



Daring and being close to public daily life: success keys of M6 in 2009

Best resilience of incumbent channels for the second year in a row

The only FTA channel to increase its ratings on evenings

Displaying a 10.8% share on all targets, (vs. 11.0% in 2008), **M6 is the only incumbent channel achieving to maintain its audience**, while facing the strong increase of other TV channels, thus posting the best performance of incumbent channels for the second year in a row.

➤ **2009, a year under the sign of daring**

- **The challenge of the new TV News is successfully met: LE 19.45**, launched on the 7th of September 2009, is **the only TV News to increase its ratings**, with **+ 200 000 viewers** (2.5 million viewers between September-December 2009, vs. September-December 2008).
- M6 created the event by broadcasting for the first time a qualifying match for the Football World Cup : **8.2 million viewers for the game IRELAND – FRANCE**, M6 being the leader on all targets on November 14th, 2009 and registering its **top audience of the year**

➤ **2009, a year under the sign of success : only main FTA channel to increase its ratings on evenings**

On the 8.40pm to midnight slot, M6 stood as **the only main FTA channel to improve its ratings on evenings**: **+100 000 viewers** year on year.

This performance comes along with **ever more numerous powerful evenings**: M6 recorded this year 106 evenings attracting over 4.0 million viewers (vs. 89 evenings in 2008).

In Prime Time, **never M6 had been so often the leader on targets under 50 y.o.** (2009: 80 leading Prime Time, 2008: 59).



PRESS RELEASE

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The public gave an overwhelming support to the channel's main *rendezvous*:

- **CAPITAL** and **ZONE INTERDITE**: +100 000 viewers on Prime Time on Sunday
- **NOUVELLE STAR (Pop Idol) – season 7**: +200 000 viewers
- **BONES – season 4**: +100 000 viewers
- **L'AMOUR EST DANS LE PRE (The Farmer Wants a Wife) – season 4**: +300 000 viewers

➤ **2009 : a year under the sign of daily life**

In 2009, M6 registered many successes notably thanks to programmes close to the public daily life:

- 4.6 million viewers for the final of **COMBAT DES REGIONS** of **UN DINER VRAIMENT PARFAIT (Come Diner With Me)** on October 5th
- Best audience for **RECHERCHE APPARTEMENT OU MAISON** : 4.5 million viewers on May 25th
- Best audience ever for **100% MAG** : 3.5 million viewers on November 9th
- Success of the new daily French drama **SCENES DE MENAGES** : 2.2 million viewers, an average of +400 000 viewers at 8.00pm

➤ **2009 : top audiences of the year**

The 20 best audiences for 2009 on M6 are:

			Audiences (M of viewers)
Sports	Sat 14/11/2009	World Cup 2010 Elimination: football match Ireland-France	8.2
Series	Fri 16/01/2009	NCIS Enquêtes Spéciales \ Le jugement dernier (Night Time)	7.8
Series	Wen 21/10/2009	Bones \ Une affaire de famille	5.7
Magazine	Sun 22/02/2009	Zone Interdite \ Je construis une maison qui va changer ma vie	5.2
Magazine	Sun 15/11/2009	Capital \ Argent de famille - Comment bien le dépenser	5.0
Documentary	Mon 29/06/2009	L'amour est dans le pré	5.0
Movie	Thu 23/04/2009	Nos jours heureux	4.8
Entertainment	Tue 30/12/2008	Les 20 émissions de télé que les français n'oublieront jamais	4.8
Entertainment	Tue 24/03/2009	Nouvelle Star \ Edition 2009	4.8
Magazine	Sun 24/05/2009	Capital \ Familles avec enfants - Comment bien préparer ses vacances	4.7
Entertainment	Mon 21/02/2009	Le grand bêtisier 2009	4.7
Entertainment	Mon 02/03/2009	Un dîner vraiment parfait \ La finale des champions	4.6
Movie	Mon 06/04/2009	OSS 117 Le Caire Nid d'espions	4.6
Entertainment	Mon 05/10/2009	Un dîner vraiment parfait \ Le combat des régions – La finale	4.6
Magazine	Sun 04/01/2009	Capital \ Jobs Salaires - Réussir au soleil	4.5
Documentary	Mon 25/05/2009	Recherche appartement ou maison	4.5
Movie	Thu 05/11/2009	Million dollar baby	4.4
Magazine	Sun 10/05/2009	Capital \ Je consomme vert - Rêves et pièges	4.4
Entertainment	Mon 21/09/2009	Un dîner presque parfait \ Le combat des régions – Régions Nord et Ouest	4.4
Entertainment	Mon 05/10/2009	Un dîner presque parfait \ Le combat des régions – La finale	4.4

Neuilley, January 04th 2010
Source Médiamétrie