



## SEPTEMBER 2008

### **Successful access prime-time for M6 : > +600 000 viewers > the only channel to improve its ratings**

With a high level of audience in access prime-time with an average of 1 700 000 viewers (from 6pm to 7.40pm, Monday to Friday, with UN DINER PRESQUE PARFAIT – *The perfect dinner* - and 100% MAG), M6 is **the only channel to improve its audience share** compared to September 2007, **gaining 600 000 viewers**.

This performance in access prime-time comes along with prime time successes :

- NCIS ENQUETES SPECIALES (6.9 million viewers),
- CAPITAL (4.3 million viewers),
- FLORENCE FORESTI's show (4.3 million viewers),
- The movies LES EVADES (*the Shawshank Redemption*) or Mr and Mrs SMITH (4.2 and 4.1 million viewers).

**M6 is significantly improving its all-day ratings**, from 9.8% audience share in August 2008 to 10.7% audience share (4+) in September 08.

*Neuilly, 29 September 2008*  
Source Médiamat Médiamétrie

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