



PRESS RELEASE

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FOR THE THIRD MONTH IN A ROW, M6 IS THE ONLY MAIN FTA CHANNEL TO INCREASE ITS RATINGS YEAR-ON -YEAR

In an ever more competitive environment (growth of both DTT and DSL equipment), **M6 achieves to be the only main FTA channel to increase its ratings :**

- **Year-on-year**, the audience share on 4 years and over reaches 10.9% in February 2009, a + 0.2 share point increase compared to February 2008,
- **On strategic time slot running from noon to midnight**, concentrating both audience and advertising investments, the audience share (4 years and over) increased by +0.5 share point in February 2009 compared to February 2008.

In February 2009, the innovation strategy once again proved to be effective, with numerous achievements in all kind of programmes : new records in access prime-time with **UN DINER PRESQUE PARFAIT** and **100% MAG**, winning comeback for **NOUVELLE STAR**, large success for **ZONE INTERDITE** and significantly increased ratings for **6 MINUTES**.

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Source Médiamat Médiamétrie

Press : Audiences M6

Investor Relations

Frédéric SOUPLET : 01 41 92 66 20 – fsouplet@m6.fr
Carine PRUDHOMME : 01 41 92 66 22 – cprudhomme@m6.fr
Claire ROBLET : 01 41 92 59 53 – croblet@m6.fr

M6

GRUPE M6