



PRESS RELEASE

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JULY 2011

M6, the only FTA channel to increase its ratings

+0.5 point gain in audience share on all targets
+1.1 point gain in audience share on housewives under 50

In July 2011, M6 posted an audience share of 10.5% on all targets(*), which represents a +0.5 point gain in audience share compared to July 2010.

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

M6 also gained audience share on housewives under 50, with an audience share of 17.3%*, a gain of +1.1 point compared to July 2010.

July 2011 : a month of records for M6

- **The 6th season of L'AMOUR EST DANS LE PRE** posted audience records and gathered **5.3 million viewers on average**. With an audience share of 26.1%, **M6 ranks first on all targets every Monday**.
- **Records for CAPITAL – LES INEDITS DE L'ETE** : the news magazine posted its **best audience for one year among all targets, on the topic « Departures boom : rush on France » on Sunday, the 10th of July 2011** (audience share of 17.7%).
- **Record for L'ETE DE 100% MAG** : with a special week in the Alpes-Maritimes, the magazine posted its **best weekly audiences since november 2009** (audience share of 11.8% on all targets and 21.9% on housewives under 50, from Monday 18th of July to Saturday 23rd of July 2011).
- **Audience share record for cinema : CARS posted the best cinema audience share of the year, gathering 4.4 million viewers** on Thursday, 21st of July 2011. M6 was then by far leader among viewers under 50.
- **Record for LE 1945 : TV news realised its best performance ever among all targets, with an audience share of 15.5%** on July 4th 2011.
- **Successful launch for the unreleased series FBI DUO TRES SPECIAL (White Collar) on Saturday, the 9th of July, 2011: best launch for an unreleased series on Saturday on prime-time since April 2008**

Neully, August 1st, 2011
Source Médiamétrie

** audiences available to date: Consolidated audiences from Monday the 4th of July to Saturday the 23rd of July, and Watch audiences from Sunday the 24th of July to Sunday the 31st of July.*