



NOVEMBER 2011

**Audience share of 11.4%
+0.9 point in one year**

M6: the best increase of the FTA channels

In November 2011, M6 posted an **audience share of 11.4% on all targets**^(*), up +0.9 point compared to November 2010.

Thus, M6 posted the best increase among all channels measured by the national Mediamat.

It is the **best monthly audience ratings for M6 since June 2008**.

M6 also realises an **excellent performance on housewives under 50, with an audience share of 17.6%**^(*).

M6 is the most watched FTA channel among people under 50 in access prime time and improves its rating with a gain of +1.8 million viewers in one year (from Monday to Friday, from 7.45pm to 8.45pm)

- **Best monthly audience ratings for LE 19 45: 3.6 million viewers on average** (audience ratings record of **4.4 million viewers** on Thursday, the 3rd of November, 2011).
- **Best monthly audience ratings for SCENES DE MENAGE: 4.8 million viewers on average** (audience ratings record of **5.5 million viewers** on Wednesday, the 2nd of November, 2011).

A month of records, in a wide range of programmes

- **Audience ratings records for an episode of LA FRANCE A UN INCROYABLE TALENT since the launch of the programme: 5.2 million viewers** on Wednesday, the 2nd of November, 2011.
- **Performance record for the unreleased 7th season of DESPERATE HOUSEWIVES: 4.1 million viewers on average**, the best audience for the series since season 1.
- **Best audience rating of the year for ZONE INTERDITE: 4.2 million viewers** for “Arnaques, escroqueries, travail au noir: la France qui fraude” on Sunday, the 13th of November, 2011.
- **2nd best audience ratings of the year for CAPITAL: 4.0 million viewers** for “Immobilier: comment se loger malgré la flambée des prix?” on Sunday, the 6th of November, 2011.
- **Audience ratings record since November 2008 for E=M6: 3.2 million viewers** for “Crampes, chair de poules, fourmis dans les jambes: pourquoi notre corps nous joue-t-il des tours?” on Sunday, the 13th of November, 2011.

Neuilly, December 5th 2011
Source Médiamétrie