily basis with partners from different backgrounds and with complementary perspectives and expertise for the implementation of our studies, our offers, our internal initiatives, in solidarity and with other professions.





# M6 UNLIMITED'S CSR POLICY

## THE 6 CSR ROADMAPS OF M6 UNLIMITED

### DRIVING THE DISCUSSION TOWARDS SUSTAINABLE AND POSITIVE NARRATIVES

By taking part in the Business Climate Convention through the "Nouveaux Imaginaires" (New Imaginaries) program, we have questioned our societal role as an advertising agency. This program has strengthened our commitment to raising awareness and supporting our partners in integrating sustainable and positive narratives into their communications.

Through our studies (*Trends, The Age of Responsible Brands, Resonance*), we analyze responsible consumption trends and engagement drivers, and we promote brands that are leading the way in rethinking advertising that inspires sustainable behavior.

### DESIGNING RESPONSIBLE ADVERTISING OFFERS

Based on these reflections and insights, we develop offerings dedicated to highlighting committed brands, promoting the dissemination of more inclusive and responsible messages.

### BUILDING TAILOR-MADE SOLUTIONS TO SUPPORT BRAND COMMITMENT

M6 Unlimited & Beyond, the agency integrated into the advertising sales unit, is committed to supporting its partners in developing communication solutions that meet their responsible communication challenges.

### ADVISING OUR PARTNERS ON HIGH-IMPACT ADVERTISING CAMPAIGNS

M6 Unlimited encourages its advertisers to make their ads more inclusive by incorporating subtitles for the deaf and hard of hearing or audio description.

M6 Unlimited raises awareness and encourages its advertisers to adopt eco-friendly practices in the production of their advertising content.

### CONTRIBUTING TO THE NONPROFIT AND PHILANTHROPIC SECTOR

By helping to raise the profile of associations and supporting impactful projects, we are working to bring about lasting change in society.

Through our actions such as the Hackathon Engagé, the broadcasting of free campaigns on our channels, and our support for the "Top Chef des Positifs" solidarity competition, we put our expertise and influence at the service of the non-profit sector.

### COOPERATING WITH INTERPROFESSIONAL ORGANIZATIONS FOR MORE RESPONSIBLE ADVERTISING

We participate in the ongoing evolution of responsible advertising within our industry associations (ADMTV, SRI, Alliance de la Radio) around the issues of reducing the carbon footprint of advertising, inclusivity, and solidarity.





# 03

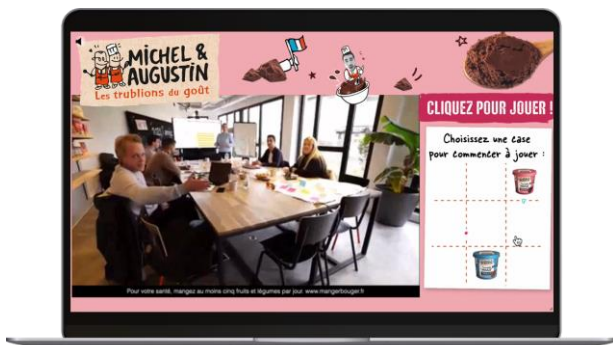
## M6 GROUP ADVERTISING SOLUTIONS

a. Formats for every objective



# OUR NEW INTERACTIVE FORMATS

Turn every ad into an experience



## GAMING AD SKIN

Attract and engage users with a game featuring your brand's colors

### BENEFITS

Engagement and interactivity

### CONCEPT

A tic-tac-toe game is integrated into the branding alongside the broadcast of the commercial, featuring creative elements from the brand.

### AVAILABILITY

PC / OTC and Programmatic



## SCRAPER SKIN

Invite the user to scratch the screen with their mouse to reveal a surprise offer.

### BENEFITS

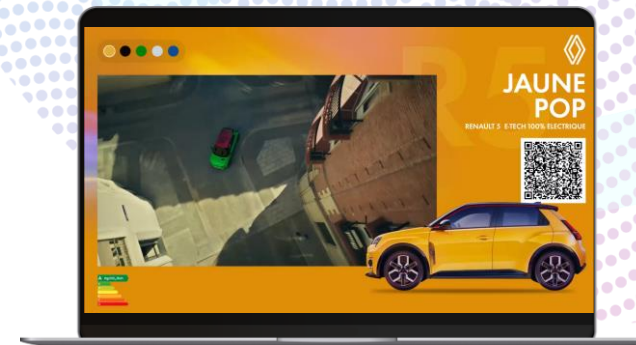
Engagement and attention

### CONCEPT

The scratch area is displayed alongside the video and reveals an offer from the advertiser (product, promo code, surprise) when the mouse hovers over it.

### AVAILABILITY

PC / OTC and Programmatic



## COLOR SELECTOR SKIN

Let users play with the colors of your product

### BENEFITS

Drive to and interactivity

### CONCEPT

Each user can customize the color of the product and instantly see the result.

### AVAILABILITY

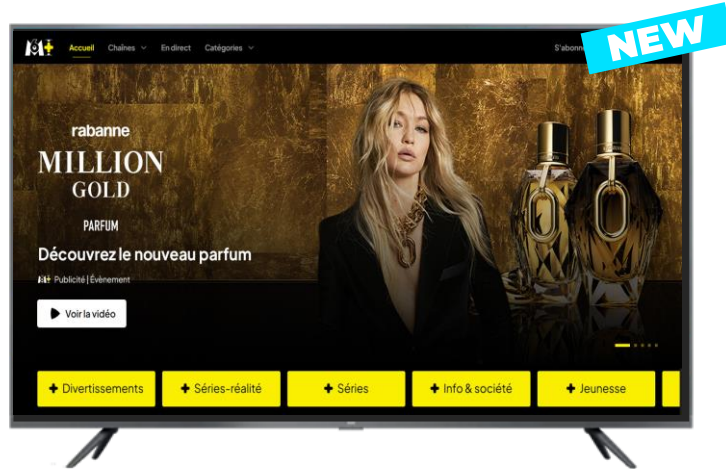
PC/CTV\* / Over and Programmatic

*\*in pre-recorded animated version*



# OUR NEW CTV FORMATS

Capture everyone's attention



## SCREEN +

### BENEFITS

Immersive and eye-catching

### CONCEPT

An exclusive 24-hour opportunity to benefit from exceptional visibility on the M6+ CTV home page.

Display yourself in the top position of the home page carousel for maximum impact for your campaign.

### AVAILABILITY

CTV / OTC



## HACK6

### BENEFITS

Maximum immersion and surprise effect

### CONCEPT

HACK6 is an immersive format available in video, designed to capture attention from the moment it launches or during programming on M6+. It creatively hijacks the platform's interface, simulating a fake return to the M6+ home page, before dynamically revealing the brand's commercial.

### AVAILABILITY

CTV / Over-the-top and Programmatic





# OUR RESPONSIBLE ADVERTISING OFFERS

Promoting committed brands



## Comportements responsables

### ENCOURAGING THE ADOPTION OF NEW CONSUMPTION PRACTICES

#### CONCEPT

Highlight your communications promoting more responsible consumption behaviors within premium advertising spaces.

#### AVAILABLE OPTIONS

- Environmental labels
- Responsible behaviors (13 eligible)
  - New: **Reuse instructions**
- Made in France (5 eligible labels)



#### AVAILABILITY

On TV (on M6) and in VOL (4 screens)



## Journées engagées

### BRINGING NEW, POSITIVE AND SUSTAINABLE NARRATIVES TO LIFE

#### CONCEPT

Speak out on contextualized screens, based on global/national days

#### THEMATIC DAYS OF ENGAGEMENT

- Accessibility
- Environment
- Circular Economy
- Combating Bullying in Schools

#### AVAILABILITY

On TV (on M6) and in VOL (CTV).  
→ Ad hoc and tailor-made solutions available on request



## 6scan ENGAGEMENTS

### SHARE YOUR COMMITMENTS

#### CONCEPT

Inform the general public about your commitments with a QR code link to the dedicated page on your website.

#### AVAILABILITY

On TV (on M6) and in VOL (CTV).

Non-contractual models





# 03

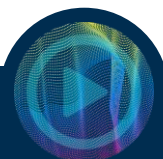
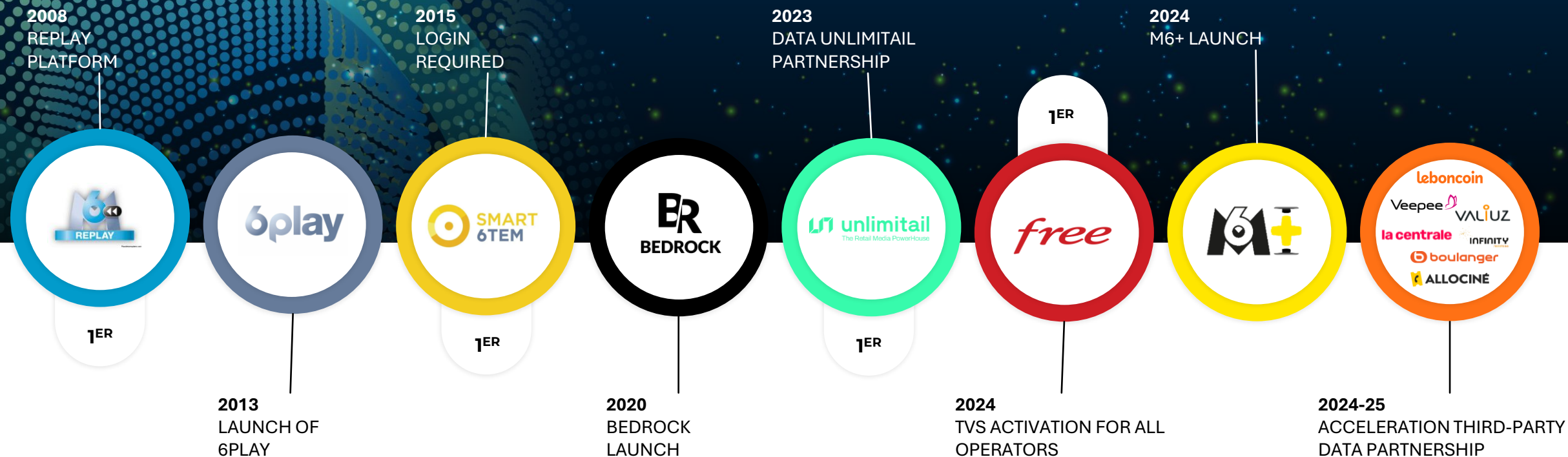
## ADVERTISING SOLUTIONS

b. Data activation



# THE M6 GROUP

Pioneer in TV digitization



# DATA TARGET: REACH YOUR AUDIENCE WHERE THEY ARE

5 types of actionable data

**500**  
AVAILABLE  
SEGMENTS



## CONTEXTUAL PACKS

**24 PROGRAM PACKAGES**  
25-49 years old, CSP+,  
Women, Young people, Low  
TV viewers, etc.

## FIRST-PARTY

**LOGGED DATA M6+**  
Socio-demographics, socio-  
professional categories,  
households, affinities,  
watchers,  
Types of housing, etc.

## GEOLOCATION

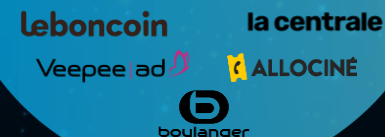
**ACCURATE GEO-TARGETING**  
Postal code  
Catchment area  
Regions, departments  
—  
Affinity zone  
with your customers (kairos)

## DATA PARTNERS \*

### RETAILERS



### MULTI-SECTOR

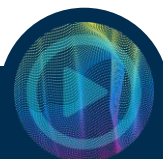


## CUSTOM SEGMENTS

**MULTI-SOURCES**  
Cross-reference segments

**REACH + RANGE**  
Low TV consumers  
and non-exposed TV viewers

\* List subject to change during the year





# 100% COOKIELESS TARGETING

## A cookieless DMP since 2017

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

### POWERFUL

**29 million unique monthly users.**

All first-party data linked to accounts (or ISP setup boxes) and unaffected by the removal of third-party cookies.

### CONTROLLED

A proprietary DMP that allows us to control the impact.

### TOP-TIER DATA PARTNERS\*

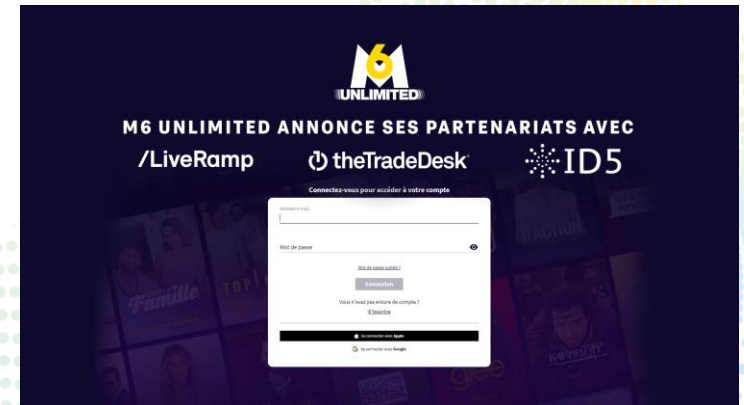
The segments from our partners are cookieless by design, reconciled via email matching.

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

As the volume of third-party cookies dwindles, M6 Unlimited is anticipating the changes ahead by partnering with leading third-party ID initiatives.

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

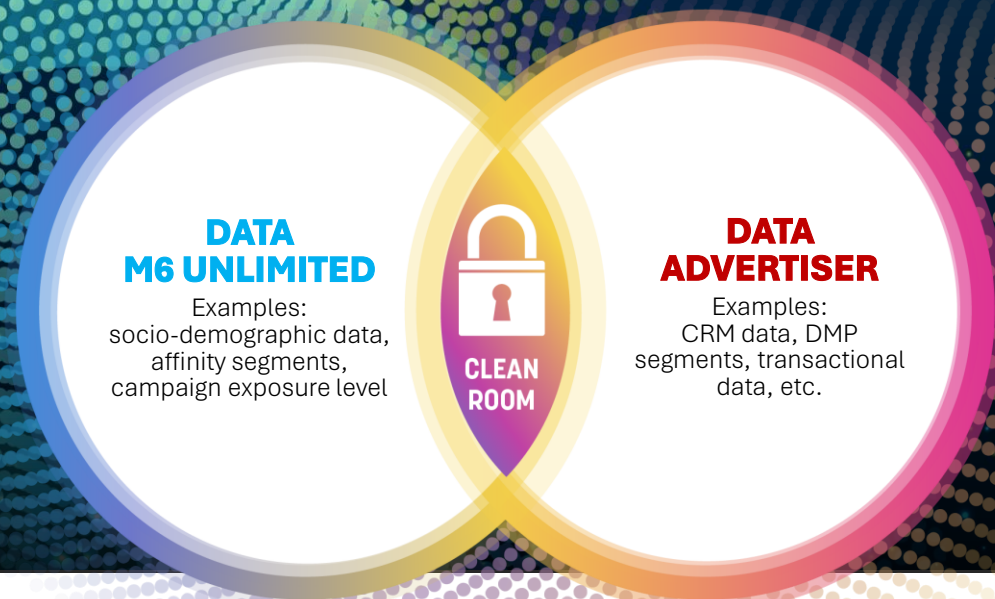
However, M6 Unlimited is keen to ensure compatibility with IDs that are alternatives to third-party cookies, which will be used by brands and their media agencies to enable them to continue working with peace of mind and maintain current performance levels.



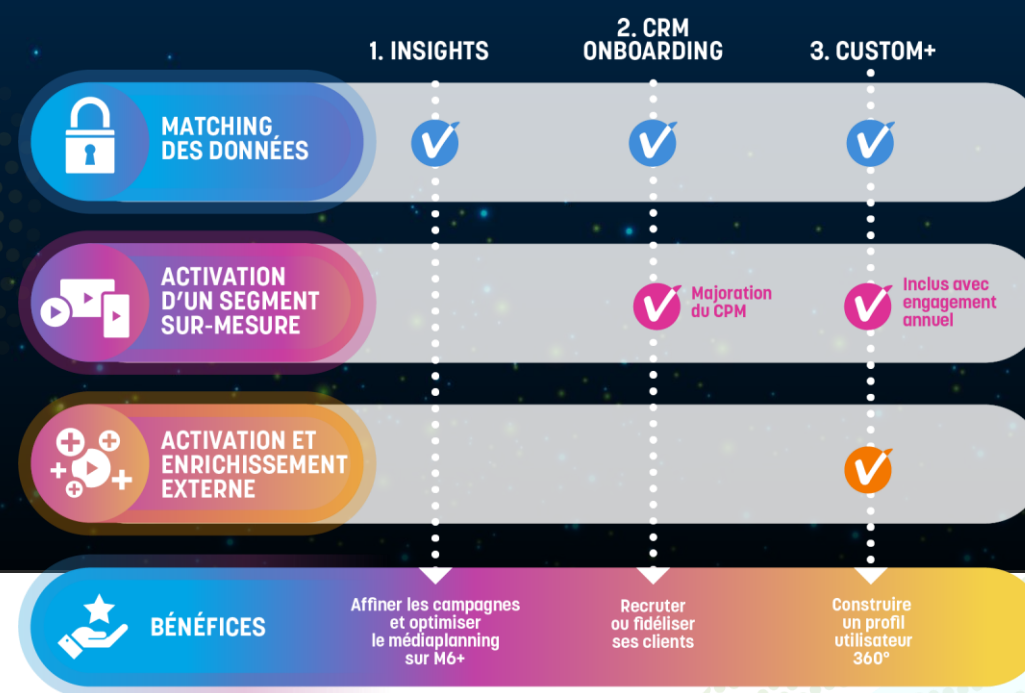
\* List subject to change during the year



# DATA COLLAB': CONNECT YOUR CUSTOMERS TO OUR AUDIENCE



MATCH YOUR DATA  
WITH OUR M6+ LOGGED-IN USERS



AN OFFER TAILORED  
TO YOUR NEEDS



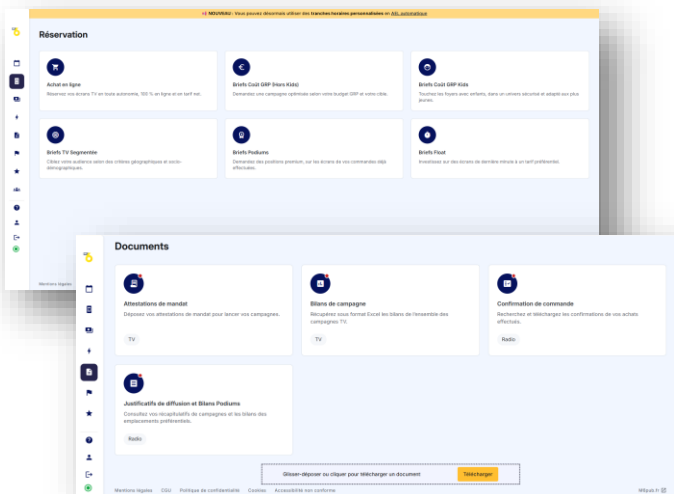




04

SERVICES  
TO SUPPORT YOU

## ACCESS TO MY6



# MY6

**My6 is a platform for viewing, managing, and purchasing media campaigns. Once logged in, each administrator or user has access to information related to the advertising campaigns which they are responsible for, in accordance with the Terms of Use available on My6. Administrators/users can manage the following features:**

## RESERVATIONS

- Reserve and purchase advertising space made available by M6 Unlimited online.
- For quick and easy booking, the automatic selection mode allows you to schedule a campaign in one click.
- Create, modify, and view programming briefs, such as briefs for guaranteed net GRP cost purchases and youth briefs.
- The Podium brief allows you to indicate your preferred placement scheduling preferences.
- Segmented TV: option to reserve a targeted broadcast request on M6 Group channels.

## PROGRAMMING & BUDGET

- Search for a campaign by order code or product name.
- View movements.
- View the list of spots for the campaign.
- Track budget changes by advertiser.

## FLASHES & RATES

- Find out the impact on programming, view screen flashes, generic rates, and weekly rate schedules.

## TERMS AND CONDITIONS & NEWS

- Read about sponsorship proposals, advertising innovations, commercial offers, terms and conditions, etc.

## DOCUMENTS

- Submit and view documents such as mandate certificates, campaign reports, etc.
- NEW** – Find your enhanced M6+ campaign reports on My6
- NEW** – Sign your insertion orders (IO) directly on My6

## PROGRAMS

- View program schedules and press kits

## SIMPLIFYING THE DAY-TO-DAY WORK OF MEDIA BUYERS

A pioneering platform created in 2007, My6 facilitates media budget management and the administrative management of M6 Unlimited's commercial partners.

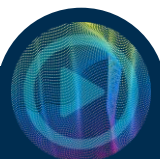
Since 2019, My6 has become a personalized service and transactional platform, offering an optimized customer experience. Access to MY6 is subject to the administrator/user's acceptance of and compliance with these Terms and Conditions and the My6 Terms of Use.

My6 may be subject to change and/or may be temporarily unavailable at any time.

To create your account as a media agency, contact [adv@m6.fr](mailto:adv@m6.fr)

## CORPORATE ACCESS TO MY6

Whether you are a small or large company, you can now access My6 in just a few clicks right here. You can build your targeted TV campaigns independently.





# STEP BY M6

The right solution for one-to-re communication



## POWER

### BOOST YOUR PERFORMANCE!

- Unique multimedia ecosystem: TV, radio, digital, and influencers.
- Reaches 9 out of 10 French people every month.
- Leading brands: M6 (2nd national channel), RTL (1st private radio station in France), M6+ (28 million people reached every month).

For further information,  
please contact  
**Noémi Carpentier**  
[noemi.carpentier@m6.fr](mailto:noemi.carpentier@m6.fr)  
**+33 (0)6 30 63 20 51**



## PROXIMITY

### TO SUPPORT YOU BEFORE, DURING, AND AFTER YOUR CAMPAIGN

- Win-win relationship.
- A dedicated contact person for personalized support.
- Dedicated experts at every stage: marketing, legal, creative, planning.
- KPI monitoring and media planning optimization for your campaign on My6.



## EXPERTISE

### TO OPTIMIZE YOUR ADVERTISING EFFECTIVENESS

- Media analysis of advertisers in your industry.
- Comprehensive range of marketing solutions (shopper marketing, B2B, social selling, etc.).
- Specific expertise: drive-to-web and drive-to-store.
- Customized, turnkey advertising creation with our M6 Unlimited & Beyond studio.
- Performance-oriented approach through our partnerships.

Cross Media Study Wave 2024.1  
Médiamétrie - Médiamat - 2024-2025 season on the main commercial targets.  
EAR September 24-June 25, LâV, 5h/24h, QHM base 16 national commercial radio stations - Target audience aged 13 and over  
AVOD: Médiamétrie - Médiamat Average January-August 25 - 4 screen measurement - Target 4+



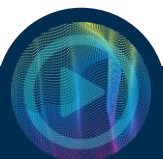
# LOCAL M6 UNLIMITED

## PROXIMITY AND EXPERTISE

A sales team available throughout France to respond to all your local and national issues.



For further information,  
please contact  
**Yvan Coffignal**  
[yvan.coffignal@m6.fr](mailto:yvan.coffignal@m6.fr)  
06 70 79 21 01





# M6 UNLIMITED & BEYOND

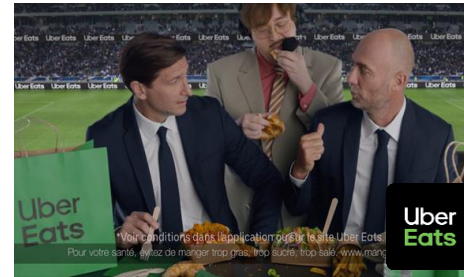


## THE CREATIVE AGENCY DEDICATED TO THE EMERGENCE OF YOUR BRANDS

Partnering with agencies and advertisers, M6 Unlimited & Beyond devises original, powerful, and engaging solutions across all media. From television to radio, digital, social, and influencer marketing, right through to on-the-ground experiences.

With a large catalog of licenses for flagship programs and influential personalities, M6 Unlimited & Beyond is constantly pushing the boundaries of its field to offer audiences experiences that are as engaging as they are entertaining!

Advertising and institutional films, event media formats, short programs, podcasts, social content, corporate conventions... M6 Unlimited & Beyond is the preferred partner for brands looking to stand out.





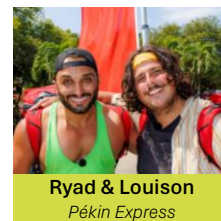
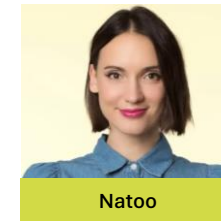
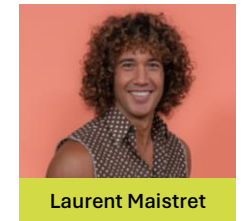
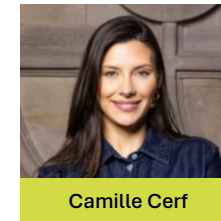
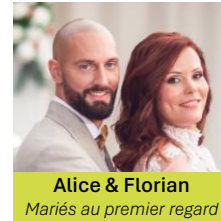
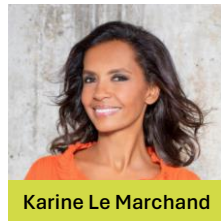
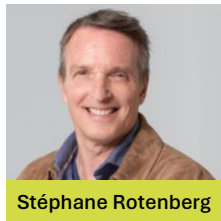
# INFLUENCE

## A powerful ecosystem of ambassadors

Whatever your field, M6 Unlimited provides your brand with the expertise of our personalities to give you the best possible support in meeting your various challenges.

### TV/RADIO PERSONALITIES

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

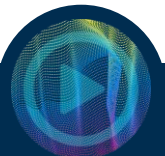


### TV CANDIDATS INFLUENCERS

Young rising stars from our shows, acclaimed by the public, they bring together a real community on their social networks.

### DIGITAL NATIVE INFLUENCERS

Powerful digital creators share their daily lives and engage their communities on social media.





# EVENT PLANNING

## WILD BUZZ AGENCY

Leader and pioneer in creating spaces dedicated to brands and institutions, provoking experiences.

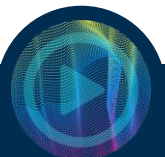
A new approach focused on **emotion and engagement** to win the hearts of consumers.

M6 Unlimited and WBA have joined forces to provide solutions to brands' media and non-media challenges, drawing on their ability to imagine, produce, and publicize **unique, tailor-made special events.**

WBA offers brands a theatrical physical experience to create emotion and disruption and engage directly with their customers as well as those who have never used their products.

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

There are numerous synergies between M6 Unlimited and Wild Buzz Agency, enabling them to multiply the reach of campaigns and advertisers throughout France in two ways: through experience and emotion. This is a step forward in the battle to win brand preference.





## The M6 Group's creative audiovisual expertise

**soun(dB)ox**

A pioneer and innovator,  
Lab 6 has already  
attracted more than a  
hundred advertisers  
in recent years.

**lab6**



### THE OBJECTIVE

Raise awareness among advertisers about the importance of advertising creation in terms of audio and video effectiveness (brand recognition, message comprehension, creative levers, etc.).



### TWO ANALYSES

#### TO REFLECT LAB6'S EXPERTISE

- A marketing analysis developed from an analysis grid of predictive creative standards in the effectiveness of a TV or radio advertising campaign.
- A scientific analysis using our Soundbox algorithm, which allows us to measure auditory salience (sound attention).



NEW

### AI TO REVOLUTIONIZE AUDIO CREATION

Following on from our LAB6 AI service, which helps advertisers in optimizing their scripts using artificial intelligence, we are now taking a new step forward.

Lab6 now draws on the expertise of ElevenLabs, through the creation of customized voices and text-to-speech, in order to propel advertisers into advertising creation and formalize a comprehensive support program around LAB6 & AI.





# M6 UNLIMITED & YOU

Our new community for greater proximity



## OBJECTIVES

Gather feedback from our customers to enhance our solutions and better meet their needs.  
Co-create new offerings: work together to imagine the advertising of tomorrow.  
Preview testing: an opportunity to discover and try out our new products.

## CONCEPT

Once a quarter, members are asked to fill out a very short questionnaire to share their opinions on M6 Unlimited projects.  
Depending on your availability and preferences, you can also participate in direct discussions or exclusive events to provide more detailed feedback.

Join M6 Unlimited & Vous



# 05

## MESURING THE CARBON IMPACT OF YOUR CAMPAIGNS



# MESURER L'IMPACT CARBONE DE VOS CAMPAGNES

## CAMPAIGN CARBON MEASUREMENT TOOLS AND STANDARDS

### ■ BUILDING COMMON STANDARDS

For several years now, the advertising industry has been working to understand and measure its carbon footprint with the aim of reducing it.

ADMTV, SRI, and Alliance de la Radio have therefore decided to work with their members on common benchmarks and measurement tools. They have been supported in this work by leading players BL Evolution and DK.

### ■ COMMITMENT TO RESPONSIBLE DIGITAL ADVERTISING

M6 Unlimited is committed to the Sustainable Digital Ad Trust program of the Syndicat des Régies Internet (SRI). This program aims to promote all transitions by SRI advertising agencies towards more responsible digital advertising, whether technological, business, or environmental.

During the third evaluation cycle (September 2025), M6 Unlimited achieved **Diamond level** status, with an improvement of **+10 points** compared to the second cycle (October 2024).

This result highlights the advertising agency's commitments and actions towards more responsible communication.



### ■ MEASURING THE CARBON IMPACT OF CAMPAIGNS BROADCAST ON OUR MEDIA ASSETS

To measure the carbon footprint of advertising campaigns broadcast on its media assets, M6 Unlimited uses measurement tools developed by DK as part of the work carried out by ADMTV and Alliance de la Radio.

These tools incorporate the measurement standards common to members of advertising industry associations for calculating the carbon impact of advertising: ADMTV, Alliance de la Radio, SRI, and Alliance Digitale.

These standards are based on methodologies established according to collectively defined assumptions, on a database averaged between the various members of advertising industry associations, and on market data.

TV and radio campaign reports are available on request. M6 Unlimited is committed to systematically integrating carbon data into digital campaign reports in Q1 2026.

## OPTIMIZING THE CARBON FOOTPRINT OF DIGITAL ADVERTISING CAMPAIGNS

M6 Unlimited has identified 29 actions to optimize the carbon footprint and/or raise awareness of these issues. These levers, which can mainly be activated in BVOD, are managed by M6 Unlimited and its technology partners (M6+, Bedrock) and/or by our agency and advertiser partners.

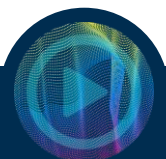
These levers concern seven key areas: media planning, creation, trading, distribution, playback, storage, and management.

## REDUCING THE IMPACT OF ADVERTISING PRODUCTIONS

M6 Unlimited & Beyond (M6 Unlimited's integrated agency) supports its agency and advertiser partners in organizing more responsible film shoots. The M6 Unlimited & Beyond teams are trained in Ecoprod and the Carbon'Clap measurement tool.

To raise awareness and encourage the Group's in-house producers, service providers, and clients to adopt Ecoprod initiatives, M6 Unlimited & Beyond has developed a guide to best practices in production.

Comprising five themes, it covers the entire process to enable better consideration of the environmental challenges of filming: pre-production, production, and post-production.





# 06

M6 GROUP TERMS AND  
CONDITIONS OF SALE



# INTRODUCTION

## Definitions

### ADVERTISER

For the purposes of these general terms and conditions of sale (GTC), all companies within the same group that purchase television advertising space are deemed to constitute a single advertiser. M6 Unlimited considers companies to be part of the same group if, on January 1, 2026, more than half of their share capital and voting rights are held, directly or indirectly, by the same natural or legal person governed by private law and if they form a coherent economic entity with that person. When an advertiser acts, in accordance with the law of January 29, 1993, as an agent for another advertiser without disclosing this status to M6 Unlimited, the ordering advertiser is jointly and severally liable with the beneficiary advertiser for the purchase of advertising space for the payment of orders.

### AGENT

For the purposes of these GTC, any intermediary company to which the advertiser has entrusted tasks defined by a written agency agreement relating to the purchase of advertising space, sponsorship, or product placement on channels/sites managed by M6 Unlimited is deemed to be an agent. The agency agreement for a given task must be unique.

### ADVERTISING MESSAGE

- In accordance with advertising regulations, an advertising message is defined as a message from an advertiser broadcast in an advertising slot on a TV channel and/or in a pre-roll, mid-roll, or post-roll slot on an on-demand audiovisual media service with a view to promoting the supply of goods and/or services, including those presented under their generic name, in the context of a commercial communication. post-roll on an on-demand audiovisual media service with a view to 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 to promoting a public or private company.
- All advertising films must meet the requirements described in section 07.d. Broadcast elements of these General Terms and Conditions of Sale and must not contravene the interests of the M6 Group or any of its companies. In this context in particular, M6 Unlimited reserves the right to refuse the film or to apply the surcharge provided for in article 2.7. Co-branding page 53 of the Commercial Terms and Conditions of Video Sales to any advertising film consisting of a montage of several separate and adjoining advertising messages.
- An advertising message marketed in classic TV space may in some cases include, in addition to its linear broadcast, its broadcast on M6+ in non-linear format (see definition of Puissance 6 on the following page).

### CAMPAIGN

A traditional TV advertising campaign consists of all communications made between January 1 and December 31, 2026:

- By an advertiser.
- For a given product and/or service.
- To a specific media target.

These three elements are cumulative. A campaign may consist of one or more communication waves between January 1 and December 31.

### WAVE

A wave is identified, in particular, in the context of a purchase at a guaranteed net GRP cost, by a programming brief sent to M6 Unlimited planning under the conditions set out in these GTC.

### SECTOR CODE/VARIETY

The sector code and variety code are specified in the TV product nomenclature published on the [m6unlimited.fr](https://m6unlimited.fr) website and on My6.



# INTRODUCTION

## Definitions

### SCHEDULE BRIEF

Document indicating the media planning characteristics of a wave purchased at a guaranteed net GRP cost. A brief entry module is available on My6, Popcorn TV, and Addside.

### PUISSANCE TNT +

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

- **Puissance TNT commercial breaks, comprising :**
  - Screens broadcast synchronized on W9 and 6ter (labelled 0).
  - Screens broadcast only on W9 (labelled 9 or 4).
  - Screens broadcast only on 6ter (labelled 8 or 4).
  - Ads broadcast only on Gulli and marketed to adult audiences (labelled 7).

The labels of the ads listed above are subject to change during the year.

- **Commerical breaks broadcast on “adult” thematic channels:** Paris Première, Téva, Serieclub, MCM, RFM TV, M6 Music, and NRJ Hits.

### PUISSANCE KIDS +

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

- All youth-oriented screens labeled 6 marketed on free channels managed by M6 Unlimited.
- Screens broadcast on thematic “youth” channels: Tiji and Canal J.

### PUISSANCE 6

A “Puissance 6” screen is an advertising screen integrated into the linear and delinear broadcast of a program.

Delineary audiences are automatically aggregated with linear audiences and published eight days after the live broadcast, in accordance with Médiamétrie's consolidated audience measurement.

Puissance 6 screens are available on a spot-by-spot basis and/or at a guaranteed net GRP cost.

They are identified in the screen flashes published each week and communicated to server centers, in particular via EDI.

### GOLD SCREENS (TITLED IN 2)

Some advertising screens, due to their power level or engaging program context, are classified as Gold and labelled 2. The performance of these screens is not guaranteed.

### COUPLED SCREENS (TITLED IN 3)

Some advertising screens on W9, 6ter, and Gulli are marketed in conjunction with M6. They are labelled 3 (e.g., 2043, 2103, etc.) and integrated into M6's advertising offering. The pairing may involve 2, 3, or 4 channels, which are communicated to the server centers.







# 06

## M6 GROUP TERMS AND CONDITIONS OF SALE

a. Classic TV offer

# CLASSIC TV PACKAGE

## Purchase of advertising space

### 1. PURCHASING ADVERTISING SPACE

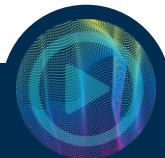
#### BOOKING PERIODS (excluding Puissance Kids +)

Scheduling openings are set up by ADMTV, during which advertising space can be purchased at any time, subject to availability, under the terms and conditions set out in these GTC. These openings are valid for spot-by-spot purchases and for purchases at a guaranteed net GRP cost.

| PERIOD | PUBLICATIONS RATES         | PERIODS                                 | OPENING DATES             | RETURN DATES*                          | DEADLINES FOR CHANGES TO THE PROGRAM** |
|--------|----------------------------|---|---------------------------|--|--|
| 1      | Tuesday, October 14, 2025  | January 1 <sup>er</sup> – March 8, 2026 | Friday, November 14, 2025 | <sup>er</sup> Monday, December 1, 2025 | Friday, December 5, 2025               |
| 2      | Tuesday, December 2, 2025  | March 9 – May 3, 2026                   | Friday, January 9, 2026   | Monday, January 26, 2026               | Friday, January 30, 2026               |
| 3      | Tuesday, February 10, 2026 | May 4 – August 16, 2026                 | Friday, March 13, 2026    | Monday, March 30, 2026                 | Friday, April 3, 2026                  |
| 4      | Tuesday, May 5, 2026       | August 17 – November 1, 2026            | Friday, May 29, 2026      | Monday, June 15, 2026                  | Friday, June 19, 2026                  |
| 5      | Tuesday, June 23, 2026     | November 2 – December 31, 2026          | Friday, September 4, 2026 | Monday, September 21, 2026             | Friday, September 25, 2026             |

\* Only applies to campaigns received on the same day, before noon, at the start of the period in question

\*\* Once M6 Unlimited has returned the schedule, the advertiser and/or agent must notify M6 Unlimited in writing of any order cancellations. In this case, no penalty will be applied.





# CLASSIC TV PACKAGE

## Advertising space purchase

M6 Unlimited recommends that advertising space be purchased via Electronic Data Interchange, in accordance with the standard defined by the EDI Publicité association. The advertiser and/or its agent shall purchase advertising space by email in accordance with the terms and conditions set out in an electronic data interchange agreement between M6 Unlimited and the advertiser and/or its agent.

M6 Unlimited may offer (including on an exclusive basis) advertising space purchases via My6, in accordance with these GTC and the My6 terms and conditions of use.

Any request to purchase advertising space that is not made via EDI must be accompanied by the duly completed "advertiser and product" information sheet and programming brief. Any changes to these information sheets made after the reservation must be sent in writing to M6 Unlimited.

M6 Unlimited records reservation requests based on schedule availability and then sends the advertiser or its representative an advertising order confirming all or part of the request, depending on schedule availability.

In the event of demand exceeding the available advertising space, M6 Unlimited may be required to refuse an advertiser's request for space. In this case, M6 Unlimited will contact the advertiser or its representative to explore possible alternatives.

The reservation request will be the subject of a purchase order sent by M6 Unlimited to the advertiser via EDI or, where applicable, by any other means, confirming, in light of media planning availability, all or part of the reservation request made by the advertiser and/or its representative.

This schedule can also be viewed on the My6 platform. In all cases, the purchase will be considered by M6 Unlimited as firm and final if no response is received from the advertiser or its representative within eight calendar days prior to the broadcast of the messages.

### SECTOR CODES

The purchase of advertising space requires the reservation of one or more variety codes. The reference to this variety code, as appearing in the TV product nomenclature published by M6 Unlimited and applicable at the time of reservation, must be precise, accurate, and complete. The variety code is reserved and confirmed under the sole and entire responsibility of the advertiser and/or its representative. In the event that a message is scheduled under an incorrect or incomplete variety code, M6 Unlimited will charge surcharges as specified in Article 2.6.2.

If the sector code(s) declared by the advertiser and/or its representative do not correspond to the actual product or service promoted in the advertising message, M6 Unlimited may, at its sole discretion, correct the sector codes.

If the correction of the sector code makes it impossible for the advertiser to book classic space, the provisions of the articles "campaign adjustments" (Article 1) and "order cancellation" (Article 2) of the Classic Space GTC may apply. No compensation may be claimed by the advertiser and/or its agent as a result.

### 1.1 PURCHASE OF SPOT ADVERTISING SPACE

Spot-by-spot purchasing allows the advertiser or its representative to reserve spots in the desired programming contexts, subject to availability in the schedule and subject to the regulations and interprofessional practices in force.

The rates for channel advertising screens for spot-to-spot purchases are available on the My6 website. The commercial discounts applicable to spot-to-spot marketing are listed in the chapter "Classic Space – 3. Commercial Discounts."



# CLASSIC TV PACKAGE

## Space purchase

Spot purchases will be given priority over purchases at a guaranteed net GRP cost. Please note: certain sectors are subject to specific marketing, as detailed in the section entitled "Specific marketing" (pages 59 to 61). This purchasing method is available for all M6 Group channels.

### 1.2 PURCHASE OF ADVERTISING SPACE AT GUARANTEED NET GRP COST ON M6 AND PUISSANCE TNT +

**1.2.1.** Purchases at guaranteed net GRP cost are available for M6 and Puissance TNT + (W9, 6ter, Gulli, and adult-oriented channels). When purchasing at guaranteed net GRP cost, M6 Unlimited is responsible for scheduling commercials and has sole discretion in this matter based on a brief sent by the advertiser or its representative.

M6 Unlimited reserves the right to exclude certain screens, certain days, or certain periods from this sales method. M6 Unlimited will inform buyers in advance of the scope of screens that may be excluded from the guarantee.

**1.2.2.** A net GRP cost, indexed **on a 20" basis**, is defined jointly by the advertiser or its representative and M6 Unlimited:

- Under specific terms and conditions of sale.
- Prior to the first programming request.

This net GRP cost excludes seasonal and time slot effects, the effect linked to the net GRP cost category guaranteed for the selected year (Standard/Select/Select +) or the purchase of a 100% Thematik wave, and the digital bonus effect (on M6 only).

It is the net GRP cost, excluding indexation, that is guaranteed over the year by M6 Unlimited.

The indexed net GRP cost takes into account the media planning choices specified in the advertiser's programming brief, as well as any digital bonus effect (on M6 only).

These choices, which impact the agreed net GRP cost excluding indexation based on 20 seconds, are reflected in the application of related indices:

- Formats, as referred to in Article 2.2 of the pricing conditions on page 51.
- Seasonality and time slots, see paragraph 1.2.7 on page 44.
- The chosen guaranteed net GRP cost category (Standard/Select/Select+) or the purchase of a 100% Thematik wave, see paragraphs 1.2.9 and 1.2.10 on pages 46 and 47.
- For any digital bonus index (on M6 only), see paragraph 1.2.8. on page 45.

**1.2.3.** Purchase requests at guaranteed net GRP cost may be sent in accordance with the planning opening schedule and must, in any event, be received by M6 Unlimited no later than four weeks before broadcast.

All requests must be sent in the form of a programming brief defining the characteristics of the campaign in question (net budget, variety code, target audience, communication period, format, distribution by time slot, etc.).

A brief entry module is available on My6, accessible:

- Directly on **My6**.
- Via the **Popcorn TV** and **Addside** interfaces.

It allows buyers to send their programming requests in a standardized and secure manner at a guaranteed net GRP cost and to receive an acknowledgment of receipt.

Upon receipt of the brief, M6 Unlimited verifies compliance with the eligibility criteria for the purchase method. Spot programming is carried out exclusively by M6 Unlimited, according to schedule availability and as closely as possible to the wishes indicated in the programming brief.

As part of the planning of guaranteed net GRP cost campaigns, spots may be scheduled in coupled screens (screens labeled 3, including broadcast on several channels) and/or "Puissance 6" screens.





# CLASSIC TV PACKAGE

## Purchase of advertising space

A media plan is sent by M6 Unlimited within 48 hours (business days/excluding planning opening periods) if all the elements of the GTC are met. This plan is sent via EDI and can be viewed on My6.

If necessary, upon receipt of the brief or during the development of the plan, M6 Unlimited reserves the right to make counterproposals and will inform the advertiser or its representative in such cases.

M6 Unlimited reserves the right to schedule a maximum of 10% of the GRPs requested in the brief on a commercial medium other than that specified in the brief.

Spot schedules based on guaranteed net GRP costs may be modified by M6 Unlimited for optimization purposes until broadcast. Any modification to the programming brief initiated by the advertiser or its representative less than four weeks before broadcast will be considered as the submission of a new brief and is subject to the GTC (e.g., layout, pricing, etc.).

**1.2.4.** The commercial discounts defined in the chapter **"Classic space - commercial discounts"** are not applicable in the case of purchases at guaranteed net GRP cost. However, the gross amounts paid by the advertiser will be taken into account in the total 2026 volumes invested for the calculation of discounts applied to spot-to-spot purchases.

**1.2.5.** Purchases at guaranteed net GRP cost are open to all sectors, except those in the perfumery class (code 1003), the audiovisual content provider sector (code 330107), those subject to specific marketing (cinema advertisers, literary publishing, GIS campaigns, "collective" campaigns, eco-responsible product campaigns for new M6 Group advertisers) and advertising campaigns prohibited (or not recommended) for under-18s on M6 and Puissance TNT +. Campaigns prohibited (or not recommended) for children under 12 and under 16 are also excluded from the guaranteed scope on Puissance TNT + (except for 100% Thematik waves).

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

- A maximum of 50% of GRPs to be delivered during daytime hours.
- M6 Unlimited reserves the right to modify the maximum GRP weight per time slot during the year for certain given periods.
- Minimum of 2 active weeks.
- Maximum of 6 active weeks.
- Minimum budget (net invoiced excluding VAT, based on 20")

per wave of:

- On M6: €80K
- On Puissance TNT+: €25K (excluding campaigns purchased 100% on Thematik).

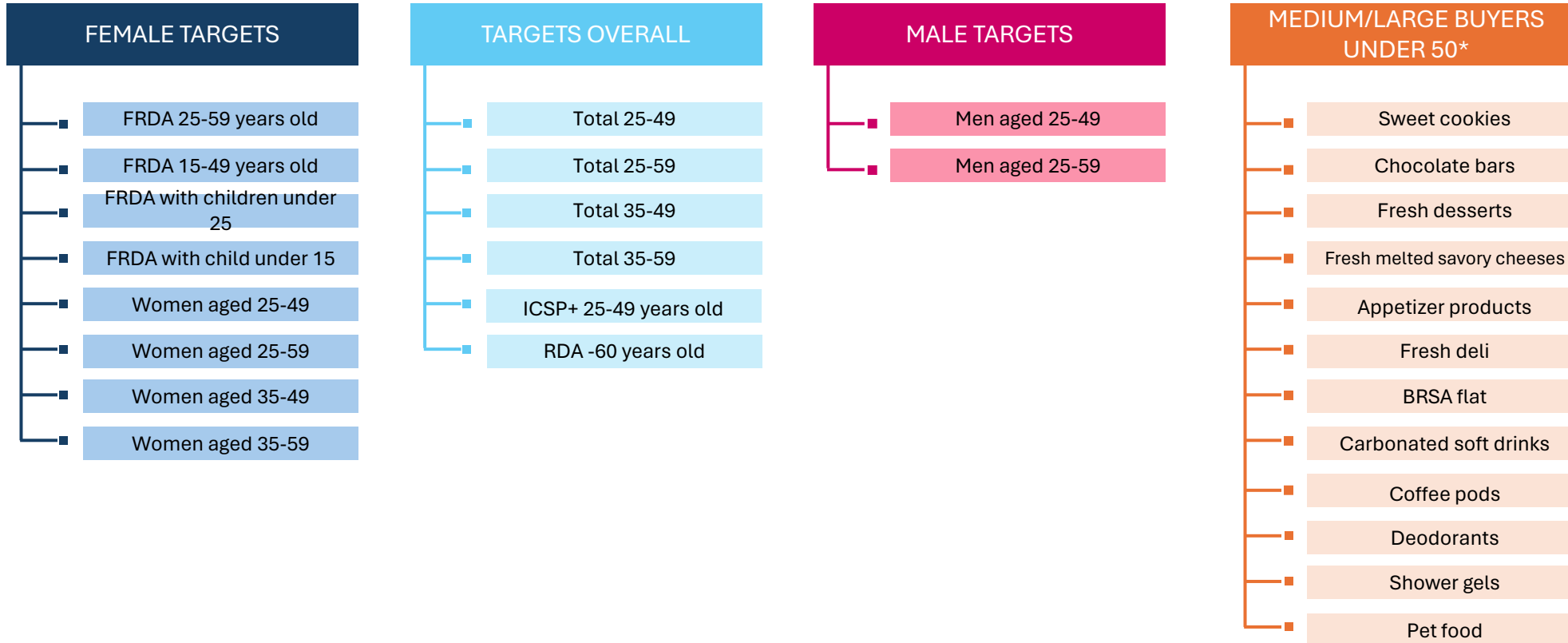


# CLASSIC TV PACKAGE

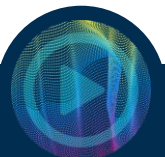
## Purchase of space

### SCOPE OF GUARANTEED TARGETS ON M6 AND TNT + POWER

Purchases at guaranteed net GRP cost are open to the targets detailed below:



\* Upon request





# CLASSIC TV PACKAGE

## Purchase of space

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

### 2026 M6 SEASONALITY AND DTT POWER INDICES +

| PERIOD  | 01/01 – 08/03 | 03/09 – 04/19 | 04/20 – 05/17 | 05/18 – 07/05 | 07/06 – 07/19 | July 20 – August 16 | 08/17 – 10/18 | 10/19 – 12/20 | 12/21 – 12/31 |
|---------|---------------|---------------|---------------|---------------|---------------|---------------------|---------------|---------------|---------------|
| INDICES | 97            | 115           | 110           | 145           | 100           | 75                  | 160           | 150           | 95            |

### 2026 TIME SLOT INDICES VALID FOR ALL GUARANTEED TARGETS

| TRANCHES | INDEX |
|----------|-------|
| Day      | 95    |
| Access   | 105   |
| Peak     | 162   |
| Night    | 75    |

M6 Unlimited reserves the right to modify the seasonality and/or time slot indices during the year for M6 and/or Puissance TNT +. In this case, the period and channel(s) concerned, as well as the new index, will be communicated no later than 10 calendar days before the date of application of this change via m6unlimited.fr, My6, or any other means put in place by M6 Unlimited.



# CLASSIC TV PACKAGE

## Purchase of advertising space

### 1.2.8 Digital bonus

To support advertisers in the changing uses and consumption of video content, M6 Unlimited offers a bonus on guaranteed net GRP cost purchases, valid only on M6, if the share of revenue invested in M6+ (M6+ revenue, excluding kids' inventory, also including revenue generated in segmented TV and from any partners whose video inventory is marketed by M6 Unlimited) in total video revenue\* is greater than or equal to 18% in 2026:

| % DIGITAL /<br>TOTAL VIDEO | < 18% | > = 18% |
|----------------------------|-------|---------|
| INDICES                    | 100   | 98      |

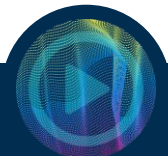
This bonus, applied to all waves throughout the year, will be granted retroactively in the event of an annual agreement being negotiated, provided that this agreement is validated before the end of April 2026.

In the event of non-compliance with the digital weighting by an advertiser who has triggered the digital bonus during the year, M6 Unlimited will adjust the advertiser's commercial terms either during the financial year or via a discount at the end of the order.

\* Total video revenue corresponds to the sum of traditional TV revenue (including Puissance 6 screens), excluding revenue invested in spot-to-spot advertising within the contexts of "2026 FIFA World Cup™," and revenue invested in M6+ (M6+ revenue including revenue generated in segmented TV and from any partners whose video inventories are marketed by M6 Unlimited), OTC and programmatic, excluding kids' inventories, sponsorship, special operations, and revenue from third-party resellers.

### 1.2.9. Guaranteed net GRP cost categories on M6 and Puissance TNT +

Depending on their media planning objectives, advertisers or their agents can choose between three categories of guaranteed net GRP cost for each of their waves. It is not possible to combine several categories of guaranteed net GRP cost within the same wave (see next page).





# CLASSIC TV PACKAGE

## Space purchase

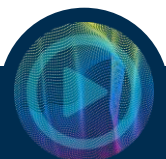
Each category corresponds to an index level that applies to the agreed "de-indexed" **net GRP cost based on 20"**. Briefs will be processed by M6 Unlimited in the following order of priority:

- Select+
- Select
- Standard

The implementation of a detailed film rotation plan per screen on a reserved order at a guaranteed net GRP cost is only possible for the Select or Select+ categories.

| MEDIA PLANNING CRITERIA THAT CAN BE ACTIVATED DEPENDING ON THE GUARANTEED NET GRP COST CATEGORY |   | STANDARD<br>INDEX 100 | SELECT<br>INDEX 105 | SELECT+<br>INDEX 108 |
|---|---|-----------------------|---------------------|----------------------|
| Maximum number of sector codes  |   | 1                     | 2                   | 3 and above          |
| Maximum number of formats   |   | 2                     | 3                   | 4 and above          |
| Max format in seconds   |   | 29                    | 29                  | 40                   |
| INVENTORY   | Exclusion of screens titled 2430 - 2699                       |                       |                     | ✓                    |
|   | Exclusion of 1 to 3 named days                                |                       | ✓                   | ✓                    |
|   | Weekday communication on/off (full 7-day weeks)               |                       |                     | ✓                    |
| SPOT PROGRAMMING  | Programming of 2 spots from the same wave on the same screen* |                       | ✓                   | ✓                    |
| START OF THE WAVE   | Presence of a spot at peak on the first day                   |                       |                     | ✓                    |
|   | At least one peak spot on the first three days                |                       | ✓                   |                      |
| OTHER CRITERIA MEDIA PLANNING   | Exclusion of a format during a sub-period of the wave         |                       | ✓                   | ✓                    |

\* The sum of the two formats cannot exceed 40 seconds.



# CLASSIC TV PACKAGE

## Purchase of space

### 1.2.10. 100% Thematik purchases within Puissance TNT +

When purchasing on Puissance TNT +, an advertiser can reserve a "100% Thematik" wave. In this case, it will not be positioned on the Puissance TNT media screens (W9, 6ter, and Gulli), but only on those of Paris Première, Téva, Serieclub, M6 Music, MCM, NRJ Hits, and RFM TV.

A 100% Thematik wave will be assigned **an index of 80** in relation to the net 20" GRP cost negotiated as part of Puissance TNT +.

The indices linked to formats, seasonality and time slots as defined in paragraph 1.2.7 also apply to 100% Thematik waves, which are not limited in terms of spot format.

### 1.2.11 Specific features of Puissance TNT +

Depending on the purchase target, a basket of channels will be available by default for purchases on Puissance TNT +.

The maximum GRP weighting on "adult" thematic channels (see definition on page 37) is set at 30%\* (for the whole of 2026).

The channel basket and the maximum GRP weight on thematic channels may change during the year, particularly due to the publication of audience figures for thematic channels (September 2025–February 2026 in March 2026 and January–June 2026 in July 2026).

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

If you request the exclusion of at least one channel from a Puissance TNT + wave, the guaranteed net GRP cost, indexed on a 20-second basis, will be increased by €100 compared to the net GRP cost, indexed on a 20-second basis, for Puissance TNT + initially negotiated.

*\* In the event of the exclusion of a channel (or certain contexts) from the Puissance TNT medium (W9, 6ter or Gulli), the maximum weighting of thematic channels within the Puissance TNT + medium may be increased to an average of 35% over the year 2026.*

**1.2.12.** A single wave may be subject to both purchasing methods (spot-to-spot and guaranteed net GRP cost) simultaneously. In this case, M6 Unlimited shall only be responsible for the programming and performance of the portion purchased at the guaranteed net GRP cost. Spot-to-spot purchases will be made under the terms and conditions described in these GTC. Furthermore, this mix of spot-to-spot and guaranteed net GRP cost purchases is subject to acceptance by M6 Unlimited.





# CLASSIC TV PACKAGE

## Purchase of advertising space

### 1.3. PURCHASE OF ADVERTISING SPACE ON PUISSANCE KIDS +

#### 1.3.1 Schedule openings

As part of the Puissance Kids + schedule openings, the Fall period covers the dates from October 12 to December 6, 2026.

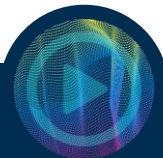
For this period:

- All requests from advertisers must be sent to M6 Unlimited (via My6) by June 5, 2026, at the latest.
- M6 Unlimited will respond to negotiations once all requests have been received.

| PERIOD | PUBLICATIONS RATES         | PERIODS                                 | OPENING DATES             | FEEDBACK DATES*                    | DEADLINES FOR CHANGES TO THE PROGRAM** |
|--------|----------------------------|---|---------------------------|------------------------------------|--|
| 1      | Tuesday, October 14, 2025  | January 1 <sup>er</sup> – March 8, 2026 | Friday, November 14, 2025 | Monday, Dec. 1, 2025 <sup>er</sup> | Friday, December 5, 2025               |
| 2      | Tuesday, December 2, 2025  | March 9 – May 3, 2026                   | Friday, January 9, 2026   | Monday, January 26, 2026           | Friday, January 30, 2026               |
| 3      | Tuesday, February 10, 2026 | May 4 – August 16, 2026                 | Friday, March 13, 2026    | Monday, March 30, 2026             | Friday, April 3, 2026                  |
| 4      | Tuesday, May 5, 2026       | August 17 – December 31, 2026           | Friday, June 5, 2026      | Friday, July 10, 2026              | Friday, August 28, 2026                |

\* Only applies to campaigns received on the same day, before noon, at the start of the period in question.

\*\* Once M6 Unlimited has returned the schedule, the advertiser and/or agent must notify M6 Unlimited in writing of any order cancellations. In this case, no penalty will be applied.



# CLASSIC TV PACKAGE

## Purchase of space

### 1.3.2 Purchase at guaranteed net GRP cost on Puissance Kids +

Purchase at guaranteed net GRP cost is available on Puissance Kids + (screens labeled "6" on the M6 Group's free channels, as well as all screens on the M6 Group's "youth" theme channels: Canal J and Tiji).

M6 Unlimited reserves the right to exclude certain screens, certain days, or certain periods from this sales method. M6 Unlimited will inform buyers in advance of the scope of screens that may be excluded from the guarantee.

The guaranteed net GRP cost purchase on Puissance Kids + is offered for the following children's targets:

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

When purchasing guaranteed net GRP on Puissance Kids +, a guaranteed net GRP cost **based on 20 seconds** is defined jointly between the advertiser or its representative and M6 Unlimited:

- Under specific terms and conditions of sale.
- Prior to the first programming request.

This is a net GRP cost based on 20" per negotiated period, guaranteed by M6 Unlimited, and not a net GRP cost per wave.

When purchasing guaranteed net GRP on Puissance Kids +, only the indices linked to the ad formats (see Article 2.2 of the pricing conditions) and any digital bonus index apply.

In the event of a request to exclude at least one channel from the Puissance Kids + platform, the guaranteed net GRP cost will be increased by €100 compared to the net GRP cost negotiated on Puissance Kids + for the Fall period, and by €40 for the rest of the year.

The maximum weight of GRPs programmed on Canal J and Tiji as part of a guaranteed net GRP cost purchase on Puissance Kids + is as follows:

- Fall period: 20%
- Rest of the year: 10%

This weighting may change during the year, particularly due to the publication of audience ratings for thematic channels (September 2025–February 2026 in March 2026 and January–June 2026 in July 2026).

Purchase requests for guaranteed net GRP costs on Puissance Kids + can be sent in accordance with the planning schedule and must, in all cases, be received by M6 Unlimited no later than four weeks before broadcast, except during the fall period, when all requests must be sent via My6 no later than June 5, 2026. All requests are sent in the form of a programming brief defining the characteristics of the campaign in question (net budget, variety code, target audience, communication period, format, distribution by time slot, etc.). A brief entry module is available on My6.

When purchasing guaranteed net GRP on Puissance Kids +, the programming of commercials is carried out by M6 Unlimited, which alone decides on the programming and distribution of commercials by channel based on a brief sent by the advertiser or its representative. Spot schedules at guaranteed net GRP cost are subject to change by M6 Unlimited for optimization purposes until broadcast.

Advertising spots consisting of a montage with no or virtually no transitions between several distinct creations joined together within a single spot will not be eligible for guaranteed net GRP cost purchasing on Puissance Kids+.

### 1.3.3 Digital bonus on Puissance Kids +

In line with what M6 Unlimited offers for the Adult video package, a bonus is offered on guaranteed net GRP cost purchases on Puissance Kids + if the share of revenue invested in digital inventories of Kids content in total Kids video revenue \* is greater than or equal to 25% over the Fall 2026 period (see definition on previous page):

| % DIGITAL / TOTAL VIDEO<br>(Kids universe) | < 25% | > = 25% |
|--|-------|---------|
| INDICES                                    | 100   | 98      |

*In the event of non-compliance with the digital weighting by an advertiser who has triggered the digital bonus during the year, M6 Unlimited will adjust the advertiser's commercial terms via an end-of-order discount.*

\* Total Kids video revenue corresponds to the sum of traditional TV revenue invested in Puissance Kids+ and revenue invested in digital inventories of kids' content, OTC and programmatic, excluding sponsorship, special operations, and revenue from third-party resellers.





# CLASSIC TV PACKAGE

## Purchase of advertising space

### 1.4 NET PURCHASE ON THE MY6 PLATFORM

M6 Unlimited provides an online booking feature for net purchase spots on the **My6** platform. The aim is to enable its partners to optimize their active TV advertising campaigns right up to the last minute, independently and quickly, with a view to automating and simplifying the TV advertising space purchasing process.

#### USING THE PLATFORM

Users log in to the **My6** platform using their personal login details (username and password).

You must accept the terms and conditions of use (**TCU**) for online booking on **My6** before making your first booking (in addition to accepting the TV.Vidéo M6 Unlimited 2026 terms and conditions of sale for all purchases).

#### FEATURES OF ONLINE PURCHASES ON MY6

The screens offered on the **My6** platform, the choice of which is at the discretion of M6 Unlimited, are sold at net end of order and may concern all TV media made available by M6 Unlimited (M6, Puissance TNT, Puissance Kids, and thematic channels). The net prices of the screens offered on **My6** are subject to change in real time on the platform. No additional commercial discounts may be granted on spots purchased net on the **My6** platform. Under no circumstances may these spots be subject to a performance guarantee,

regardless of the TV medium used (M6, Puissance TNT, Puissance Kids, or thematic channels). The net amounts purchased on **My6** will under no circumstances be included in the calculation basis for the various commercial discounts applicable to the various TV media marketed by M6 Unlimited (M6, Puissance TNT, Puissance TNT+, Puissance Kids+, and thematic channels).

M6 Unlimited reserves the right to modify or add new features to net purchases on **My6**.

Any net reservation on the **My6** platform constitutes a firm and definitive purchase (see Article II.3 of **the My6 Terms of Use**), except in cases of force majeure (see definition on page 78 of these Terms and Conditions). If a case of force majeure is proven, it is understood that it is the responsibility of the advertiser or its representative to inform M6 Unlimited in writing that the spots specifically booked via the **My6** platform must be canceled by M6 Unlimited.

M6 Unlimited reserves the right to cancel reservations in the event of non-compliance with the terms of these GTC and the terms and conditions for the purchase and broadcast of advertisements (in the event of non-compliance with programming, broadcasting criteria, etc.).

#### CONDITIONS OF ACCESS TO THE ONLINE PURCHASE PLATFORM

To be eligible to purchase TV advertising space on **My6**, the campaign must meet the following conditions:

- Be active (at least one spot scheduled on one of the TV media marketed by M6 Unlimited, i.e., M6, Puissance TNT, Puissance TNT +, Puissance Kids, or the thematic channels), regardless of the purchase method, within 90 days before or after the date of booking a spot on **My6**.
- Book a spot as a net purchase on **My6** in a format identical to the formats used in the active campaign concerned.
- Comply with the terms and conditions for the delivery of advertising spots and broadcasting conditions as specified in the "Broadcasting Elements" section.

All purchase/reservation terms and conditions available on **My6** are detailed in the **My6 Terms of Use**.

You can also take advantage of the implementation of an optimization engine directly in net purchases on **My6** to help you automatically select spots available for purchase in real time that match all your media planning requirements:

- Net budget
- GRP weight per time slot
- Screen power and economy based on the purchase target
- ...



# CLASSIC TV PACKAGE

## Pricing conditions

### 2. PRICING TERMS

#### 2.1. PRICE LISTS

The price lists for advertising slots on the various channels can be viewed on **My6**.

They are published according to the schedule set out in the "purchase of advertising space" section of these GTC, pages 39 and 48.

They are adjusted each week according to the programming schedule, three weeks before the programs are broadcast.

#### 2.2. FORMAT INDICES

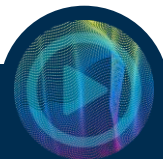
The rates published in the advertising screen price lists are based on 20 seconds. To find out the rate for a given format, apply the index corresponding to the duration of the commercial.

EXAMPLE: For a screen with a gross rate (based on 20 seconds) of €30,000, the rate for a 30-second spot will be:  $30,000 \times 1.10 = €33,000$ .

The following pricing conditions apply to all channels managed by M6 Unlimited.

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

M6 Unlimited reserves the right to modify the format indices during the year.





# CLASSIC TV PACKAGE

## Pricing conditions

### 2.3. PODIUMS (PREFERENTIAL LOCATIONS)

#### Spot sales at spot rates and guaranteed net GRP cost

Placing a spot at the beginning or end of an advertising screen offers advertisers additional visibility.

This visibility is valued according to the following scales:

|             | OR<br>1 <sup>ère</sup> and<br>last<br>positions in<br>the screen | SILVER<br>2 <sup>e</sup> , and<br>second-to-<br>last<br>positions in<br>the ad block | BRONZE<br>3 <sup>e</sup> , and<br>third-to-last<br>positions on<br>the screen |
|-------------|--|--|---|
| All Screens | 14%  | 11%  | 8%  |

For spot-by-spot sales, podium reservations are open as soon as the opening period ends (see p. 39). Programming will take place upon receipt of the Podium brief (available under My6) sent by the advertiser or their representative.

For guaranteed net GRP sales, podium programming will take place from D-6 to D-12 (Tuesday) for the Select and Select+ ranges, and from D-5 to D-11 (Wednesday) for the standard range and 100% Thematik waves.

Certain screens, particularly those showing special events, offer advertisers particularly high visibility. In such cases, the surcharges defined above are subject to change.

Any changes made by M6 Unlimited to podium surcharges will be available in the "weekly screen flashes" published after each bulletin is released, as well as in certain specific offers published during the year (e.g., sports competitions, etc.).

### 2.4. CUSTOMIZED SCREEN CONSTRUCTION

#### Exclusively for spot-to-spot sales and excluding sales at a guaranteed net GRP cost.

In the event that a single advertiser reserves several advertising spots in the same advertising screen, the advertiser may request a customized construction of this screen in order to optimize message recall.

This request must be sent by email:

- To the planning department: [planningtvm6@m6.fr](mailto:planningtvm6@m6.fr)
- And to the advertising broadcast department: [diffusion-publicitaire@m6.fr](mailto:diffusion-publicitaire@m6.fr)

If the advertiser requests a customized layout, each of their messages with a duration less than or equal to

than the longest message will be subject to a 15% surcharge.

If no specific slot is purchased in a screen, M6 Unlimited will build the screen at its discretion.

**EXAMPLE:** Two advertising spots, lasting 8 and 15 seconds respectively, have been reserved by the advertiser in the same advertising screen. The advertiser requests in writing that the planning manager schedule the 15-second spot followed by the 8-second spot in the screen concerned, with the two spots not appearing consecutively. This construction will then be confirmed to the advertising broadcast department. The 8-second commercial will be subject to a 15% surcharge.

### 2.5. EVENT-BASED EP1

#### Exclusively for spot-by-spot sales and excluding sales at a guaranteed net GRP cost

M6 Unlimited allows advertisers to create events at the beginning of advertising screens through various creative solutions designed to maximize the visibility of the spot.

Beyond the commercial in question, these features (with a minimum of 10 broadcasts) may include a personalized jingle and a 3- to 5-second transition between the jingle and the commercial.

- 20% surcharge on the reserved space.
- Production costs starting at €5,000 net excluding VAT.



# CLASSIC TV PACKAGE

## Pricing conditions

### 2.6. MULTIPRODUCT MESSAGE

#### Spot sales and guaranteed net GRP cost sales

**2.6.1.** It is possible to promote several products/brands in the same message. If this requires the reservation of one or more additional sector codes, the advertiser must inform the M6 Unlimited planning department at the time of booking the space and must reserve all the sector codes concerned by the message.

A surcharge will then be applied according to the following scale:

| SCREENS  | 2 <sup>E</sup><br>RESERVE<br>D CODE | 3 <sup>E</sup><br>RESERVED<br>CODE | 4 <sup>E</sup><br>RESERVED<br>CODE<br>AND EACH<br>SUBSEQUENT<br>CODE |
|--|-------------------------------------|------------------------------------|--|
| Multiple products/ brands from the same advertiser       | 15%                                 | 10%                                | 5%   |
| Multiple products/ brands from different advertisers (i) | 20%                                 | 15%                                | 10%  |

- (i) In this case:
- The display of the additional product(s)/brand(s) must not occupy the entire screen.
  - The presence of the additional product(s)/brand(s) may not exceed 5 seconds under any circumstances.

**2.6.2.** An additional surcharge of 10% is applied if M6 Unlimited is informed of the presentation or mention of an additional product/brand after the booking has been made in the schedule, or if the code initially reserved is incorrect. This additional surcharge is cumulative.

**EXAMPLE:** For 2 codes booked for several different advertisers' products/brands, without M6 Unlimited having been notified at the time of booking the space, the surcharge applied is 20% + 10%, i.e. 30%.

If a message containing at least 3 different sector codes at the time of booking in the schedule is subject to the cancellation of one or more codes before broadcast, the full amount of the surcharges remains payable.

### 2.7. CO-BRANDING

**Purchase at guaranteed net GRP cost, sale at spot price and net purchase on My6**

Co-branding is defined as:

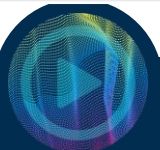
- An advertising message shared equally by two brands or products, from the same advertiser or different advertisers.
- An advertising message shared by two brands or products, from the same advertiser or different advertisers, with the second brand/product appearing for more than five seconds. Co-branding is subject to a 35% surcharge.

An additional 10% surcharge is applied if M6 Unlimited is informed of a co-branding initiative after the booking has been made in the schedule.

This additional surcharge is cumulative.

### 2.8. SECTOR EXCLUSIVITY

M6 Unlimited undertakes to all advertisers not to schedule in the same advertising slot an advertisement from another advertiser promoting a product or service falling within the same 8-digit sector code (family, class, sector, variety - see Nomenclature published on the [m6unlimited.fr](https://m6unlimited.fr) and [My6](https://my6.com) websites). However, as an exception to the above, M6 Unlimited reserves the right not to apply this principle of sector exclusivity, on an ad hoc or other basis, to any sector of its choice, subject to prior publication to this effect by M6 Unlimited on the My6 website. M6 Unlimited will make every effort to comply as far as possible with the principle of sector exclusivity as defined in these GTC on screens where spots are reserved via segmented TV purchase offers.



# CLASSIC TV PACKAGE

## Pricing conditions

### 2.9. PRIORITY ACCESS

Exclusively for spot purchases and excluding purchases at guaranteed net GRP cost

**2.9.1.** Certain spots may benefit from priority access to the schedule on M6, before the schedule opens. This priority is valued according to the following scale:

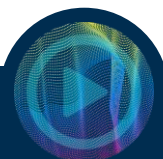
| PRIORITY ACCESS | GOLD PRIORITY ACCESS |
|-----------------|----------------------|
| +5%             | +20%                 |

All requests for EP as part of priority access are subject to the conditions set out in Gold priority access.

In the event of cancellation of priority access, the advertiser remains liable for the surcharge.

**2.9.2.** This surcharge applies to the entire advertising space reserved. To benefit from priority access, advertisers must submit a request to M6 Unlimited:

- exclusively on the day before the schedule opens (and no later than 6 p.m.).
- exclusively by email to the planning department at: [planningtvm6@m6.fr](mailto:planningtvm6@m6.fr)





# CLASSIC TV PACKAGE

## Commercial discounts

### 3. COMMERCIAL DISCOUNTS

#### 3.1. SCOPE OF APPLICATION

The following discounts apply to all purchases of classic advertising space on channels managed by M6 Unlimited, with the exception of specific marketing campaigns, purchases at guaranteed net GRP cost, and net purchases on **My6**.

- To benefit from discounts: the advertiser must ensure full payment of M6 Unlimited invoices by their due dates.
- The advertiser and its agent must comply with M6 Unlimited's terms and conditions.

#### 3.2. PRINCIPLE OF IMMEDIATE APPLICATION OF DISCOUNTS

The balance of discounts that have not been applied during the financial year shall be paid at the end of the financial year, i.e. from mid-March 2027.

An advertiser who fails to comply with a commitment must, within 30 days of the invoice date, reimburse M6 Unlimited for the full amount of the benefit it has received, plus interest at a rate of 10% (or, if higher, a rate equal to three times the legal interest rate).

If it becomes apparent that an advertiser will be unable to meet its commitment or if it fails to comply with the GTC, in particular the full payment of invoices by their due dates, M6 Unlimited reserves the right to suspend the application of discounts granted during the financial year.

#### 3.3. VOLUME DISCOUNT APPLICABLE ON M6

The volume discount applies to the first euro of the gross amount paid for the purchase of annual advertising space invested on M6 (spot by spot and guaranteed net GRP cost, excluding net purchases on **My6** and sponsorship amounts).

During the financial year, invoicing is carried out at the lowest level (23%). At the end of the financial year, it is adjusted in the form of a credit note, depending on the level reached.

Scale: gross amount payable in K€ excluding VAT for the purchase of advertising space in 2026\*

| DE     | TO     | RATE |
|--------|--------|------|
| 0      | 2      | 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 invested on M6 (spot to spot and guaranteed net GRP cost) excluding sponsorship amounts and net purchases on **My6**.



# CLASSIC TV PACKAGE

## Commercial discounts

### 3.4. VOLUME DISCOUNT APPLICABLE TO DTT POWER

The volume discount applies to the first euro of the gross amount paid for the purchase of annual advertising space invested in spot-by-spot advertising and guaranteed net GRP cost (excluding net purchases on **My6** and sponsorship amounts) on Puissance TNT (W9, 6ter, and Gulli screens labeled 7). During the financial year, invoicing is carried out at the lowest level (23%). At the end of the financial year, it is adjusted in the form of a credit note, depending on the level reached.

Scale: gross amount payable in K€ excluding VAT for the purchase of advertising space in 2026\*

| DE     | 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 invested in Puissance TNT (spot to spot and guaranteed net GRP cost) excluding sponsorship amounts and net purchases on My6.



# CLASSIC TV PACKAGE

## Commercial discounts

### 3.4. VOLUME DISCOUNT APPLICABLE TO KIDS + POWER

The volume discount applies to the first euro of the gross amount paid for the purchase of annual advertising space invested in spot-by-spot advertising and guaranteed net GRP cost (excluding net purchases on My6 and sponsorship amounts) on Puissance Kids + screens.

During the financial year, invoicing is carried out at the lowest level (23%). At the end of the financial year, it is adjusted in the form of a credit note, depending on the level reached.

Scale: gross amount payable in K€ excluding VAT for the purchase of advertising space in 2026\*

| DE    | 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 invested in Puissance Kids + advertising spots and guaranteed net GRP costs on My6, excluding sponsorship amounts.





# CLASSIC TV PACKAGE

## Commercial discounts

### 3.6. VOLUME DISCOUNT APPLICABLE TO "ADULT" THEMATIC CHANNELS

"Adult" thematic channels are defined as channels managed by M6 Unlimited, broadcast on pay-TV digital terrestrial television, cable, satellite, and/or ADSL, including: Paris Première, Téva, Serieclub, M6 Music, MCM, NRJ Hits, and RFM TV. This list of channels is subject to change.

The volume discount applies to the first euro of the gross amount paid for the purchase of annual advertising space invested in spot-by-spot advertising and guaranteed net GRP cost on "adult" thematic channels managed by M6 Unlimited (excluding net purchases on My6 and sponsorship amounts).

During the financial year, invoicing is carried out at the lowest tier (23%). At the end of the financial year, it is adjusted in the form of a credit note, depending on the tier reached.

Scale: gross amount payable in K€ excluding VAT for the purchase of advertising space in 2026\*

| DE    |  | TO    | RATE |
|-------|--|-------|------|
| 0     |  | 50    | 23%  |
| 500   |  | 1,000 | 30%  |
| 1,000 |  | 2,500 | 35%  |
| 2,500 |  |       | 45%  |

\* Amounts invested in "adult" thematic channels on a spot-by-spot basis and at guaranteed net GRP cost, excluding net purchases on My6 and sponsorship amounts.

### 3.7. DIGITAL BONUS

This bonus only applies to non-guaranteed spot-to-spot purchases.

#### Principle of the digital bonus:

In order to support advertisers in the changing uses and consumption of video content, M6 Unlimited offers a digital bonus on non-guaranteed spot-to-spot purchases valid only on M6, if the share of revenue invested in M6+ (M6+ revenue, excluding kids' inventory, also including revenue generated in segmented TV and from any partners whose video inventory is marketed by M6 Unlimited) in total video revenue\*\* is greater than or equal to 18% in 2026:

| % DIGITAL / TOTAL VIDEO | < 18% | > = 18% |
|-------------------------|-------|---------|
| M6 DIGITAL BONUS***     | 0 pt  | 1.0 pt  |

\*\*\* Bonus applied to the advertiser's overall rate

This bonus, applied to all waves throughout the year, will be granted retroactively in the event of an annual agreement being negotiated, provided that this annual agreement is validated before the end of April 2026.

This bonus will be applied in the pricing cascade after the volume discount (see page 90 of these GTC).

In the event of non-compliance with the digital weighting by an advertiser who has triggered the digital bonus during the year, M6 Unlimited will adjust the advertiser's commercial terms either during the financial year or via the end-of-order discount.

\*\* Total video revenue corresponds to the sum of traditional TV revenue (including Puissance 6 screens), excluding revenue invested in spot-to-spot advertising within the contexts of "2026 FIFA World Cup™," and revenue invested in M6+ (M6+ revenue including revenue generated in segmented TV and from any partners whose video inventories are marketed by M6 Unlimited), OTC and programmatic, excluding kids' inventories, sponsorship, special operations, and revenue from third-party resellers.



# CLASSIC TV PACKAGE

## Specific marketing

### 4. SPECIFIC MARKETING

#### 4.1. CAMPAIGNS AIMED AT PROMOTING ECOLOGICAL TRANSITION

M6 Unlimited ensures compliance with climate contracts aimed at driving and supporting behavioral change in order to promote lifestyles and consumption patterns that have less impact on the environment, under the terms of which it is planned to "Offer specific commercial terms, taking into account schedule availability, for information campaigns by government agencies and charitable organizations (excluding charitable organizations linked to advertisers or advertising groups) promoting responsible practices and the use of less polluting products.

In this context, M6 Unlimited offers the following specific marketing:

##### 4.1.1. Definition

A campaign is considered an information campaign when it originates from a government agency and/or organization and promotes responsible practices and the use of less polluting products. To obtain the status of such an information campaign, requests must be sent exclusively by email to: [adv@m6.fr](mailto:adv@m6.fr) and be

accompanied by a file justifying the validity of the request for the current year. Only M6 Unlimited is authorized to classify a campaign as "information aimed at promoting responsible practices and the use of less polluting products" within the meaning of the climate contracts. Campaigns that do not benefit from this status for the year 2026 are subject to the general rate and the GTC.

##### 4.1.2 Marketing

Campaigns that have been granted "information campaign" status as defined above are eligible for a 40% reduction on the gross rate and cannot benefit from any other discounts.

#### 4.2. CAMPAIGN TO PROMOTE ECO-FRIENDLY PRODUCTS

##### 4.2.1. Framework

M6 Unlimited wishes to promote the efforts of the most committed advertisers by promoting the visibility of their products with a lower environmental impact, in collaboration with ADEME (the French Agency for Ecological Transition).



M6 Unlimited relies exclusively on the "Advertising, responsible consumption offer" specifications established by ADEME. As part of the development of new advertising offers aimed at distinguishing products (goods and services) with a lower environmental impact, ADEME has developed a positioning grid to inform advertisers about the products that could benefit from these specific offers.

These specifications enable M6 Unlimited to determine whether an advertiser's commercial is eligible for the **Responsible Behavior "Environmental Labels" offer**.

##### 4.2.2 Conditions of access

Advertisers must include the environmental information selected by ADEME (labels, tags, indices, etc.) relating to the product or service being promoted in a distinct and visible manner in the commercial. All products featured in the commercial must meet the specifications and carry one or more pieces of environmental information selected by ADEME.

##### 4.2.3 Marketing

Campaigns relating to eco-responsible products carried out by new M6 Group\* advertisers are subject to specific marketing across all our TV media. They benefit from a 55% discount on the gross rate, which is valid regardless of the date of booking the space. The volume discount does not apply to the amounts invested.

\*Advertisers who have never advertised on M6 Group channels.



# CLASSIC TV PACKAGE

## Specific marketing

### 4.3. ADVERTISERS IN THE CINEMA SECTOR

Campaigns relating to cinema films are subject to specific marketing across all our TV media (codes 33 01 06 03 and 33 01 06 04 of the TV nomenclature). They benefit from a discount defined according to the budget\* of the film promoted within the advertising campaign.

\*To benefit from this discount, the advertiser must provide proof of the budget for the film being promoted (e.g., from the CNC).

| FILM BUDGET                                   | M6 DISCOUNT | DISCOUNT FOR OTHER CHANNELS |
|---|-------------|-----------------------------|
| Film budget over €7 million                   | -40%        | -60%                        |
| Film budget between €4 million and €7 million | -50%        | -65%                        |
| Film budget between €1 million and €4 million | -55%        | -70%                        |
| Film budget less than €1 million              | -60%        | -75%                        |

This discount, which applies to the gross rate, is valid regardless of the date on which the space is booked.

The volume discount does not apply to the amounts invested.

### 4.4. ADVERTISERS IN THE LITERARY PUBLISHING SECTOR

In order to support publishing houses that have the opportunity to advertise on television from April 2024, M6 Unlimited is maintaining a discount for literary publishing campaigns (code 16 02 01 12 in the TV nomenclature) in its 2026 TV/Video Terms and Conditions. The discount on the gross rate is as follows:

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

The budget (based on 20") and discount indicated above apply to all M6 Group TV channels. The volume discount does not apply to the amounts invested.

**Bonus for campaigns running simultaneously on TV and radio:**

Any literary publishing campaign that meets the minimum budget of €10,000 invested in a TV wave and that simultaneously invests in at least one radio medium managed by M6 Unlimited\* will benefit from the following additional advantages:

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

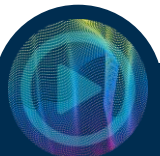
\* RTL, RTL2, FUN RADIO, and M RADIO (list as of the date of publication of these Terms and Conditions, subject to change)

\*\* The maximum total discount, if all conditions are met, for a TV campaign by a literary publisher would therefore be 64%.

Example for a campaign with a gross budget of €100,000: The first discount of -60% gives a net budget excluding VAT of €40,000.

If the advertiser benefits from the additional 10% bonus, the total amount of their campaign will be:

€40,000 x (1-10%) = €36,000, giving an overall rate of -64%.





# CLASSIC TV PACKAGE

## Specific marketing campaigns

### 4.5. COLLECTIVE CAMPAIGN TO PROMOTE HEALTHY EATING AND BEHAVIOR

M6 Unlimited ensures compliance with the current charter aimed at promoting healthy eating and behaviors in audiovisual programs, digital content, and commercial communications, under which it is stipulated that "the advertising agencies of the signatory audiovisual communication services—including the M6 Group - shall offer appropriate pricing conditions for access to advertising space for collective campaigns promoting products whose consumption should be increased (products not covered by Article 29 of Law No. 2004-806 of August 9, 2004), in accordance with the third paragraph of Article 14 of Decree No. 92-280 of March 27, 1992."

In this context, M6 Unlimited offers the following specific marketing:

#### 4.5.1. Definition

A campaign is considered collective when it aims to promote healthy eating and physical activity, when its objective is to promote products or services presented collectively in the food and/or sports sector, without highlighting one or more brands of the products or services concerned.

To obtain collective campaign status, requests must be sent exclusively by email to [adv@m6.fr](mailto:adv@m6.fr) and must be accompanied by a file justifying the validity of the request for the current year. Only M6 Unlimited is authorized to classify a campaign as a "collective campaign aimed at promoting healthy eating and sports activities" within the meaning of the charter referred to in the preamble.

Campaigns that do not qualify for this status for the year 2026 (including collective campaigns for any sector other than those mentioned above) are subject to the general rate and the GTC.

#### 4.5.2. Marketing

Campaigns that have been granted the status of "collective campaign promoting healthy eating and physical activity" benefit from a 40% reduction on the gross rate and are not eligible for any other discounts.

### 4.6. GOVERNMENT INFORMATION SERVICE

#### 4.6.1. Definition

To qualify as a campaign of government interest, advertisers must email the approval given by the Government Information Service (SIG) to [adv@m6.fr](mailto:adv@m6.fr). A SIG campaign must have the approval of the relevant ministry.

#### 4.6.2. Marketing

Only campaigns that have received SIG approval are eligible for a 40% reduction on the gross rate and cannot benefit from any other discounts.





# 06

## M6 GROUP TERMS AND CONDITIONS OF SALE

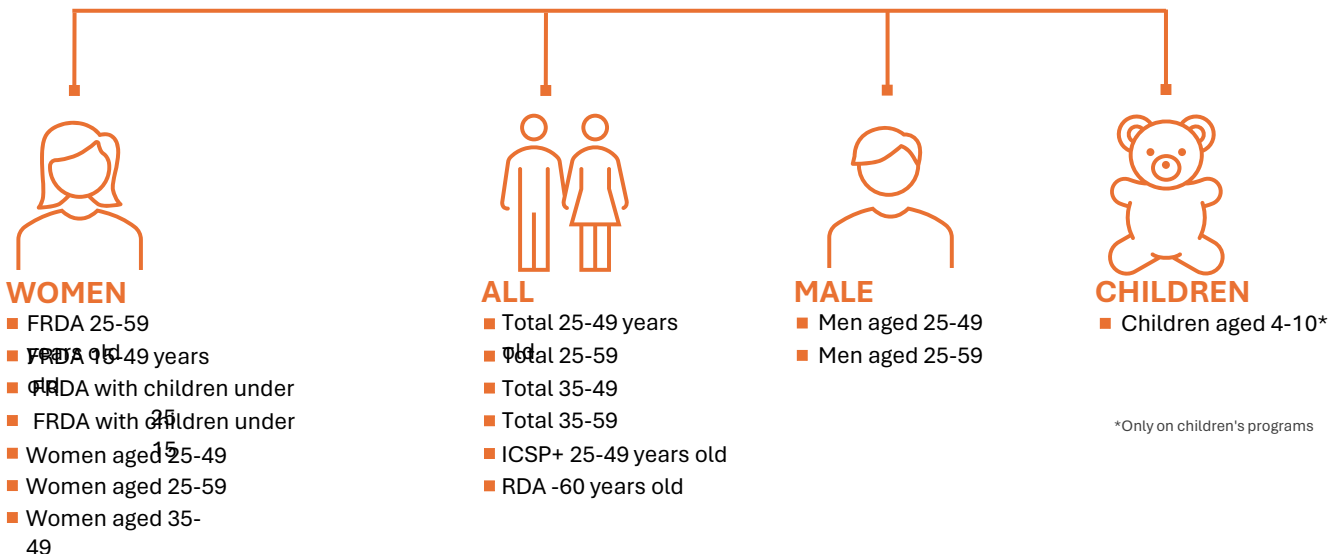
b. Sponsorship TV offer

# TV OFFER SPONSORSHIP

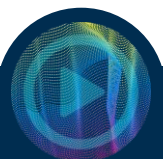
## 1. SPONSORSHIP TARGETS



The purchase of a sponsorship package may only be made for one of the following targets, it being specified that M6 Unlimited is in no way obliged to guarantee performance on the chosen target.



\*Only on children's programs





# TV SPONSORSHIP OFFER

## 2. COMMERCIAL DISCOUNTS

This scale applies to any advertiser contracting a sponsorship operation on one of the channels managed by M6 Unlimited. Two commercial discounts are established:

### 2.1. THE REFERENCE DISCOUNT

This is set at 15% of the amount paid for advertising space linked to the sponsorship deal (excluding technical costs). It applies to the gross amount paid for advertising space invoiced on a monthly basis.

### 2.2. THE AGENT DISCOUNT

This discount is granted to any advertiser whose agent manages, monitors, and controls sponsorship operations and technical costs on behalf of the advertiser, signs the commercial sponsorship agreement, and pays invoices when due.

On M6, W9, 6ter, Gulli, on the thematic channels managed by M6 Unlimited and on M6+, the amount of the discount linked to the intervention of an agent is set at 2% of the amount of the purchase of advertising space linked to the sponsorship operation invoiced to the advertiser, after deduction of the reference discount. It is paid monthly upon verification of the eligibility criteria described above.

The discounts listed in these scales are subject to full payment of M6 Unlimited invoices by their due dates and compliance with the GTC by the advertiser or its representative.

### 2.3. MULTIBRAND/MULTIPRODUCT SPONSORSHIP CREDITS

The presentation or mention in the sponsorship credits of several brands/products of the sponsor or another co-sponsor advertiser is limited to 3 variety codes and will result in a surcharge according to the following scale:

| SPONSORSHIP CREDITS                          | 2 <sup>E</sup> RESERVED CODE |
|--|------------------------------|
| Multiple products from the same advertiser   | 15%                          |
| Multiple products from different advertisers | 20%                          |

- The display of the additional brand(s)/product(s) must not occupy the entire TV screen.
- The presence of the additional brand(s)/product(s) may not exceed 3 seconds under any circumstances.

Co-branding (advertising message shared equally by two brands or if the presence of the second brand exceeds three seconds) is subject to a 35% surcharge.

### 2.4. TV+RADIO COMBINED OFFER

When purchasing a combined TV+Radio sponsorship offer, an additional 15% discount will be applied to the radio investment compared to a negotiation for the same package on radio only.

This offer does not apply to special event programs.

This offer is only applicable to packages with a minimum net investment (excluding VAT) of €300,000 for TV+Radio.





# 06

## M6 GROUP TERMS AND CONDITIONS OF SALE

c. Product placement

# PRODUCT PLACEMENT

In accordance with the regulations applicable on the date of publication of the GTC, product placement, subject to compliance with CSA deliberation no. 2010/4 of February 16, 2010, amended by the deliberation of July 24, 2012, is permitted on television in audiovisual fiction and music videos.

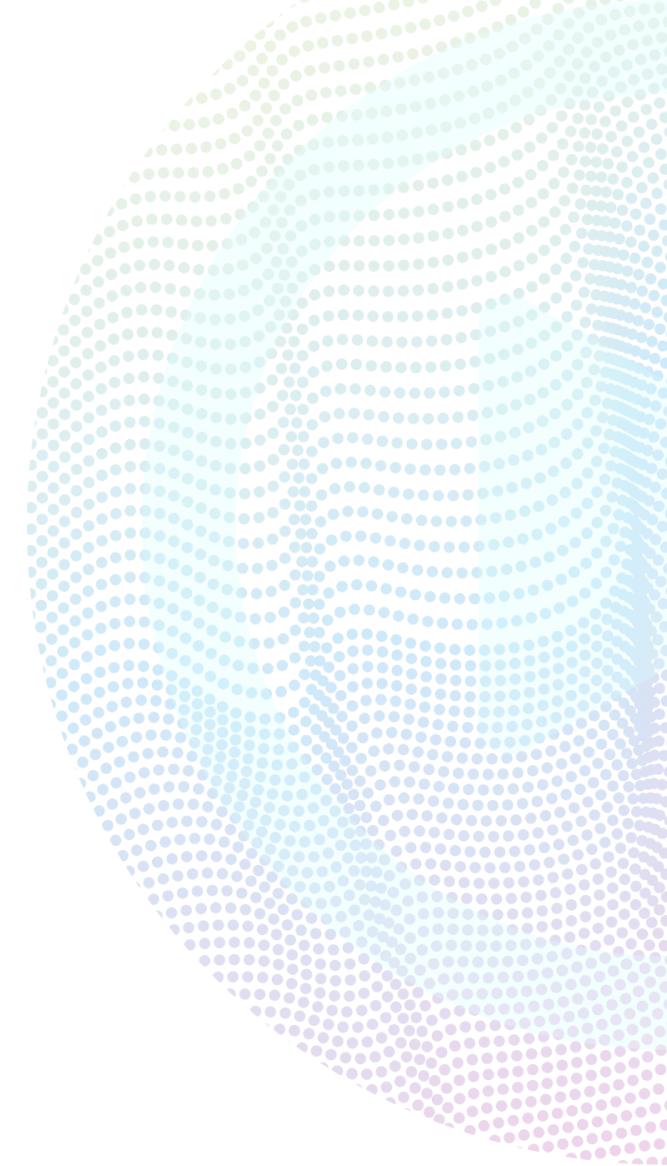
Any new deliberation applicable to publishers opening up product placement to other types of programs will be communicated by M6 Unlimited and/or will be the subject of an amendment to these GTC during the course of the operation.

In this context, M6 Unlimited, as the advertising agency for each publisher, has been entrusted with the exclusive marketing of product placement. M6 Unlimited will communicate to each publisher concerned any request for product placement for programs authorized by the said regulations. In the event of a positive response from the publisher, the product placement will be formalized by a contractual document.

In accordance with the commitments made by the M6 Group under the climate contracts, M6 Unlimited will raise awareness among advertisers of the need to reduce the presence of product placements that have a negative impact on the environment.

Any request for product placement made by an agent must be accompanied by the corresponding letter of authorization signed by the advertiser.

It must be sent by email to [adv@m6.fr](mailto:adv@m6.fr).







# 06

## M6 GROUP TERMS AND CONDITIONS OF SALE

d. Segmented television offer

# TELEVISION OFFER SEGMENTED

## Operator boxes

### PURCHASE OF IN SEGMENTED ADVERTISING M6 ADDRESSABLE

Segmented advertising is an innovative response to your most diverse marketing challenges.

M6 Unlimited offers access to segmented advertising via operator boxes: targeted broadcast of a commercial within a screen in place of another commercial.

#### LOCAL COMMUNICATION

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



#### OPTIMIZED COVERAGE

Boost your reach among light TV viewers or households not exposed to your linear campaign.



#### AUDIENCE CUSTOM

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



#### FIRST-TIME TV BUYERS

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



#### DCO (ON DEMAND)

Adapt your advertising creations to your targets and their location.



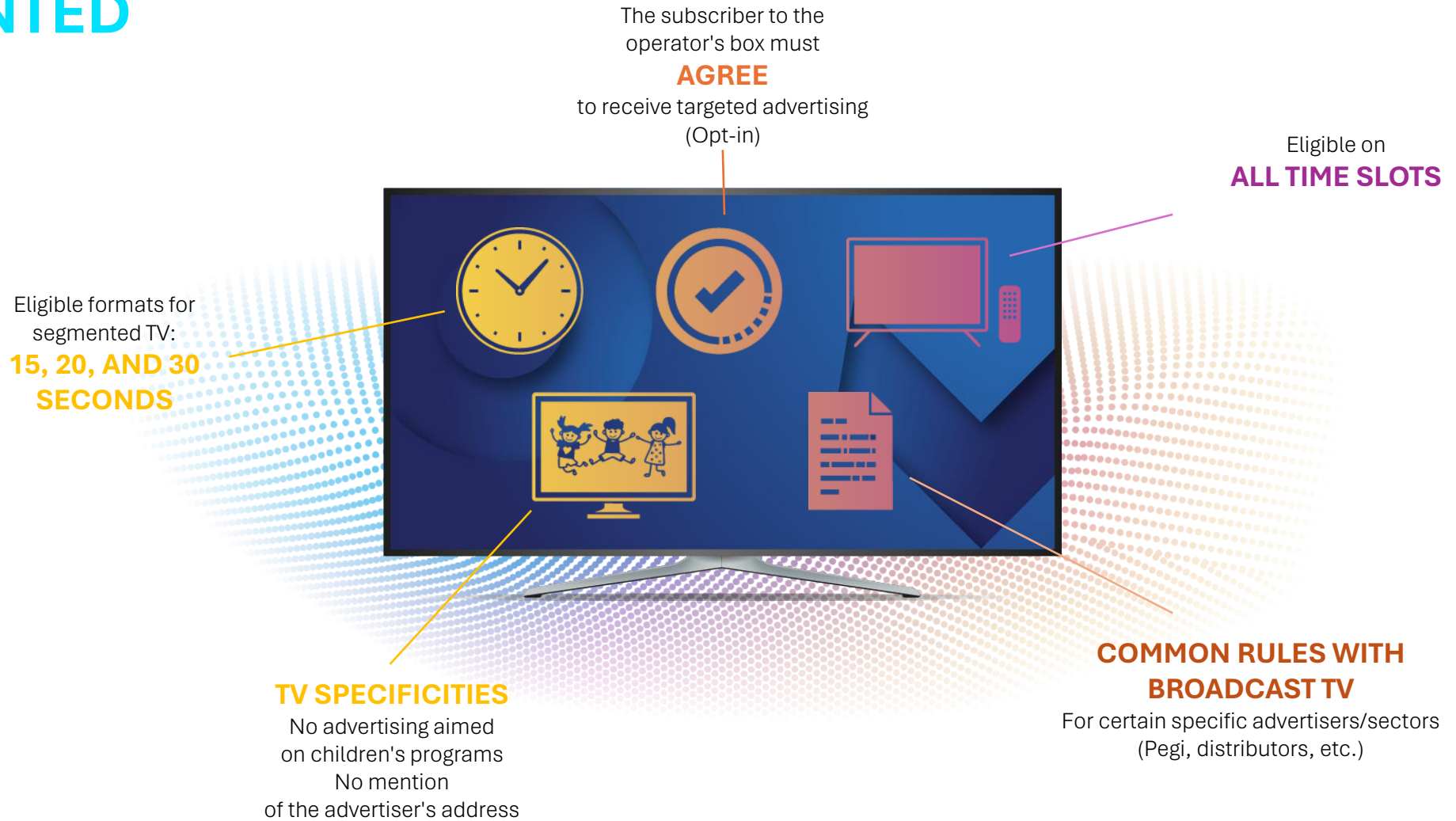
#### MOMENT MARKETING

Activate your campaign based on specific weather conditions.



# TELEVISION OFFER SEGMENTED

## The rules





# SEGMENTED TELEVISION OFFER

## Purchase of space

### M6 ADDRESSABLE ON OPERATOR BOXES

Segmented advertising campaigns are available in all time slots, and several spots can be substituted on the same screen.

They are also available from all operators.

Depending on the operator, certain differences may still exist.

Segmented TV is available on an OTC and programmatic basis.

### THE M6 ADDRESSABLE OFFER ON OPERATOR BOXES

The segments offered by M6 Unlimited include the following:

- **Geolocation:** target your commercial area or overlay a specific area.
  - Region
  - Department
  - Large urban area
  - Postal code
  - Catchment area

- **Profiles:** reach qualified households.
  - Household composition (single, large family, family with children, age range of children).
  - Socio-professional category (SOC-, SOC+, SOC++, high income, very high income).
  - Type of housing (homeowner, house, apartment, rural area, low CO2 emission area).
  - Socio-demographic profile (age and gender).
- **TV consumption:** communicate to an affinity audience
  - Fans of M6 shows: Top Chef, Le Meilleur Pâtissier, Qui veut être mon associé, etc.
  - Interests across all channels: more than twenty segments (cooking, DIY/decoration, soccer, fashion, animals, travel, real estate, health/well-being, etc.).
  - VOD and SVOD consumers;
- **Advertiser data:** communicate with your customers.
  - Advertiser data activation.
- **Marketing moment:** Activate your campaign according to specific weather conditions.
- **Coverage contribution:**
  - Not exposed to TV
  - Low TV consumers

- **Premium Partner Data (list subject to change during the year):**
  - Unlimitail (Carrefour)
  - Infinity Advertising (Intermarché)
  - Valiuz (Auchan, Boulanger)
  - Sirdata
  - Veepee
  - La Centrale
  - Leboncoin

This offer may change during 2026. Harmonization is planned so that all segments are accessible to all operators. However, certain proprietary segments may remain specific to each operator. All segments offered by M6 Unlimited are available on request.

### PROGRAMMING CONDITIONS

As part of the purchase of segmented advertising campaigns, M6 Unlimited markets the inventory of channels on live TV screens. The scope of the campaigns is specified when reservations are requested.

The programming of commercials is at the discretion of M6 Unlimited, based on the ad server's decision, from among the available slots at the time of the booking request.



# SEGMENTED TELEVISION OFFER

## Purchase of advertising space

In accordance with Article 2.1 "Compliance of Messages" in the "Broadcast Elements" section, M6 Unlimited reserves the right to refuse to execute any advertising order or to interrupt it if it appears to be contrary to the interests of the M6 Group or any of its companies.

All spots purchased on linear TV with a guaranteed sales model may be replaced by a spot purchased through segmented advertising on a given household segment. Spot-by-spot purchases are not substitutable.

The first and last spots on each screen will not be replaced.

M6 Unlimited will make every effort to comply as far as possible with the principle of sector exclusivity as defined in these GTC in screens where spots are reserved via these segmented advertising purchase offers.

### PURCHASE TERMS AND CONDITIONS

A segmented TV campaign is booked by reserving a number of impressions on a specific segment from among those offered in this document.

Rates are expressed in CPM based on 20 seconds.

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

A campaign cannot exceed 150 sub-targets, with a minimum investment of €1,000 net excluding VAT for each sub-target. €1,000 net excluding VAT.

Example: geolocated campaigns with sub-targeting by postal code

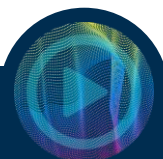
The format indices are identical to those included in these GTC (see article "pricing conditions").

### AUDIENCE MEASUREMENT

In the context of segmented advertising, the performance of campaigns in which certain spots are substituted is recalculated.

To do this, advertising agencies send Médiamétrie details of the impressions broadcast in segmented advertising. On this basis, and depending on the profile of the screens where substitutions took place, corrected GRPs are estimated for the advertisers concerned.

These GRPs are then made available to the market, in particular via server centers such as Popcorn or Addside. Since 2021, corrected GRPs have been delivered for a full week on the Thursday following that week. The conditions for delivering corrected GRPs may change during 2026.



# SEGMENTED TELEVISION OFFER

## Pricing conditions

### OTC OR PROGRAMMATIC ACTIVATION

|                   |  |  |
|-------------------|--|--|
| ON OPERATOR BOXES |  Targeting Geolocation  | Region   |
|                   |  | Department   |
|                   |  | Urban area/metropolitan area/catchment area/postal code            |
|                   |  Targeting Profiles   | Socio-demographics   |
|                   |  | Household composition/socio-professional category/housing/geotypes |
|                   |  Targeting TV consumption   | Low/medium/high TV consumers                                       |
|                   |  | Affinity/interests across all channels                             |
|                   |  | Fans of M6 programs (Top Chef/LMP/etc.)                            |
|                   |  Targeting Customized   | Advertiser targeting   |
|                   |  | Weather DCO  |
|                   |  | Scriptwriting: dco/reach/storytelling                              |
|                   |  | Other  |
|                   |  Premium partner targets (list subject to change during the year) | Unlimitail   |
|                   |  | Infinity Advertising (Intermarché)                                 |
|                   |  | Valiuz (Auchan, Boulanger)   |
|                   |  | Sirdata  |
|                   |  | La Centrale  |
|                   |  | Leboncoin  |
|                   |  | Veepee   |

Pricing: contact us







# 06

## M6 GROUP TERMS AND CONDITIONS OF SALE

e. Digital offer

# M6+ PRICING

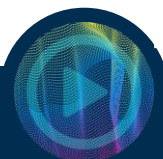
| OVER-THE-COUNTER PRICING  |  |   | CPM<br>GROSS<br>EXCL. VAT<br>(20 SEC<br>BASE) |
|---|--|---|---|
| General rotation  | Multi-screen per channel or all channels<br>(PC+CTV+mobile+tablet)   | M6+ TV (long-form content)  | €100  |
| Context   | Targeted and themed packages excluding kids<br>and young people • Multi-screen<br>(PC+CTV+mobile+tablet)   | M6+ TV (programs and sites assigned<br>based on affinity with the target audience. List<br>available on request)                      | €115  |
|   | Youth package • Multi-screen<br>(PC+CTV+mobile+tablet)   |   | €86   |
|   | RG Kids 4-14 years old • Multi-screen<br>(PC+CTV+mobile+tablet)<br>+10% surcharge for age/gender targeting | JANUARY-SEPTEMBER<br>M6+ TV (program and site allocation<br>based on affinity with the target audience. List<br>available on request) | €115  |
|   |  | OCTOBER-DECEMBER<br>M6+ TV (program and site allocation<br>based on target audience affinity. List available<br>on request)           | €160  |
| Sponsorship   | Purchase on the site or program  | List of programs and sites available upon request   | -   |
| SPOT DURATION   | LESS THAN 20 SECONDS   | 21 TO 30 SECONDS  | 31 TO 40 SECONDS                              |
| Contextual targeting<br>Packs: Women, Men, Millennials,<br>High-income earners, Kids,<br>Entertainment, Gaming, Lifestyle | €120   | €135  | €150  |
| M6+ Ron   | €104   | €120  | €135  |





# M6+ DATA PRICING

| TYPE              | DATA TARGETING   | SURCHARGE<br>VS. RON<br>(GROSS)<br>SURCHARGE |
|-------------------|--|--|
| Socio-demographic | Age or gender  | €20  |
|                   | Household  | €20  |
|                   | socio-professional category  | €20  |
| Income level      | high income   modest income  | €20  |
| Geotype           | ultra-urban   urban   dynamic   small rural communities   great outdoors | €20  |
| Interests         | affinity   | €20  |
|                   | program fan  | €20  |
| Geolocation       | region   | €20  |
|                   | department   | €40  |
|                   | postal code  | €64  |
|                   | iris zone  | €80  |
|                   | catchment area   | on request                                   |
| Premium partner   | Unlimitail, Valiuz, Infinity Advertising, Veepee, etc.                   | €32  |
|                   | Sirdata  | €28  |
| Incremental reach | small consumers   non-TV households                                      | €20  |
|                   | non-exposed TV   | €32  |
| Custom            | CRM onboarding   | on request                                   |
|                   | smart custom   | on request                                   |
|                   | other  | upon request                                 |





# PRICING

## Adjust your communication

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

### FORMAT ADJUSTMENTS

| ADJUSTMENT OPTIONS                   | MODULATION |
|--------------------------------------|------------|
| Capping                              | +15%       |
| Multi-product message                | +15%       |
| Day targeting                        | +15%       |
| Time targeting                       | +15%       |
| Screen position targeting            | +15%       |
| Exclusivity of the ad on the screen  | on request |
| Mobile or tablet exclusion targeting | +10%       |
| CTV exclusion                        | +20%       |
| Sector exclusion                     | +15%       |

A campaign invested on M6+ cannot exceed 150 sub-targets, with each sub-target requiring a minimum investment of €1,000 net excluding tax.

Example: geolocated campaigns with sub-targeting by postal code





# 07

## M6 GROUP GENERAL TERMS AND CONDITIONS OF SALE

a. General Terms and Conditions of Sale



# COMMON TERMS AND CONDITIONS OF SALE

## 1. ACCEPTANCE OF THE GTC

By subscribing to an advertising/sponsorship order by an advertiser or by an agent acting on their behalf, the latter:

- Acknowledge that they have read the GTC set out below and accept their terms and application.
- Undertake to comply with the laws, regulations, and practices governing advertising and audiovisual commercial communication.

## 2. EXCLUSIVITY OF THE ADVERTISING AGENCY

M6 Unlimited, the exclusive advertising agency for each publisher, is therefore solely authorized, within the scope of its mission, to prospect for customers and market advertising/sponsorship space on the channels/sites.

## 3. CERTIFICATE OF AUTHORIZATION

**3.1.** In the event that the advertising/sponsorship order is sent to M6 Unlimited by an agent, the advertiser must send M6 Unlimited, before the start of the advertising campaign/sponsorship operation, the certificate of mandate accrediting the intermediary company and specifying the products and missions determined for the current year or for a specified period. No other provision in the certificate of mandate shall be enforceable against M6 Unlimited. The certificate of mandate, a template of which is available on [m6unlimited.fr](http://m6unlimited.fr) and My6, is only valid for the year 2026.

EDIPub members and/or advertisers, agents who have subscribed to the mymandat service developed by EDIPub may send the said mandate certificate to M6 Unlimited via this mymandat platform. For advertisers and/or agents who are not members of EDIPub and/or who have not subscribed to the mymandat service, the mandate certificate must be deposited in the secure area of My6.

**3.2.** M6 Unlimited will only accept orders for the purchase of advertising space placed by a sub-agent if the advertiser has expressly authorized the substitution of the mandate in writing.

**3.3.** In all cases, the advertiser is required to fulfill the commitments made by its agent (or sub-agent) within the scope of the authority granted to it.

**3.4.** The advertising/sponsorship order is personal to the advertiser. It may not be transferred, even partially, without the prior consent of M6 Unlimited. In particular, when the advertiser changes agent, the advertising space reserved by the previous agent may not be transferred to another advertiser.

**3.5.** In the event of modification or termination of the mandate, the advertiser must immediately inform M6 Unlimited by registered letter with acknowledgment of receipt and remains bound by the commitments made prior to said notification by its agent.

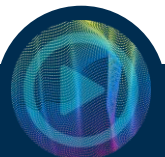
## 4. ELECTRONIC SIGNATURE

Any contractual document relating to the purchase of space may be signed electronically by the advertiser and/or its agent. As such, advertisers and their agents acknowledge and accept the legal effect and admissibility of the electronic signature process and agree to sign contractual documents electronically via M6 Unlimited's approved service provider "DocuSign"\*.

\* DocuSign is supervised by the French National Cybersecurity Agency (ANSSI) and is a trusted service provider (PSCE). DocuSign is certified under the eIDAS 2014/910 regulation and listed as such in the PSCE list, available on the ANSSI website. In partnership with DocuSign, CDC Arkhinéo provides legally valid storage of signed documents for each signatory party. Contracts are automatically archived in this electronic vault, ensuring the preservation and integrity of documents for a renewable period of 10 years.

## 5. FORCE MAJEURE

Force majeure refers to any unforeseeable, unavoidable event beyond the advertiser's control and, more generally, any event that meets the criteria set out in the Civil Code and French case law.





# GENERAL TERMS AND CONDITIONS OF SALE

## 6. BILLING

**6.1.** M6 Unlimited complies with the billing instructions given by the advertiser or on the mandate certificate in the context of the intervention of an authorized third-party company. In any event, the invoice shall be sent to the advertiser in accordance with Law No. 93-122 of January 29, 1993. In addition, the invoice shall state the date of broadcast of the advertising messages.

**6.2.** Prices are quoted exclusive of tax: any taxes and duties relating to the advertising order and sponsorship contract at the time of broadcast shall be borne by the advertiser.

**6.3.** Advertising messages/sponsorship arrangements are invoiced monthly on a pro rata basis according to broadcast frequency or, where applicable, at the end of the activation period for certain advertising campaigns broadcast on M6+.

**6.4.** All discounts due to the advertiser at the end of the order in connection with advertising orders are subject to end-of-order credit notes issued at the end of the 2026 financial year, and from mid-March 2027. Upon receipt of the aforementioned credit note, the advertiser may request in writing that the amount of this credit note be paid to itself or to the agent it has designated.

M6 Unlimited reserves the right:

- not to issue the credit note if the advertiser/agent has not returned the signed purchase orders and/or other contracts and the advertiser has not previously paid in full the invoices due to M6 Unlimited,

- to invoice and demand payment, if this has not been done during the order process, of the penalties provided for in these GTC and owed by the advertiser.

**6.5.** In the context of traditional advertising on Puissance TNT +, the advertiser will receive a single invoice for all commercials broadcast on W9, 6ter, Gulli, and "adult" thematic channels, whether on synchronized or non-synchronized screens.

In the context of traditional marketing of Puissance Kids +, the advertiser will receive a single invoice for all commercials broadcast on the youth screens of the M6 Group's free-to-air channels (screens labeled 6), and on the screens of Canal J and Tiji.

In general, and as part of traditional advertising sales, advertisers may receive a single invoice for new commercial products developed by M6 Unlimited in these cases.

## 7. PAYMENT

**7.1.** Payment of invoices issued by M6 Unlimited shall be made exclusively in cash (except for exchanges).

The advertiser is in all cases responsible for the payment of orders and late payment interest. Payment made to the agent does not release the advertiser from its obligations to M6 Unlimited.

For the purposes of receiving payments, M6 Unlimited indicates its bank details on its invoices. In the event that a request to change M6 Unlimited's bank details is received by the advertiser, the latter must ensure that this request actually originates from M6 Unlimited by sending an email to [validation.coordonnees.bancaires@m6.fr](mailto:validation.coordonnees.bancaires@m6.fr) to confirm this request. Only confirmation from this email address shall be taken into account by the advertiser.

**7.2.** Advertising campaigns broadcast are payable no later than 30 days after the invoice date on the 10th of the month. Failing this, the penalties and sanctions provided for in paragraph 7.3. shall apply automatically. M6 Unlimited reserves the right to request, prior to any broadcast, advance payment or a bank guarantee or any other guarantee, particularly in the following cases:

- For any new advertiser or any advertiser who does not provide M6 Unlimited with satisfactory guarantees of their solvency.
- For any advertiser with whom M6 Unlimited has previously experienced delays and/or defaults in payment of sums owed by them in connection with their purchases of advertising space from M6 Unlimited, whether such delays and/or defaults in payment are due to the advertiser or their agent.

Advertisers for whom M6 Unlimited has made such requests must provide the aforementioned guarantees and/or advance payment no later than 10 business days before the first broadcast. M6 Unlimited does not grant any payment discounts.



# GENERAL TERMS AND CONDITIONS OF SALE

**7.3.** For any payment made after the 30-day deadline from the invoice date on the 10th of the month, M6 Unlimited will automatically charge, without prior notice:

- Late payment interest calculated at a rate of 15% (or, if higher, at a rate equal to three times the legal interest rate). This rate applies to the total amount outstanding beyond the 30-day period from the invoice date on the 10th of the month.
- A fixed compensation fee for collection costs in the amount of €40. If the collection costs incurred by M6 Unlimited exceed the amount of this fixed compensation fee, M6 Unlimited will request, upon justification, additional compensation from the advertiser concerned.
- In the event of non-payment resulting in collection action, the advertiser shall be required to pay M6 Unlimited automatically and as of right a lump sum equal to 10% of the amounts to be recovered.

**7.4.** In the event of non-compliance with the terms of payment (default and/or late payment) of invoices issued by M6 Unlimited to the advertiser, M6 Unlimited reserves the right, until the principal and interest due have been paid:

- to refuse the advertiser the benefit of all or part of its commercial and/or specific terms and conditions and to suspend the allocation of all discounts granted on invoices and those that may be due at the end of the financial year, and/or
- to withdraw all or part of the commercial terms and discounts granted in respect of unpaid invoices, and/or

- to terminate current orders without notice or compensation; the advertiser shall pay the amounts due for messages broadcast up to the effective date of termination of current orders and on the basis of invoices issued by M6 Unlimited.

**7.5.** In the event that M6 Unlimited is required to issue a credit note that will be applied:

- to the invoice concerned by said credit note or
- if said invoice has already been paid, to the advertiser's oldest invoice.

Finally, in the event that M6 Unlimited is required to issue a credit note to an advertiser or its agent, the amount of this credit note issued by M6 Unlimited will be offset against the advertiser's past due and unpaid invoices.

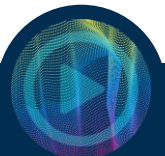
For the purposes of receiving payments, M6 Unlimited indicates its bank details on its invoices. In the event that a request to change M6 Unlimited's bank details is received by the advertiser, the latter must ensure that this request actually originates from M6 Unlimited by sending an email to [validation.coordonnees.bancaires@m6.fr](mailto:validation.coordonnees.bancaires@m6.fr) to confirm this request. Only a confirmation from this email address shall be taken into account by the advertiser.

## 8. CONFIDENTIALITY

The advertiser and its representative, as well as the Publisher and M6 Unlimited, undertake, both on their own behalf and on behalf of their employees for whom they are responsible, to observe and respect the confidentiality of all written or oral information exchanged, as well as the provisions contained in all contractual documents.

The advertiser and its representative, as well as the publisher and M6 Unlimited, expressly agree that all written or oral information exchanged, as well as the provisions contained in all contractual documents (including invoices) and financial, pricing, and commercial information exchanged orally and/or in writing between M6

Publicité and/or the Publisher and the advertiser and/or its representative in the context of the negotiation, preparation, and execution of any contractual document (hereinafter the "Confidential Information"). Consequently, the advertiser and its representative, as well as the Publisher and M6 Unlimited, undertake, unless prior written agreement has been obtained from the party concerned, not to disclose, directly or indirectly, in any manner whatsoever, such Confidential Information to any third party.



# GENERAL TERMS AND CONDITIONS OF SALE

## 9. AUDIENCE MEASUREMENTS

Advertising campaigns scheduled in traditional advertising space or sponsorship on thematic channels may not, under any circumstances, be subject to compensation claims calculated on the basis of audience ratings published after the spots or sponsorship arrangements have been scheduled (Médiamat Thematik media planning files).



### MÉDIAMAT THÉMATIK MEDIA PLANNING FILE

| FILES USED AS THE BASIS FOR PRICING | DATES OF APPLICATION OF RATES |
|-------------------------------------|-------------------------------|
| January – June 2025                 | from 01/01/26 to 30/04/26     |
| September 2025 – February 2026      | from 05/01/26 to 31/08/26     |
| January – June 2026                 | from 01/09/26 to 31/12/26     |





# COMMON TERMS AND CONDITIONS OF SALE

## 10. RULES RELATING TO THE PROCESSING OF PERSONAL DATA

For the purposes of this article: the advertiser undertakes, both on its own behalf and on behalf of its service providers and/or agents (advertising agency, media agency, advertising film producer, etc.), hereinafter referred to as the "agents," to comply with the obligations and guarantees set out herein, the latter being jointly and severally liable and hereinafter referred to collectively as "the advertiser ." M6 Unlimited and the advertiser are hereinafter referred to jointly or separately as "the party(ies)."

### 10.1 PROTECTION OF PERSONAL DATA OF USERS OF M6 SERVICES

#### 10.1.1 Prohibition principle

The advertiser is fully aware that, unless prior authorization is obtained from M6 Unlimited and a specific agreement is entered into, or within the framework of the CRM/data onboarding offer as provided for in the following paragraphs, the following are prohibited:

- Any collection or retrieval of personal data by any means whatsoever on the media services (television channels, websites, applications, and other services) of the M6 Group (collectively, "M6 Services").

- Any reading and/or writing of cookies on the devices of users of M6 Services (referred to as "users" or "data subjects"), or use of any technique that allows information to be stored on users' devices and/or M6 Services.
- Any processing of personal data derived from these cookies, intended in particular to feed its own databases or those of any agent, service provider, partner, and/or subcontractor, may not be carried out without the prior authorization of M6 Unlimited.
- Any provision of personal data to M6 Unlimited in any context whatsoever.

In particular, the advertiser is informed that any insertion or deposit of cookies, tags, pixels, codes, or any other trackers (collectively referred to as "cookies") on users' devices during any advertising campaign entrusted to M6 Unlimited (in particular during the execution of advertising orders), for any reason and for any purpose whatsoever, is strictly prohibited. In this context, the advertiser is considered to be jointly and severally liable, even if the operation in question (deposit, collection, processing of any kind) is carried out by one of the advertiser's subcontractors or any third party authorized to do so.

M6 shall have the right to verify compliance with these obligations at any time and to ensure, by any means, that no cookies are stored on the M6 Services.

#### 10.1.2 CRM/on-boarding offer (also referred to below as "on-boarding") for advertiser data

##### A. Description of the offer:

In the event that the advertiser wishes to subscribe to an M6 Unlimited offer involving advertising targeting based on segments combining data provided by the advertiser or third parties, made available to M6 Unlimited, for broadcast on M6+, regardless of the sales method, OTC, programmatic ("classic on-boarding offer") and/or in Segmented TV ("segmented TV third-party data offer"), via M6 Adressable or another solution enabling advertising targeting, the processing conditions are defined in this article.

The onboarding offer works as follows:

- An advertiser sends M6 Unlimited or a trusted third party partner of M6 Unlimited and/or the partner box operator (the "trusted third party") a customer database via a secure method in the form of a file containing hashed/encrypted email addresses; this may be a list of customer emails to be targeted or excluded ("advertiser database").
- The data received is integrated into M6 Unlimited's DMP containing the email addresses of M6 Services users, which are also hashed/encrypted ("M6 database"). At the same time, M6 Unlimited's partner box operator sends its box customer database to the same trusted third party via a secure method using a file containing hashed/encrypted email addresses ("operator database").



# COMMON TERMS AND CONDITIONS OF SALE

- In the first scenario: M6 Unlimited identifies within its DMP the emails common to both the advertiser database and the M6 database and creates a segment with the common contacts.
- In the second scenario: the trusted third party identifies within its database the emails common to both the advertiser database and the operator database and creates a segment with the common contacts.
- This segment is retrieved by M6 Unlimited via its ad server.
- The advertiser's campaign is broadcast specifically to this segment via the M6 Unlimited ad server on the M6+ website or on segmented TV.
- The segment can then be deleted from M6 Unlimited's DMP at the end of the campaign.

## **B. Data processing agreement CRM/onboarding offer (DPA- Article 26)**

A standard agreement is available at the following address:  
<https://m6unlimited.fr/app/uploads/sites/2/2025/09/m6publicite-guidelines-rgpd-crm-onboarding--sept-2025-.pdf>

### **10.1.3 Data collection and/or processing authorized by M6 Unlimited through cookies and governed by a specific agreement**

Before any cookies are placed, and in order to enable the establishment of a specific data agreement, the depositor must inform M6 Unlimited of any relevant information relating to:

- The technical characteristics of the cookies.
- The type of information collected through cookies. In this regard: The only data that may be

collected through cookies by the advertiser (or "the depositor") is user browsing information—not directly identifiable—concerning the content viewed on M6 Services. Under no circumstances may the advertiser collect and/or process data relating to users of M6 Services that is considered "sensitive" within the meaning of the applicable data rules, or data concerning children under the age of 16.

- For the purpose of collecting information via cookies.
- The recipient(s) of the information collected via cookies.
- The lifetime of cookies on users' devices and/or M6 Services (it being specified that cookies placed on users' devices may not be stored beyond the legal lifetime of cookies in accordance with applicable data regulations).
- The locations where data is hosted and stored.

It is hereby reiterated that, within the framework of the applicable data rules, users must be able to choose, at any time, simply and free of charge, to refuse the storage of cookies on their device, which the advertiser, its service provider and/or its agent expressly acknowledge and accept. In any event, in the event of a specific data agreement being signed, the advertiser undertakes to respect the signals of consent or non-consent sent by M6 Unlimited and to strictly comply with the obligations imposed under this specific data agreement.

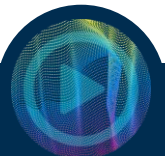
In particular, the advertiser must guarantee, in accordance with the applicable data protection rules, the security of the information collected

and/or the processing of cookies, compliance with the purpose of the information collected, the non-use of the information collected by third parties other than the recipient(s) mentioned in the specific data agreement, the deletion of cookies beyond their lifetime, etc.

In the event of a breach by the advertiser of any of the above obligations and/or any applicable data rules, M6 Unlimited shall request that the advertiser comply, the deactivation or removal of cookies placed during the execution of a campaign entrusted to M6 Unlimited, or will refuse to execute the advertising order for the campaign concerned or will interrupt it if a cookie used in the context of the said campaign has not been placed or used in accordance with the above-mentioned rules.

In this case, the advertiser will be required to pay for the entire campaign as well as, where applicable, any technical costs and any compensation related to the placement or processing of the cookie in question, without prejudice to any damages and interest and legal fees that M6 Unlimited may seek to recover in court as a result of any breach by the advertiser of its obligations.

In any event, M6 Unlimited shall not be liable for any compensation or indemnity whatsoever to the advertiser or any third party in the event of any malfunction related to the cookies placed by the depositor and/or in the event of any delay or cancellation of the campaign attributable to the advertiser's failure to comply with any of the above obligations or any applicable data rules.



# GENERAL TERMS AND CONDITIONS OF SALE

In any event, M6 Unlimited shall not be liable for any compensation or indemnity whatsoever to the advertiser or any third party in the event of any malfunction related to cookies placed by the depositor and/or in the event of delay or cancellation of the campaign attributable to the advertiser's failure to comply with any of the above obligations or any applicable data rules.

**10.1.3 General obligations of the parties with regard to data**  
In any event, if the collection and processing of personal data is authorized, the parties are required to comply with the following obligations.

## A. Common obligations of the parties

### **a. Compliance with applicable data rules**

The Parties undertake to comply with all applicable legal, regulatory, interprofessional, and/or ethical provisions relating to the protection of user data, the processing of electronic communications data, the use of tracking technologies such as cookies, and direct marketing, in particular Regulation (EU) 2016/679 of the European Parliament and of the Council of April 27, 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, which entered into force on May 25, 2018 ("the GDPR"), (iii) Directive 2002/58/EC of July 12, 2002, as transposed into French law (the "e-Privacy Directive"), Law No. 78-17 of January 6, 1978 on information technology, files, and civil liberties, amended by Law No. 2018-493 of June 20, 2018 on the protection of personal data, as well as the deliberations and

recommendations of the French Data Protection Authority (Commission nationale informatique et libertés, "CNIL"), in particular deliberation No. 2020-091 of September 17, 2020 adopting guidelines on the application of Article 82 of the amended law of January 6, 1978 to operations involving reading or writing to a user's terminal (in particular "cookies and other interprofessional rules applicable to the processing of personal data"; these texts being collectively referred to in these GTC as "the applicable data rules."

Furthermore, in the event of any changes to the applicable data rules during the year, the parties undertake to comply with them.

**b.** Each party is solely responsible for making the necessary modifications and deletions to its own databases, information systems, and files of any kind to give effect to the rights of the persons concerned under the applicable data rules, when the conditions for exercising these rights are met.

**c.** Each party may act as a point of contact for receiving and processing requests from data subjects to exercise their rights. Each party undertakes in this regard to publish a contact email address for data subjects to exercise their rights, to follow up and process requests received at this email address and by any other means, and to inform the other party as soon as possible of the actions to be taken to comply with these requests, where applicable. The other party may, without ever being obliged to do so, participate in the examination and processing of requests received by the party contacted in the first instance, and the latter party may in turn seek its assistance or advice in the context of such examination and processing, where appropriate.

**d.** The parties undertake to ensure at all times an adequate level of security of processing and confidentiality of the data subjects' data, insofar as and to the extent that their respective infrastructures, information systems, personnel, documentation, databases, or subcontractors are involved in the processing concerned.

**e.** In the event of a data breach, the responsible party undertakes to notify the CNIL as soon as possible, and no later than 72 hours after becoming aware of it.

## B. Obligations of the advertiser

The advertiser undertakes, in accordance with the requirements of the applicable data rules:

- Inform the persons concerned about the processing carried out by the advertiser and M6 Unlimited as provided for in this article.
- Obtain valid consent from the persons concerned for the purposes of segmentation and targeted advertising by the advertiser, via a Consent Management Platform that complies with the requirements of the applicable data rules.
- Ensure that each email address is encrypted by the advertiser before being made available to M6 Unlimited (using the universal encryption mode "MD5" or "SHA256").
- Keep available for M6 Unlimited, and provide it upon first written request, any document or evidence necessary to demonstrate compliance with this clause and applicable data rules.





# COMMON TERMS AND CONDITIONS OF SALE

- Pass on signals of non-consent/refusal to M6 Unlimited in real time (as it is recalled that, under the applicable data rules, users must be able to choose at any time, simply and free of charge, to refuse the storage of cookies on their device and/or the processing of their 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 rules.

The advertiser indemnifies M6 Unlimited against any damage resulting for this other party from a breach by the advertiser of its obligations under or arising from this clause and/or the applicable data rules. In this respect, the advertiser undertakes in particular to hold M6 Unlimited harmless from any action, dispute, claim or complaint by any third party, as well as from any sanction or conviction by any authority or jurisdiction, which would have its origin, cause or basis in such a breach by the advertiser of its obligations under this clause and/or the applicable data rules.

## C. Obligations of M6 Unlimited

M6 Unlimited undertakes to:

- Use the data of the persons concerned only for the advertiser in question, for the purposes of segmentation and targeted advertising on M6 Services or for any processing authorized by the advertiser.
- Not to use the data concerned for the purpose of enriching the M6 database.
- Not monetize the data with third parties.
- Ensuring that the data concerned is deleted at the end of the campaign or retained for a subsequent campaign wave only at the request and with the agreement of the advertiser in question.

## 10.2 PROTECTION OF PERSONAL DATA OF NATURAL PERSONS

All information that may be provided by natural persons working for the advertiser and/or its agent in the course of their exchanges with M6 Unlimited is processed by M6 Unlimited, which is necessary in the context of its commercial activities, in particular its commercial prospecting and space sales activities (traditional spaces or sponsorship spaces).

This information may contain personal data. To find out what data is collected, why and how it is used, and to learn about your rights, please read the personal data protection policy relating to the collection and processing of personal data concerning the M6 Group's business partners and visitors, available at: <https://www.groupem6.fr/rgpd/>

## 11. CODE OF ETHICS AND PROFESSIONAL CONDUCT

M6 Unlimited declares that, in the context of the execution of these GTC, it adheres to the principles of the M6 Group's Code of Ethics and Professional Conduct, available on the website [www.groupem6.fr](http://www.groupem6.fr). In the Code of Ethics and Professional Conduct, the M6 Group declares that it complies with and enforces all applicable French legal and regulatory provisions, particularly those relating to the fight against fraud, breaches of integrity, corruption, and influence peddling (in particular Law No. 2016-1691 of December 9, 2016, on transparency, anti-corruption, and the modernization of economic life, known as the "Sapin II" law). The Code of Ethics and Professional Conduct includes a description of the whistleblowing system in place within the M6 Group, as well as the names and contact details of the ethics and professional conduct officer to whom reports can be made. Similarly, the advertiser and/or its representative undertake to adhere to the same principles and to comply with the applicable regulations in this area, it being specified that the advertiser and/or its representative may be required to provide any additional information upon request by M6 Unlimited (certificates, questionnaires, etc.).



# COMMON TERMS AND CONDITIONS OF SALE

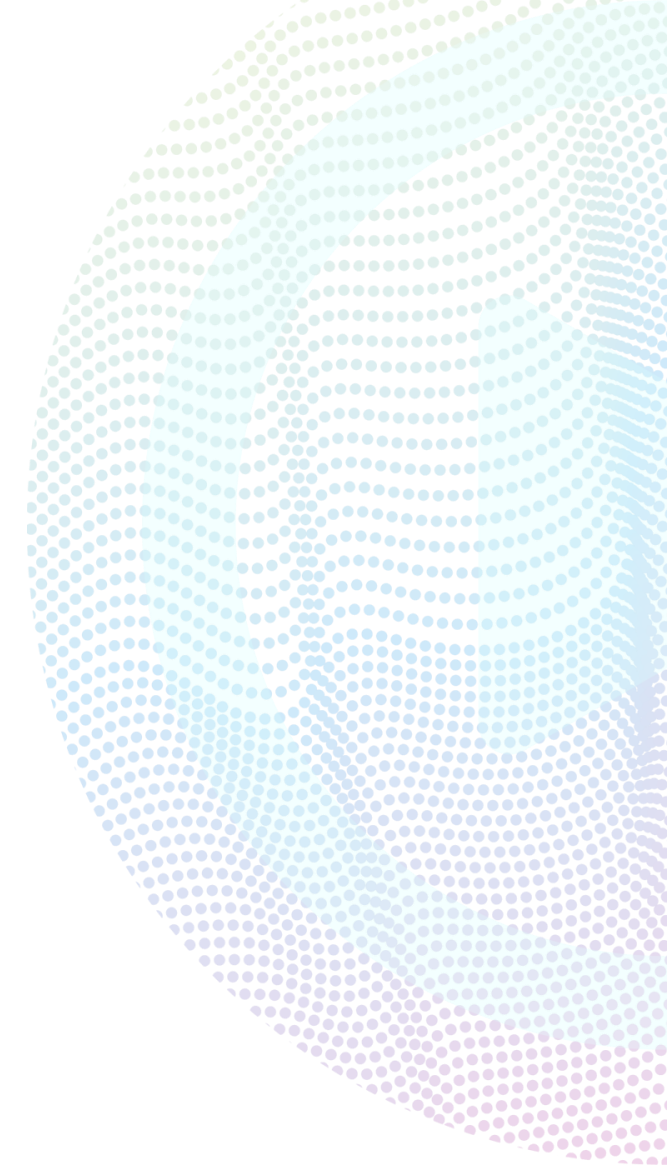
The Code of Ethics and Professional Conduct includes a description of the whistleblowing system in place within the M6 Group, as well as the names and contact details of the ethics and professional conduct officer to whom reports can be made. Similarly, the advertiser and/or its representative undertake to adhere to the same principles and to comply with the applicable regulations in this area, it being specified that the advertiser and/or its representative may be required to provide any additional information upon request by M6 Unlimited (certificates, questionnaires, etc.).

## 12. APPLICABLE LAW – JURISDICTION

These general terms and conditions of sale, any exchange, and any contractual document are subject to French law, and any dispute or litigation that may arise from the interpretation or application of these general terms and conditions of sale, exchanges, and/or contractual documents shall fall within the jurisdiction of the courts of Paris, even in the event of related proceedings, the introduction of third parties, or multiple defendants.

The GTC shall take effect on January 1, 2026. M6 Unlimited and the publisher reserve the right to modify all or part of these GTC during the year, in particular in accordance with legislation.

These changes will be published on the **M6 Unlimited** website or on **My6**.





# 07

## M6 GROUP GENERAL TERMS AND CONDITIONS OF SALE

b. TV Specifics



# TV SPECIFICATIONS

## Classic space

### 1. CAMPAIGN ADJUSTMENTS

The advertiser and/or its representative may adjust its campaign within the dates initially agreed, subject to availability and maintaining the budget at an equivalent level if the period concerned is less than 31 calendar days (e.g., modification of the message format(s), moving some messages to other screens depending on programming, trend indicators, opportunities, modification of the campaign variety code, etc.).

This adjustment is possible no later than 8 calendar days before broadcast.

### 2. ORDER CANCELLATION

Any order cancellation must be sent by email by the advertiser or its representative to M6 Unlimited.

The canceled advertising space is made available to M6 Unlimited.

**2.1.** In the context of schedule openings, and after the schedule openings have been returned, once the space has been reserved, the advertiser or its representative has several working days (see pages **39** and **48**) to notify M6 Unlimited, by email only, of any request to cancel an order. In this case, no penalty will be applied.

**2.2.** For any order cancellation sent after the date indicated in these GTC after the return of the M6 Unlimited schedule openings and in the event—except in cases of force majeure (i) - where the gross paid investments (i.e., gross invoiced excluding VAT) canceled by this advertiser represent a decrease greater than or equal to 30% of the gross paid amounts initially reserved by this same advertiser, a penalty of 5% of the net amount excluding VAT canceled will be applied. This penalty will be invoiced to the advertiser under the conditions due the following month after the investments for the two-month period concerned.

#### EXAMPLE

Invoicing at the end of March 2026 for gross paying investments actually recorded during the two-month period January-February 2026 (excluding any penalties invoiced for late cancellations).

This penalty will apply to the total amount canceled, calculated as the difference between the gross paid amounts initially reserved and the gross paid investments actually recorded during the two-month period (excluding any penalties charged for late cancellations).

**2.3.** Penalties on the net amount excluding VAT canceled are automatically applied under the following conditions. For any cancellation sent:

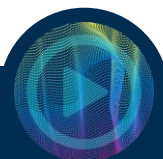
- Between 31 and 14 days before the first scheduled broadcast and excluding cases of force majeure (i), a penalty equal to 50% of the net amount excluding VAT canceled under the advertiser's terms and conditions will be applied automatically.
- Less than 14 days before the first scheduled broadcast and except in cases of force majeure (i), a penalty equal to the full net amount excluding VAT canceled under the advertiser's terms and conditions will be applied automatically.

**2.4.** Any campaign scheduled for the period from October 12 to December 6, 2026 on Puissance Kids +, which is subject to total or partial cancellation after August 28, 2026, will be payable in full by the advertiser concerned. A penalty equal to the full net amount excluding VAT canceled under the advertiser's terms and conditions will be applied automatically.

**2.5.** If the cancellation is due to force majeure (i), the advertiser or its representative must notify M6 Unlimited in writing within five days of its occurrence, justifying its nature and giving an estimate of its duration. If the force majeure is proven, the advertising campaign concerned will then be suspended within 2 days of receipt of the notification by M6 Unlimited and until the end of the event.

As soon as this event has ended, the total amount of the canceled campaign must be reinvested by the advertiser within a period to be defined by mutual agreement with M6 Unlimited.

*(i) See definition on page 78*



# TV SPECIFICATIONS

## Standard space

### 3. PRICING

**3.1.** Unless expressly stipulated in writing by M6 Unlimited, the rates are those mentioned on the order form validated and signed by the advertiser or its representative.

**3.2.** M6 Unlimited reserves the right to modify its rates, by notifying them on the My6 website at least 4 days before their effective date. In this case, within 2 working days, the advertiser may reschedule its bookings to other screens, subject to availability in M6 Unlimited's schedule and the budget remaining at an equivalent level. These changes may only apply to the period affected by the price changes. M6 Unlimited will send the advertiser or its representative a new advertising order.

**3.3.** M6 Unlimited reserves the right to modify the advertising screen rate within less than four days, particularly in the case of programming related to an event deemed exceptional by the publisher.

In this case, M6 Unlimited will inform the advertiser or its representative of the change to the program and/or the applicable rate.

The advertiser may accept these changes and retain the space as initially reserved. If they refuse

these changes, they must maintain the amount of their initial investment, without being able to claim any compensation.

M6 Unlimited will send the advertiser or its representative a new advertising order.

**3.4.** In the context of the purchase of Puissance TNT / Puissance TNT +, a single rate is published for each screen that is broadcast simultaneously on W9 and 6ter.

**3.5.** In the case of coupled screens, M6 Unlimited may publish a single gross rate for all broadcast channels.

### 4. CALCULATION OF INVESTMENT AMOUNTS

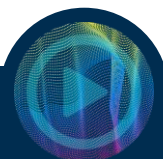
In the event of a change in the duration of the messages or partial or total cancellation of the messages requested with priority access, the surcharge calculated at the time of booking remains payable in full.

#### 4.1. SCHEDULE FOR CALCULATING RATE ADJUSTMENTS

If the rate for a commercial is subject to several rate adjustments, the discounts and/or surcharges apply in cascade, in the following order:

- Discount for cinema advertisers / literary publishing / SIG / collective campaigns / eco-responsible product campaigns for new M6 Group advertisers, campaigns aimed at promoting ecological transition
- Podium surcharge
- Custom construction surcharge
- Multi-product message/co-branding surcharge
- Priority access surcharge

All surcharges apply to gross amounts invested.



# TV SPECIFICATIONS

## Standard space

### EXAMPLE 1: PRICE MODULATIONS (SPOT PURCHASE)

- 25-second spot
- Spot-to-spot campaign treated as priority access OR
- Quotation of two other products from another advertiser requiring the reservation of two additional sector codes and notified to M6 Unlimited at the time of booking in the schedule

For a screen with a gross rate of €20,000 based on 20 seconds, the gross rate paid for the spot will be €34,020.

|  |         |
|--|---------|
| Message format   | 25      |
| Gross base rate 20"  | €20,000 |
| Gross format rate – ind 105  | €21,000 |
| Priority access surcharge<br>OR + 20%  | €25,200 |
| 2, <sup>e</sup> , and 3, <sup>e</sup> product<br>surcharge +35%<br>(20% and 15%) | €34,020 |

### EXAMPLE 2: USE OF INDICES (PURCHASE AT GUARANTEED NET GRP COST)

- Channel: M6
- Campaign at guaranteed net GRP cost
- 40% of GRPs during the day and 60% during peak time
- Annual distribution as follows: 20% of the campaign's GRPs from July 6 to 19 and 80% between October 19 and December 20
- Guaranteed net GRP cost category: Select

|   |       |
|---|-------|
| Time slot index:<br>(40% x 95) + (60% x 162)    | 135.2 |
| Seasonality index:<br>(20% x 100) + (80% x 150) | 140.0 |
| Net GRP cost category index                     | 105   |
| Overall media planning choice<br>index          | 198.7 |

PLEASE NOTE: if the mix of time slots is not identical across all seasonal periods invested in, the advertiser's media planning index will not be the simple product of the seasonality, time slot, and guaranteed net GRP cost category indices.

## 4.2. GROSS TO NET RATE CASCADE

EXCLUDING SALES AT GUARANTEED NET GRP COST ON M6 AND TNT + POWER

### GROSS RATE

Format index

### GROSS RATE FORMAT

- Discount for cinema advertisers / literary publishing / collective campaigns / SIG / eco-friendly product campaigns for new TV advertisers
- Podium surcharge
- Specific construction surcharge
- Multi-product message/co-branding surcharge/ Additional surcharge
- Priority access surcharge

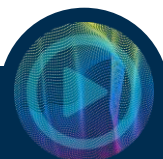
### GROSS PAYABLE

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

### NET EXCL. VAT

- VAT

### NET INCLUDING TAX





# TV SPECIFICATIONS

## Sponsorship space

### 1. OPTIONS

**1.1.** The advertiser or its representative must send M6 Publicité, in writing, an option indicating the name(s) of the program(s) it wishes to sponsor, the desired duration of the operation, and the name of the product or brand interested in this sponsorship, as well as its 8-digit sector code (see the "TV nomenclature" document available on [m6unlimited.fr](http://m6unlimited.fr) or on My6).

The duration of this option is set by M6 Unlimited according to the following conditions, it being specified that the option expires at 6 p.m. at the end of each period:

- 5 working days if the option is placed less than 3 months before the start of the operation (i.e. from the broadcast of the first trailer for the program concerned).
- 10 working days if the option is exercised more than 3 months before the start of the operation (i.e., from the broadcast of the first trailer for the program concerned).

It is specified that in the event that an advertiser has been granted priority renewal for a program covered by an option, the term of said option may only run after the expiry of the period granted under the priority renewal.

At the end of the aforementioned period, the option, including the name of the program, the target audience, the duration of the campaign, the brand name, the 8-digit sector code (see TV nomenclature), and acceptance of the price, must be confirmed in writing.

M6 Unlimited will acknowledge receipt of this confirmation by sending a commercial agreement prior to broadcast, to be returned signed by the advertiser or its representative. Any option that is not confirmed will be considered null and void. In the event that M6 Unlimited receives several options and/or firm purchases relating to the sponsorship of the same program(s), they will be taken into account, except in special cases, according to the following criteria and in the order defined below:

**1.1.1.** Priority will be given to options and firm purchases covering a longer period.

Thus, if an advertiser commits in writing to the firm purchase of a sponsorship operation for a longer period, M6 Unlimited may immediately accept the firm purchase request and will inform advertisers who have submitted an option for a shorter period by email that their option is no longer valid. If an advertiser submits an option to M6 Unlimited for a longer period, the longer option takes priority and moves to rank 1.

**1.1.2.** In the case of identical action periods, the chronological order of arrival of the option will be taken into account. If an advertiser (e.g., in rank 3) commits in writing to the firm purchase of a sponsorship operation, M6 Unlimited will inform the advertisers in a higher option rank (e.g., in rank 1 and/or 2) by email that they then have a period of 48 working hours from the sending of the said email to confirm their firm purchase.

option (e.g., in rank 1 and/or 2) that they then have 48 business hours from the sending of said email to confirm their firm purchase.

This email will also be sent to the advertiser who has made a firm commitment (e.g., rank 3).

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

During these 48 business hours (it being specified that the option expires at 4 p.m. at the end of the period), the chronological order of arrival of the initial option at M6 Unlimited is taken into account for the allocation of the firm purchase (e.g., if the advertiser in rank 1 confirms their firm purchase within this period after the advertiser in rank 2, M6 Unlimited will allocate the firm purchase to the advertiser in rank 1).

**1.1.3.** In the event that an advertiser commits in writing to the firm purchase of a sponsorship operation for a period shorter than that provided for in one or more higher-ranked options (e.g., in rank 1 and/or 2), M6 Unlimited will notify advertisers with a higher option rank by email that they have 72 business hours from the time the email is sent to confirm their firm purchase. This email will also be sent to the advertiser who has made a firm commitment for a shorter period.



# TV SPECIFICATIONS

## Sponsorship space

This firm purchase option within this time frame is therefore not available to advertisers with a lower option rank (e.g., rank 4, 5, etc.). During these 72 working hours, the chronological order in which the initial option arrives at M6 Unlimited is taken into account for the allocation of the firm purchase (e.g., if the advertiser in rank 1 confirms their firm purchase within this period after the advertiser in rank 2, M6 Unlimited will allocate the firm purchase to the advertiser in rank 1).

In all cases, 3 weeks before broadcast, the option becomes void. The first advertiser to make a firm purchase validated by M6 Unlimited becomes the sponsor of the operation, regardless of the option ranking.

**1.2.** M6 Unlimited reserves the right not to apply, modify, or add new conditions to the option principle as described above and, more generally, to the terms and conditions for marketing the initial sponsorship offer, in particular by marketing the program to additional advertisers, or in the case of programming linked to a program or programs deemed exceptional and/or event-related by the publisher.

**1.3.** M6 Unlimited reserves the right to hold an auction both at the time of the launch of the sponsorship offer and after the publication of the sponsorship offer, subject to compliance with the renewal priorities already granted either by M6 Unlimited or by virtue of their status as official partners of sporting competitions.

M6 Unlimited may, for example, organize an auction if it receives several firm purchase requests for the same sponsorship opportunity from different advertisers for the same amount at the same time.

**1.4.** In all cases, M6 Unlimited reserves the right:

**1.4.1.** Not to accept an option if it appears to be non-compliant:

- The publisher's contractual obligations, in particular with the rights holders of the program covered by the option,
- The laws, regulations, and practices governing television sponsorship and audiovisual communication (including the food charter) or contrary to the interests of the M6 Group or any of its companies.

**1.4.2.** Not to accept an option if it occurs after the validity date of the commercial offer proposed by M6 Unlimited to the market as indicated in said offer.

**1.4.3.** Not to renew an option.

**1.5** Written confirmation of a "special" operation by an advertiser or its agent, in any manner whatsoever (confirmed option, commercial sponsorship agreement), implies, unless different GTC apply, acceptance of M6 Unlimited's GTC and, more specifically, the following conditions. A "special" operation is defined as any global operation involving television sponsorship

and/or television advertising and/or radio advertising and/or advertising on websites managed by

M6 Unlimited and/or on partner social networks and/or a licensed operation (promotional and/or merchandising and/or publishing operation) and/or production and/or a field operation, etc.

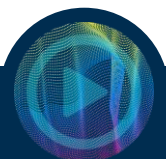
## 2. CONTRACTUAL DOCUMENT

**2.1.** The firm purchase of a sponsorship operation by an advertiser or its agent is formalized by the establishment of a contractual document (commercial sponsorship agreement) by M6 Unlimited.

This must be returned signed no later than 10 days before the start of the operation. Otherwise, M6 Unlimited and/or the publisher reserves the right not to broadcast the sponsorship operation in question. The contractual document is personal and may not be transferred under any circumstances. The advertiser is required to fulfill the commitments made by its representative(s) within the scope of the authority granted to them.

**2.2.** M6 Unlimited will only grant the advertiser priority for renewal in the following two cases:

- For any sponsorship operation lasting a minimum of six consecutive months relating to a recurring slot and/or a short program. The renewal proposal will be offered for an identical duration in year N+1.



# TV SPECIFICATIONS

## Sponsorship space

- For any sponsorship operation covering an entire special event program. Priority for renewal will be offered for the entire following season of the special event program. It is specified that priority for renewal does not apply to any spin-offs of the special event program.

For each of these renewal priorities, the advertiser will have a period of 10 working days from the date of dispatch of the renewal proposal by M6 Unlimited to accept or reject the new renewal conditions, it being specified that the renewal priority expires at 6 p.m. on the expiry date.

If the advertiser fails to respond within the aforementioned period and/or if negotiations fail, the advertiser will be deemed to have waived the operation and will not be able to object to the presence of another advertiser on the program. In the event that the advertiser is eligible for renewal priority, the contractual document will specify the terms and conditions of said renewal priority.

For all intents and purposes, it is specified that the advertiser will only benefit from priority renewal for the sponsorship transaction if this is stipulated in the contractual document.

### 3. CANCELLATION

In the event of total or partial cancellation of the sponsorship operation by the advertiser or its representative, except in cases of force majeure (i):

- More than 13 calendar weeks before the start of the operation, M6 Unlimited will charge the advertiser compensation equal to 50% of the amount of the operation.
- Less than 13 calendar weeks and more than 4 calendar weeks before the start of the operation, M6 Unlimited will charge the advertiser compensation equal to 75% of the amount of the operation.
- If the advertiser cancels less than 4 calendar weeks before the start of the campaign, M6 Unlimited will charge the advertiser compensation equal to 100% of the campaign amount.
- During the operation, M6 Unlimited will charge the advertiser compensation equal to 100% of the remaining amount due for the operation.

Compensation shall apply upon written confirmation of the arrangement by the advertiser or its representative. The duration of the sponsorship shall be understood to be between the broadcast of the first sponsored trailer and the last sponsorship credits for the programs, even when the duration of the sponsorship operation extends over several distinct periods.

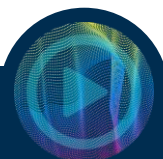
If the cancellation is due to force majeure (i), the advertiser or its representative must notify M6 Unlimited in writing within five days of its occurrence, justifying its nature and estimating its duration. If the force majeure is proven, the sponsorship operation concerned will then be suspended within 2 days of receipt of the notification by M6 Unlimited and until the end of the event. As soon as the event has ended, the total amount of the canceled sponsorship operation must be reinvested by the advertiser within a period to be defined by mutual agreement with M6 Unlimited.

(i) See definition on page 78.

### 4. COMPETITION

**4.1.** The purchase of advertising space requires the reservation of a variety code. The reference to this variety code, as it appears in the TV product nomenclature published by M6 Unlimited, must be precise, accurate, and complete.

**4.2.** M6 Unlimited undertakes to the sponsor not to offer, during the duration of the operation only, the sponsorship of the program it sponsors to a brand corresponding to a product or service falling within the same 8-digit sector code (family, class, sector, variety - see nomenclature published on the m6unlimited.fr and My6 websites) as that promoted by the sponsor as part of the operation.





# TV SPECIFICATIONS

## Sponsorship space

As an exception to the above, it is specified that no sector exclusivity will be guaranteed to advertisers:

- Wishing to sponsor any program broadcast on each of the M6 Group's youth channels (Gulli, Tiji, Canal J) between September 1, 2026, and December 31, 2026.
- Who only purchase a partial sponsorship package.
- Who purchase a sponsorship package on partner social media networks.

**4.3.** The purchase of a sponsorship operation is independent of the purchase of traditional advertising space and does not exclude the presence of competing advertisers:

- In advertising screens located before, during, and after sponsored programs or before or after trailers promoting sponsored programs.
- On trailers and credits for another program located before, during, or after the sponsored programs or trailers. The advertiser or its agent who has contracted a sponsorship campaign has no right to review the content of the advertising screens.

**4.4.** Except for contractual obligations to which the publisher is bound, the advertiser or its agent may not exercise any rights with regard to any secondary or commercial exploitation of all or part of the program. It may not therefore oppose any such secondary exploitation.

Similarly, they may not claim any profit sharing whatsoever for such uses. However, in the event that secondary or commercial uses of all or part of the program (set, concept, credits, program title, host, etc.) are available and the publisher is authorized to entrust M6 Unlimited and/or any company it may engage or substitute with the exploitation of these elements in the context of promotional and/or merchandising operations (hereinafter "the license"), M6 Unlimited and/or any company it may engage or substitute and/or the publisher reserve the right to offer this license to the sponsor and/or any advertiser of their choice.

The advertiser who has purchased this license may not under any circumstances oppose a sponsorship operation by a competing advertiser on this program and/or on a variation of this program. Similarly, advertisers who have purchased sponsorship for a program and/or a variation of that program may not under any circumstances oppose a licensing operation by a competing advertiser in connection with that program.

## 5. PROGRAMMING CHANGES

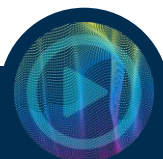
Subject to programming changes, M6 Unlimited will respect the date and time slots for broadcasting the sponsorship campaign. In the event of a programming change for the broadcast of a special program in the slot of a recurring program

or linked to an exceptional event, M6 Unlimited may, at its sole discretion, decide to:

- Either freely modify the initial sponsorship offer, in particular by marketing the program to one or more new additional advertisers as of the publication of the program schedule corresponding to said program, even if one or more advertisers have confirmed a sponsorship deal for the program in question, and/or by revaluing the offer without the possibility of objection. In such cases, M6 Unlimited undertakes to comply with the provisions of Article 4.1 on page 93.
- Either propose as an alternative a new sponsorship deal equivalent to that of the advertiser(s) concerned.

If the advertiser refuses the proposed alternative, the rules set out in the Cancellation paragraph (Article 3, page 93) shall apply.

In the event of a change in the time slot, channel, medium, or duration of the package initially sold by M6 Unlimited that affects the target audience or viewership, M6 Unlimited may:



# TV SPECIFICATIONS

## Sponsorship space

- Propose, if necessary in view of the new target or audience, a compensation principle;
- Revalue the offer if the impact on the target or audience is significantly positive. If the revalued offer is refused, M6 Unlimited will propose a new sponsorship operation equivalent to the advertiser concerned as an alternative. In the event of a further refusal, the rules set out in the Cancellation paragraph (Article 3, page 93) will apply.

In the event of cancellation of the program for any reason whatsoever, M6 Unlimited will invoice the advertiser or its agent on a pro rata basis for the programs broadcast only, without any compensation being claimed by the advertiser or its agent as a result. In the event of an extension of the broadcast of a program with the addition of extra programs not included in the sponsorship operation currently being marketed to the advertiser, M6 Unlimited may offer the advertiser priority for a new sponsorship offer for said extra programs.

### 6. PRESS, RADIO, OR INTERNET MEDIA

M6 Unlimited reserves the right to promote the publisher's programs by entering into an agreement with press, radio, or internet media, under the terms of which these media will be present or mentioned in the program. The sponsor or its

agent will be informed but may not object.

### 7. PUBLISHER'S RESPONSIBILITY

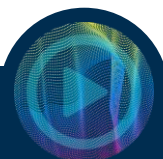
As the technical, artistic, and editorial responsibility for the program is under the full and complete control of the publisher's program management, the advertiser or its representative may not under any circumstances claim any rights in this regard. The publisher may broadcast non-sponsored trailers without the advertiser or its representative being able to object. Given the publisher's obligation regarding sound dynamics as explained below, the publisher may bring the sponsor's sponsorship credits into audio compliance. Thus, in order to improve the viewer's listening comfort and to comply with legal and regulatory requirements on the one hand, and CSA deliberation no. 2011-29 of July 19, 2011, on the other, requiring channels to broadcast the sound of each program element on their airwaves at an average sound intensity of -23 LUFS, elements must be delivered in accordance with version 3.0 of the [PAD publishers' recommendation RT017](#). If the delivered element does not comply with this average intensity of -23 LUFS, M6 Unlimited will bring it into compliance without the advertiser being able to object.

### 8. PRODUCTION OF SPONSORSHIP AND GAME SEGMENTS

M6 Unlimited entrusts the design and production of sponsorship credits and game modules to M6 Unlimited & Beyond and/or Pôle Jeunesse. The design, legal and editorial validation of storyboards, the production, management, and/or broadcasting of sponsorship credits and game modules by M6 Unlimited & Beyond and/or Pôle Jeunesse will be subject to a quote submitted by M6 Unlimited & Beyond and/or Pôle Jeunesse to the advertiser and/or its representative for approval. Once approved, a purchase order detailing the items in the quote will be drawn up between the advertiser or its representative.

If, in exceptional circumstances, the advertiser wishes to entrust the design and production of sponsorship credits to an external production agency, M6 Unlimited will charge the advertiser a coordination fee of €1,000 excluding tax (one thousand euros excluding tax).

In this context, the advertiser undertakes to provide, at the request of M6 Unlimited & Beyond and/or Pôle Jeunesse, any information and/or elements necessary and useful for the design, production, creation, and legal and editorial approval of the sponsorship credits.



# TV SPECIFICATIONS

## Sponsorship space

### 9. GAMES/PRIZES

**9.1.** When the sponsorship and/or special operation agreed between the advertiser and/or its representative and M6 Unlimited involves a game aimed at the public (promotional lotteries, contests, etc.), the advertiser or its representative undertakes, by way of an obligation of result, to take charge of and provide M6 Unlimited with the game prizes, and to pay all costs incurred in managing the game: drafting and filing of rules, setting up means of participation (internet relay, audiotel, etc.), management of winners and dispatch of prizes, etc. As the organizer of the game, the advertiser shall be responsible for the organization of the game in its entirety. The advertiser shall be responsible for drafting the rules of the game, unless the parties agree to entrust their management to M6 Unlimited.

As such, the advertiser and its representative are jointly and severally liable for the proper performance of the obligations undertaken with regard to prizes. The prizes offered to viewers must be chosen by mutual agreement between the advertiser (or its representative) and the publisher or M6 Unlimited, both in terms of their nature and quantity.

In the event of non-performance by the advertiser or its agent of the obligations entered into under the terms of this article (in particular its obligation to provide prizes

in accordance with the standards in force as referred to below) within 30 days of the end of the sponsorship operation, M6 Unlimited reserves the right to act on behalf of the advertiser or its representative and to fulfill the said obligations towards the winner(s). All costs incurred by M6 Unlimited shall be borne by the defaulting advertiser, without prejudice to any additional compensation.

**9.2.** The costs of setting up the game, particularly on M6+, as specified in the quote sent by M6 Unlimited & Beyond and/or Pôle Jeunesse, will be invoiced to the advertiser or its representative by M6 Unlimited & Beyond and/or Pôle Jeunesse.

**9.3.** The advertiser guarantees the safety and absence of defects in the prizes it provides within the meaning of Articles 1245 et seq. of the Civil Code, and more generally that the prizes and their packaging are of the highest possible quality and comply with the highest standards in force.

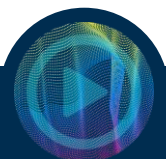
In order to meet the M6 Group's commitment to gradually reduce the awarding of prizes consisting of products and services that have a negative impact on the environment and to strive to promote more eco-responsible prizes, M6 Unlimited has undertaken to encourage the advertisers concerned to award such eco-responsible prizes in such cases and as far as possible.

**9.4.** The advertiser or its agent, whether a subcontractor or not (collectively referred to as "the advertiser" for the purposes of this article) may only access the data of the winners of the games if it is responsible for providing these prizes directly to the winners. It may then only use them for this sole purpose. Any disclosure or mention of the winners by the advertiser (including only the first letter of their first and last names) is prohibited, even for the purposes of promoting the game, unless prior and specific consent has been obtained from the persons concerned, M6 Unlimited, and the publisher.

In cases where, in execution of the sponsorship or special operation contract, M6 Unlimited is required to process and transfer the personal data of the winners of the game to the advertiser in order for the latter to provide them with prizes, it is hereby reiterated that M6 Unlimited acts solely as a subcontractor for the television channel concerned and the advertiser as joint controller for this purpose, within the meaning of the applicable data protection rules.

In all cases, the advertiser undertakes to comply with the following obligations:

- Implement all appropriate technical, functional, and organizational measures to comply with the applicable data protection rules, as well as the conditions for data processing and storage by the advertiser, as set out in the game rules.





# TV SPECIFICATIONS

## Sponsorship space

- Do not use the data for any other purpose or for any longer than the period specified in the game rules and agreed between the parties. In particular, if it is agreed to send the advertiser the winners' data for the sole purpose of providing them with their prizes, the advertiser undertakes to delete this data once the prizes have been sent, and at the latest within the period specified in the game rules.
- Take all necessary precautions and measures to preserve the confidentiality of the information, not to make any copies of the documents and data media transmitted other than those necessary for the agreed purpose, and not to disclose the documents and data to any unauthorized person.
- Take all necessary measures to preserve the security of the information and, in particular, to prevent it from being distorted, damaged, misused and/or fraudulently used.
- Implement organizational, functional, and technical measures to ensure that the rights of data subjects are respected.
- Assist any joint controller in ensuring compliance with obligations relating to security, impact assessment, and breach notification.
- Keep evidence of compliance with these obligations and provide it to M6 Unlimited upon first request.

The advertiser indemnifies M6 Unlimited and the publisher of the media concerned, their legal representatives and their employees against

any losses, damages, and consequences resulting from a breach of this commitment, in particular any sums or damages that may be charged to them, including legal fees. These obligations may, where applicable, be specified/supplemented in the sponsorship or special operation contract, depending on the specific features of the operation.

### 10. BROADCASTING OF SPONSORSHIP IDENTITY SEQUENCES

**10.1.** The advertiser or its agent is responsible for obtaining and paying for all rights and authorizations necessary for the broadcast on the channel, via any electronic communications network, of the sponsorship credits and other elements it provides.

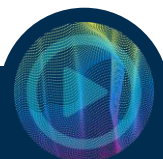
In this regard, they shall hold M6 Unlimited and the publisher harmless and indemnify them against any recourse or action by any third party who considers that they have any rights to assert over all or part of the sponsorship credits and other elements provided by the advertiser or their representative, as well as any costs, including litigation costs, that may result (in particular, attorneys' fees). The advertiser shall provide M6 Unlimited with a list of works that may be subject to declaration to copyright societies.

M6 Unlimited reserves the right to refuse to broadcast any sponsorship credits or to interrupt their broadcast:

- If it appears to be non-compliant with the publisher's contractual obligations to the rights holders of the sponsored program, with the laws, regulations, and practices governing television sponsorship and audiovisual communication, or with the interests of the channel or its subsidiaries. All sponsorship credits must be submitted to M6 Unlimited for approval at least seven business days before the first broadcast of the sponsorship credit. M6 Unlimited reserves the right to request any changes to sponsorship credits deemed necessary, it being specified that the production costs shall remain the responsibility of the advertiser.
- If ARCOM or any other administrative or judicial authority subsequently deems a sponsorship credit to be non-compliant and prohibits any further broadcast and/or requests the removal of the credit from the airwaves.

**10.2.** M6 Unlimited retains control over the programming of sponsorship credits featured on the sponsored program(s) and/or associated trailers and, more specifically, shall have sole discretion over the broadcast schedule for all such sponsorship credits.

In this regard, M6 Unlimited reserves the right not to associate the advertiser with any trailers. M6 Unlimited will report to the advertiser on the sponsorship operations broadcast by sending the corresponding invoice at the end of each month, in accordance with the terms set out in Article 6 on page 79.





# 07

## OM6 GROUP GENERAL TERMS AND CONDITIONS OF SALE

c. Digital Specifics

# DIGITAL SPECIFICATIONS

## 1. TERMS AND CONDITIONS FOR PURCHASING ADVERTISING SPACE

All orders must be accompanied by a signed purchase order (insertion order) or sponsorship agreement signed by the advertiser or its representative. This purchase order or sponsorship agreement must be returned to M6 Unlimited no later than 10 days before the start date of the advertising campaign on the relevant websites.

It is specified that M6 Unlimited does not offer any exclusivity to advertisers or their representatives, with the exception of special one-off offers limited to a restricted number of insertions, under conditions specifically mentioned in the insertion order signed between the parties.

## 2. POSTPONEMENT OR CANCELLATION OF ORDERS

Any postponement of an advertising order (advertising messages - sponsorship of sections) must be sent to M6 Unlimited at least 7 working days before the start date of the campaign, except in cases of force majeure (see definition on page 78).

If this notice period is not respected, and except in cases of force majeure, a penalty of 30% of the net amount postponed will be automatically applicable for notifications made less than 7 working days before the first broadcast date.

No compensation may be claimed by the client from M6 Unlimited if the delay in the start of the campaign is attributable to a delay in the delivery of creative content by the client.

Any cancellation of an order (advertising messages - sponsorship of sections) must be sent to M6 Unlimited at least 7 working days before the start date of the campaign. If this notice period is not respected, except in cases of force majeure, the following penalties shall apply automatically:

- 50% of the canceled amount for notification made less than 5 business days before the first broadcast date.
- 100% of the canceled amount remaining to be broadcast for notification made after the first broadcast date.

The canceled advertising space will be made available to M6 Unlimited.

Any modification to the Insertion Order concerning the advertiser's advertising elements to be broadcast during the advertising campaign that impacts the original broadcast plan may be subject to an update of the commercial terms and conditions (CPM, delivery time, linearity of broadcast, distribution by device, etc.) taking into account the nature and complexity of these changes.

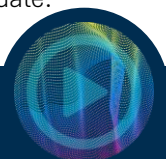
These changes may require a technical update period, resulting in a delay of all or part of the campaign, without the advertiser and/or

agent being able to object. No compensation may be claimed by the client from M6 Unlimited in this regard.

## 3. MATERIAL

**3.1** The advertiser must comply with M6 Unlimited's technical requirements regarding the provision of material (e.g., banner ad format, etc.). Additional technical services may be necessary and will be invoiced to the advertiser on the basis of a quote previously accepted by the latter. If, for technical reasons, the advertising material proves unsuitable for broadcast and/or the advertiser is unable to provide another advertising format within the time limits set before the scheduled online launch, the price of the campaign remains payable in full by the advertiser as if the broadcast had actually taken place.

During the campaign, M6 Unlimited cannot be held responsible for any changes made by the advertiser to the content of the advertising material, nor for any loss or damage suffered by the material. Nevertheless, in order to guarantee the best possible broadcast quality, M6 Unlimited may request new technical elements during the campaign. The delivery of creations in the form of video spots and/or requiring the intervention of a service provider external to M6 Unlimited, where applicable, must take place no later than 5 working days before the first day of the campaign. The delivery of





# DIGITAL SPECIFICATIONS

"Classic" creations (i.e., creations that are not in the form of video spots and/or require the involvement of an external service provider) should preferably be submitted five business days before the start of the campaign and, in any event, no later than three business days before the start of the campaign.

**3.2** If the deadline for submitting material is not met, the advertiser and/or its representative shall be solely liable for any errors or omissions in the online publication of this campaign. This delay shall completely release M6 Unlimited from its volume commitment for the contractual period and from compliance with the schedule initially provided for in the contract, but M6 Unlimited shall invoice the entire volume reserved on the insertion order.

**3.3** In addition to the above, and depending on the delay in the delivery of the creative material by the client, M6 Unlimited reserves the right to apply daily penalties to the client, which will vary according to the following cases:

- In the event of delivery of "standard" creative work between 3 working days and 24 working hours before the start of the campaign, M6 Unlimited will not apply daily penalties to the customer.
- In the event of delivery of video spot creations and/or those requiring the intervention of a service provider external to M6 Unlimited, where applicable, between 5 working days and 24 working hours before the start of the campaign, M6 Unlimited will not apply daily penalties to the client.

- In the event of delivery of any creations less than 24 working hours before the start of the campaign, M6 Unlimited will apply daily penalties of €200. Any complaint concerning the online publication of an advertising message must be made in writing within 4 days of the message being broadcast, failing which it will be forfeited.

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

## 4. ADVERTISING SPACES

M6 Unlimited may be required to move or remove an advertisement for any reason beyond its control, including technical difficulties and, in general, force majeure. M6 Unlimited will inform the advertiser concerned and/or its representative. It is expressly agreed that M6 Unlimited's liability is, in any event, always limited to the value of the advertising space invoiced.

## 5. SPONSORSHIP OF SECTIONS

### 5.1 COMPETITION

The sponsorship contract is independent of the purchase of advertising space and does not exclude the presence

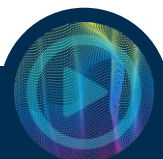
of competing advertisers in advertising spaces located on the periphery of the sponsored section and/or on the site on which the sponsored section is accessible, as well as the presence of competing advertisers in the editorial content of the site and/or section concerned.

### 5.2 MODIFICATION/CANCELLATION OF THE SECTION

In the event of a modification affecting the sponsorship operation and/or in the event of cancellation of the section concerned by the sponsorship operation for a reason attributable to the publisher of the site concerned, M6 Unlimited may offer the advertiser and/or its representative compensation and, where applicable, will invoice the advertiser on a pro rata basis for the items described in the sponsorship contract actually posted online, without the advertiser being entitled to claim any compensation as a result.

## 6. RATES

**6.1** Unless expressly stipulated in writing by M6 Unlimited, the rates are those mentioned on the order form (insertion order) signed by the advertiser or its representative.



# DIGITAL SPECIFICATIONS

**6.2** M6 Unlimited reserves the right to modify advertising format rates, particularly in the event of programming linked to an exceptional event or in the event of changes to the media and/or formats offered by the advertising sales agency. In this case, M6 Unlimited will inform the advertiser or its representative of the change to the advertising medium and/or format and the applicable rate. Advertisers who booked these spaces before the rates were changed will retain them at the rates initially offered. M6 Unlimited will not send the advertiser or its representative a new advertising order.

## 7. COMMERCIAL REFERENCES

Under the terms of this agreement, the advertiser expressly authorizes M6 Unlimited to cite it as a commercial reference.

## 8. MISCELLANEOUS PROVISIONS

The campaign delivery statistics provided by M6 Unlimited to the advertiser and/or agent shall be deemed authentic, regardless of the advertising delivery medium (PC, CTV, mobile, tablet, etc.) and may not be contested by the advertiser and/or agent under any circumstances or in any way.

The agent and/or advertiser undertakes not to use tracking tools designed to measure

the performance of their campaign(s), with the exception of traditional impression tracking tools (tracking pixels), without the prior express authorization of M6 Unlimited.

In the event that M6 Unlimited gives its authorization for the exceptional use of such tools, the agent and/or advertiser and/or any authorized third-party service provider responsible for the implementation and use of said tools undertakes to provide M6 Unlimited with all the results and performance analyses obtained in connection with the campaigns delivered by M6 Unlimited.

Where applicable, the name and type of tool concerned, the terms and conditions of use of said tools, as well as the purposes of these tools and the intended uses of the reports and data provided by these tools, shall be set out in writing and agreed upon by both parties, it being specified that the advertiser and/or the agent or any authorized service provider in charge of these tools must, in any event, comply with the applicable regulations in the relevant field (advertising data management).

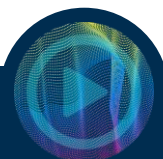
## 9. CHARTER, QUALITY, PROTECTION, AND ETHICS

M6 Unlimited complies with the quality charter of the members of the Syndicat des Régies Internet (SRI), comprising 11 commitments and 4 technical recommendations (see [sri-france.org](http://sri-france.org)).

It guarantees the partners of member advertising agencies clear and strict guidelines in terms of quality of service, ethics, and user comfort for Internet users.

### M6 UNLIMITED IS COMMITTED TO:

- Adhere to the ARPP and comply with its ethical recommendations.
- Only broadcast advertising on websites that are clearly and specifically identified by the advertiser through their domain name.
- Not accepting advertisers from sectors where advertising is prohibited.
- Not to broadcast advertising on illegal websites.
- Inform advertisers when advertisements are displayed on pages whose content is self-produced by Internet users, without prior moderation (e.g., blogs, forums, chats, personal pages, etc.).
- Inform the agency or advertiser when their campaign goes live.
- Ensure that pages are delivered correctly during the campaign.
- Provide the agency or advertiser with a statistical report on the results of their campaign.
- Only use the results of the campaign with the express consent of the advertiser concerned.
- Do not use spyware systems that allow advertising to be displayed outside of the environments.



# DIGITAL SPECIFICITIES

M6 Unlimited is committed to responsible digital advertising, as evidenced by **the Digital Ad Trust label** awarded to M6+ and RTL.fr.

This label is currently being redesigned, and M6 Unlimited is closely monitoring the update of these commitments.

M6 Unlimited is also implementing the IAB's **Transparency and Consent Framework** on all M6 Group websites, alongside all digital advertising players, in line with GDPR compliance.

**In addition, M6 Unlimited has set itself the following points of vigilance:**

- Ensuring that youth content is free of advertising that is inappropriate for minors, particularly in the entertainment sector (e.g., cinema, video games), products and services such as dating sites, health and beauty (e.g., sexuality-related products), sports betting, etc. ; in this regard, advertisers are advised that registration on the M6+ site is no longer available to those under the age of 16.
- Ensure, as part of a voluntary approach, that the current charter promoting healthy eating and behavior in audiovisual programs and advertising is applied, under which it is stipulated that the advertising agencies of voluntary digital players shall:

- Offer pricing conditions adapted to collective campaigns promoting products whose consumption should be increased (products outside the scope of Article 29 of Law No. 2004-806 of August 9, 2004), in order to allow them access to available advertising inventory.
- Undertake to make their best efforts to grant Santé Publique France's health messages, delivered via public interest campaigns aimed at promoting healthy eating and physical activity, a specific and adapted flat-rate negotiation throughout the year, depending on available inventories.
- Ensure that advertising impressions are delivered as evenly as possible throughout the reserved campaign period.
- Actively participate in the fight against piracy and illegal sites (notably as a signatory to 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 SECURE: the charter that guarantees the transparency, control, integrity, and security of your data.**

As part of the relationship of trust it has built with internet users, M6 Unlimited is particularly committed to protecting their data, notably through the following actions:

- By providing them with clear and ongoing information about how their data is used and by obtaining their consent in accordance with applicable regulations.
- By giving them the option to permanently delete their data at any time, by securing their data at every stage of its use, and by collecting only useful and relevant data.







# 07

## M6 GROUP GENERAL TERMS AND CONDITIONS OF SALE

d. Broadcast Elements

# DISTRIBUTION CHANNELS

## Linear, segmented, and digital

### 1. ADVERTISING MESSAGE DISTRIBUTION

#### 1.1. GENERAL PROVISIONS

**1.1.1** All information relating to advertising broadcasting, in particular broadcasting instructions (rotation schedules, Pub ID, etc.) and information on the delivery of technical elements, must be communicated exclusively via MyDiffTV, the online platform dedicated to the exchange of such information and shared by all subscribing advertising agencies, accessible at [mydiff.tv](https://mydiff.tv).

This platform is accessible free of charge. In order to secure broadcasting and ensure that broadcasting instructions are properly taken into account, this information must be provided by the advertiser or its representative: media agency, consulting agency in charge of creation and production, and registered with the ARPP.

M6 Unlimited cannot take into account any other means of transmitting broadcast instructions.

In addition to sending broadcast instructions, for any questions related to broadcast elements, please write to [diffusion-publicitaire@m6.fr](mailto:diffusion-publicitaire@m6.fr).

The implementation of a detailed rotation plan per screen (linear broadcasting) on an order reserved at a guaranteed GRP cost is only possible for the Select and Select+ categories.

**1.1.2** Broadcast files must be delivered in 16:9 format and in high definition (HD). The advertiser, its representative, and the production company undertake to provide M6 Unlimited with a digital file.

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

The material delivered must fully comply with the latest version of the technical recommendations developed by the joint CST/FICAM/HD Forum working groups and published on the [ficam.fr](https://ficam.fr) website.

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

Each digital broadcast file sent must be accompanied by the following information:

- Advertiser
- Product or campaign name + targeting (segmented broadcasting)
- Crea ID
- Film title identical to that declared to the ARPP

- Duration
- Version identical to that declared to the ARPP
- For films containing legal notices that may be subject to change (e.g., health notices, automotive notices, etc.), specify the notice concerned by the film (e.g., "For your health, eat at least 5 fruits and vegetables a day").
- Date items were sent to M6 Unlimited

**1.1.4** To improve viewer comfort and to comply with legal and regulatory requirements on the one hand, and CSA deliberation no. 2011-29 of July 19, 2011, on the other, requiring channels to broadcast the sound of each program element on their channels at an average sound intensity of -23 LUFS, films must be delivered in accordance with version 3.0 of the [PAD publishers' recommendation RT017](#).

If a film does not comply with this average intensity of -23 LUFS, M6 Unlimited may proceed to bring the film(s) supplied into compliance with the audio requirements without the advertiser being able to object, which the advertiser, its representative, and the production company expressly acknowledge and accept. The advertiser and its duly authorized service providers must comply with the charter of commitment for the dematerialized delivery of advertising films, available on the [ADMTV](https://admtv.com) website and [m6unlimited.fr](https://m6unlimited.fr).

**1.1.5** In the case of subtitled films intended for deaf and hard-of-hearing viewers (linear broadcasting), the elements provided to M6 Unlimited must comply with EBU standard N 19-2002.



# DISTRIBUTION CHANNELS

## Linear, segmented, and digital

The advertiser and/or its representative expressly authorizes M6 Unlimited to insert subtitles for deaf and hard-of-hearing viewers into advertising messages (linear broadcasting). In this case, the technical costs incurred shall be borne by the advertiser.

In the case of films enhanced with audio description (linear broadcasting), these must comply **with the Guide to Audio Description in TV Advertising**, developed in particular by the TV advertising industry under the aegis of the ARPP. Subtitles and audio description tracks may only be broadcast on channels and broadcast channels that are technically compatible.

**1.1.6** Broadcast files must be delivered to M6 Unlimited no later than five working days before the first broadcast.

In the event of a delay in the delivery of the material or delivery that does not comply with the requirements set out in these GTC, resulting in non-broadcast, the price of the scheduled message will be payable in full by the advertiser to M6 Unlimited.

If the deadline for delivery of the elements is not met and if the broadcast instructions have not been communicated via [MyDiff.TV](#), any error or omission in the broadcast of an advertising film shall be the sole responsibility of the advertiser and its representative (agency, TV

Production) responsible for sending the commercial and broadcast instructions.

**1.1.7** In the event that, for technical, legal, program context, broadcast schedule, or other reasons, the advertising message proves unsuitable for broadcast and the advertiser is unable to provide new elements within the required time frame, the price remains payable in full by the advertiser as if the broadcast had taken place.

**1.1.8** Any complaint concerning the programming and/or broadcast of a message and/or the technical quality of a message must be made within three days of the broadcast of the message, failing which it will be forfeited. If the advertiser, its representative, or the production company, with the agreement of M6 Unlimited, wishes to make technical changes to the broadcast message, the costs incurred by these operations shall be borne entirely by the requester.

**1.1.9** In order to guarantee the best possible broadcast quality, M6 Unlimited may request new technical elements during the campaign if necessary.

**1.1.10** One year after the date of the last broadcast of a campaign, the broadcast media may be destroyed at the initiative of M6 Unlimited, which may then request a new delivery of the broadcast files in the event of a rebroadcast.

**1.1.11** The titles of advertising screens appearing on price lists, program schedules, or advertising orders do not correspond to broadcast times but refer to locations within or between programs. Unless the publisher's programs are modified, M6 Unlimited's obligation relates exclusively to the broadcast of messages in the advertising slots reserved by the advertiser or its agent (linear broadcast). Consequently, the broadcast time of an advertising slot shall in no way justify a change in the price of the order and/or give rise to any right to compensation.

**1.1.12** The purchase of advertising space is independent of the purchase of sponsorship and does not exclude the presence of competing advertisers:

- On sponsored programs in or around which advertising screens are broadcast.
- On trailers for the sponsored program shown before or after advertising screens.

The advertiser or its agent who has purchased space in an advertising screen (linear broadcast) has no right to review the presence of a sponsor around the advertising screens concerned.

**1.1.13** M6 Unlimited reports to the advertiser on the commercial communications broadcast by sending a summary at the end of each advertising slot or a corresponding invoice at the end of each month and/or by any other means, thus providing proof of the broadcast of said commercial communications.





# DISTRIBUTION CHANNELS

## Linear, segmented, and digital

**1.1.14** At the request of the advertiser or its representative, M6 Unlimited will provide proof of linear broadcasting including the dates, broadcast times, and screen titles, as well as the position of the spot on the screen.

**1.1.15** M6 Unlimited may, upon specific request and within three months of the broadcast of the commercial in question, provide a copy of the commercial broadcast in video format (linear broadcast). Each copy will be subject to a flat fee of €500 excluding VAT, which is not subject to the discount scale.

### 1.2 CHARGES FOR MODIFYING BROADCAST INSTRUCTIONS

Any request to modify broadcast instructions made between D-4 and D-2 working days prior to broadcast will be subject to a flat fee of €1,000 per commercial to be modified, excluding VAT, which is not subject to the discount scale. This modification provision is only possible if the sector code and duration of the new commercial are strictly the same as those of the initial elements received.

### 1.3 UPDATING ADVERTISING MESSAGES

In the event that broadcast elements (instructions, film, etc.) are received between D-2 and H-2,

particularly concerning the updating of films, the film(s) received or modified for broadcast between D-2 and H-2 will be subject to additional costs based on a quote submitted to the advertiser and/or its representative for approval.

## 2. COMPLIANCE OF MESSAGES

**2.1** M6 Unlimited reserves the right to refuse to execute any advertising order or to interrupt it:

- If it appears to be non-compliant with the laws, regulations, customs, recommendations and/or charters and other commitments governing advertising and audiovisual communication, or contrary to the interests of the M6 Group or one of its companies.
- If a competent authority subsequently deems a message to be non-compliant and prohibits any further broadcasting and/or requests the withdrawal of the advertising film from the airwaves. In this case, M6 Unlimited shall not be liable for any compensation or indemnity to the advertiser, its agents or interested third parties.

**2.2** M6 Unlimited is entitled to request from the advertiser or its agent any document necessary to assess the compliance of messages with the laws, regulations, and practices governing advertising and audiovisual communication. The advertiser or its agent undertakes to provide these documents as soon as possible.

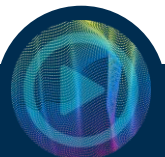
**2.3** Role of the ARPP (Autorité de régulation professionnelle de la publicité - [arpp.org](http://arpp.org)): under an interprofessional agreement, the ARPP has been given a preliminary advisory role to ensure that messages comply with the general rules of advertising and audiovisual and digital communication on SMADs, and with the ARPP's recommendations.

Advertisers or their agents (advertising agencies, media agencies, advertising film producers) must submit advertising films (in all their versions) and all related documents to the ARPP prior to their first broadcast, specifying the broadcast mode as "National and segmented" or "Segmented exclusively."

These items received by the ARPP are assigned a Crea ID number, which must be communicated to M6 Unlimited when sending the film and in the broadcast instructions sent via MyDiffTV. Based on the items received, the ARPP issues a final opinion on the broadcast of the advertising film.

This opinion must be favorable and submitted to M6 Unlimited no later than two business days before broadcast, specifying the broadcast mode as "National and Segmented" or "Exclusively Segmented."

For more information: [arpp.org](http://arpp.org)



# DISTRIBUTION CHANNELS

## Linear, segmented, and digital

### 3. RESPONSIBILITIES

**3.1** All advertising messages are broadcast on television services and M6+ (including Puissance 6) under the sole responsibility of the advertiser, who declares that they are aware of and comply with the laws, regulations, and practices governing advertising and audiovisual and digital communication. The advertiser, its representative, and the production company undertake to comply with any changes made during the year to legislation and/or regulations.

**3.2** The advertiser, its representative, and the company in charge of producing the advertising film declare that the advertising production is legal and does not violate the laws, regulations, and practices governing advertising and audiovisual and digital communication. They jointly and severally guarantee M6 Unlimited and the publisher against any claims and recourse, particularly from authors, producers, directors, composers, performers, and any natural or legal person who considers themselves to have been harmed by the broadcast of the message. In particular, the advertiser indemnifies M6 Unlimited and the publisher against any recourse that the third-party company in charge of creation may assert in relation to the advertising creation.

**3.3** The advertiser, its representative, and the company in charge of production undertake to ensure that the campaign name associated with the film and indicated in the broadcast instructions is the same as that of the reserved campaign and does not correspond to any product and/or service other than that presented in the film. Any broadcast of an advertising film in place of another advertising film, resulting from incorrect wording or a different title, shall remain payable by the advertiser. In the case of campaigns with provisional names, M6 Unlimited undertakes to ensure that any confidentiality imposed by the advertiser, its agents, and the company in charge of production is respected by all its employees. In all cases, it is imperative that, no later than 10 days before broadcast, the name of the campaign associated with the commercials provided and that of the space purchased are strictly identical. Failing this, M6 Unlimited cannot be held liable and the messages broadcast will be payable in full.

### 4. SIGNAL MALFUNCTION

Any interruption in service or incident affecting the linear signal, resulting in a loss of technical coverage of at least 20%, may give rise to compensation for the advertiser, calculated on the basis of the average audience lost.

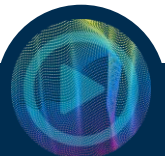
### 5. PROHIBITED OR REGULATED SECTORS

**5.1** Certain products and economic sectors are not allowed to advertise on television. For other products and economic sectors, this access is restricted and/or regulated. Sectors prohibited from television advertising and/or regulated by specific broadcasting conditions have a legislative, regulatory, or ethical basis. In this context, current regulations require educational messages in advertisements for certain economic sectors (health information, energy, consumer credit, gambling, etc.).

**5.2** In particular, with regard to videos, DVDs, video games, telephone services, films, text messages, or websites, advertising messages must not contain scenes that may offend the sensibilities of young audiences.

#### REGARDING

- Videos, films, DVDs, and video games that are prohibited (or not recommended) for children under 12 years of age must:
  - Be accompanied by a statement such as: "film (or video game) prohibited (or not recommended) for children under 12."
  - Not be broadcast during programs intended for young audiences, nor in close proximity to such programs (within 10 minutes before or after these programs).



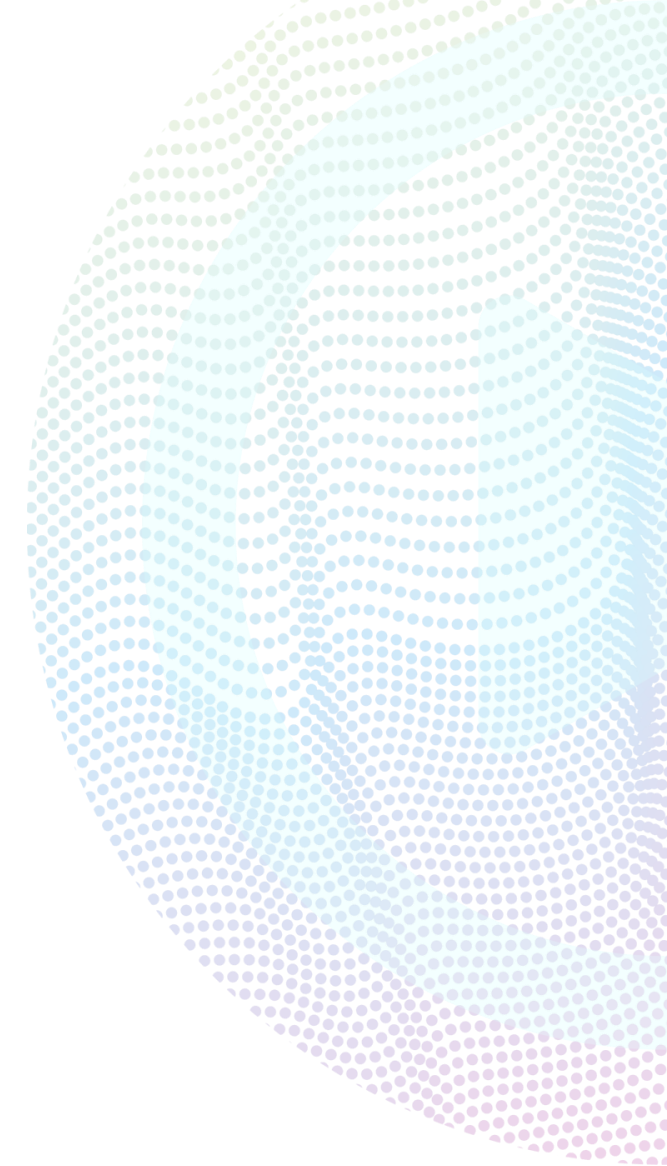
# DISTRIBUTION CHANNELS

## Linear, segmented, and digital

- Videos, films, DVDs, and video games that are prohibited (or not recommended) for children under 16 must:
  - Be accompanied by a statement such as: "film (or video game) prohibited (or not recommended) for children under 16."
  - Not be broadcast on screens before 8:30 p.m.
- Videos, films, DVDs, and video games that are prohibited (or not recommended) for children under 18 years of age and are not pornographic in nature must:
  - Be accompanied by a warning such as: "film (or video game) prohibited (or not recommended) for persons under 18 years of age."
  - Not be broadcast on screens with a broadcast schedule prior to 10:30 p.m.
- Videos, films, DVDs, and video games that are prohibited for minors under the age of 18 and are pornographic in nature may not be broadcast on channels marketed by M6 Unlimited.
- Telephone services, telematic services, websites, or products reserved for or intended for adults, on the one hand; SMS services likely to exploit the inexperience and credulity of minors, on the other hand, the film must be broadcast exclusively on screens with a broadcast schedule after midnight. M6 Unlimited reserves the right in all cases to refuse or interrupt the broadcast of these advertisements depending on the context of the program in which the advertising screens are scheduled.

These restrictions are subject to change depending on the channel and program context.

5.3 For more information on these prohibited or regulated sectors (in particular on their management for Puissance TNT/Puissance TNT +, Gulli, or children's channels managed by M6 Unlimited) and on changes to the legislative, regulatory, or ethical framework during the year, please contact M6 Unlimited.





# DISTRIBUTION CHANNELS

## Linear, segmented, and digital

### 6. ELEMENTS AND DEADLINES

#### CHANNELS



#### MATERIALS TO BE PROVIDED (LINEAR + SEGMENTED + DIGITAL)

- 1 HD file sent to M6 Unlimited - HD video
- Digital delivery
- Authorized delivery providers:
  - Extreme Reach: [www.xr.global](http://www.xr.global)
  - Nomalab: <https://ad.nomalab.com>
  - Peach: [www.peach.me](http://www.peach.me)

#### DEADLINE FOR SUBMITTING ELEMENTS

5 working days before the first broadcast.

#### OBTAINING APPROVAL FROM THE ARPP (OR APPROVAL NUMBER)

2 business days before the first broadcast.

#### SUBTITLES AND AUDIO DESCRIPTION

- Subtitles (linear broadcast):
  - Delivery of the subtitle file together with the dematerialized video file or delivery by email to: [diffusion-publicitaire@m6.fr](mailto:diffusion-publicitaire@m6.fr) (the subject line of the email must indicate "subtitles" as well as the name of the advertiser and the product) in accordance with EBU standard N 19-2002.
  - Each subtitle file must be named with the Crea ID reference of the corresponding film.
- Audio description (linear broadcasting):
  - Integration of audio description tracks into the broadcast file (see Peach, Extreme Reach, or Nomalab standards).
  - The title of the film must include the suffix "Audio description."
  - The presence of audio description in a film must be indicated by sending an email to [diffusion-publicitaire@m6.fr](mailto:diffusion-publicitaire@m6.fr) before delivery.

#### BROADCASTING INSTRUCTIONS

All information related to advertising broadcasts, including broadcast instructions (ID Crea, film rotation, etc.) and information on the delivery of technical elements, must be communicated exclusively via **MyDiffTV**, the online platform dedicated to the exchange of this information and shared by all advertising agencies.

#### DIGITAL SPECIFICATIONS (Excluding segmented TV)

Creatives intended solely for digital broadcasting (excluding segmented TV) must be sent 3 to 5 business days in advance to the Adops team via the service provider Nomalab: <https://m6unlimiteddigital.nomalab.com/> Contact: [adops@m6.fr](mailto:adops@m6.fr)

For specific formats (external service providers, special operations, etc.), technical elements must be sent at least 10 business days before the start of the campaign.

In the event of a delay in the delivery of elements, M6 Unlimited cannot guarantee that the campaign will start on the dates initially planned, and the advertiser alone will bear the consequences in the event of a delay in the start date of the campaign.

M6 Unlimited technical specifications:  
<https://admanager.m6tech.net/format-specifications/>





## CONTACT

M6 Unlimited  
107 avenue Charles de Gaulle  
92200 Neuilly-sur-Seine  
+33 (0)1 41 92 38 88  
[m6unlimited.fr](http://m6unlimited.fr)  
[contact-us](mailto:contact-us)





© **Photos Crédits** : Etienne JEANNERET – Guillaume MIRAND – Patrick ROBERT – PIERRE OLIVIER – Sacha HERON – Thomas PADILLA – Sebastien TOUBON – AGENCE 1827 – William BEAUCARDET – Antoine FLAMENT – Benjamin DECOIN – Caroline DUBOIS – FREEMANTLE – GETTY – Shutterstock – Homayoun FIAMOR – C PRODUCTIONS – Frédéric ATE – Julien Theuil – Antoine GYORI – Aurelia BLANC – Aurelien FAIDY – Barbara D'ALESSANDRI – Bertrand HOLSNYDER – Cecile ROGUE – Charlélie MARANGE – Christophe CHARZAT – Cyril BRUNEAU – Cyril LAGEL – Benjamin DECOIN – Elodie DUPUIS – Emiliën CANCEZ – Etienne JEANNERET – Franck FERVILLE – Jean Brice LEMAL – Jean Michel CLAJOT – Jean Philippe ROBIN – Julien KNAUB – Lou BRETON – Marianne ROSENSTIEHL – Marie ETCHEGOYEN – Marion LEFLOUR – Maxime ANTONIN – Muriel FRANCESCHETTI – Ludovic BARON – Alberto BOCOS, GIL – Fabien DE CHAVANES – Gaël CORNIER – Julie COUSTAROT – Juan PADILLA – David ATLAN – Serge ARNAL – Sylvie LANCRENON – Julien CAUVIN – Philippe Quaisse – Pasco and Co – Benoît RICARD – Lionel HAHN – Stéphane DE BOURGIES – Yann DESJARDIN – Pierre GUIBERT – Mathieu LAMSON – Christophe LARTIGUE – Ludovic LE COUSTER – Julien LUTTENBACHER – Lionel MOREAU – Olivier RIEU – Efic ROBERT – Lisa VOGEL – Patrick ROBERT – PASCALITO – PIERRE OLIVIER – Renaud CORLOUER – Robin CLOÛET – Sébastien DUFOUR – Vincent FLOURET – Sacha GOLDBERGER – Ade ADJOU – Emiliën CANCEZ – Pierre Emmanuel RASTOIN – Thomas VOLLAIRE – 6TER – PARIS PREMIERE – TEVA – W9 – M6 – M6+ – RTL – Fun Radio – RTL2