



OCTOBER 2009

Best ratings in Prime time since 2 years*

M6 maintained its high level ratings with an 11.2% audience share (4 y.o. and over target)

In October 2009, in a ever-more competitive environment, M6 posted an 11.2% audience share (4 y.o. and over target), thus maintaining the already high ratings reached in October 2008.

M6 also recorded in October 2009 its best monthly Prime Time ratings in 2 years* time, with an average of 3.8 million viewers.

This performance comes along with many successes in all kinds of programmes.

- The final of UN DINER PRESQUE PARFAIT – LE COMBAT DES REGIONS, “*Come Dine with me – Regions’ challenge*” on October 5th, with 4.4 million viewers on Prime Time and 4.6 million viewers on Night Time,
- The movie DA VINCI CODE (*First run*) : 4.3 million viewers on October 1st,
- CAPITAL “*House, equipment, decoration – the madness of low costs*” : 4.1 million viewers on November 1st,
- ZONE INTERDITE “*New products, new habits : Revelations on our eating habits*” : 4 million viewers on October 25th,
- Series with: NCIS ENQUETES SPECIALES (6.8 million viewers on October 16th), BONES (5.7 million viewers on October 21st), and DESPERATE HOUSEWIVES (4.3 million viewers on October 6th).

* excluding sport events

Neuilly, November 2nd, 2009
Source Médiamétrie