



Mediametrie

Press Release

2nd January 2024

Yearly Mediamat

From 2nd January to 31st December 2023

Day of viewing

Average day Monday-Sunday – 3am to 3am – aged 4 years +

		National audience share (%)					Monthly coverage
		Dec-22	Nov-23	Dec-23	Year 2022	Year 2023	Dec-23
	Total TV	100.0	100.0	100.0	100.0	100.0	56,881,000
Agregates	National Channels ⁽¹⁾	90.8	91.0	90.8	90.9	90.8	56,487,000
	Other TV : Special-interest, local and foreign channels	9.2	9.0	9.2	9.1	9.2	55,594,000

	Channels	National audience share (%)					Monthly coverage
		Dec-22	Nov-23	Dec-23	Year 2022	Year 2023	Dec-23
	TF1	21.1	18.3	18.5	18.7	18.6	54,653,000
	FRANCE 2	14.4	15.4	15.2	14.8	15.3	52,116,000
	FRANCE 3	8.3	8.7	9.2	9.4	9.0	47,338,000
	CANAL+ ⁽²⁾	1.1	1.3	1.3	1.2	1.2	31,179,000
	FRANCE 5	3.4	3.6	3.7	3.6	3.5	44,002,000
	M6	7.6	8.3	7.6	8.4	8.1	51,471,000
	ARTE	3.3	2.9	2.9	2.9	2.9	41,563,000
	C8	2.7	3.1	3.2	2.8	3.1	43,433,000
	W9	2.2	2.3	2.1	2.3	2.3	42,282,000
	TMC	3.2	3.5	3.4	3.0	3.1	44,275,000
	TFX	1.5	1.6	1.7	1.5	1.5	38,657,000
	NRJ12	1.1	1.0	1.0	1.1	1.0	33,745,000
	BFM TV	2.7	2.8	2.6	3.3	3.0	40,746,000
	CNEWS	2.0	2.5	2.6	2.1	2.3	32,107,000
	CSTAR	1.1	1.2	1.2	1.1	1.1	35,657,000
	GULLI	1.2	1.1	1.2	1.2	1.0	31,301,000
	TF1 SERIES FILMS	1.5	1.9	2.0	1.7	1.7	31,150,000
	L'EQUIPE	1.8	1.6	1.5	1.5	1.6	33,961,000
	6TER	1.7	1.6	1.5	1.6	1.6	32,908,000
	RMC STORY	2.0	1.7	1.9	1.9	1.9	32,628,000
	RMC DÉCOUVERTE	2.0	1.7	1.8	1.9	1.7	31,920,000
	CHÉRIE 25	1.3	1.2	1.2	1.3	1.2	25,710,000
	LCI	2.0	1.8	1.6	1.7	2.0	26,235,000
	FRANCEINFO:	0.7	0.8	0.7	0.9	0.8	23,688,000

(1) National channels : historical channels and free DTT channels.

(2) The audience for the channels Canal+ Cinéma, Canal+ Sport, Canal+ Docs, Canal+ Grand Ecran, Canal+ Foot and Canal+ Sport 360 is incorporated into the "Other TV" aggregate.



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From 2nd January to 31st December 2023

Day of viewing


Television Viewing Time and Monthly Coverage per Individual



Average day Monday-Sunday – 3am to 3am – aged 4 years +

	TV Daily Viewing Time				Monthly coverage			
	Year 2022	Year 2023	Nov-23	Dec-23	Year 2022	Year 2023	Nov-23	Dec-23
Individuals 4 years +*	3:26	03:19	03:32	03:25	57,160,000	56,887,000	56,845,000	56,881,000
Individuals 15 years +	3:47	03:39	03:54	03:45	49,584,000	49,493,000	49,440,000	49,423,000
Individuals 4-14 years	1:01	00:58	00:59	01:03	7,573,000	7,393,000	7,411,000	7,449,000
Individuals 15-34 years	1:25	01:17	01:22	01:19	12,995,000	12,987,000	12,986,000	12,985,000
Individuals 25-49 years	2:34	02:18	02:31	02:22	17,331,000	17,175,000	17,140,000	17,121,000
Individuals 25-59 years	3:14	02:58	03:12	03:02	25,456,000	25,273,000	25,210,000	25,186,000
Women in charge of household purchases – 50 years	2:37	02:25	02:41	02:29	9,207,000	9,149,000	9,133,000	9,129,000
Individuals 50 years +	5:23	05:16	05:36	05:24	25,489,000	25,522,000	25,494,000	25,489,000
SPG+ Individuals	2:35	02:27	02:42	02:32	13,340,000	13,439,000	13,466,000	13,458,000

*For ages 4 and above only, the listening duration is estimated based on Médiamat, 37.500, and Global Video. It includes consumption on all screens (TV, computer, mobile phone, tablet) in live, time shifted and preview, at home and outside the home or on the go.



 **Equipment, subscription and reception**

 Total with TVs All individuals 4 years + : 57,149,000			
Individuals 15 years +	49,453,000	Individuals 25-59 years	25,213,000
Individuals 4-14 years	7,696,000	The woman in charge of household purchases – 50 years	9,133,000
Individuals 15-34 years	13,000,000	Individuals 50 years +	25,494,000
Individuals 25-49 years	17,143,000	SPG + Individuals	13,468,000

 **Definitions**

Total TV : All individuals 4 years + having at least one TV set at home.

Audience in Viewing days: total audiences of programmes viewed live, time-shifted, catch-up and preview on a given day, regardless of the original live broadcast date of the programmes caught up with.

Viewing Time per Individual (VTI) in minutes: average time spent viewing programmes broadcasted by TV channels by all individuals in the population studied.

Audience share in percentage: share that represents the viewing time for a channel over the total viewing time for television media.
For Canal +, the results have been calculated across the entire broadcast period, whether the broadcast was scrambled or unscrambled.

Monthly coverage: number of individuals who had at least one contact of 10 consecutive seconds with the channel over the month.



Survey features



Médiamat, the benchmark in television audience measurement in France, considers, until December 31st 2023, the **audience of programs watched at home on TV and audiences outside of the home and on the move regardless of the screen** (television, computer, smartphone, tablet) for individuals aged 15 and above. For individuals aged 4-14, the audiences taken into account are those achieved at home or in guest situations.

On 25th December 2023, the Médiamat panel comprised 11 134 individuals aged 4 years and older living in 5,007 households equipped with an audience meter in each television set at home. This panel is representative of individuals residing in mainland France having a TV set in their main residence. **Audiences outside the home and on the move** are measured thanks to a **panel** of individuals who carry with them **a miniature audience meter** as they go about their daily activities. Today, there are about **5 000 panellists** aged 15 years and older and equipped with a television set.

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 2021, the Médiamétrie Group achieved a turnover of €104.2 million and processed over one billion data every day.

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