



October 2008

A 11.2% audience share (4+)

- **Best 2008 monthly performance** (*without Euro Foot*)
 - **Highest rating in access prime-time**
- **M6, only historical channel to improve its ratings on the most strategic time slot**
(*noon to midnight*)

Displaying a 11.2% audience share on 4 + in October 2008, M6 posted its **highest monthly performance in 2008** (*without Euro Foot 2008*).

M6 increases its ratings with a +0.5 pt audience share gain compared to September 2008.

M6 recorded in October 2008 a **spectacular achievement in access prime time, with the highest performance for the two programmes UN DINER PRESQUE PARFAIT – The perfect dinner – and 100% MAG.**

M6 thus improved its access prime time ratings by **+1 million viewers** (versus October 2007).

- With **2.3 million viewers** on average, and a 19.9% audience share, **UN DINER PRESQUE PARFAIT – The perfect dinner** – at 6pm, beats its own best monthly audience share rating. The program thus enables M6 to be the most popular channel at 6pm.

- **100% MAG** at 6.50pm, has also reached its best ever performance in October 2008, attracting **1.9 million viewers** on average, for an audience share of 11.7%

M6 is the only historical channel to improve its rating on the most strategic time slot, between noon and midnight, with an audience share increase of 0.4pt (11.2% audience share on 4 y.o. and over target in October 2008 versus 11.8% of audience share on 4 y.o. and over target in October 2007).

*Neuilly, November 3rd, 2008
Source Médiamat Médiamétrie*

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