



PRESS RELEASE

APRIL 2009: M6 CONFIRMS ITS SUCCESS AND REGISTERS MANY RECORDS

**From January to April,
M6 is the only historical channel to improve its
ratings**

In April 2009, M6 posted many records on a wide range of programmes:

NOS JOURS HEUREUX: Best audience for a movie this season on M6 (4.8 million viewers (23/04/2009))

UEFA CUP: MARSEILLE-CHAKHTIOR DONETSK: Best audience for a football match this season on M6 (3.9 million viewers (16/04/2009))

CAPITAL: Best audience share (4 +) this season (19.6% audience share 4+ (26/04/2009))

NOUVELLE STAR: Best audience share (4 +) this season (20.5% audience share 4+ (14/04/2009))

UN DINER PRESQUE PARFAIT+100% MAG : Best monthly audience share rating on housewives under 50 this season (29.5% audience share on h.w. < 50).

On average, M6 is the most popular channel on the slot 5.50pm to 6.50pm thanks to UN DINER PRESQUE PARFAIT – *The perfect dinner*.

Also note the successful launch of the 4th season of PEKIN EXPRESS. With an audience share of 17.0% on 4 + in average on the 2 first episodes, the program is clearly improving its ratings compared to the previous season.

Thus, M6 confirms a very good start of year: it is the only historical channel to improve its ratings on the four first months of 2009 with a 10.9% audience share (4+) vs. 10.8% on January-April 2008.

*Neuilly, May 4, 2009
Source Médiamat Médiamétrie*

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