



## August 2008 : successful evenings

### M6 is the only channel to improve its ratings during Prime Time and second half of the evening (y-o-y)

M6 is the only national channel to improve its ratings in evenings (August 2008 compared to August 2007).

When all national channels declined, M6 achieved to improve its ratings y-o-y :

- In Prime Time, with a 13.7% audience on 4 years and over individuals (+0.2 pt vs. August 2007)
- During the second half of the evening, with a 13.8% audience share (+0.5 pt compared to August 2007).

In August 2008, M6 was once again successful with a wide range of programmes, from **L'AMOUR EST DANS LE PRE** - *Farmer wants a wife*- with 5.1 million viewers to **NCIS** with 5.0 million viewers.

Neully, September 1st, 2008  
Source Médiamat Médiamétrie

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