



PRESS RELEASE

AUGUST 2009

M6, only historical channel to improve its ratings year-on-year; 5th month of improvement

With a **10.1% audience share** on all targets (4+), M6 is the only incumbent channel to improve its ratings year-on-year (+0.3pp vs. August 2008).

High ratings were achieved both ...

➔ ... in Prime-Time with:

- **L'AMOUR EST DANS LE PRE** , "*Farmer wants a wife*", (4.6M° viewers)
- **CAPITAL** (3.4M° viewers), **ZONE INTERDITE** (3.1M° viewers) and **ENQUETE EXCLUSIVE** (1.7M° viewers) (New subjects)
- **DESPERATE HOUSEWIVES** (2.6M° viewers)
- The French series **ETERNELLE** (2.5M° viewers)
- **TOTAL WIPEOUT** (2.1M° viewers)

➔ ... and in Access Prime-Time (6pm - 8.30pm), thanks to the confirmed successes of the flagship programmes **UN DINER PRESQUE PARFAIT** "*A perfect dinner*" (1.2M° viewers) and **100% MAG** (1.2M° viewers).

Neully, August 31, 2009
Source Médiamat Médiamétrie

Press :
Investor Relations

Carine PRUDHOMME : +33 (1) 41 92 66 22 - cprudhomme@m6.fr
Claire ROBLET : +33 (1) 41 92 59 53 - croblet@m6.fr

M6

GROUPE M6