



### Métridom

## The television audience in the French overseas departments Guadeloupe / Martinique / Réunion -Wave January-March 2024 (from 8 January to 31 March for the French West Indies and from 22 January to 31 March for Réunion)



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 reaches 2% for TV (Monday-Sunday; 12 midnight to 12 midnight).

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

	January-March 2024				September-November 2023				January-March 2023			
	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn
<b>Total TV</b>												
<b>Guadeloupe</b>	75,5	241 400	100	4:26	76,5	245 400	100	4:32	77,3	248 100	100	4:25
<b>Martinique</b>	74,4	230 200	100	4:38	74,6	231 700	100	4:31	76,6	237 900	100	4:46
<b>Réunion</b>	71,8	516 200	100	3:46	70,6	504 400	100	3:40	75,8	541 200	100	3:55

From the 8 January to the 30 March the time difference between mainland France and the French West Indies was -5h

From the 31 March it was -6h compared to mainland France.

From the 22 January to the 30 March: the time difference between mainland France and Réunion was +3h.

From 31 March it was +2h 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.



## Television Results by aggregate in Guadeloupe

	January-March 2024				September-November 2023				January - March 2023			
<b>Monday-Sunday 12 midnight-12midnight</b>	CA%	CA	Audie nce share %	VTV h:mn	CA%	CA	Audie nce share %	VTV h:mn	CA%	CA	Audie nce share %	VTV h:mn
<b>By package</b>												
Free DTT channels <sup>1</sup>	57,5	183 600	49,3	2:52	59,3	190 300	46,0	2:41	59,4	190 500	44,1	2:32
Chargeable broader channel offering <sup>2</sup>	50,7	161 900	47,8	3:09	55,2	177 100	51,5	3:14	55,4	177 800	53,6	3:18
<b>By theme <sup>3</sup></b>												
Cinema	3,1	9 900	1,6	1:42	2,1	6 700	1,2	2:02	1,9	6 100	0,7	1:12
Entertainment	9,4	30 000	6,7	2:24	9,3	29 800	7,0	2:36	10,1	32 500	7,5	2:31
Documentaries/Discovery	2,5	7 900	1,4	1:50	2,7	8 500	1,6	2:04	3,4	11 000	2,3	2:15
General interest	66,5	212 500	71,4	3:35	68,4	219 600	72,5	3:40	69,6	223 400	71,2	3:30
News	13,2	42 100	7,4	1:53	12,1	38 700	6,1	1:46	14,2	45 600	7,4	1:48
Youth	3,4	10 800	1,6	1:37	4,3	13 800	2,6	2:03	3,1	9 800	1,4	1:31
Music	6,9	22 100	5,7	2:46	6,9	22 300	4,6	2:18	7,8	25 000	4,7	2:04

<sup>1</sup> Free terrestrial, locally broadcast television channels, originally analogue and channels broadcast over free digital TV

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

<sup>3</sup> Nomenclature defined based on the type of channels (rather than on scheduling).

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 3196 people aged 13 and older.



## Television Results by channel in Guadeloupe

	January-March 2024				September-November 2023				January- March 2023			
	CA%	CA	Audie nce share %	VTV h:mn	CA%	CA	Audie nce share %	VTV h:mn	CA%	CA	Audie nce share %	VTV h:mn
<b>Lundi-Dimanche 00:00-24:00</b>												
CANAL +	3,8	12 300	2,2	1:53	5,5	17 700	3,4	2:06	5,8	18 600	3,2	1:53
FRANCE 2	9,7	30 800	5,1	1:45	9,1	29 100	4,8	1:50	10,7	34 400	5,3	1:42
FRANCE 3	5,0	15 800	2,5	1:40	5,1	16 400	2,5	1:43	5,4	17 300	2,5	1:37
FRANCE 5	2,1	6 700	0,9	1:21	2,2	6 900	0,7	1:11	2,7	8 800	0,9	1:08
FRANCE INFO	4,3	13 600	1,8	1:25	4,1	13 100	1,4	1:09	4,7	15 100	1,6	1:09
GAUDELLOUPE LA 1 <sup>ère</sup>	48,1	153 700	31,1	2:10	51,7	165 900	30,4	2:02	49,4	158 500	26,7	1:51
NOVELAS TV	3,2	10 100	2,6	2:44	3,7	11 700	2,6	2:30	3,1	10 100	2,5	2:40

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 3196 people aged 13 and older.



## Television Results by advertising coupling in Guadeloupe

Lundi-Dimanche 00:00-24:00	January-March 2024				September-November 2023				January - March 2023			
	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn
COUPLAGE CANAL+ <sup>(1)</sup>	6,2	19 700	4,0	2:12	8,2	26 300	5,5	2:20	8,1	26 100	4,7	1:59
COUPLAGE SPORT CANAL+ <sup>(2)</sup>	5,4	17 400	3,4	2:07	7,9	25 200	5,0	2:12	7,5	24 000	4,4	2:01
COUPLAGE CINEMA CANAL+ <sup>(3)</sup>	4,6	14 600	2,8	2:01	5,9	18 900	3,9	2:16	6,2	19 800	3,3	1:51
CANAL+ + CANAL+ SERIES	3,8	12 300	2,2	1:53	5,5	17 800	3,4	2:06	5,9	18 900	3,2	1:52
GUADELOUPE LA 1 <sup>ère</sup> + NOVELAS TV	49,1	156 900	33,7	2:18	52,9	169 900	33,0	2:10	50,6	162 300	29,1	1:58

<sup>(1)</sup> 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.

<sup>(2)</sup> Advertising coupling SPORT CANAL+ : CANAL+ CANAL+ SPORT + CANAL+ FOOT + CANAL+ 360 + CANAL+ FORMULA 1 + CANAL+ PREMIER LEAGUE + CANAL+ TOP 14 + CANAL+ MOTO GP.

<sup>(3)</sup> Advertising coupling CINEMA CANAL+ : CANAL+ + CANAL+ CINEMA + CANAL+ BOX OFFICE.

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 3196 people aged 13 and older.



## Television Results by aggregate in Martinique

Monday-Sunday 00:00-24:00	January-March 2024				September-November 2023				January- March 2023			
	CA%	CA	Audie nce share %	VTV h:mn	CA%	CA	Audie nce share %	VTV h:mn	CA%	CA	Audie nce share %	VTV h:mn
<b>By package</b>												
Chaînes de la TNT gratuite <sup>1</sup>	54,4	168 400	45,4	2:53	55,8	173 300	46,1	2:47	57,8	179 600	47,4	3:00
Chaînes de l'offre élargie payante <sup>2</sup>	50,4	156 100	50,9	3:29	51,4	159 700	50,6	3:19	53,0	164 700	50,4	3:28
<b>By theme <sup>3</sup></b>												
Cinema	3,1	9 600	1,8	1:59	3,3	10 200	1,9	1:58	3,0	9 300	1,9	2:20
Entertainment	8,0	24 900	5,8	2:30	8,1	25 100	6,2	2:36	9,7	30 200	6,4	2:25
Documentaries/Discovery	3,1	9 400	2,0	2:14	3,7	11 600	2,1	1:53	3,6	11 200	1,8	1:49
General interest	66,3	205 000	71,5	3:44	66,9	207 800	71,6	3:36	69,2	214 900	74,0	3:54
News	10,9	33 700	6,5	2:03	11,0	34 100	4,9	1:31	12,6	39 100	5,9	1:43
Youth	2,7	8 200	2,0	2:32	3,4	10 400	1,9	1:55	2,5	7 700	1,0	1:31
Music	2,0	6 200	1,2	2:08	1,7	5 300	1,1	2:15	1,7	5 100	0,8	1:50
Sport	6,3	19 500	4,7	2:34	7,4	23 100	5,6	2:33	8,0	24 900	5,2	2:21

<sup>1</sup> Free terrestrial, locally broadcast television channels, originally analogue and channels broadcast over free digital TV

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

<sup>3</sup> Nomenclature defined based on the type of channels (rather than on scheduling).

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 3094 people aged 13 and older.



### Television Results by channel in Martinique

	January-March 2024				September-November 2023				January - March 2023			
	CA%	CA	Audie nce share %	VTV h:mn	CA%	CA	Audie nce share %	VTV h:mn	CA%	CA	Audie nce share %	VTV h:mn
<b>Monday-Sunday 00:00-24:00</b>												
CANAL+	5,7	17 600	3,7	2:14	5,6	17 300	2,4	1:26	3,8	11 800	2,1	1:59
CANAL+ SPORT	2,0	6 200	1,4	2:27	nd	nd	nd	nd	nd	nd	nd	nd
FRANCE 2	7,5	23 300	3,3	1:31	10,2	31 700	5,8	1:55	9,2	28 700	4,5	1:48
FRANCE 3	5,7	17 600	3,1	1:53	6,0	18 700	2,7	1:31	5,3	16 600	2,5	1:41
FRANCE 5	2,5	7 900	0,9	1:12	2,7	8 300	0,9	1:10	2,7	8 500	1,0	1:21
FRANCE INFO	3,5	10 900	1,0	1:02	2,9	9 100	0,9	1:02	3,2	9 800	1,1	1:14
MARTINIQUE LA 1 <sup>ère</sup>	35,9	111 100	19,1	1:50	39,1	121 400	19,7	1:42	37,5	116 600	17,8	1:44
viàATV nd : non disponible (AC<2%)	23,0	71 300	15,4	2:19	23,3	72 500	13,2	1:54	26,7	82 900	15,8	2:09

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 3094 people aged 13 and older.



### Television Results by advertising coupling in Martinique

Monday-Sunday 00:00-24:00	January-March 2024				September-November 2023				January - March 2023			
	CA%	CA	Audie nce share %	VTV h:mn	CA%	CA	Audie nce share %	VTV h:mn	CA%	CA	Audie nce share %	VTV h:mn
COUPLAGE CANAL+ <sup>(1)</sup>	9,0	27 900	6,2	2:23	8,9	27 700	5,0	1:54	6,4	20 000	3,9	2:13
COUPLAGE SPORT CANAL+ <sup>(2)</sup>	8,1	25 100	5,6	2:24	8,1	25 200	4,4	1:51	5,8	17 900	3,4	2:08
COUPLAGE CINEMA CANAL+ <sup>(3)</sup>	6,4	19 800	4,2	2:16	6,5	20 300	2,9	1:30	4,5	14 000	2,5	2:01
CANAL+ + CANAL+ SERIES	5,8	17 900	3,7	2:12	5,7	17 700	2,4	1:26	3,9	12 200	2,1	1:59
MARTINIQUE LA 1 <sup>ère</sup> + NOVELAS TV	37,1	114 800	20,6	1:55	40,6	126 000	22,0	1:49	39,1	121 400	20,0	1:52

<sup>(1)</sup> 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.

<sup>(2)</sup> Advertising coupling SPORT CANAL+ : CANAL+ CANAL+ SPORT + CANAL+ FOOT + CANAL+ 360 + CANAL+ FORMULA 1 + CANAL+ PREMIER LEAGUE + CANAL+ TOP 14 + CANAL+ MOTO GP.

<sup>(3)</sup> Advertising coupling CINEMA CANAL+ : CANAL+ + CANAL+ CINEMA + CANAL+ BOX OFFICE.

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1% of cumulative audience in 2023 represents 3094 people aged 13 and older.



## Television Results by aggregate in Reunion

Monday-Sunday 00:00-24:00	January-March 2024				September-November 2023				January - March 2023			
	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn
<b>By package</b>												
Free DTT channels <sup>(1)</sup>	56,4	405 000	55,7	2:40	56,1	400 500	53,3	2:28	59,3	424 000	54,0	2:42
Chargeable broader channel offering <sup>(2)</sup>	42,0	301 700	41,3	2:39	40,4	288 600	44,2	2:50	45,5	325 200	43,6	2:51
<b>By theme <sup>3</sup></b>												
Entertainment	5,8	42 000	5,5	2:34	5,8	41 500	5,1	2:17	6,4	45 700	4,4	2:03
Documentaries/Discovery	2,9	21 200	2,0	1:51	3,7	26 600	2,7	1:53	2,4	17 300	1,6	2:00
General interest	64,0	460 100	76,1	3:12	63,4	452 700	74,0	3:01	67,7	483 700	74,5	3:16
News	10,2	73 000	6,0	1:35	10,6	76 000	6,2	1:31	13,0	93 000	7,1	1:37
Youth	2,5	18 200	1,5	1:33	2,7	19 000	2,0	1:54	3,7	26 500	2,8	2:13
Music	2,6	18 700	1,4	1:28	2,6	18 500	1,6	1:36	2,9	20 900	2,1	2:08
Sport	3,8	27 500	2,9	2:02	4,1	29 200	3,5	2:14	4,4	31 100	2,5	1:40

<sup>1</sup> Free terrestrial, locally broadcast television channels, originally analogue and channels broadcast over free digital TV

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<sup>3</sup> Nomenclature defined based on the type of channels (rather than on scheduling).

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 7185 people aged 13 and older.



### Television Results by channel in Reunion

	January-March 2024				September-November 2023				January- March 2023			
	CA%	CA	Audie nce share %	VTV h:mn	CA%	CA	Audie nce share %	VTV h:mn	CA%	CA	Audie nce share %	VTV h:mn
<b>Monday-Sunday 00:00-24:00</b>												
ANTENNE REUNION	39,8	285 700	29,0	1:58	40,0	285 900	29,7	1:55	42,7	304 800	29,8	2:04
CANAL +	4,1	29 200	2,8	1:50	3,9	27 800	3,2	2:06	2,3	16 700	1,5	1:55
FRANCE 2	7,2	51 600	4,1	1:32	6,8	48 600	3,8	1:26	6,6	47 000	3,8	1:43
FRANCE 3	3,7	26 600	2,5	1:51	4,3	30 600	1,9	1:10	3,8	26 900	1,7	1:21
FRANCE 5	3,0	21 900	1,7	1:30	2,0	14 500	1,0	1:15	3,2	22 500	1,0	0:59
FRANCE INFO	2,6	18 500	0,8	0:52	3,8	27 100	1,2	0:50	3,3	23 500	1,0	0:53
NOVELAS TV	2,5	17 900	2,1	2:16	2,1	15 000	1,8	2:12	2,2	15 900	1,5	2:02
REUNION LA 1 <sup>ère</sup>	25,0	179 800	14,8	1:36	23,5	168 100	13,1	1:26	27,4	195 700	14,2	1:32

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 7185 people aged 13 and older.



## Television Results by advertising coupling in Reunion

Monday-Sunday 00:00-24:00	January-March 2024				September-November 2023				January - March 2023			
	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn
COUPLAGE CANAL+ <sup>(1)</sup>	5,2	37 400	3,5	1:49	6,2	44 300	5,4	2:16	3,6	25 800	2,6	2:09
COUPLAGE SPORT CANAL+ <sup>(2)</sup>	4,9	35 500	3,3	1:49	5,4	38 300	4,4	2:07	2,9	20 400	1,9	2:01
COUPLAGE CINEMA CANAL+ <sup>(3)</sup>	4,3	30 900	2,9	1:51	4,9	34 800	4,0	2:09	3,1	22 100	2,1	2:01
CANAL+ + CANAL+ SERIES	4,1	29 500	2,8	1:50	4,0	28 800	3,3	2:07	2,4	17 500	1,5	1:51
REUNION LA 1 <sup>ère</sup> + NOVELAS TV	26,9	193 000	16,9	1:42	24,5	175 300	14,9	1:34	28,8	205 400	15,7	1:37

<sup>(1)</sup> 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.

<sup>(2)</sup> Advertising coupling SPORT CANAL+ : CANAL+ CANAL+ SPORT + CANAL+ FOOT + CANAL+ 360 + CANAL+ FORMULA 1 + CANAL+ PREMIER LEAGUE + CANAL+ TOP 14 + CANAL+ MOTO GP.

<sup>(3)</sup> Advertising coupling CINEMA CANAL+ : CANAL+ + CANAL+ CINEMA + CANAL+ BOX OFFICE.

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1% of cumulative audience in 2023 represents 7185 people aged 13 and older.



 **Main events  
during the  
survey period**

Over the survey period, running from 8 January to 31 March, the news was marked by events likely to have an impact on television viewing behaviour:

**9 January:** President Emmanuel Macron appoints Gabriel Attal as prime minister to replace Élisabeth Borne.

**12 January:** the president of the Guadeloupe Region is sentenced to 15 months suspended prison and 2 years of ineligibility.

**13 January:** the Tibwadòm armed gang kidnaps 45 passengers from a bus in Haiti. The kidnappers demanded several million dollars for their release.

**16 January:** Météo France issues a yellow alert for submersion waves in Guadeloupe et Martinique.

President Emmanuel Macron holds a press conference one week after the cabinet reshuffle.

**18 January:** a series of demonstrations and road blockades are organised by several agricultural unions in order to protest against their daily lives being made increasingly difficult by inflation and environmental restrictions.

**19 January:** deadly attacks are carried out in several districts of the capital Port-au-Prince. Gang warfare is escalating in Haiti, forcing some residents to flee their homes amid the violence.

**21 January:** demonstrations take place throughout France to protest against the immigration law.

**23 January:** the Prefect of Réunion declares a state of natural disaster in the wake of Cyclone Belal.

**24 January:** Réunion is once again put on red alert for heavy rain and thunderstorms in the south and south-east due to Tropical Storm Candice.

**26 January:** many schools close following very rainy episodes of storm Candice. Many apartments and roads are flooded in Le Tampon, Réunion.

**26 January:** the Prime Minister, Gabriel Attal, announces a list of measures to speed up emergency procedures aimed at the agricultural world.

Despite the meeting between the Prime Minister and farmers, the Federation of Farmers' Unions (FDESA) is not satisfied. Martinique's farmers are ready to mobilise.

**27 January:** the United States calls on the international community to support the UN-backed mission in Haiti in an attempt to stem gang violence there.

**29 January:** the south and south-east of the island of Réunion are put on orange alert, the rest of the island is put on yellow alert. Significant damage was reported in Saint-Joseph.

**1 February:** the main teachers' unions call for strikes and protests over wages and working conditions.



 **Main events  
during the  
survey period**

Over the survey period, running from 8 January to 31 March, the news was marked by events likely to have an impact on television viewing behaviour:

**4 February:** the town of Baie-Mahault in Guadeloupe welcomes large crowds for the 26th edition of “Bémas Mi Mas”, the penultimate Sunday of the 2024 carnival season. In Martinique, Le Lorrain hosts the 24<sup>th</sup> La Grande Parade du Nord festival.

**6 February:** tensions in Haiti escalate as anti-government protests break out in several cities.

**7 February:** staff at the logistics hub of Guadeloupe University Hospital have been on strike since last week. Management are going to meet with the strikers, who are demonstrating in particular for “personal career development”.

**8 February:** Martinique is put on yellow alert for “heavy rain, storms and strong winds” and on orange alert for strong undercurrents.

**10 February:** several communes in Guadeloupe are without water following the consumption ban notice issued by the Regional Health Agency (ARS).

**11 February:** Gérald Darmanin, Minister of the Interior and Overseas Territories, who is visiting Mayotte, announces that President Emmanuel Macron intends to make a constitutional amendment by the summer to scrap birthright citizenship in this overseas department.

Internationally, the President of the United States, Joe Biden, announces that a deal to release hostages held in Gaza, accompanied by a pause of “at least six weeks” in hostilities between Israel and Hamas, is currently being discussed.

**14 February:** the end of Carnival is marked by the start of Lent for Christians.

**20-24 February:** former Prime Minister Edouard Philippe visits Réunion.

**20 February:** Réunion goes into yellow cyclone pre-alert as Storm Eleanor approaches. **22 February:** Mauritius goes into class 3 cyclone alert as Storm Eleanor approaches and its airport is closed.

**23 February:** the State provides financial support of 40 million euros to Réunion University Hospital following numerous mobilisations over the past several months.

**24 February:** the 60<sup>th</sup> International Agricultural Show gets underway in Paris with many protests from farmers. It ends on **3 March**.

**26 February:** the north, east and south-east of Réunion go on yellow alert due to heavy rain.

**28 February:** the Senate include the right to voluntary termination of pregnancy in the Constitution.

**29 February:** the National Assembly symbolically recognises the State’s responsibility in the poisoning of the French West Indies with chlordecone.



 **Main events  
during the  
survey period**

Over the survey period, running from 8 January to 31 March, the news was marked by events likely to have an impact on television viewing behaviour:

**4 March:** the Haitian government declares a state of emergency and a curfew in order to restore control in the capital Port-au-Prince.

**8 March:** several events are held for International Women's Rights Day.

**9 March:** the coastal road slides towards the sea in landslides caused by heavy rainfall in the northern part of the island of Réunion.

**11 March:** Muslims prepare to begin a month of fasting for Ramadan.

**14-15 March:** Gérald Darmanin, Minister of the Interior and Overseas Territories, and Marie Guévenoux, Minister with responsibility for Overseas France, are on an official visit to Martinique.

**16 March:** a demonstration against noise pollution from tourist overflights in Réunion Island is held in front of the Saint-Denis police headquarters.

**22 March:** an attack in a Moscow concert hall kills at least 143 people and injures 360. The Islamic State jihadist group claimed responsibility for the attack.

**23 March:** approximately 1,200 runners gathered for the 10 km night race in Saint-Paul, Réunion.

**24 March:** France is arranging special flights to Haiti to evacuate its “most vulnerable” nationals to Martinique or Guadeloupe, following the increase in violence.

**24 March** is Palm Sunday for Christians. It marks the beginning of Holy Week.

**25 March:** the government raises its terror alert to the highest level across the entire national territory, including in the Overseas Territories.

**26 March:** tropical storm Gamane to the north of Madagascar intensifies and is expected to pass close to Mauritius and Réunion. **28 March:** Gamane, which is now a tropical cyclone, crosses northern Madagascar and causes 14 deaths and thousands of injuries.

**30 March:** Jean-Luc Mélenchon (LFI) visits Réunion for a several-day visit as part of the campaign for the European elections in June.



### Definitions

#### 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:

- 319 600 people in Guadeloupe, the cumulative audience point represents 3 196 people
- 309 400 people in Martinique, the cumulative audience point represents 3094 people
- 718 500 people in Réunion, the cumulative audience point represents 7 185 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)** in minutes: average time spent viewing to programmes broadcast by TV channels/radio stations by all of the viewers/listeners of the device being studied.



## Caractéristiques de l'étude

The Métridom survey of January-March 2024 on television was carried out between 8th January and 31st March 2024 in the French West Indies and between 22nd January and 31st March 2024 in Reunion, using a sample of 5 220 individuals who were representative of the population aged 13 years and older (1740 by departments). They were surveyed in French or Creole by means of computer-assisted telephone interviews.

### 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 2023, the Médiamétrie Group achieved a turnover of €104.1 million and processed over one billion data every day.

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

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