



Métridom

The television and radio audience in Guyane in April – May 2024

(from March 25th to May 5th 2024)



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

	Avril-Mai 2024				Octobre-Décembre 2023				Avril-Mai 2023			
	AC%	AC	PDA%	DET h:mn	AC%	AC	PDA%	DET h:mn	AC%	AC	PDA%	DET h:mn
Total TV	64,0	139 800	100	4:04	66,1	143 000	100	3:44	68,4	147 900	100	3:53

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

	Avril-Mai 2024				Octobre-Décembre 2023				Avril-Mai 2023			
	AC%	AC	PDA%	DEA h:mn	AC%	AC	PDA%	DEA h:mn	AC%	AC	PDA%	DEA h:mn
Total Radio	49,3	107 700	100	2:53	53,0	114 600	100	3:00	52,4	113 400	100	3:01

From the 25th to 30rd March, the time difference between mainland France and the French West Indies was -4h. From the 31th of March to the 5th of May, it was -5h 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 2 185 people aged 13 years and older.



Television on Results by aggregate

Lundi-Dimanche 00:00-24:00	Avril – Mai 2024				Octobre – Décembre 2023				Avril – Mai 2023			
	AC%	AC	PDA%	DET h:mn	AC%	AC	PDA%	DET h:mn	AC%	AC	PDA%	DET h:mn
Par offre												
Chaînes de la TNT gratuite ¹	43,0	94 000	44,4	2:41	46,4	100 400	46,3	2:27	46,1	99 700	47,7	2:45
Chaînes de l'offre élargie payante ²	38,7	84 600	51,1	3:26	40,2	86 900	50,0	3:04	43,4	93 800	49,1	3:01
Par thématique³												
Divertissement	7,8	17 000	8,6	2:52	8,7	18 800	8,4	2:22	9,6	20 700	10,5	2:54
Généralistes	53,7	117 400	68,0	3:17	52,0	112 500	66,3	3:09	56,7	122 600	63,1	2:57
Information	10,0	21 800	5,4	1:25	12,3	26 700	8,8	1:46	6,6	14 400	4,0	1:37
Jeunesse	6,2	13 600	4,0	1:40	4,0	8 700	3,2	1:58	7,0	15 200	5,4	2:03
Sport	6,3	13 700	7,0	2:54	6,8	14 800	5,7	2:03	7,0	15 200	6,1	2:18

¹ Chaînes de télévision à diffusion locale hertzienne gratuite, originellement analogiques et chaînes diffusées sur la TNT gratuite

² Supports nécessitant un abonnement à une offre payante (Canal+), au satellite et/ou à un service de télévision par ADSL/fibre.

³ Nomenclature définie sur la base du type des chaînes (et non sur la programmation).

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Television Results by channel

	Avril-Mai 2024				Octobre-Décembre 2023				Avril-Mai 2023			
	AC%	AC	PDA%	DET h:mn	AC%	AC	PDA%	DET h:mn	AC%	AC	PDA%	DET h:mn
Lundi-Dimanche 00:00-24:00												
CANAL +	4,5	9 700	3,8	2:15	4,0	8 700	5,4	3:20	6,0	13 100	3,5	1:32
FRANCE 2	7,0	15 400	3,7	1:21	5,9	12 700	3,6	1:30	6,7	14 500	4,3	1:42
FRANCE 3	3,2	7 000	2,1	1:44	2,9	6 300	1,3	1:06	3,3	7 100	3,0	2:24
FRANCE 4	4,3	9 500	5,0	3:01	4,5	9 700	3,7	2:01	5,9	12 800	3,5	1:34
FRANCE 5	3,8	8 400	2,3	1:34	2,3	4 900	1,2	1:17	2,8	6 100	1,3	1:12
FRANCE INFO	5,2	11 400	1,4	0:43	4,8	10 300	2,8	1:27	2,7	5 800	1,1	1:03
GUYANE 1 ^{ère}	38,1	83 300	28,0	1:55	38,5	83 300	32,9	2:06	40,1	86 700	33,9	2:15

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Television Results by advertising coupling

Lundi-Dimanche 00:00-24:00	Avril-Mai 2024				Octobre-Décembre 2023				Avril-Mai 2023			
	AC%	AC	PDA%	DET h:mn	AC%	AC	PDA%	DET h:mn	AC%	AC	PDA%	DET h:mn
COUPLAGE CANAL+ ⁽¹⁾	5,3	11 600	5,1	2:31	5,5	12 000	6,9	3:05	7,5	16 300	4,9	1:44
COUPLAGE SPORT CANAL+ ⁽²⁾	4,8	10 500	4,4	2:23	4,8	10 400	6,3	3:13	6,9	14 900	4,4	1:41
COUPLAGE CINEMA CANAL+ ⁽³⁾	4,9	10 800	4,6	2:24	4,6	10 000	5,9	3:09	6,6	14 200	4	1:37
CANAL+ + CANAL+ SERIES	4,5	9 700	3,8	2:15	4,0	8 700	5,4	3:20	6,0	13 100	3,5	1:32
GUYANE LA 1 ^{ère} + NOVELAS TV	40,5	88 500	32,4	2:05	40,7	88 100	37,7	2:17	42,1	91 000	38,3	2:25

⁽¹⁾ COUPLAGE 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 + CANAL+ BOX OFFICE.

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

⁽³⁾ COUPLAGE CINEMA CANAL+ : CANAL+ + CANAL+ CINEMA + CANAL+ BOX OFFICE.

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Radio Results by aggregate

Lundi-Vendredi 05:00-24:00	Avril-Mai 2024				Octobre-Décembre 2023				Avril-Mai 2023			
	AC%	AC	PDA%	DEA h:mn	AC%	AC	PDA%	DEA h:mn	AC%	AC	PDA%	DEA h:mn
Par format												
Radios généralistes	32,6	71 200	63,6	2:46	31,7	68 600	57,2	2:51	35,3	76 300	61,3	2:45
Radios musicales	19,2	41 900	26,4	1:57	25,7	55 700	31,3	1:55	23,9	51 600	29,5	1:57
Radios thématiques	3,4	7 500	5,1	2:07	6,2	13 300	7,7	1:59	2,7	5 900	6,2	3:35
Par statut												
Radios privées commerciales	21,2	46 400	25,6	1:43	22,6	48 900	30,6	2:09	24,1	52 000	30,1	1:59
Radios privées associatives	8,1	17 600	13,7	2:24	11,5	24 800	15,6	2:10	8,2	17 700	14,6	2:49
Radios de service public	29,1	63 600	55,8	2:43	29,2	63 300	49,9	2:42	30,6	66 200	52,3	2:42

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

Radio Results by station

Lundi-Vendredi 05:00-24:00	Avril-Mai 2024				Octobre-Décembre 2023				Avril-Mai 2023			
	AC%	AC	PDA%	DEA h:mn	AC%	AC	PDA%	DEA h:mn	AC%	AC	PDA%	DEA h:mn
GUYANE LA 1 ^{ère}	26,6	58 100	52,7	2:49	25,2	54 400	43,0	2:42	26,1	56 500	47,8	2:54
METIS FM	3,1	6 800	3,5	1:36	3,0	6 500	3,5	1:52	5,6	12 000	2,9	0:50
NRJ GUYANE	2,2	4 800	2,1	1:20	5,0	10 900	2,8	0:52	2,3	5 100	2,4	1:36
RADIO MOSAÏQUE	4,2	9 100	8,1	2:44	6,0	13 000	8,1	2:08	4,8	10 400	6,3	2:05
RADIO PEYI	8,0	17 600	7,3	1:17	6,3	13 600	7,9	2:00	7,8	16 800	8,6	1:45
TRACE GUYANE	5,6	12 300	5,9	1:30	6,5	14 100	7,6	1:51	6,7	14 600	9,1	2:08

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Radio Results by advertising coupling

Lundi-Vendredi 05:00-24:00	Avril-Mai 2024				Octobre-Décembre 2023				Avril-Mai 2023			
	AC%	AC	PDA%	DEA h:mn	AC%	AC	PDA%	DEA h:mn	AC%	AC	PDA%	DEA h:mn
GUYANE LA 1 ^{ère} + TRACE FM Guyane	31,0	67 600	58,6	2:41	29,7	64 300	50,6	2:42	30,4	65 700	56,9	2:58
CHERIE FM Guyane + METIS FM + NRJ Guyane + RADIO PEYI + RADIO PUZZLE + RADIO MOSAÏQUE	18,1	39 600	25,5	2:00	21,3	46 000	28,1	2:06	19,6	42 300	26,5	2:09

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 **Events over
the period**

Over the survey period, running from 25 March to 5 May 2024, the news was marked by events likely to have an on radio listening behaviours:

25-26 March: the French President, Emmanuel Macron, is on a ministerial trip to Guyana. He then travels to Brazil for a three-day visit.

28 March: teachers and staff stage a walkout at Raymond Tracy High School in Saint-Laurent-du-Maroni to demand strengthened security measures following tensions between staff and pupils.

30 March to 1 April: the Carifta Games are held. The Guyanese delegation did not win any medals.

31 March: an issue in the Montagne du Tigre area of Cayenne causes outages on FM waves and TNT.

2 April: Maryse Condé, Guadeloupean woman of letters, dies at the age of 90.

5 April: faced with a threat of rabies, the “Eau Claire” area of Maripasoula is prohibited. A prefectural decree requires its immediate evacuation to prevent the virus from spreading.

6 April: in Haiti, the appointment of a transitional presidential council is still pending, three weeks after the resignation of Haitian Prime Minister Ariel Henry.

8 April: a pharmacist is violently stabbed with a knife in Saint-Laurent-du-Maroni and dies despite emergency intervention. The tragedy shocks Guyana and reactions are multiplying. The next day, angry protestors invade the sub-prefecture of Saint-Laurent, responding to the call of the “Positif Soholang Pikin” association. **10 April:** the suspected murderer of the young pharmacist is escorted by police to court in Cayenne, where he is brought before the prosecutor. **12 April:** law enforcement officers are deployed to Saint-Laurent for security operations. 15 April: two marches are held in Cayenne and Saint-Laurent to say, “Stop violence against healthcare professionals”. **16 April:** all access to the town of Saint-Laurent-du-Maroni is cut off following a disagreement between the prefect and the Positif Soholang Pikin collective, which fights against insecurity.

12 April: civil society and political leaders in Haiti reject the decree creating the presidential council.

13 April: Iran attacks Israel with hundreds of drones and missiles.



 **Events over
the period**

Over the survey period, running from 25 March to 5 May 2024, the news was marked by events likely to have an on radio listening behaviours:

17 April: Gérald Darmanin, Minister of the Interior and Overseas Territories, and Marie Guévenoux, Deputy Minister for Overseas Territories, visit Guadeloupe.

Météo France puts Guyana on orange alert following heavy rain and storms.

18 April: due to the veto of the United States, the UN Security Council rejects the Palestinian bid to become an UN member state.

19 April: air quality is getting worse in Guyana due to dust from the Sahara Desert.

23 April: Operation “Clean Space” is launched in the La Charbonnière district of Saint-Laurent-du-Maroni. Several illegal stands are taken down and the police and gendarmes were also mobilised.

25 April: 1.8 tonnes of cocaine are seized at the port of Dégrad des Cannes in Rémire-Montjoly, which is a record seizure for Guyana.

26 April: an illegal gold prospector is killed, and two other people injured in Maripasoula in an attack on an illegal mine.

29 April: Jamaica officially recognises the State of Palestine through the Minister of Foreign Affairs and International Trade, Kamina Johnson Smith. This means that 141 United Nations Member States have now taken this approach.

30 April: the Cayenne Mixed Commercial Court approves the takeover of COGUMER, a “seafood processing” company, which ensures the protection of 30 jobs.

The former President of the Haitian Senate, Edgard Leblanc Fils, is elected president of Haiti’s new transitional council.

2 May: Trinidad and Tobago officially recognises the State of Palestine.

4-5 May: the French Foreign Legion celebrates the 161st anniversary of the Battle of Camerone in Kourou.



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 :

- 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.



Press release

Métridom




The television and radio audience in Guyane
in April – May 2024

Study characteristics

The Métridom survey Avril-May 2024 on television and radio in Guyane was carried out between 25th Mars and 5th May 2024 using a sample of 653 individuals who were representative of the population ages 13 years and older, interviewed in french or creole by 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 nearly €104,1 million and processed over one billion data every day.

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

Press contacts :

Isabelle Lellouche Filliau
Tel : +33 1 47 58 97 26
ilellouche-filliau@mediametrie.fr

Juliette Destribats
Tel : +33 1 47 58 97 55
jdestribats@mediametrie.fr



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