



# NRJ 12'S AUDIENCE SOARS EVEN FURTHER!

**MORE THAN xxx MILLION VIEWERS EVERY WEEK.  
NRJ 12 GROWS +xx% IN 1 YEAR**

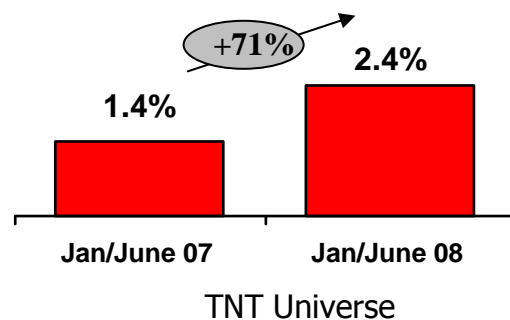
According to the results of the Mediamat TNT audience survey by Mediametrie for June 2008:

## NRJ 12 IS WINNING EVEN MORE PEOPLE OVER!

- Every week, **NRJ 12 attracts more than xxx million television viewers** aged 4 and over, representing an increase of xxx% in 1 year (xxxxx in June 2008 vs. 11,781,476 in June 2007)\*.

## NR12 BREAKS NEW HISTORIC RECORDS

- **A historic start to the year:** in the TNT universe, NRJ 12 is up **79%** in 1 year, with a PDA 4+ TNT of **2.5%** for Q1 and Q2 2008 vs. **1.4%** for Q1 and Q2 2007. \*\*



PDA 4+ TNT 3h/27h

- **A meteoric rise:**
  - in the peak slots with audiences more than doubling in **access time (+144%** in 1 year), **in prime time (+100%** in 1 year) and in **night time (+114%** in 1 year) \*\*
  - among the under 35 age group, a increase of **83%** in 1 year\*\*\*

*Source: Mediamétrie Médiamat –\* average weekly coverage over 4 years and + initialised NRJ 12 of 2 to 29 June 2008 \*\* audience share 4+ equipped with a TNT adaptor– average Q1 and Q2 2008 vs. Q1 and Q2 2007 \*\*\* Evolution of audience share among 11-34 age group initialised NRJ 12 average Q1 and Q2 2008 vs. Q1 and Q2 2007.*