



## FEBRUARY 2012

**11.7% audience share**  
**+1.2 point gain year-on-year**

### **Best improvement in audience of all channels for the 5<sup>th</sup> month in a row**

In February 2012, M6 posted an **audience share of 11.7% on all targets**, which represents a +1.2 point gain in audience share compared to February 2011.  
Thus M6 posted the **best improvement in audience of all channels**.

M6 realized an **excellent performance on housewives under 50, with 18.1% audience share**.

❖ **A continuing success for LE 19.45 + SCENES DE MENAGES (+1.6M viewers in one year)**

- New audience record for **LE 19 45**, that gathered up to 4.5 M viewers.
- **For the first time since its creation, SCENES DE MENAGES enabled M6 to be leader on all targets**, realizing its 2<sup>nd</sup> best audience: **5.7M viewers** on the 22<sup>nd</sup> of February 2012

❖ **A month of records for magazines during day-time**

- **100% MAG** : best weekly audience since its launch in February 2008 (2.5 million viewers)
- **TURBO**: Best audience since the launch of the new formula in 2009 (1.6 million viewers)
- **66 MINUTES**: best audience ever this season (2.8 million viewers)
- **UN TRESOR DANS VOTRE MAISON**: best audience since its creation (2.5 million viewers)

❖ **M6 proceeds with its growth on Prime Time (+200 000 viewers in one year)**

- **Success for the third season of Top Chef** (up to 4.2M viewers)
- **Best performance of the season for the news magazine CAPITAL** (14.8% of audience share on all targets)
- Audience record for the **French movie LA VERITE SI JE MENS 2**, that realized the 2<sup>nd</sup> best audience for a **French movie for the channel** (6.1M viewers).
- **Audience record since 2009 for the unreleased season 8 of NCIS** (7.2 million viewers)

Neuilly, February 27<sup>th</sup> 2012  
Source Médiamétrie