



Médiamat'Thématik

From 4th September 2023 to 18th February 2024

TV channel audience of individuals aged 4 years and older receiving satellite, ADSL, cable or fiber optic television



Audiences of special-interest channels: Key Figures

46,2 million people

receive television in their homes via satellite, broadband Internet, cable or optical fibre, which represents **74%** of the population living in France.



38,4 million

French people watch at least one special-interest channel **each month**, i.e **83,1%** of the Médiamat'Thématik universe.

10.9 million watch at least one special-interest channel **every day**

10,7%

Audience share for special-interest channels.

It amounts to **20,7%** among the paid reception subscribers surveyed*.

*Universe created from the observed consumption of paid special-interest channels and the equipment declared by panellists. See the full definition on page 7

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Reach and audience share for Special-interest channels Average Monday-Sunday 3am-3am – Médiamat'Thématic universe

Individuals 4 years and over

Channels	Audience share Special-interest channels as a % (*)	4 weeks reach Nb of viewers (in thousands)	Audience share as a %
Special-interest channels	100.0	38 358	10.7
RTL9	9.0	11 551	1.0
TV BREIZH	7.7	7 260	0.8
PARIS PREMIÈRE	7.3	11 455	0.8
CANAL+ FOOT	3.5	8 422	0.4
TÉVA	3.3	7 521	0.4
SÉRIE CLUB	3.2	4 648	0.3
POLAR+	2.8	3 487	0.3
BEIN SPORTS 1	2.5	7 336	0.3
EUROSPORT 1	2.1	4 698	0.2
13ÈME RUE	1.8	1 745	0.2
CANAL+ SPORT 360	1.7	7 068	0.2
HISTOIRE TV	1.7	3 547	0.2
NICKELODEON JUNIOR	1.7	2 649	0.2
NRJ HITS	1.6	4 634	0.2
PARAMOUNT CHANNEL	1.6	6 491	0.2
AB 1	1.5	4 574	0.2
CANAL+ CINÉMA(S)	1.4	5 697	0.2
CANAL+ GRAND ECRAN	1.4	5 634	0.1
CANAL+ SPORT	1.4	6 067	0.2
CINÉ + FRISSON	1.4	4 922	0.1
PLANÈTE + CRIME	1.4	2 331	0.1
AUTOMOTO	1.3	3 414	0.1
CINÉ + PREMIER	1.3	5 025	0.1
DISCOVERY INVESTIGATION	1.3	1 289	0.1
TOUTE L'HISTOIRE	1.3	3 215	0.1
CANAL+ BOX OFFICE	1.2	5 346	0.1
EUROSPORT 2	1.2	4 089	0.1
NATIONAL GEOGRAPHIC	1.2	3 513	0.1
USHUAÏA TV	1.2	3 391	0.1

(*) Audience share calculated on the basis of all the special-interest channels marked



Reach and audience share for Special-interest channels Average Monday-Sunday 3am-3am – Médiamat'Thématic universe

Individuals 4 years and over

Channels	Audience share Special-interest channels as a % (*)	4 weeks reach Nb of viewers (in thousands)	Audience share as a %
Special-interest channels	100.0	38 358	10.7
PLANÈTE +	1.0	3 328	0.1
BEIN SPORTS 2	0.9	4 264	0.1
GAME ONE	0.9	2 873	0.1
RFM TV	0.9	2 588	0.1
TV5 MONDE	0.9	6 442	0.1
CINÉ + FAMIZ	0.8	4 339	0.1
COMÉDIE +	0.8	4 459	0.1
DISCOVERY CHANNEL	0.8	1 830	0.1
DISCOVERY SCIENCE	0.8	2 247	0.1
INFOSPORT +	0.8	3 800	0.1
SYFY	0.8	1 789	0.1
BEIN SPORTS 3	0.7	3 223	0.1
DISNEY JUNIOR	0.7	1 563	0.1
NATIONAL GEOGRAPHIC WILD	0.7	2 905	0.1
NICKELODEON	0.7	2 197	0.1
PLANÈTE + AVENTURE	0.7	2 766	0.1
CINÉ + CLASSIC	0.6	2 978	0.1
CINÉ + EMOTION	0.6	3 875	0.1
MTV	0.6	2 589	0.1
CINÉ + CLUB	0.5	3 522	0.1
COMEDY CENTRAL	0.5	2 028	0.1
TCM CINÉMA	0.5	1 195	0.1
WARNER TV NEXT	0.5	993	0.1
BOOMERANG	0.4	1 377	<0.1
CANAL+ DOCS	0.4	3 694	<0.1
J-ONE	0.4	1 639	<0.1
MANGAS	0.4	1 571	<0.1
NICKELODEON +1	0.4	1 556	<0.1
NICKELODEON TEEN	0.4	1 241	<0.1

(*) Audience share calculated on the basis of all the special-interest channels marked



Reach and audience share for Special-interest channels Average Monday-Sunday 3am-3am – MédiаметрикThématik universe

Individuals 4 years and over

Channels	Audience share Special-interest channels as a % (*)	4 weeks reach Nb of viewers (in thousands)	Audience share as a %
Special-interest channels	100.0	38 358	10.7
PARAMOUNT CHANNEL DÉCALÉ	0.4	2 149	<0.1
TIJI	0.4	1 552	<0.1
CANAL J	0.3	1 595	<0.1
DISNEY CHANNEL	0.3	1 697	<0.1
DISNEY CHANNEL +1	0.3	1 258	<0.1
GAME ONE +1	0.3	1 461	<0.1
M6 MUSIC	0.3	1 989	<0.1
MCM	0.3	1 965	<0.1
MTV HITS	0.3	1 678	<0.1
NOVELAS TV	0.3	1 429	<0.1
PIWI +	0.3	1 275	<0.1
RMC SPORT 1	0.3	1 397	<0.1
TRACE URBAN	0.3	1 202	<0.1
BET	0.2	2 640	<0.1
CANAL+ KIDS	0.2	2 163	<0.1
CARTOON NETWORK	0.2	574	<0.1
E!	0.2	980	<0.1
SCIENCE ET VIE TV	0.2	738	<0.1
BOOMERANG +1	0.1	586	<0.1
CARTOONITO	0.1	598	<0.1
DREAMWORKS	0.1	924	<0.1
MGG TV	0.1	1 185	<0.1
SPORT EN FRANCE	0.1	1 129	<0.1
TÉLÉTOON +	0.1	1 164	<0.1
TÉLÉTOON +1	0.1	748	<0.1
WARNER TV	0.1	681	<0.1
RMC SPORT 2	<0.1	937	<0.1

(*) Audience share calculated on the basis of all the special-interest channels marked



Reach and audience share for Special-interest channels
Average Monday-Sunday 3am-3am – Médiamat'Thématic universe

Individuals 4 years and over

CHAÎNES	Couverture 4 semaines Nb individus en milliers	Part d'audience TOTAL TV En %
TF1	44 123	19.4
FRANCE 2	41 794	14.4
FRANCE 3	37 632	7.8
CANAL+	26 494	1.5
FRANCE 5	34 066	3.2
M6	41 470	8.5
ARTE	32 027	2.7
C8	33 730	2.9
W9	33 675	2.3
TMC	34 608	3.2
TFX	29 997	1.6
NRJ12	25 308	0.9
LCP-ASSEMBLÉE NATIONALE / PUBLIC SÉNAT	19 474	0.3
FRANCE 4	24 432	0.6
BFM TV	34 556	2.8
CNEWS	26 485	2.5
CSTAR	26 597	1.1
GULLI	24 103	1.1
TF1 SERIES FILMS	24 747	1.8
L'EQUIPE	27 312	1.6
6TER	25 939	1.5
RMC STORY	25 296	1.7
RMC DÉCOUVERTE	24 435	1.6
CHÉRIE 25	19 415	1.1
LCI	21 415	1.8
FRANCEINFO:	19 437	0.7



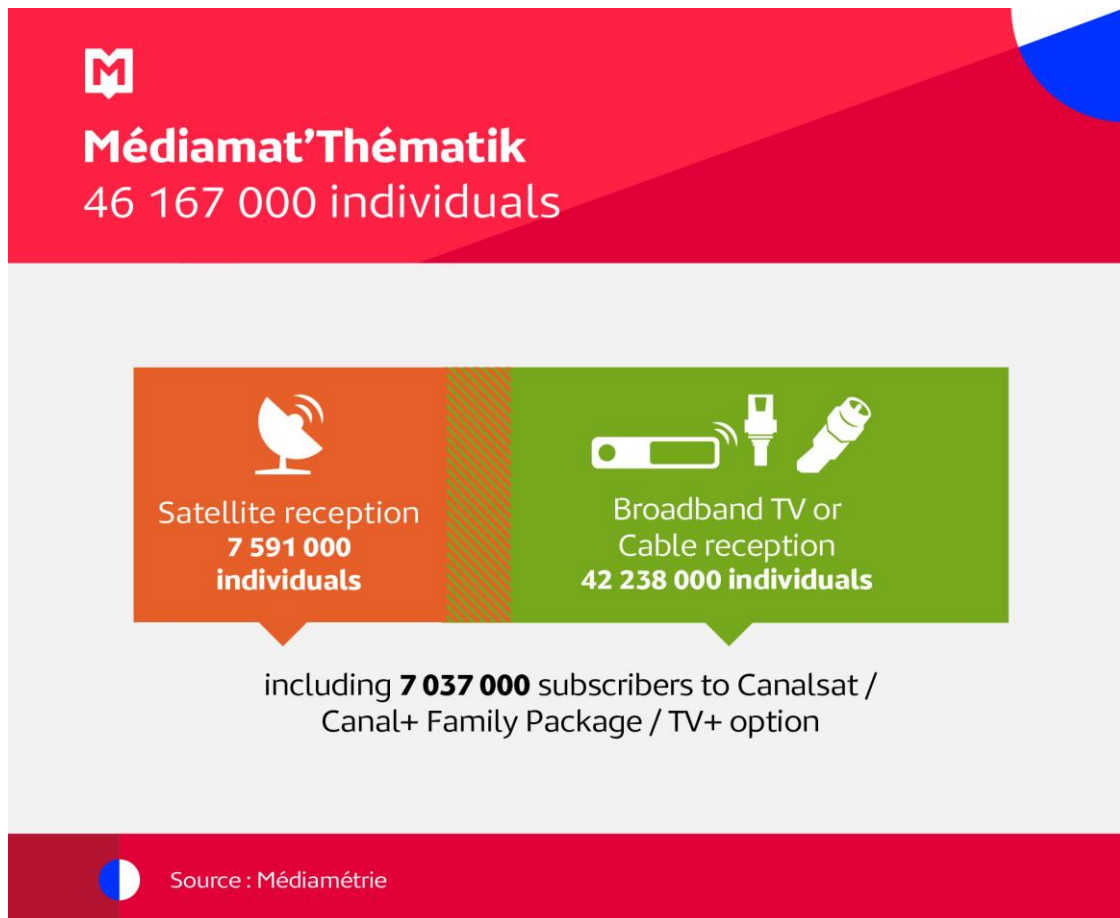
Survey features



Médiamat'Thématik is the benchmark measurement of the TV audience watched live, delayed, in preview and replay **by people receiving a range of channels at home via satellite, broadband, Internet, cable or optical fibre which represents 74% of the population living in France**. It takes into account the audience watching the television at home, the audience outside of the home and on the move regardless of the screen: television, computer, smartphone, tablet and from the audience day of 1 January 2024, the audience at home on Internet screens for those aged 15 and over.

Any interpretation of the audience measurement results from the **Médiamat'Thématik** study must take into account, for each channel, the diversity of the audience (as some channels are targeted at a specific audience), the competitive universe, its syndication on one or more platforms as a basic service or optional add-on, whether or not replay audiences are measured, as well as how long each channel has been available on satellite, broadband Internet, cable or optical fibre.

An individual who did not subscribe to a channel for the entire period may have watched the channel for part of the period (promotions, taking out or cancelling a subscription during the period, multi-subscriptions, casting function, outside of his/her home, etc.).



Reference sample: 9.665 people aged 4 years + living in 4.153 households receiving a range of channels at home via satellite, broadband Internet, cable or optical fibre.



Definitions

Audience share as a percentage: share that represents the viewing time for a channel over the total viewing time for television media among people receiving television in their homes via satellite, broadband internet, cable or optical fibre. The results are provided in an average of Monday to Sunday, throughout the day (3 am to 3 am). The reference is the audience share calculated on a Total TV base.

Four-week coverage: the number of people aged 4 years + - from among the people receiving television by satellite, broadband, cable or optical fibre - having watched the channel for at least 10 consecutive seconds on average over four consecutive weeks.

« Established Pay-TV reception »: This universe is built from the established special-interest channels consumption and the reported equipment of the panelists. It includes people living in households receiving a TV offer via an Internet service provider (Orange, Free, Bouygues, SFR) where at least 5 Pay-TV special-interest channels have been watched within one month and the reported Canalsat / Family+ Package from Canal+ subscribers.

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

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