



2010: another successful year

Best performance of incumbent channels for the third year in a row

→ 2010, A YEAR UNDER THE SIGN OF SUCCESS

- **M6, the best performance of incumbent channels**
Displaying a 10.4% audience share on all targets (versus 10.8% in 2009), M6 post the best performance of incumbent channels for the third year in a row, while facing the strong increase of other TV channels.
- **M6, more and more often 1st channel**
On evenings, in 2010: M6 succeeds in being most often leader on all targets (19 evenings in 2010, vs. 13 evenings in 2009).

→ 2010, STRONG MAJOR EVENTS

M6 demonstrates this year again its ability to take part to major events.

- **Audience record in 2010 for M6 with the football match BOSNIA HERZEGOVINA – FRANCE**: 8.1 million viewers on Tuesday the 7th of September on Prime-Time.
- **L'AMOUR EST DANS LE PRE (*The Farmer Wants a Wife*)**: Best audience for season 4 with **4.9 million viewers** on average, +40 000 viewers versus season 3.
It was thus the most watched programme during the summer, of all channels and all time.
- **NE LE DIS A PERSONNE**: **5.5 million of viewers** on the 18th of October in Prime-Time, M6 3rd best audience ever for a French movie.
- **LA FRANCE A UN INCROYABLE TALENT (*France's got talent*)**: **3.9 million viewers** for the final of season 5 on the 22nd of December on Prime-Time, +200 000 viewers vs the final of season 4.
- **PEKIN EXPRESS – DUOS DE CHOC**: **3.4 million viewers** on Saturday the 6th of November on Prime-Time.
- **UN DINER PRESQUE PARFAIT – LE COMBAT DES REGIONS (*Come Dine with me – Regions' challenge*)**: **3.2 million viewers** for the finale of season 2 the 27th of September on Prime-Time.

→ 2010, COMPETITIVE NEW PROGRAMMES

M6 develops in 2010 new brands that succeed to face their own public:

- **TOP CHEF**: **4.3 million viewers** for the finale of season 1 on the 5th of April on Prime-Time
- **MA FEMME MA FILLE DEUX BEBES (*MY WIFE, MY DAUGHTER, TWO BABIES*)**: **4.8 million viewers** the 20th of October on Prime-Time, the best audience for a French drama on M6 since May 2007
- **VICTOIRE BONNOT**: **4.7 million viewers** the 3rd of March on Prime-Time
- **L'AMOUR VACHE**: **4.7 million viewers** the 14th of January on Prime-Time
- **CAPITAL TERRE**: **3.3 million viewers** the 24th of March on Prime-Time
- **C'EST MA VIE "*Mother-daughter, the odd war*"**: **1.9 million viewers** the 13th of March at 3pm.

→ 2010, STILL VERY ATTRACTIVE MAJOR RENDEZ-VOUS

- **Audience record for MAISON A VENDRE**: **4.0 million viewers** the 31st of March on Prime-Time, the best audience ever for the program.



PRESS RELEASE

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- **Audience record for DECO:** 3.1 million viewers the 7th of November on Access Prime-Time, the best audience ever for the magazine for two years.
- **Audience record for 66 MINUTES:** 2.7 million viewers the 7th of November on Access Prime-Time, the best audience ever for the magazine for two years.
- **LE 19.45:** 3.5 million viewers the 17th of January, record of the year for the TV News. The 19.45 thus confirms to be the 2nd most watched TV news on public under 50.
- **Series like**
 - **NCIS ENQUETES SPECIALES** (6.9 million viewers the 29th of January on Prime-Time)
 - **BONES** (4.9 million viewers the 2nd of September on Prime-Time)
 - **DESPERATE HOUSEWIVES** (4.1 million viewers the 12th of October on Prime-Time).
- **Information magazine with**
 - **ZONE INTERDITE** (4.4 million viewers the 21st of February on Prime-Time)
 - **CAPITAL** (4.1 million viewers the 20th of June on Prime-Time)
 - **ENQUETE EXCLUSIVE** (2.4 million viewers the 29th of August on Night).
- Strong increase for season 2 of **SCENES DE MENAGES** at 8pm from Monday to Friday: 2.4 million viewers on average, +200 000 viewers versus season 1.
- **UN DINER PRESQUE PARFAIT + 100% MAG** on Access Prime-Time: 2.2 million viewers on average, during the week of January 25-29, 2010.

→2010 : TOP AUDIENCES OF THE YEAR

The 20 best audiences for 2010 on M6 are:

		TOP AUDIENCE M6 - 2010	AUDIENCE 4+
1	mar 07/09/2010	ELIMINAT.CHAMPIONNAT D'EUROPE : BOSNIE HERZEGOVINE - FRANCE	8,1
2	ven 29/01/2010	N C I S ENQUETES SPECIALES \ ECHEC ET MAT	6,9
3	lun 02/08/2010	L'AMOUR EST DANS LE PRE	5,7
4	lun 18/10/2010	NE LE DIS A PERSONNE	5,5
5	jeu 23/12/2010	NANNY MCPHEE	5,0
6	jeu 02/09/2010	BONES \ SECRET D ETAT	4,9
7	mer 20/10/2010	MA FEMME MA FILLE DEUX BEBES	4,8
8	mer 03/03/2010	VICTOIRE BONNOT	4,7
9	jeu 14/01/2010	L AMOUR VACHE	4,7
10	mar 17/08/2010	ILS ONT TROUVE L'AMOUR DANS LE PRE	4,7
11	lun 25/01/2010	STAR WARS EPISODE 1 LA MENACE FANTOME	4,7
12	lun 08/02/2010	STAR WARS EPISODE 3 LA REVANCHE DES SITH	4,6
13	lun 15/02/2010	STAR WARS EPISODE 4 LA GUERRE DES ETOILES	4,5
14	dim 21/02/2010	ZONE INTERDITE \ PARENTS SOLO CELIBATAIRES PASSIONS DE JEUNESSE ...	4,4
15	lun 01/02/2010	STAR WARS EPISODE 2 L'ATTAQUE DES CLONES	4,3
16	lun 05/04/2010	TOP CHEF / LA FINALE	4,3
17	ven 16/04/2010	N C I S LOS ANGELES \ LE FANTOME	4,3
18	mer 24/11/2010	LA FRANCE A UN INCROYABLE TALENT	4,2
19	mar 12/10/2010	DESPERATE HOUSEWIVES \ LA MEILLEURE DES THERAPIES	4,1
20	dim 20/06/2010	CAPITAL \ DECO JARDIN BRICOLAGE ILS VOUS PROMETTENT DU NEUF ...	4,1

Neuilly, January 3rd, 2011
Source Médiamétrie