



2008: A YEAR OF RECORDS

Innovation and daring appeal to all targets

Within an extensive competitive environment, **2008 posted a turn in M6 history**: the channel has shown once again its ability to federate a varied audience, displaying the top one of 2008 highest rating among all the TV channels.

With more than 10 new successful programmes (UN DINER PRESQUE PARFAIT – *The perfect dinner*, 100% MAG, BIEN DANS MA VIE, ACCES PRIVE, BON ET A SAVOIR, LE CHEF CONTRE-ATTAQUE, BELLE TOUTE NUE – *How to look good naked*, MAMAN CHERCHE L'AMOUR, 66 MINUTES in prime time, LES BOUGON...), M6 demonstrated once again its dedication **to innovate**.

Facing the increase of the others TV Channel, M6 registered overall **the strongest resilience of historical channels** in 2008 (with an audience share of 11.0% on 4 y.o.).

→ BEST RATING of the year, all channels combined

The 2008 UEFA Euro championship game France - Italy gathered 13.2 million viewers on the 17 June 2008 thus becoming the best historical rating for M6 since the beginning

→ RECORDS in Access Prime Time thanks to new programmes

The two new Access Prime Time programmes, **UN DINER PRESQUE PARFAIT – *The perfect dinner*** at 5.50pm, and **100% MAG** at 6.50pm, launched on the 11th of February achieved a large success:

- **2.5 million viewers** on average in December 2008 on this time slot (5.50pm – 7.40pm):
Best audience share in Access Prime Time since 7 years
- **M6 has doubled its audience share in one year** (December 2008 vs. December 2007) on this time slot (5.50pm – 7.40pm)
- **UN DINER PRESQUE PARFAIT – *The perfect dinner* enabled M6 to be the most popular channel on the 5.50pm to 6.50pm slot** (since September 2008)

→ SUCCESS in major “rendezvous”

In 2008, M6 has registered ratings never reached before:

NCIS (7.9 million viewers on the 14th of November, best ever rating for a series on M6)

CAPITAL (6.4 million viewers on the 20th of January, thanks to the Purchasing power theme)

L'AMOUR EST DANS LE PRE - *Farmer looks for a wife* (5.1 million viewers on the 11th of August)

D&CO (4.5 million viewers on the 16th of March at 6.50pm)

PEKIN EXPRESS (4.3 million viewers for the final of the third season on the 8th of April)

Press Release



→ M6 more frequently the first channel

M6 has hugely increased its performance in prime-time, being leader on all targets 29 times in 2008 vs. 7 times in 2007.

TOP 20 Best 2008 M6 ratings – one show per format:

Date	Start	Programme	Audience (in M of viewers)
Tue 17/06/08	20:46:08	EURO 2008: MATCH \ France - Italy	13.2
Mon 09/06/08	18:00:06	EURO 2008: MATCH \ Romania - France	9.6
Fri 14/11/08	20:51:45	NCIS ENQUETES SPECIALES \ ETROITE SURVEILLANCE	7.9
Thu 26/06/08	20:48:03	EURO 2008: MATCH \ Russia - Spain - Semi finale	7.5
Sun 22/06/08	20:45:13	EURO 2008: MATCH \ Espagne - Italie	7.3
Sun 20/01/08	20:50:02	CAPITAL \ POUVOIR D'ACHAT REVELATIONS SUR LA FLAMBEE DES PRIX	6.4
Mon 09/06/08	20:45:37	EURO 2008: MATCH \ Netherlands - Italy	6.2
Mon 12/05/08	20:49:12	INDIANA JONES ET LA DERNIERE CROISADE	5.9
Sun 30/03/08	20:50:43	LES AVENTURIERS DE L'ARCHE PERDUE	5.8
Sun 08/06/08	20:45:31	CAPITAL \ MANGER SAIN ET BON MARCHÉ EST-CE POSSIBLE	5.6
Mon 16/06/08	20:45:32	EURO 2008: MATCH \ Germany - Poland	5.3
Mon 04/08/08	20:44:05	EURO 2008: MATCH \ Austria - Germany	5.1
Thu 13/03/08	20:51:35	L'AMOUR EST DANS LE PRE	5.1
Sun 25/05/08	20:50:56	NOUVELLE STAR \ EDITION 2008	5.1
Sat 21/06/08	20:45:07	CAPITAL \ VIE DE FAMILLE TROP CHERE COMMENT REDUIRE	5.0
Mon 05/05/08	20:51:01	EURO 2008: MATCH \ Netherlands - Russia	4.9
Sun 06/04/08	20:48:31	ZONE INTERDITE \ LA France DE LA DEBROUILLE	4.9
Mon 27/10/08	20:51:07	LES 4 FANTASTIQUES	4.8
Mon 22/12/08	20:48:44	LE GRAND BETISIER \ EDITION 2008	4.8

Neuilly, December 29th, 2008
Source Médiamat Médiamétrie

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