



PRESS RELEASE

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## **M6, ONLY MAIN FTA CHANNEL TO IMPROVE ITS RATINGS YEAR-ON-YEAR**

With a **11% audience share (4 years and over)**, M6 achieves to stand **as the only main FTA channel to improve its ratings year-on-year : +0.2 share point (4 y.o) and +0.7 share point** on housewives under 50 y.o compared to January 2008, with an average audience share of **17.6%**.

**On the strategic time slot running from noon to midnight**, M6 is also the only incumbent FTA channel to increase its ratings, with a 4 y.o audience share of **11.7%**, corresponding to an improvement of **+0.4 share point** in one year time.

In January, M6 confirmed its access-prime time success (6 :00 pm – 07 :40 pm), doubling its audience level compared to January 2008 to reach an average of 2.5 million viewers, thanks to UN DINER PRESQUE PARFAIT and 100% MAG.

*Neuilly, February 2, 2009  
Source Médiamat Médiamétrie*

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