



M6 confirms its success on Prime Time

M6 is the only channel to increase its Prime Time ratings YTD

In 2007 (January – September), M6 is the only national channel to increase its Prime Time ratings : 3.5 million viewers in average vs. 3.4 million in 2006 (YTD).

M6 has increased the number of powerful Prime Time : +21% (103 evenings over 4 million viewers vs. 85 in 2006).

In September 2007, M6 has proved successful in various kind of programmes :

- Series with **PRISON BREAK (Season 2)** and **NCIS**
- Movies **MEN IN BLACK (I & II)**
- Lifestyle magazine **D&CO**
- News magazines **CAPITAL, ENQUETE EXCLUSIVE** and **66 MINUTES**.

Moreover, M6 is gaining audience share in September vs. August 2007 : +0.4 pt audience share on 4 years and over (11.6% average audience share on September 2007).

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