



JANUARY 2012

11.8% audience share
+1.5 point gain year-on-year

Best improvement in audience of all channels

In January 2012, M6 posted an **audience share of 11.8% on all targets (*)**, which represents a +1.5 point gain in audience share compared to January 2011.

Thus M6 posted the **best improvement in audience of all channels** and realized its **best monthly performance since June 2008**.

M6 realized an **excellent performance on housewives under 50, with 17.8% audience share (*)**.

❖ **M6 is the 2nd channel on all targets on the slot 5.45 pm – 8.45pm, and realizes its best audience on Access Prime Time since May 2001.**

- **UN DINER PRESQUE PARFAIT: 2.1 million viewers** on average (**M6 is the most watched channel on all targets**)
- **100% MAG: up to 2.7 million viewers** on Monday, the 2nd of January.
- **E=M6: 3.8 million viewers** on the subject « Ordinateur, internet smartphone : en quoi ces innovations modifient-elles l'Homme ? », **best audience ratings since March 2008**.
- **LE 19 45: the most watched TV news by housewives under 50**, of all editions.
- **SCENES DE MENAGES: New audience record at 5.9 million viewers** on Thursday, the 12th of January.

❖ **M6 gains +500 000 viewers on Access Prime Time and succeeds in any kind of programs:**

- Internationals series achieve excellent levels:
 - **M6 channel leader** every Friday night with **NCIS – season 8** (6.8 million viewers)
 - **Best launch for a serie since 2006** for **CRIMINAL MINDS** (4.9 million viewers)
 - **Audience record** for the launch of **THE GLADES** (4.2 million viewers)
- News magazine: **ZONE INTERDITE** gathers **4.0 million viewers** with « Ils construisent la maison de leur rêve » on Sunday the 15th of January (**M6 2nd channel on all targets**)
- Events: **L'AMOUR EST DANS LE PRE – LES PORTRAITS** gathers **4.8 million viewers** on January, the 23rd, carrying an **audience record for an episode of presentation of candidates**.
- Life magazine: **Audience record for CAUCHEMAR EN CUISINE (Kitchen Nightmare): 3.7 million viewers** on Tuesday the 17th of January.

Neully, January 30th 2012
Source Médiamétrie