

## W9 REACHED NEW RECORDS

### > A month of records:

- **Best level ever for a DTT channel**
- **Best audience ever for programme on a DTT channel**

### > W9 leader of DTT channels

W9 continued to significantly improve its ratings in October 2009, and posted a 2.8% national audience share (4 y.o. and over target).

W9 thus recorded in October its best monthly audience since its launch in 2005.

W9 also registered the best audience ever for a DTT programme, with the animated movie **ASTERIX ET LES VIKINGS**, broadcast for the 50<sup>th</sup> birthday of the comic books : **1.5 million viewers on October 27<sup>th</sup>**.

This performance reflects W9 channel's growth and ambition, the channel achieving (last week of October) a weekly record with an audience share of 3.1% on all individuals (4 y.o.+).

This success relies on many different programmes :

- The movie **OSS 117 – LE CAIRE NID D'ESPIONS** : 1 200 000 viewers on October 13rd,
- Entertainment with **JUSTE POUR RIRE – 25 ANS D'HUMOUR** « JUST FOR LAUGH – 25 years of humour »: 900 000 viewers on October 28th,
- Entertainment with **X FACTOR** : 800 000 viewers on October 19th,
- Football match with **EUROPA LEAGUE / LILLE-GENES**: 800 000 viewers on October 22nd.

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Investor Relations : Claire Roblet : + 33 (1) 41 92 59 53 – [croblet@m6.fr](mailto:croblet@m6.fr)  
Press W9 : Matthieu NOTEBAERT : +33 (1).41.92.66.81 - [mnotebaert@m6.fr](mailto:mnotebaert@m6.fr)

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