



NOVEMBER 2008 : **W9: CONFIRMED SUCCESS**

THE CHANNEL WITH THE BEST IMPROVEMENT IN AUDIENCE SHARE IN 1 YEAR

(2.3% in November 2008 vs. 1.2% in November 2007)

LEADER OF DIGITAL CHANNELS IN THE DTT ENVIRONMENT

W9 is satisfied with this achievement, notably reflecting the success of its in-house produced magazine, but also the attractiveness of its musical offer, contributing the leadership of the channel in November.

→ W9 recorded this month its best monthly national audience share with 2.3% on all targets. In one year time, the channel has almost doubled its power (vs 1.2% in November 2007).

→ W9 ranks **n°1 of DTT channels*** (with a highest monthly performance of 4.3%).

In December, innovation will go on on W9 with two new musical shows : "Qui connaît la musique" – "Who knows the music" by Alexandre Devoise and "Station Music" , with the revelation, live on air on the 13rd of December, of a new musical talent coming from the street & subway singers.

*: among the new channels of DTT

Neuilly, December 1st, 2008

Press W9 : Matthieu NOTEBAERT : mnotebaert@m6.fr – + 33 1 41 92 66 81

Source : Médiamat – Médiamétrie