



OCTOBER 2011

Audience share of 11.3% : up +1.1 point in one year

M6 is the 2nd channel on prime-time for the 5th consecutive month

In October 2011, M6 posted an audience share of 11.3% on all targets (*), up +1.1 point compared to October 2010.

It's the best monthly audience ratings on Housewives under 50 since September 2009 for M6, with an audience share of 18.2%*.

M6 : 2nd channel on prime-time for the 5th consecutive month

- **Audience ratings record since 2007 for the launch of the unreleased 6th season of LA FRANCE A UN INCROYABLE TALENT : 4.4 million viewers** on Wednesday, the 19th of October, 2011.
- **4.2 million viewers on average for the unreleased 7th season of DESPERATE HOUSEWIVES.** The series makes **M6 ranks first of all channels among housewives under 50 on Tuesday night.**
- **Audience ratings records since October 2010 for the unreleased French fiction DANS LA PEAU D'UNE GRANDE,** that gathered **4.3 million viewers** on Thursday the 27th of October, 2011.
- **Success goes on for cinema on M6: 4.2 million viewers for INDIANA JONES AND THE LAST CRUSADE** on Monday, the 24th of October (*M6 was the first channel among people under 50*).
- **Best audience ratings since March 2011 for the unreleased 8th season of N.C.I.S.,** that gathered **6.3 million viewers** on Friday, the 14th of October.

M6 : 1st channel on access prime-time (19h45-20h45) among housewives under 50

M6 was up +1.6 million viewers on the slot 19h45-20h45 compared to October 2011 (from Monday to Sunday).

- **Audience ratings records for LE 19 45 since its launch : 4.2 million viewers** on Tuesday, the 25th of October, 2011.
- **Best audience ratings ever on the 20h slot for SCENES DE MENAGES,** that gathered **4.9 million viewers** on Wednesday the 19th and Thursday the 27th of October, 2011.

Neuilly, October 31st, 2011
Source Médiamétrie

* audiences available to date: Consolidated audiences from Monday the 3rd of October to Saturday the 22nd of October, and Watch audiences from Sunday the 23rd of October to Sunday the 30th of October.