



## JANUARY 2010

### M6, the only FTA channel to increase its ratings on evenings

In January 2010, M6 posted a monthly 10.5% audience share on all targets.

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

This success relies on many different programmes:

- NCIS ENQUETES SPECIALES : 6.9 million viewers on January 29<sup>th</sup>,
- STAR WARS – EPISODE 1 – THE PHANTOM MENACE: 4.7 million viewers on January 25<sup>th</sup>, (M6, leader on under 50 y.o. on this evening)
- L'AMOUR VACHE: 4.7 million viewers on January 14<sup>th</sup> (Best audience for french drama for more than 2 years)
- CAPITAL: 4.1 million viewers on January 31<sup>st</sup>,
- FARMER WANTS A WIFE : 2.5 million viewers on January 14<sup>th</sup> (Best audience for the 5<sup>th</sup> season launch on Night Time)
- RECHERCHE APPARTEMENT OU MAISON: 3.5 million viewers on January 12<sup>th</sup>,
- Numerous viewers for a last tribute to SUPER NANNY (3.8 million viewers on January 26<sup>th</sup>)

Also note the excellent ratings on Access Prime Time:

- LE 19.45: Best monthly audience since 3 years with an average of 2.8 million viewers  
LE 19.45 is the only TV News to increase its ratings: + 200 000 viewers season on season
- COME DINE WITH ME from Monday to Friday at 06pm = Best monthly audience this season with 2.3 million viewers  
M6, leader on all targets in January, with a monthly 16.4% audience share on 4 y.o. and over target
- ACCES PRIVE = Best audience ever with 2.5 million viewers on January 9<sup>th</sup>
- M.I.A.M = Best audience since 2 years on Saturday (at 08pm) with 2.3 million viewers for Cyril Lignac's new format on January 23<sup>th</sup>
- E=M6 = Best audience since one year with 3.2 million viewers on January 17<sup>th</sup>

*Neuilly, February 1<sup>st</sup>, 2010  
Source Médiamétrie*