



NOVEMBER 2007 : A SUCCESSFUL MONTH FOR M6 : IMPROVED PRIME TIME AUDIENCES AND DTT RATINGS

In November 2007, M6 achieved to rank as the first channel one prime time out of three on under 50 y.o target, vs. one out of four in November 2006.

Main successes were **NCIS** (with a historical level of 7.1 million viewers), **INCROYABLE TALENT** (4.6 million viewers for the first semi-final), and **66 MINUTES** (again a historical level for this programme, reaching 3.2 million viewers).

On the whole day, M6 **improves its October rating** by 0.2 pt with an audience share of 11.5% (4 y.o and over target).

On DTT equipped population (4 y.o and over), M6 manages to gain 0.5 pt in November, on a year on year basis, reaching a 10.7% audience share.

*Neuilly, December 3, 2007
Source Médiamat Médiamétrie*

Contacts :
Investor Relations
Press

Claire Roblet : +33 1 41 92 59 53 – croblet@m6.fr
Françoise Hollman : +33 1 41 92 74 08 – françoise.hollmann@m6.fr