



JUNE 2011

M6, the only FTA channel to increase its ratings

+0.5 point gain in audience share on all targets

+0.8 point gain in audience share on housewives under 50

In June 2011, M6 posted an audience share of 10.5% on all targets(*), which represents :

- a +0.5 point gain in audience share compared to June 2010
- a +0.7 point gain in audience share compared to May 2011 (best increase of ratings among other channels in one month)

M6 preserved its third rank among all national channels on all targets for the 5th consecutive month this year.

M6 also realised an excellent performance on housewives under 50, with an audience share of 16,8% (*), which represents a +0.8 point gain in audience share compared to June 2010.

In June 2011, new audience records for M6:

- Record broken for the 6th season of L'AMOUR EST DANS LE PRE :
6.5 million viewers on Monday, the 20th of June
The program is the best audience for a Prime-Time show since 2005.
- New records for news magazines :

ZONE INTERDITE : best audiences of the season on Sunday, the 26th of June 2011 (audience share of 16.5% on all targets; audience share of 22.5% on housewives under 50)

CAPITAL : best audience of the season on Sunday, the 19th of June 2011 (audience share of 16.2% on all targets)

ENQUETE EXCLUSIVE : best audience of the year on Sunday, the 26th of June 2011 (audience share of 17.9% on all targets).

Success continues in all kinds of programs :

Series : the unreleased 6th season of BONES gathered 4.7 million viewers on Friday, the 17th of June 2011 → M6 leader among housewives under 50 every Friday

Success of cinema, with the movie CHARLIE'S ANGELS, 3.5 million viewers on Thursday the 23rd of June 2011 → M6 leader among housewives under 50

Event shows :

- The 1st season of X FACTOR ranks M6 second of the most watched channels by all targets on Tuesdays.
- The 7th season of PEKIN EXPRESS : LA ROUTE DES GRANDS FAUVES also ranks M6 second of the most watched channels by all targets

Neuilly, June 4th, 2011
Source Médiamétrie