

Leading young and dynamic TV channel

M6 is a pioneering general-interest television channel in the French media landscape. Year after year, the channel has built up strong television brands on a wide variety of themes (cooking, dating, documentaries, fashion, news, sporting events): Top Chef, Fermier veut une femme, Got Talent, Pékin Express. This channel has very powerful prime-time shows. It targets women aged 25 to 49 and families with children. (Age clusters: 3-14; 15-29; 30-39; 40-49; 50-59; 60-69; 70+)

TV	
Monthly reach ¹	482,078
Audience Profile	
Men	41%
Women	58%
6-15 years	3%
16-24 years	3%
25-34 years	13%
35-44 years	18%
45-54 years	24%
55-64 years	19%
65+ years	19%

¹Mediapulse TV Data (Instar Analytics), 2024. M6 is published in Switzerland.

