

2009: W9, the winner of DTT

69 of the top 100 best ratings of DTT channels

W9, the most watched among DTT channels*

Best ever audience in December 2009

*2.9% national audience share, W9 leader of DTT channels**

W9 recorded an excellent 2009 year, with a **2.5% average national audience share on all targets.***

W9 continued to significantly improve its ratings reaching its **best ever monthly average audience with a 2.9% audience share on all targets in December 2009**, positioning **W9 at the leader of DTT channels** over this period.*

→ 69 of the top 100 best ratings of DTT channels in 2009

W9 is the channel which posted the best successes this year with especially:

- the movie MR AND MRS SMITH : 1.4 million viewers on March 9th*
- the documentary LE CONVOI DE L'EXTREME : 1.3 million viewers on January 29th*
- the movie OSS 117 – LE CAIRE NID D'ESPIONS : 1.2 million viewers on October 13th*
- the series LES SIMPSON : 1.2 million viewers on October 18th*

→ W9 holds the absolute audience record of a DTT channel, with 1.5 million viewers for the movie ASTERIX ET LES VIKINGS on October 27th.*

→ W9 remained the DTT channel with the best attractiveness, with an average monthly coverage of 37 591 000 viewers (*threshold: 10 seconds*).*

Being the first DTT channel to take the step towards the national Mediamat one year ago, W9 is also the **first and only channel to broadcast a successful and factual format**: X-FACTOR (up to 930 000 viewers).*

Neuilly, January 04th 2010

Investor Relations: Claire Roblet: + 33 (1) 41 92 59 53 – croblet@m6.fr

Press W9: Matthieu NOTEBAERT: +33 (1).41.92.66.81 - mnotebaert@m6.fr

*Source : Médiamat - Médiamétrie