



## ***In March 2008, W9 keeps on improving its ratings, and becomes the DTT leader on the <50 y.o. target***

→ W9 is leader on DTT equipped population under 50 y.o, posting an audience share of 5.8%.

→ **All ratings improve in March :**

- W9 gains 0.9 point in national audience share compared to beginning of 2007, with **1.6%** audience share
- W9 increases its audience share by 0.3 point on DTT equipped population compared to March 2007 (**3.7%**)
- W9 displays 6 millions additional viewers on a weekly average year on year (more than 19 million viewers watch W9 each week, accounting for a 50% increase over the year)

W9 becomes more powerful, with **37 of its programmes attracting more than 500 000 viewers** and reaches its best rating ever, broadcasting **MEN IN BLACK** with more than **870 000 viewers on March 17<sup>th</sup>**.

Source : Médiamat – Médiamétrie

Neuilly, April 3<sup>rd</sup>, 2008

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