



M6: a continuing improvement on September 2009

Best month of the year

M6, only historical channel to improve its ratings year-on-year

In September 2009, in a ever-more competitive environment, M6 is the only incumbent channel to improve its ratings year-on-year, with a 11.3% audience share on all individuals (vs. 10.7% audience share on September 2008).

Thus, on average on September, M6 was the 3rd most watched channel.

Also note that M6 posted its best month of the year, on all individuals (4 y.o+)

This performance comes along with many successes in all kind of programmes:

- LE 19:45, which scored a large success for its launch, attracting 2.4M° viewers on average, up 500,000 viewers on LE 6 MINUTES in September 2008.
- UN DINER PRESQUE PARFAIT – LE COMBAT DES REGIONS, « *The Perfect Dinner – Regions' challenge* » on Prime-Time: 4.4M° viewers on the 21st of September 2009
- UN DINER VRAIMENT PARFAIT, « *A Really Perfect Dinner* » on Night Time: 4.3M° viewers on the 21st of September 2009
- NCIS ENQUETES SPECIALES – New season (season 6): 6.9M° viewers on the 6th of September 2009
- BONES – New season (season 4): 4.2M° viewers on the 23rd of September 2009
- DESPERATE HOUSEWIVES – New season (season 5): 4.0M° viewers on the 22nd of September 2009
- ZONE INTERDITE: 3.8M° viewers on the 13th of September 2009
- JUSTE POUR RIRE – FRANCK DUBOSC ET STEPHANE ROUSSEAU: 3.5M° viewers on the 24th of September 2009
- The 3D animated series *LE PETIT NICOLAS*, broadcast on Sunday morning on M6 KID : 630 000 viewers on the 13th of September 2009