



## APRIL 2011

### **M6, the only FTA channel to increase its ratings in one year**

**+0.4 point gain in audience share on all targets**  
**+1.3 points gain in audience share on housewives under 50**

M6 posts an audience share of 10.8% on all targets in April 2011 (\*), which represents a +0.4 point gain in audience share compared to April 2010.

M6 thus realises its best monthly performance on all targets since September 2010.

M6 posts an audience share of 17.8% on housewives under 50 (\*), which represents a 1.3 point gain in audience share compared to April 2010.

**M6 is thus the only incumbent channel to increase its ratings in April 2011, in one year**

M6 preserves its third rank among all national channels on all targets.

In April 2011, M6 shows its ability in launching with success new programs:

- Success for the French drama **LA PIRE SEMAINE DE MA VIE**: 4 million viewers on Prime Time on Wednesday the 6<sup>th</sup> of April (*M6 leader on housewives under 50*)
- Success for the new show **CAUCHEMAR EN CUISINE**: 3.0 million viewers on Monday the 18<sup>th</sup> of April (*M6 leader on under 50*)
- Success for the launch of the new drama **HAVAIL 5-O**: 3.3 million viewers in Saturday the 23<sup>rd</sup> of April (*M6 leader on under 50*)
- Smashing return for the new season of **PEKIN EXPRESS – LA ROUTE DES GRANDS FAUVES**: 2.9 million viewers on Wednesday the 20<sup>th</sup> of April

These good performances continue also for:

- **X FACTOR** which gathered 3.3 million viewers on Tuesday the 12<sup>th</sup> of April (*M6 leader on under 50*)
- Cinema, with the movie **IRON MAN (first run)**, 3.9 million viewers on Monday the 25<sup>th</sup> of April, the best audience for a movie this year (*M6 leader on under 50*)
- The 6<sup>th</sup> season of **BONES**: M6 leader every Friday on all targets

**M6 posts the best improvement of incumbent channels on Access Prime Time in one year**: +600 000 viewers on the time slot 7.45pm-8.30pm, from Monday to Friday.

- **LE 19.45**: excellent performance on housewives under 50, with a 24.7% audience share (from Monday to Sunday).
- **SCENES DE MENAGE**: 22.1% audience share on housewives under 50, the best monthly audience share for the drama

Neully, May 2<sup>nd</sup>, 2011  
Source Médiamétrie

\* audiences available to date: Consolidated audiences from Monday the 4<sup>th</sup> of April to Saturday the 23<sup>rd</sup> of April, and Watch audiences from Sunday the 24<sup>th</sup> of April to Sunday the 1<sup>st</sup> of May