



PRESS RELEASE

MARCH 2009

**FOR THE 4TH MONTH IN A ROW
M6 IS THE ONLY MAIN FTA CHANNEL
TO IMPROVE ITS RATINGS YEAR-ON-YEAR**

**A 11.1% audience share (4+) in March,
Best month of 2009.**

In an increasingly competitive environment (development of DTT and ADSL equipment), **M6 is the only main FTA channel to improve its ratings year-on-year** with a 4 y.o audience share of 11.1% in March 2009 (vs 10.9% in March 2008).

M6 is also improving its ratings compared to February 2009 (+0.2 share point).

In March 2009, M6 has registered many successes in all kind of programmes:

CAPITAL	4.9 million viewers (15/03/2009)
NOUVELLE STAR	4.8 million viewers (24/03/2009)
BONES	4.8 million viewers (20/03/2009)
UN DINER PRESQUE PARFAIT special Champions	4.3 million viewers (02/03/2009)
Movie. SIXIEME SENS	4.1 million viewers (26/03/2009)
Foot. UEFA Cup AJAX-OM	3.7 million viewers (18/03/2009)

*Neuilly, March 30, 2009
Source Médiamat Médiamétrie*

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