

NRJ HITS ENTERS THE TOP 5 OF THE MUSIC CHANNELS HIT LIST

According to the viewing figures of the MediaCabsat study by Mediametrie for wave 15 from December 31 through June 15 2008:

- **NRJ Hits is the 4th most popular musical channel among the 15-34 age group! Up 3 places in 6 months.**
(basis ¼ hour average 15-34 years in respect of music channels 3h00/27h00).
- **Over 11.6 million people aged 4 and over receive NRJ Hits representing an increase of 37% in 6 months.** *(11,672,000 vs. 8,499,000)*
(initialisation basis 4 years plus in respect of music channels)
- **Over 3.6 millions people aged 4 and over watch NRJ Hits every month, representing an increase of 17% in 6 months.** *(3,680,300 vs. 3,154,874)* *(basis of coverage 4 weeks in respect of music channels 3h00/27h00)*

Source: Mediametrie MediaCabsat wave 15: December 31 2007 through June 15 2008 vs. wave 14 running 3 September 2007 through 17 February 2008