



## SUMMER 2011

### BEST SUMMER FOR M6 SINCE 2007

#### M6, the only FTA channel to increase its ratings

In the summer 2011, M6 posted an **audience share of 10.6% on all targets(\*)**, which represents a +0.1 point gain in audience share compared to the summer 2010.

**Only FTA channel to increase its ratings in one year, M6 posted its best summer performances since 2007.**

**M6 is also the only FTA channel to increase its ratings on housewives under 50, with an audience share of 16.9%.**

#### M6, only FTA channel to improve on prime-time compared to last summer

This summer was a summer of success of major “rendez-vous” and of mostly unreleased programs

- **For the 2<sup>nd</sup> consecutive summer, L'AMOUR EST DANS LE PRE is the show the most watched on TV, posting a record season with 6.0 million viewers on average.**
- **Unreleased cinema is a big success on families :**
  - **4.5 million viewers for VILAINE** on Thursday, the 4<sup>th</sup> of August, 2011;
  - **4.4 million viewers for CARS** on Thursday, the 27<sup>th</sup> of July, 2011
- **Success for News Magazines, that gather a large audience : CAPITAL and ZONE INTERDITE are the two evening news magazines most watched this summer by people under 60 :**
  - **CAPITAL improved the number of its viewers: +600 000** compared to last summer
  - **ZONE INTERDITE improved its audience by +200 000 viewers** compared to last summer

#### M6 posted the strongest improvement of incumbent channels on Access Prime-time, (5.45pm-8.30pm)

- **UN DINER PRESQUE PARFAIT improved by +100 000 viewers in one year.**
- **L'ETE DE 100% MAG gained +200 000 viewers compared to last summer, gathering 1.5 million viewers on average.**
- **LE 19 45 goes on with its growth momentum, improving by +500 000 viewers in one year.** TV news also posted its **best audience rating ever** on Monday, the 4<sup>th</sup> of July, 2011, **with an audience share of 15.5% on all targets.**

Neully, August 29<sup>th</sup>, 2011  
Source Médiamétrie

*\* audiences available to date: Consolidated audiences from Monday the 1<sup>st</sup> of August to Saturday the 20<sup>th</sup> of August, and Watch audiences from Sunday the 21<sup>st</sup> of August to Sunday the 28<sup>th</sup> of August.*