



Métridom

The television and radio audience in Reunion September - November 2023 (from the 16th of August to the 19th of November)



All of the devices are measured within the framework of the Métridom survey.

In this press release, we have only published the results for the media subscribed to the survey on the day of publication and for which the cumulative audience for an average weekday reached 2% for TV (Monday-Sunday; 12 midnight-12 midnight) and Radio (Monday-Friday; 5am-12 midnight).

Television Results, average day, Monday-Sunday, 12 midnight-12 midnight

	September-November 2023				April-June 2023				September-November 2022			
	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn
Total TV	70.6	504 400	100	3:40	73.5	524 800	100	3:44	74.8	532 600	100	3:52

Radio Results, average day, Monday-Friday, 5 am -12 midnight

	September-November 2023				January-June 2023				September-November 2022			
	CA%	CA	Audience share%	TSL h:mn	CA%	CA	Audience share%	TSL h:mn	CA%	CA	Audience share%	TSL h:mn
Total Radio	69.0	493 100	100	3:08	70.6	504 100	100	3:20	69.5	494 800	100	3:07

From the 16th of August to the 29th of October, the time difference between mainland France and la Réunion was +2h.

From the 30th of October to the 19th of November, it was +3h compared to mainland France.

The aggregates include all channels/stations whether subscribed to the survey or not.

The results shown are for a confidence interval associated with the size of the representative sample of the population studied.

1% of cumulative audience in 2023 represents 7,144 people aged 13 years and older.



Television Results by aggregate

Monday-Sunday 00:00-24:00	September-November 2023				April-June 2023				September-November 2022			
	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn
By package												
Free DTT channels ¹	56.1	400 500	53.3	2:28	57.0	407 400	53.7	2:35	60.4	430 300	53.3	2:34
Chargeable broader channel offering ²	40.4	288 600	44.2	2:50	43.8	313 200	43.5	2:43	44.8	319 200	44.4	2:52
By theme³												
Cinéma	2.5	17 600	1.8	1:51	2.7	19 300	1.8	1:48	2.5	18 000	1.9	2:12
Entertainment	5.8	41 500	5.1	2:17	5.8	41 300	5.2	2:27	6.2	44 300	5.0	2:20
Documentaries/Discovery	3.7	26 600	2.7	1:53	2.5	18 200	2.0	2:07	2.8	20 200	2.0	2:00
General interest	63.4	452 700	74.0	3:01	66.6	475 800	76.5	3:09	67.7	482 100	75.8	3:15
News	10.6	76 000	6.2	1:31	10.5	74 800	6.2	1:38	10.2	72 900	5.6	1:36
Youth	2.7	19 000	2.0	1:54	3.0	21 500	1.2	1:07	2.3	16 000	1.1	1:26
Music	2.6	18 500	1.6	1:36	2.2	16 000	1.4	1:40	3.3	23 800	2.1	1:50
Sport	4.1	29 200	3.5	2:14	3.7	26 300	2.6	1:55	4.4	31 200	3.9	2:34

¹ Free terrestrial, locally broadcast television channels, originally analogue, and channels broadcast over free DTT

² Devices requiring a subscription to a chargeable package (Canal+), to satellite or to a television service via broadband internet.

³ Nomenclature defined based on the type of channels (rather than on scheduling).

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Television Results by channel

	September-November 2023				April-June 2023				September-November 2022			
	CA%	CA	Audie nce share %	VTV h:mn	CA%	CA	Audie nce share %	VTV h:mn	CA%	CA	Audie nce share %	VTV h:mn
Monday-Sunday 00:00-24:00												
ANTENNE REUNION	40.0	285 900	29.7	1:55	41.4	295 500	28.0	1:51	43.1	307 000	29.2	1:58
CANAL +	3.9	27 800	3.2	2:06	2.5	17 500	1.7	1:55	3.4	24 200	2.3	2:00
FRANCE 2	6.8	48 600	3.8	1:26	6.6	47 400	4.5	1:52	7.0	50 000	3.4	1:25
FRANCE 3	4.3	30 600	1.9	1:10	3.5	24 700	1.7	1:22	2.9	20 800	1.7	1:42
FRANCE 5	2.0	14 500	1.0	1:15	2.7	19 400	0.9	0:55	2.3	16 700	1.0	1:17
FRANCE INFO	3.8	27 100	1.2	0:50	2.9	20 900	0.8	0:44	2.1	14 600	0.6	0:48
NOVELAS TV	2.1	15 000	1.8	2:12	2.0	14 600	1.6	2:05	2.8	20 100	2.0	2:05
REUNION LA 1 ^{ère}	23.5	168 100	13.1	1:26	26.0	185 700	13.9	1:28	26.9	191 800	14.5	1:34

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Television Results by advertising coupling

Monday-Sunday 00:00-24:00	September-November 2023				April-June 2023				September-November 2022			
	CA%	CA	Audie nce share %	VTV h:mn	CA%	CA	Audie nce share %	VTV h:mn	CA%	CA	Audie nce share %	VTV h:mn
ADVERTISING COUPLING CANAL+ ⁽¹⁾	6.2	44 300	5.4	2:16	3.7	26 600	2.8	2:04	4.9	35 100	4.1	2:26
ADVERTISING COUPLING SPORT CANAL+ ⁽²⁾	5.4	38 300	4.4	2:07	3.3	23 300	2.5	2:06	4.2	30 100	3.6	2:26
ADVERTISING COUPLING CINEMA CANAL+ ⁽³⁾	4.9	34 800	4.0	2:09	2.9	20 900	2.0	1:52	3.9	27 600	2.7	2:01
CANAL+ + CANAL+ SERIES	4.0	28 800	3.3	2:07	2.5	17 500	1.7	1:57	3.4	24 400	2.4	2:03
REUNION LA 1 ^{ère} + NOVELAS TV	24.5	175 300	14.9	1:34	27.4	195 500	15.5	1:33	28.8	204 900	16.6	1:40

⁽¹⁾ Advertising coupling CANAL+ : CANAL+ CANAL+ CINEMA + CANAL+ SERIES + CANAL+ SPORT + CANAL+ KIDS + CANAL+ DOCS + CANAL+ 360 + CANAL+ FOOT + CANAL+ FORMULA 1 + CANAL+ MOTO GP + CANAL+ PREMIER LEAGUE + CANAL+ TOP 14.

⁽²⁾ Advertising coupling SPORT CANAL+ : CANAL+ CANAL+ SPORT + CANAL+ FOOT + CANAL+ 360 + CANAL+ FORMULA 1 + CANAL+ PREMIER LEAGUE + CANAL+ TOP 14 + CANAL+ MOTO GP

⁽³⁾ Advertising coupling CINEMA CANAL+ : CANAL+ + CANAL+ CINEMA + CANAL+ BOX OFFICE.

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Radio Results by aggregate

Monday-Friday 05:00-24:00	Septembre-Novembre 2023				Janvier-Juin 2023				Septembre-Novembre 2022			
	CA%	CA	Audience share%	TSL h:mn	CA%	CA	Audience share%	TSL h:mn	CA%	CA	Audience share%	TSL h:mn
By format												
General-interest Radios	43.1	308 200	57.3	2:52	49.4	352 700	62.1	2:58	47.3	336 400	60.4	2:46
Music Radios	39.6	283 000	38.5	2:06	36.9	263 500	35.2	2:15	39.5	281 500	36.7	2:01
Theme Radios	2.8	20 200	2.5	1:53	1.9	13 700	1.3	1:35	1.5	10 400	1.0	1:33
By status												
Private commercial Radios	59.0	421 400	79.7	2:55	60.8	434 100	77.0	2:59	59.8	425 900	80.4	2:55
Private radio associations	5.1	36 300	4.4	1:53	3.4	24 500	3.6	2:28	4.0	28 800	3.4	1:49
Public service radio	16.3	116 300	14.1	1:52	20.7	147 700	17.9	2:02	16.3	116 400	14.4	1:55

The aggregates include all stations whether subscribed to the survey or not

Radio Results by station

Monday-Friday 05:00-24:00	September-November 2023				January-June 2023				September-November 2022			
	CA%	CA	Audience share %	TSL h:mn	CA%	CA	Audience share %	TSL h:mn	CA%	CA	Audience share %	TSL h:mn
CHERIE FM Réunion	7.6	54 500	6.1	1:43	8.1	58 000	5.2	1:30	8.4	59 500	6.3	1:38
EXO FM	13.4	96 100	10.4	1:40	10.0	71 300	8.7	2:03	13.4	95 500	11.1	1:48
FREEDOM	26.7	190 400	34.4	2:47	29.6	211 400	36.1	2:53	29.8	212 000	39.9	2:54
FREEDOM 2	4.6	32 800	5.2	2:26	4.0	28 800	4.3	2:29	4.3	30 600	3.2	1:35
NRJ Réunion	12.1	86 500	7.2	1:17	12.2	87 100	6.3	1:13	10.0	71 300	5.0	1:05
RER	3.9	28 000	5.7	3:09	3.3	23 600	2.9	2:05	3.6	25 700	2.5	1:31
REUNION LA 1 ^{ère}	9.5	67 500	7.0	1:36	13.1	93 700	9.9	1:47	11.2	79 700	8.6	1:40
RIRE ET CHANSONS Réunion	4.3	30 400	2.3	1:11	4.8	34 000	2.2	1:04	4.9	35 100	2.4	1:03
RTL Réunion	4.1	29 500	3.2	1:40	5.9	42 300	4.5	1:47	5.4	38 300	3.2	1:18

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Radio Results by advertising coupling

Monday-Friday 05:00-24:00	September-November 2023				January-June 2023				September-November 2022			
	CA%	CA	Audie nce share %	TSL h:mn	CA%	CA	Audie nce share %	TSL h:mn	CA%	CA	Audie nce share %	TSL h:mn
PACK FORMULE 1	25.5	182 400	24.3	2:04	21.4	152 700	19.2	2:07	24.8	176 800	21.2	1:51
PACK ADULTES	12.1	86 700	13.1	2:20	11.9	85 200	8.9	1:45	12.0	85 400	9.3	1:41
PACK CSP+	8.6	61 700	7.5	1:53	8.7	62 100	6.0	1:37	9.2	65 400	6.8	1:36
PACK JEUNES	15.2	108 700	11.2	1:36	11.5	82 400	10.3	2:06	14.8	105 600	11.9	1:44
PACK PEI	16.6	118 600	16.1	2:06	12.3	88 100	11.6	2:13	16.0	114 000	13.6	1:51
PUISSANCE 5	34.9	249 400	29.2	1:48	33.6	240 000	26.8	1:53	34.9	248 400	28.0	1:44
PUISSANCE 4	24.6	175 400	18.8	1:39	26.6	189 700	18.1	1:36	24.4	174 000	16.9	1:30
PUISSANCE REUNION JEUNE	23.6	168 500	17.6	1:37	19.9	141 900	15.0	1:47	21.5	152 800	16.1	1:37
PACK LOVE	20.4	145 400	16.5	1:45	17.5	124 900	13.9	1:52	21.0	149 800	17.4	1:47
PACK SOLEIL	23.4	167 300	22.2	2:03	19.8	141 200	16.8	2:00	23.4	166 400	19.9	1:51
PUISSANCE REUNION	37.3	266 400	34.9	2:01	35.8	255 700	29.8	1:57	36.5	260 000	30.5	1:49
PUISSANCE REUNION ADULTE	17.7	126 200	17.3	2:07	19.9	142 000	14.7	1:45	19.6	139 800	14.4	1:35
REUNION LA 1 ^{ère} + URBAN HIT	10.6	75 500	7.3	1:30	14.0	100 000	10.3	1:44	13.0	92 900	9.7	1:37
CHERIE FM + RFM REUNION	8.5	60 600	7.4	1:53	8.7	62 100	6.0	1:37	-	-	-	-

Pack Formule 1 : CHERIE FM Réunion + EXO FM + FUN RADIO Réunion + RER + RFM Réunion

Pack Adultes : CHERIE FM Réunion + RER + RFM Réunion

Pack CSP+ : CHERIE FM Réunion + RFM Réunion + 100% Jazz

Pack Jeunes : EXO FM + FUN RADIO Réunion

Pack Péi : EXO FM + RER

Puissance 5 : CHERIE FM Réunion + EXO FM + NRJ Réunion + Rire et Chansons Réunion + RTL Réunion

Puissance 4 : CHERIE FM Réunion + NRJ Réunion + Rire et Chansons Réunion + RTL Réunion

Puissance Réunion Jeune : EXO FM + NRJ Réunion

Pack Love : Exo FM + Chérie FM

Pack Soleil : Exo FM + Chérie FM + RER

Puissance Réunion : Chérie FM + Exo FM + NRJ Réunion + RER + Rires et chansons Réunion + RTL Réunion

Puissance Réunion Adulte : Chérie FM + RER + Rires et chansons Réunion + RTL Réunion

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Main events during the survey period

Over the survey period, from the 16th of August to the 19th of November, the news was marked by events likely to have an impact on listener behaviours :

On 16 August, Gabriel Attal made his first visit to the island as Minister for Education on the day of the first day of school on Réunion.

On 17 August, 217 600 pupils returned to school on Réunion in the presence of Minister Gabriel Attal.

From 24 August to 3 September, 460 sportsmen and women from Réunion travelled to Madagascar for the Indian Ocean Games (JIOI). **On 2 September**, Madagascar won the football final of the Indian Ocean Island Games against Réunion.

From 30 August to 1 September, Philippe Vigier, the new Minister for Overseas France, visited Réunion.

On September 5th, the parliamentary days of the LIOT group (Liberties, Independents, Overseas, and Territories) take place in Guadeloupe in the presence of Gérard Darmanin, Minister of the Interior and Overseas.

On September 8th, the Rugby World Cup opens in France with the match France - New Zealand at the Stade de France in Saint Denis. France wins this first match. **On September 14th**, the French XV triumphs over Uruguay. **On September 21st**, The French won once again against Namibia. **On October 15th**, France is eliminated after losing to South Africa in the quarter-finals. **On October 28th**, South Africa wins its fourth title.

On September 9th, a powerful 6.8 magnitude earthquake hits Morocco, killing thousands.

On September 11th, devastating floods in Libya in the wake of Cyclone Daniel leave over ten thousand deaths.

On September 16th, the inscription of Mount Pelée and the northern peaks of Martinique on the UNESCO World Heritage List is validated in Riyadh, Saudi Arabia, during the 45th session of the World Heritage Committee.

On September 19th, three years after the "44-day war," Azerbaijan launches a new bombing campaign against several cities in the Upper Karabakh, including Stepanakert, the capital. Negotiations regarding the reintegration of this territory into Azerbaijan trigger the exodus of Armenians from Upper Karabakh.

On September 22nd and 23rd, Pope Francis is on a visit to Marseille. The Holy Father will preside over a mass at the Vélodrome stadium.

On September 23rd, demonstrations take place in several cities in France at the call of the far left and various organizations "against systemic racism, police violence, and for public liberties."



Main events during the survey period

Over the survey period, from the 16th of August to the 19th of November, the news was marked by events likely to have an impact on listener behaviours :

On September 24th, the senatorial elections take place. Georges Naturel and Robert Xowie are chosen by the grand electors to represent New Caledonia in the Senate. **On September 27th**, Secretary of State Sonia Backès, defeated in the New Caledonia senatorial elections, resigns from the government.

President Emmanuel Macron speaks during a televised interview.

On 29 September, in response to the water crisis in Mayotte, 500,000 litres of water were transported from Réunion by the TAAF (French Southern and Antarctic Lands) supply ship, the Marion Dufresne.

On 1 and 2 October, following a fire at Cap Lahoussaye, in Saint Paul, Réunion, 200 hectares of scrubland went up in smoke in the savannah. Around twenty residents of the fishing village had to be evacuated for safety reasons. The RN1A remains closed.

From October 2nd to 3rd, Guadeloupe is placed under red alert for "heavy rains and storms" due to the passage of Tropical Storm Philippe. Martinique is on orange alert for "heavy rains and storms" and "wave-submersion."

On October 5th, a Russian strike on a Ukrainian village kills 51.

On October 7th, Hamas carries out a terrorist attack against Israel: several hundred victims and hostages are reported.

On October 13th, the Israeli government orders civilians to evacuate the northern part of Gaza.

On October 13th, three years after the assassination of Samuel Paty, a new attack targets the teaching community. A teacher is killed, and three other people are injured in a high school in Arras. France raise its national threat level to its highest degree.

On 15 October, between 20,000 and 40,000 people are expected on the esplanade du Chaudron to attend the ordination of the new bishop of La Réunion, Monsignor Pascal Chane-Teng.

On October 16th, a terrorist attack in Brussels, Belgium, kills 2 people.

On October 17th, the Al-Ahli hospital in Gaza is bombed.

From 19 to 22 October, the Grand Raid ultra-trail takes place, with more than 2,800 runners taking part in the Diagonale des Fous, finishing in Saint-Denis. A 165-kilometre crossing of the island of La Réunion. Thousands of spectators turned out to watch the start of the race at Ravine Blanche in Saint-Pierre. **On 20 October**, the overall winner of the Diagonale des Fous, Aurélien Dunand-Pallaz, crossed the finish line after 23 hours and 21 minutes on the trails of La Réunion.



Main events during the survey period

Over the survey period, from the 16th of August to the 19th of November, the news was marked by events likely to have an impact on listener behaviours :

On October 20th, as Tropical Storm Tammy approaches the Antilles, Guadeloupe's airport is closed. All maritime connections between Martinique and Guadeloupe are also suspended. **On October 21st**, approximately 100,000 customers are left without electricity. The cause is the heavy rains and storms affecting Martinique in the wake of Hurricane Tammy.

On October 25th, a mass shooting in the United States kills 18 people. The perpetrator is on the run.

On October 25th, Hurricane Otis leaves 48 dead in Acapulco, Mexico.

On October 27th, the Israeli army launches a ground offensive on the Gaza Strip. The UN General Assembly calls for an immediate humanitarian ceasefire.

On October 30th, Lionel Messi wins his 8th Ballon d'Or.

Le 31 octobre, un hélicoptère s'écrase dans un secteur difficile d'accès à proximité de Bois-de-Pomme, à La Réunion. Ses quatre occupants, dont le directeur du parc Akoatys et son épouse, décèdent. Une enquête est ouverte.

On November 8th, the Israeli army enters the city of Gaza.

On November 18th, the French national team defeats Gibraltar 14-0. It is a historic success as Didier Deschamps' men break their record, previously a 10-0 victory against Azerbaijan in 1995.



Définitions

Audience indicators

Cumulative audience (CA): number or percentage of different people who watched a television channel or listened to a radio station during a given period, regardless of how long they watched/listened for.

Since the population of 13 years and older:

- 320 900 people in Guadeloupe, the cumulative audience point represents 3 209 people
- 310 600 people in Martinique, the cumulative audience point represents 3 106 people

Audience share as a percentage: share represented by the viewing time for a channel/station over the total viewing time for television/radio media. The sum of the audience shares for all devices equals 100%.

Viewing time per television viewer (VTV) / listening time per listener (LTL) in minutes: average time spent viewing/listening to programmes broadcast by TV channels/radio stations by all of the viewers/listeners of the device being studied.



Press Release

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Characteristics of the survey

The Métridom Reunion survey over the September - November 2023 period for television and radio (from the 16th of August to the 19th of November 2023) was conducted on a sample of 1 740 people who were representative of the population aged 13 years and older, interviewed in French or Creole by means of computer-assisted telephone interviews.

35% of these interviews were conducted using a mobile phone.

About Médiamétrie, a trusted third party for fair and objective measurements

Médiamétrie is committed to providing its customers with joint and sovereign standard audience measurements. As a data leader and media expert, the company applies its know-how to video, audio and cross-media behaviour measurements, as well as advertising effectiveness measurement. Every day, some 1 000 employees design and produce the right measure for today and tomorrow to support the free decision-making of the company's customers in France and abroad. In 2022, the Médiamétrie Group achieved a turnover of nearly €104.2 million and processed over one billion data every day.

Further information : www.mediametrie.fr  @Mediametrie  Mediametrie.official  Médiamétrie

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