



## SEPTEMBER 2011

### Best monthly performance for 2 years

### Audience share of 11.2%

In September 2011, M6 posted an audience share of 11.2% on all targets (\*), which represents:

- a +0.3 point gain in audience share compared to September 2010.
- a +0.5 point gain in audience share compared to August 2011.

It's the **best audience ratings on all targets since September 2009** for M6.

**M6 is the only incumbent channel to increase its ratings in one year. M6 preserved its third rank among national channels for the 8<sup>th</sup> consecutive month this year.**

M6 posted its best audience ratings on housewives under 50 since April 2011, with an audience share of 17.6% (\*).

#### **September 2011 : records on M6**

- **Best audience ratings ever for a movie** on M6 with **LE PETIT NICOLAS**, gathering **7.6 million viewers** on Thursday, the 1<sup>st</sup> of September, 2011 (\*).
- **Best launch for the 7<sup>th</sup> season of Desperate Housewives since 2007 (season 2)**, gathering **4.3 million viewers** on prime-time on Tuesday, the 13<sup>th</sup> of September, 2011 (\*).
- **Success for the 8<sup>th</sup> season of N.C.I.S.: 5.5 million viewers** on Friday, the 16<sup>th</sup> of September, 2011 on prime-time (\*).
- **Best performances for LE 19 45 since its launch:** audience share of 16.2% on all targets, and of 30.2% on housewives under 50, on Thursday, the 1<sup>st</sup> of September, 2011 (\*).
- **Best performance since October 2010 for the magazine ENQUETE EXCLUSIVE dedicated to the 9/11 events: ten years after**, on Sunday, the 4<sup>th</sup> of September, 2011 (audience share of 18.3% on all targets) (\*).
- **Audience ratings record** for the new unreleased season of **SCENES DE MENAGES: 4 149 000 viewers** on Tuesday, the 27<sup>th</sup> of September, 2011.
- **Best audience share ever for the final episode of L'AMOUR EST DANS LE PRE: 6.6 million viewers** on Monday, the 12<sup>th</sup> of September, 2011. **This episode concludes an extraordinary season, gaining +1.2 million viewers** compared to last summer (\*).
- **Success for the football match ROMANIA / FRANCE**, eliminatory match for the Euro 2012 : **6.2 million viewers** on Tuesday, the 6<sup>th</sup> of September, 2011 (\*).

Neuilly, October 3<sup>rd</sup>, 2011  
Source Médiamétrie