



W9 : the strongest year on year increase in ratings in the audiovisual landscape

May 2007 : 0.8% national audience share
May 2008 : 1.8% national audience share

➔ **W9 posts a 1.8% national audience share in May 2008 (on 4 y.o. and over individuals) versus 0.8% in May 2007.**

In the French audiovisual landscape, W9 displays the strongest year on year increase.

➔ **On DTT equipped population, W9 reaches its highest monthly rating with 3.9% audience share.**

➔ **Moreover, W9 is leader on the 15-49 y.o. target among new DTT channels with an audience share of 5.4%.**

Source : Médiamat – Médiamétrie

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