

2010: W9, leader of DTT channels

A national audience share of 3.0%

45 of the top 100 best ratings of DTT channels

W9, the most watched among DTT channels

W9 records an excellent 2010 year, with a **3.0% average national audience share on all targets**.

▪ 2010: A YEAR OF RECORDS

W9 holds now **the absolute audience record of a DTT channel** with **2.0 million viewers** for the movie **STAR WARS – EPISODE 3 – REVENGE OF THE SITH** on the 23rd of December.

Furthermore, W9 posted many records during the year:

- **Best audience for a football match** on W9 with the match **PARIS SAINT-GERMAIN - BORUSSIA DORTMUND**: 1.6 million viewers on the 4th of November.
- **Best audience ever for a magazine** on W9, with **ENQUETES CRIMINELLES**: 1.3 million viewers on the 8th of December.
- **Best audience ever for THE SIMPSON** on W9 with 1.2 million viewers on the 4th of September.

▪ 2010: 45 OF THE TOP 100 BEST RATINGS OF DTT CHANNELS

This year, W9 proposed more powerful programmes: 161 programmes gathered at least 1.0M° viewers in 2 010 (vs 132 programmes in 2009)

Thus, W9 is the DTT channel that proposes the most powerful programmes all along the year.

Note the main successes of the year:

- **A LA RECHERCHE DU NOUVEAU MICHAEL JACKSON** : 1.0 million viewers on average during the season
- The movies **THE SIMPSONS** (1.4 million viewers on the 27th of December), **HELLBOY** (1.4 million viewers on the 27th of May) and **X-MEN 2** (1.4 million viewers on the 16th of February)
- **VIE CROISEES** : 1.1 million viewers on the 29th of June

▪ 2010 : W9 LEADER OF DTT CHANNELS

W9 remains **the DTT channel with the best attractiveness**, with an average monthly coverage of 47 052 000 viewers (*threshold: 10 seconds*)*.

2010: TOP AUDIENCES

Date	TOP AUDIENCE W9 2010	AUDIENCE
jeu 23/12/2010	STAR WARS EPISODE 3 LA REVANCHE DES SITH	2,0
jeu 09/12/2010	STAR WARS EPISODE 1 LA MENACE FAINTOME	1,7
jeu 16/12/2010	STAR WARS EPISODE 2 L'ATTAQUE DES CLONES	1,7
jeu 04/11/2010	FOOT-EUROPA LEAGUE:FOOT-MATCH \ PARIS SAINT-GERMAIN - BORUSSIA DORTMUND	1,6
jeu 02/12/2010	LE RETOUR DU JEDI	1,6
jeu 16/09/2010	EUROPA LEAGUE / MATCH : FC SEVILLE - PARIS SG	1,5
jeu 27/05/2010	HELLBOY	1,4
mar 16/02/2010	X-MEN 2	1,4
jeu 11/02/2010	DA VINCI CODE	1,3
jeu 23/09/2010	LES SOUS DOUES	1,3
dim 07/11/2010	THOMAS CROWN	1,3
jeu 07/01/2010	TRUE LIES LE CAMELEON	1,3
mer 08/12/2010	ENQUETES CRIMINELLES LE MAGAZINE DES FAITS DIVERS	1,3
jeu 25/11/2010	L'EMPIRE CONTRE ATTAQUE	1,3
dim 18/04/2010	CROCODILE DUNDEE	1,3
sam 04/09/2010	LES SIMPSON \ LA BETE DE LA BETE	1,2
dim 14/03/2010	GHOST RIDER	1,2
sam 13/02/2010	LES SIMPSON \ UN SUPER BIG HOMER	1,2
jeu 18/11/2010	LA GUERRE DES ETOILES	1,2
jeu 21/01/2010	ALERTE	1,2

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 * Source: Médiamat - Médiamétrie

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