



## TV year 2023 TV is the platform of platforms



In 2023, French people each consumed **4 hours 37 minutes of video content** every day. We distinguish between live TV consumption and video on-demand consumption, which now accounts for one third (**33%**) of total video consumption. That's **7** points more in 4 years, proof that uses are evolving quickly. Video on-demand consumption is bringing an increasing number of stakeholders together. **There are the BVoD<sup>(1)</sup> platforms of TV channels, which offer, in addition to a catch-up service (replay), the possibility of watching programmes in preview\*, along with exclusive content and 100% digital TV channels\*\*.** There are also SVoD<sup>(2)</sup> and AVoD<sup>(3)</sup> stakeholders and social media platforms, which are increasingly focusing on video.

“Platforms are a reflection of the digitalisation of uses. As genuine content carousels, they offer great freedom of consumption (all locations, all modes, all screens). They have become essential on all our screens and are now part of everyday life.”

**Isabelle Maurice, Director of Studies, Monitoring and Forecasting**

### TV in the platform age



TV channels have quickly developed their digital offerings. The number of programmes totalling more **than 500,000 viewers on catch-up has doubled** in 5 years. **Previews** saw an even bigger increase: the number of programmes having crossed the threshold of **500,000 viewers** before their live broadcast **increased tenfold** compared to 2022. And in November 2023, **10.3 million** people watched **preview** programmes on BVoD platforms.

(1) Broadcaster Video on Demand: free, ad-supported video content distribution platforms, which include content from traditional TV stakeholders.

\* Method of consuming a television programme accessible on a platform before its live broadcast.

\*\*FAST channels: Free Ad-Supported Streaming TV, free linear television channels, financed by advertising on the Internet.

(2) Subscription Video on Demand: subscription offer to a digital video-on-demand catalogue. The customer pays a fixed price giving them access to a wide range of video content.

(3) Advertising Video on Demand: free, ad-supported streaming platform for video content.



A favourite genre across all platforms, **drama** represents **53%** of programmes watched on catch-up on TV platforms And 20% of the consumption of programmes viewed live.

Overall, this **TV on-demand** use is becoming part of the daily lives of French people. It has in fact attracted **2.3 million** additional viewers in 5 years to reach **6.5 million** daily viewers this year.

### **TV & Platforms: an exchange of good practices**

Now is the time for partnerships and exchanging good practices between TV stakeholders and new streaming stakeholders.

**TV entertainment** is a source of inspiration for SVoD, which has tripled its Reality TV offering in 3 years, with programmes such as Squid Game: the Challenge on Netflix and Popstars coming in 2024 on Prime Video.

**Sport** continues to be highly coveted and gives rise to TV-SVoD co-broadcasts, as well as 100% sports content (documentaries and competitions) offered on SVoD and AVoD platforms.

More generally, TV and SVoD stakeholders are working together to improve their content and sealing broadcasting agreements, like the film Lost Bullet, which was available on Netflix then broadcast on TF1, and co-productions such as the mini-series Dark Hearts, which was shown on Prime Video and is soon to be broadcast on France Télévisions.

### **Must-see live TV**

**Live** television still accounts for 2/3 (**67%**) of French people's video time.

Unsurprisingly, **99% of news** is consumed **live**, and **22 million** viewers watch live television news every day.

Information does not wait, and the audience of news channels reacts in real time to events that shake up the news. For example, the vote of no confidence regarding pension reforms, which occurred on 20 March just before 7 pm, immediately boosted the audience of news channels. Over the entire day of 20 March, there were 51% more viewers than an average day.

**98% of Sport is watched live**, and sport gave television its best 2023 audience: across all channels, the France-South Africa quarter-final attracted an average of **16.5 million** fans over the length of the match.

Another sport in the spotlight in 2023 was the Tour de France, the best stage of which attracted an average of **6.4 million** fans on 16 July.



Finally, younger people also watch their TV programmes live. The voting for Miss France 2024 followed by those aged 15-24 was **93%** watched live.

Live performances are reinventing themselves. Proof of this is the proliferation of **FAST channels**, which are free linear TV channels, financed by advertising and streamed. There are **more than 500** of them in France today.

### As uses evolve, so does measurement

**TV uses are becoming digital**, content is now visible at any time, anywhere and on all screens: TV, smartphone, computer and tablet.

The measurement adapts and gets better. Since 1 January 2024, the TV measurement takes into account **100% of households and 100% of the screens used** to watch TV programmes. In concrete terms, in relation to 2023, Médiamat includes households not equipped with TV and home internet screens.

More information on TV audience measurement is available [here](#).




“ Video content and uses are diversifying and TV is now part of a wider video universe. In 2024, TV measurement is now in the platform era. By the end of 2024, our ambition is to offer a measurement of all video streaming stakeholders on all screens by integrating the channel platform dimension, as well as the audiences of other video streaming stakeholders. ”

**Laurence Deléchant, Director of TV & Cross Media**

### 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 800 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 €104.2 million and processed over one billion data every day.

Further information : [www.mediametrie.fr](http://www.mediametrie.fr)  @Mediametrie  Mediametrie.official  Médiamétrie

#### Press contacts :

**Isabelle Lellouche Filliau**  
Tél : 01 47 58 97 26  
[ilellouche-filliau@mediametrie.fr](mailto:ilellouche-filliau@mediametrie.fr)

**Juliette Destribats**  
Tél : 01 47 58 97 55  
[jdestribats@mediametrie.fr](mailto:jdestribats@mediametrie.fr)



**Media Glossary**  
Check 500+ definitions on