



Media

| Technology

Disappointing September audiences for the main channels

TF1 Group pulled down by TF1 channel, in spite of good LCI

TF1 Group (Buy, FV EUR11.7) registered an audience share of 27.3% in September 2019. This represents an increase of 1.1ppt compared to the previous month, and a decline of 0.5ppt yoy. By channels, TF1 gathered 19.8% of the French TV audience, representing a gain of 0.8ppt sequentially, and a reduction of 0.6ppt compared to September 2018. TMC posted a market share at 3.1% (+0.4ppt qoq, -0.1ppt yoy), TFX (ex NT1) at 1.7% (-0.1ppt qoq, -0.2ppt yoy), TF1 Series Films (ex HD1) at 1.8% (flat qoq, +0.1ppt yoy), and LCI at 0.9% (flat qoq, +0.3ppt yoy), benefitting from the cut of BFM TV over the month. On average in Q3, TF1 Group represented an audience market share of c. 26.2% in comparison with c. 27.9% within the same period of time last year, which was impacted by the men fifa world cup.

Disappointing back to school for M6 Group

M6 Group (Neutral, FV EUR22.5) audience market share was at 15.1% in September 2019, to be compared to 14.5% in August 2019 (+0.6ppt qoq), and 15.5% at the same period last year (-0.4ppt yoy). M6 channel recorded a market share of 9.5% (+0.8ppt qoq, -0.4ppt yoy), while W9's contribution to the group share was 2.5% (flat qoq, flat yoy), and 6TER's contribution was 1.7% (-0.1ppt qoq, +0.1ppt yoy). Gulli reached 1.4% in Septembre, down 0.1 ppts qoq and yoy. The average Q3 audience market share of the group stands at c. 14.5% in comparison to c. 15.0% within the same period of time last year.

Decrease in viewing time is slowing down

Médiamétrie monthly audience report also indicates that the average daily listening time for the entire population sample (4 years and older) in September 2019 is estimated at 3h17, a decrease of 1 minutes compared to last year (ie -0.5% vs -2.4% on average over the quarter). Regarding the commercial target, defined as the women aged under 50 and responsible for the decision purchases, Médiamétrie data shows a decrease in the monthly viewing time of 5 minutes to 3h07 (ie -2.6% vs -5.9% on average over the quarter). Finally, the millennials (between 15 and 34 year old) viewing time lost 7 minutes on a monthly basis to 1h37 (ie -6.7% vs -10% on average over the quarter)

BG Coverage

TF1 | BUY | EUR11

M6 | NEUTRAL | EUR20

VIVENDI | NEUTRAL | EUR22.5

Last rating Change:

VIVENDI - 7/31/2018

Beat on EBITA estimates, partial sale of UMG getting closer

VIVENDI - 5/14/2018

Music and wrong notes

TF1 - 7/20/2017

From audience management to customer management

M6 - 7/20/2017

From audience management to customer management

Last FV Change:

M6 - 7/15/2019

French TV: the worst is never certain-
https://medias.bryangarnier.com/equity/MorningMail/MS_Media_2019_07_15.pdf

TF1 - 7/15/2019

French TV: the worst is never certain-
https://medias.bryangarnier.com/equity/MorningMail/MS_Media_2019_07_15.pdf

TF1 - 4/30/2019

Q1 results demonstrate strong core business

M6 - 11/7/2018

Q3 publication modest but in line, marked by the closing of Les Girondins' sale

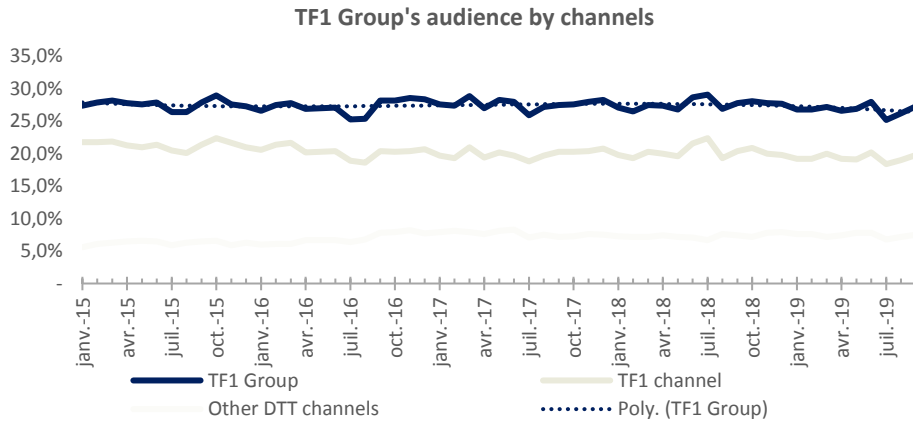
Thomas Coudry

33(0) 1 70 36 57 04

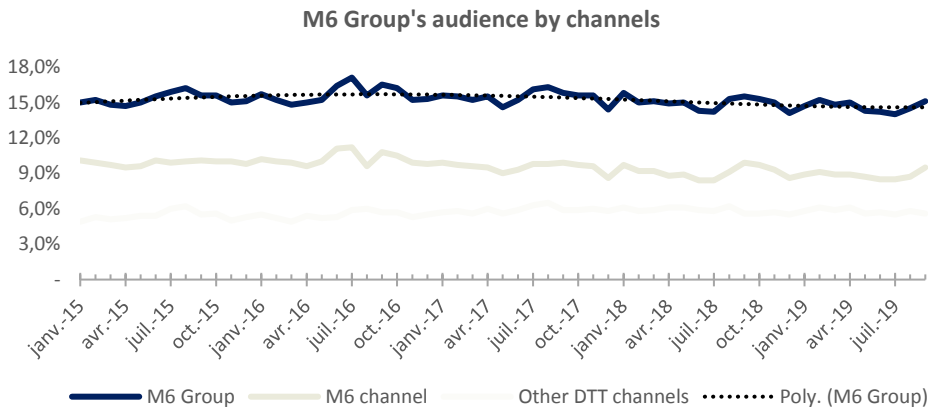
tcoudry@bryangarnier.com

[Click here to download document](#)

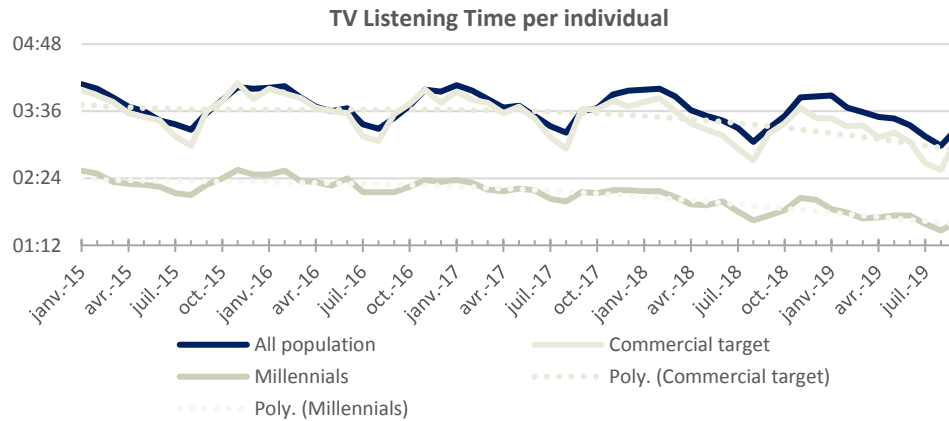
TF1 Group audience by channels



M6 Group audience by channels



TV viewing time per individual



Bryan Garnier stock rating system

For the purposes of this Report, the Bryan Garnier stock rating system is defined as follows:

Stock rating

BUY	Positive opinion for a stock where we expect a favourable performance in absolute terms over a period of 6 months from the publication of a recommendation. This opinion is based not only on the FV (the potential upside based on valuation), but also takes into account a number of elements that could include a SWOT analysis, momentum, technical aspects or the sector backdrop. Every subsequent published update on the stock will feature an introduction outlining the key reasons behind the opinion.
NEUTRAL	Opinion recommending not to trade in a stock short-term, neither as a BUYER or a SELLER, due to a specific set of factors. This view is intended to be temporary. It may reflect different situations, but in particular those where a fair value shows no significant potential or where an upcoming binary event constitutes a high-risk that is difficult to quantify. Every subsequent published update on the stock will feature an introduction outlining the key reasons behind the opinion.
SELL	Negative opinion for a stock where we expect an unfavourable performance in absolute terms over a period of 6 months from the publication of a recommendation. This opinion is based not only on the FV (the potential downside based on valuation), but also takes into account a number of elements that could include a SWOT analysis, momentum, technical aspects or the sector backdrop. Every subsequent published update on the stock will feature an introduction outlining the key reasons behind the opinion.

Distribution of stock ratings

BUY ratings 49.7%

NEUTRAL ratings 42.7%

SELL ratings 7.6%

Research Disclosure Legend

1	Bryan Garnier shareholding in Issuer	Bryan Garnier & Co Limited or another company in its group (together, the "Bryan Garnier Group") has a shareholding that, individually or combined, exceeds 5% of the paid up and issued share capital of a company that is the subject of this Report (the "Issuer").	No
2	Issuer shareholding in Bryan Garnier	The Issuer has a shareholding that exceeds 5% of the paid up and issued share capital of one or more members of the Bryan Garnier Group.	No
3	Financial interest	A member of the Bryan Garnier Group holds one or more financial interests in relation to the Issuer which are significant in relation to this report	No
4	Market maker or liquidity provider	A member of the Bryan Garnier Group is a market maker or liquidity provider in the securities of the Issuer or in any related derivatives.	No
5	Lead/co-lead manager	In the past twelve months, a member of the Bryan Garnier Group has been lead manager or co-lead manager of one or more publicly disclosed offers of securities of the Issuer or in any related derivatives.	No
6	Investment banking agreement	A member of the Bryan Garnier Group is or has in the past twelve months been party to an agreement with the Issuer relating to the provision of investment banking services, or has in that period received payment or been promised payment in respect of such services.	No
7	Research agreement	A member of the Bryan Garnier Group is party to an agreement with the Issuer relating to the production of this Report.	No
8	Analyst receipt or purchase of shares in Issuer	The investment analyst or another person involved in the preparation of this Report has received or purchased shares of the Issuer prior to a public offering of those shares.	No
9	Remuneration of analyst	The remuneration of the investment analyst or other persons involved in the preparation of this Report is tied to investment banking transactions performed by the Bryan Garnier Group.	No
10	Corporate finance client	In the past twelve months a member of the Bryan Garnier Group has been remunerated for providing corporate finance services to the issuer or may expect to receive or intend to seek remuneration for corporate finance services from the Issuer in the next six months.	No
11	Analyst has short position	The investment analyst or another person involved in the preparation of this Report has a short position in the securities or derivatives of the Issuer.	No
12	Analyst has long position	The investment analyst or another person involved in the preparation of this Report has a long position in the securities or derivatives of the Issuer.	No
13	Bryan Garnier executive is an officer	A partner, director, officer, employee or agent of the Bryan Garnier Group, or a member of such person's household, is a partner, director, officer or an employee of, or adviser to, the Issuer or one of its parents or subsidiaries. The name of such person or persons is disclosed above.	No
14	Analyst disclosure	The analyst hereby certifies that neither the views expressed in the research, nor the timing of the publication of the research has been influenced by any knowledge of clients positions and that the views expressed in the report accurately reflect his/her personal views about the investment and issuer to which the report relates and that no part of his/her remuneration was, is or will be, directly or indirectly, related to the specific recommendations or views expressed in the report.	Yes
15	Other disclosures	Other specific disclosures: Report sent to Issuer to verify factual accuracy (with the recommendation/rating, price target/spread and summary of conclusions removed).	No

A copy of the Bryan Garnier & Co Limited conflicts policy in relation to the production of research is available at www.bryangarnier.com



BRYAN, GARNIER & CO

<p>London</p> <p>Bryan, Garnier & Co Ltd</p> <p>Beaufort House</p> <p>15 St. Botolph Street</p> <p>London EC3A 7BB</p> <p>United Kingdom</p> <p>+44 207 332 2500</p>	<p>Paris</p> <p>Bryan, Garnier & Co Ltd</p> <p>26 Avenue des Champs-Élysées</p> <p>75008 Paris</p> <p>France</p> <p>+33 1 56 68 75 20</p>	<p>Munich</p> <p>Bryan, Garnier & Co. GmbH</p> <p>Widenmayerstrasse 29</p> <p>80538 Munich</p> <p>Germany</p> <p>+49 89 2422 62 11</p>	<p>Zurich</p> <p>Bryan, Garnier & Co</p> <p>Theaterstrasse 4</p> <p>8001 Zurich</p> <p>Switzerland</p> <p>+41 44 991 3300</p>	<p>New York</p> <p>Bryan Garnier Securities</p> <p>750 Lexington Avenue</p> <p>16th floor</p> <p>New York, NY 10022</p> <p>United States</p> <p>+1 212 337 7000</p>
--	---	--	---	---

IMPORTANT INFORMATION

This document is classified under the FCA Handbook as being investment research (independent research). Bryan, Garnier & Co Limited has in place the measures and arrangements required for investment research as set out in the FCA's Conduct of Business Sourcebook.

This report is prepared by Bryan, Garnier & Co Limited, registered in England Number 03034095 and its MIFID branch registered in France Number 452 605 512. Bryan, Garnier & Co Limited is authorized and regulated by the Financial Conduct Authority (Firm Reference Number 178733) and is a member of the London Stock Exchange. Registered address: Beaufort House 15 St. Botolph Street, London EC3A 7BB, United Kingdom.

This Report is provided for information purposes only and does not constitute an offer, or a solicitation of an offer, to buy or sell relevant securities, including securities mentioned in this Report and options, warrants or rights to or interests in any such securities. This Report is for general circulation to clients of the Firm and as such is not, and should not be construed as, investment advice or a personal recommendation. No account is taken of the investment objectives, financial situation or particular needs of any person.

The information and opinions contained in this Report have been compiled from and are based upon generally available information which the Firm believes to be reliable but the accuracy of which cannot be guaranteed. All components and estimates given are statements of the Firm, or an associated company's, opinion only and no express representation or warranty is given or should be implied from such statements. All opinions expressed in this Report are subject to change without notice. To the fullest extent permitted by law neither the Firm nor any associated company accept any liability whatsoever for any direct or consequential loss arising from the use of this Report. Information may be available to the Firm and/or associated companies which are not reflected in this Report. The Firm or an associated company may have a consulting relationship with a company which is the subject of this Report.

This Report may not be reproduced, distributed or published by you for any purpose except with the Firm's prior written permission. The Firm reserves all rights in relation to this Report.

Past performance information contained in this Report is not an indication of future performance. The information in this report has not been audited or verified by an independent party and should not be seen as an indication of returns which might be received by investors. Similarly, where projections, forecasts, targeted or illustrative returns or related statements or expressions of opinion are given ("Forward Looking Information") they should not be regarded as a guarantee, prediction or definitive statement of fact or probability. Actual events and circumstances are difficult or impossible to predict and will differ from assumptions. A number of factors, in addition to the risk factors stated in this Report, could cause actual results to differ materially from those in any Forward Looking Information.

Disclosures specific to clients in the United Kingdom This Report has not been approved by Bryan, Garnier & Co Limited for the purposes of section 21 of the Financial Services and Markets Act 2000 because it is being distributed in the United Kingdom only to persons who have been classified by Bryan, Garnier & Co Limited as professional clients or eligible counterparties. Any recipient who is not such a person should return the Report to Bryan Garnier & Co Limited immediately and should not rely on it for any purposes whatsoever.

This Report is based on information obtained from sources that Bryan, Garnier & Co Limited believes to be reliable and, to the best of its knowledge, contains no misleading, untrue or false statements but which it has not independently verified. Neither Bryan, Garnier & Co Limited and/or Bryan Garnier Securities LLC make no guarantee, representation or warranty as to its

accuracy or completeness. Expressions of opinion herein are subject to change without notice. This Report is not an offer to buy or sell any security.

Bryan Garnier Securities, LLC and/or its affiliate, Bryan Garnier & Co Limited may own more than 1% of the securities of the company(ies) which is (are) the subject matter of this Report, may act as a market maker in the securities of the company(ies) discussed herein, may manage or co-manage a public offering of securities for the subject company(ies), may sell such securities to or buy them from customers on a principal basis and may also perform or seek to perform investment banking services for the company(ies).

Bryan Garnier Securities, LLC and/or Bryan, Garnier & Co Limited are unaware of any actual, material conflict of interest of the research analyst who prepared this Report and are also not aware that the research analyst knew or had reason to know of any actual, material conflict of interest at the time this Report is distributed or made available.

Notice to US investors

This research report (the "Report") was prepared by Bryan Garnier & Co Limited for information purposes only. The Report is intended for distribution in the United States to "Major US Institutional Investors" as defined in SEC Rule 15a-6 and may not be furnished to any other person in the United States. Each Major US Institutional Investor which receives a copy of this Report by its acceptance hereof represents and agrees that it shall not distribute or provide this Report to any other person. Any US person that desires to effect transactions in any security discussed in this Report should call or write to our US affiliated broker, Bryan Garnier Securities, LLC, 750 Lexington Avenue, New York NY 10022. Telephone: 1-212-337-7000.