



PRESS RELEASE

AUGUST 2009

M6, only historical channel to improve its ratings year-on-year; 5th month of improvement

With a 10.1% audience share on all targets (4+), M6 is the only incumbent channel to improve its ratings year-on-year (+0.3pp vs. August 2008).

High ratings were achieved both ...

→ ... in Prime-Time with:

- L'AMOUR EST DANS LE PRE , "*Farmer wants a wife*", (4.6M° viewers)
- CAPITAL (3.4M° viewers), ZONE INTERDITE (3.1M° viewers) and ENQUETE EXCLUSIVE (1.7M° viewers) (New subjects)
- DESPERATE HOUSEWIVES (2.6M° viewers)
- The French series ETERNELLE (2.5M° viewers)
- TOTAL WIPEOUT (2.1M° viewers)

→ ... and in Access Prime-Time (6pm – 8.30pm), thanks to the confirmed successes of the flagship programmes UN DINER PRESQUE PARFAIT "*A perfect dinner*" (1.2M° viewers) and 100% MAG (1.2M° viewers).

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Source Médiamat Médiamétrie

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GROUPE M6