



NOVEMBER 2009

New record audience in Prime Time: best level since 2 years* with an average of 3.9 million viewers, +500 000 viewers year-on-year

In November 2009, M6 reached a monthly 10.8% audience share on all targets, thus maintaining November 2008 level.

M6 also recorded in November 2009 its best monthly Prime Time ratings in 2 years time with an average of 3.9 million viewers (excluding sport events).

This success relies on many different programmes:

- Football match with Ireland-France on November 14th, 8.2 million viewers,
- Series with: NCIS ENQUETES SPECIALES (7.2 million viewers on November 20th) and BONES (5.4 million viewers on November 04th),
- CAPITAL : 5.0 million viewers on November 15th,
- The movie MILLION DOLLAR BABY (First Run): 4.4 million viewers on November 05th,
- LE 1945 anchored by Claire Barsacq : 3.7 million viewers on November 09th,
- French drama SCENES DE MENAGES : 2.4 million viewers on November 25th,

** excluding Euro 2008*

*Neuilly, November 30th, 2009
Source Médiamétrie*