



2011: M6 is the only incumbent channel to improve its ratings

M6, third channel nationwide on all targets

M6, second channel nationwide on evenings

➤ M6 WIDENS THE GAP IN 2011

▪ M6 becomes the third channel nationwide on whole day

With an audience share of **10.8% on all targets**, M6 is the only historical channel to improve its ratings and gains +0.4 point in audience share compared to 2010. M6 posts the best resilience of incumbent channels **for the fourth year in a row**, and becomes the **3rd nationwide channel**.

▪ M6 becomes the second channel nationwide on evenings

Every night between 8.45pm and 22.30pm, M6 gathers on average 3.4 million viewers, which allows it to become the second channel the most watched on evenings on all targets.

▪ M6, 41 times leader on evenings

M6 was the most watched channel on all targets 41 times on evenings in 2011 (versus 19 times on evening in 2010).

▪ In 2011, M6's sound position leans on every kind of programs

➤ SUCCESS OF MAJOR EVENTS IN 2011

▪ LE PETIT NICOLAS: The cinema event of the coming back to school period posts **the best audience of the year: 7.6 million viewers** on the 2nd of September and the **best audience ever for a movie on M6**.

▪ L'AMOUR EST DANS LE PRE: **Season 6 is the season of all records**, gathering **6.1 million viewers** on average, **+1.2 million viewers compared to the previous season**. The final episode **posted the historical audience record of the show**, with **6.6 million viewers** on the 12th of September.

▪ LA FRANCE A UN INCROYABLE TALENT: **Best season ever** since the launch of the show, with **4.3 million viewers** on average, gaining **+700 000 viewers** in one year.

▪ TOP CHEF: Season 2 gathers **3.8 million viewers**, **+300 000 viewers** compared to season 1.

▪ **M6 continues to broadcast major sport events**: the match LUXEMBOURG / FRANCE, eliminatory for the Euro 2012 gathers **6.5 million viewers** on the 25th of March.



PRESS RELEASE

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➤ COMPETITIVE NEW PROGRAMMES

- **ON NE CHOISIT PAS SES VOISINS**: 2.6 million viewers for the launch on Night Time on the 29th of November, enabling M6 to be leader among people under 50.
- **MA MAISON EST LA PLUS ORIGINALE DE FRANCE**: This show posts the **best performance on all targets for 6 years on Saturday afternoon**.
- **CAUCHEMAR EN CUISINE**: 3.1 million viewers for the launch the 18th of April, enabling M6 to be leader among people under 50.
- **DANS LA PEAU D'UNE GRANDE**: 4.4 million viewers the 27th of October, the best audience of the year for an unreleased French fiction.

➤ SUCCESS ON ACCESS PRIME TIME

- **SCENES DE MENAGES**: The French preferred drama of French people* realizes the **best audience ratings ever on the 8.00pm slot**, and gathers up to **5.5 million viewers**. The **new unreleased season gains + 1.5 million viewers** compared to season 2.
- After more than 1000 issues, success continues for **UN DINER PRESQUE PARFAIT**: **M6 is leader on all targets more than one time on three**.
- **100% MAG**: the magazine gains + 100 000 viewers in one year.
- **Best audience ratings since 3 years for E=M6**: **3.5 million viewers** on the 4th of December on the topic « Les incroyables découvertes faites par hasard ».

➤ SUCCESS ON PRIME TIME

- **Strong international series:**
 - **NCIS**: Audience record for two years: 6.7 million viewers on the 2nd of December.
 - **DESPERATE HOUSEWIVES**, that realizes its **best audience ever for 5 years with the unrealised 7th season (4.1 million viewers on average)**.
 - **BONES** (up to 5.3 million viewers),
 - **HAWAII 5-O** (up to 3.5 million viewers),
- **MAISON A VENDRE** : 3.8 million viewers on the 29th of November, the 2nd best historical audience of the magazine.
- **RECHERCHE APPARTEMENT OU MAISON** : up to 3.0 million viewers.
- **PEKIN EXPRESS La route des grands fauves** : up to 3.1 million viewers.

➤ INFORMATION, MODERN AND ACCESSIBLE: A SUCCES OF AUDIENCE

- **LE 19 45 stands out as essential**: This is the second most powerful TV news show on housewives under 50, all editions mixed up. Since September, the **LE 19 45 is the most watched YV news show by housewives under 50 during the week**. With 3.5 million viewers on average, **LE 19 45 gains +800 000 viewers on one season**.
- **CAPITAL** : the most powerful news magazine in 2011, all channels mixed up, gains +200 000 viewers in one year.
- **ZONE INTERDITE** (4.3 million viewers on the theme « Arnaque, escroqueries, travail au noir : la France qui fraude »), **ENQUÊTE EXCLUSIVE** (2.2 million viewers on the theme « Or, drogue, contrefaçons : Marseille au cœur de tous les trafics) and **66 MINUTES** (up to 2.7 million viewers) continues to gather a wide public.



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➤ M6 TOP AUDIENCES OF THE YEAR

		Audience (en millions de téléspectateurs)	
1	jeu 01/09/2011	LE PETIT NICOLAS	7,6
2	ven 02/12/2011	N C I S ENQUETES SPECIALES \ DEFIANCE	6,7
3	lun 12/09/2011	L AMOUR EST DANS LE PRE	6,6
4	ven 25/03/2011	FOOT-ELIMINAT.CHAMPIONNAT D EUROPE \ LUXEMBOURG - FRANCE	6,5
5	mar 06/09/2011	FOOT-ELIMINAT.CHAMPIONNAT D EUROPE \ ROUMANIE - FRANCE	6,2
6	lun 06/06/2011	L AMOUR EST DANS LE PRE QUE SONT -ILS DEVENUS	5,8
7	mer 02/11/2011	SCENES DE MENAGES	5,5
8	mer 23/02/2011	BONES \ UN POUR TOUS...	5,3
9	mer 02/11/2011	LA FRANCE A UN INCROYABLE TALENT	5,2
10	jeu 04/08/2011	VILAINE	4,5
11	mar 08/11/2011	DESPERATE HOUSEWIVES \ LA FORCE DE L AMITIE	4,5
12	lun 19/12/2011	LA BELLE ET LA BETE - GARY TROUSDALE	4,5
13	jeu 21/07/2011	CARS - QUATRE ROUES	4,4
14	jeu 27/10/2011	DANS LA PEAU D UNE GRANDE	4,4
15	jeu 03/11/2011	LE 1945 \ XAVIER DE MOULINS	4,4
16	lun 04/04/2011	TOP CHEF - M6 - \ LA FINALE	4,3
17	lun 31/10/2011	INDIANA JONES ET LE ROYAUME DU CRANE DE CRISTAL	4,3
18	dim 13/11/2011	ZONE INTERDITE \ ARNAQUES ESCROQUERIES TRAVAIL AU NOIR LA FRANCE QUI FRAUDE	4,2
19	lun 24/10/2011	INDIANA JONES ET LA DERNIERE CROISADE	4,2
20	dim 09/01/2011	CAPITAL \ PERSONNE N Y CROYAIT ILS L ONT FAIT	4,2

Neuilly, January 2nd 2012
Source Médiamétrie

Consolidated audiences from Monday the 3rd of January 2011 to Saturday the 24th of December 2011, and Watch audiences from Sunday the 25th of December 2011 to Sunday the 1st of January 2012.

*Source: Annual vote TV Notes Pure Media in association with RTL and 20 minutes (June 2011).