



TV Local survey- September 2023-June 2024 Local television channels attract 6,6 million viewers each month



With the **Local TV** survey, **Médiamétrie measures the performance of local and regional** television channels over their DTT broadcasting area, whatever the time, place, reception mode or medium of consumption. For the first time, the survey also takes into account the population without a TV who are inclined to watch local TV channels on digital devices only (computers, smartphones and tablets).

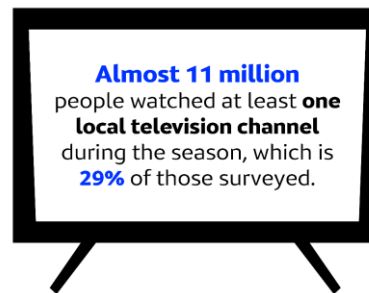
28 local channels, including the 4 channels accessible on DTT in Ile-de-France, were measured in this survey covering a population base of **37.3 million** people, i.e. **69%** of the entire population aged 15 and over.



Audiences of local television channels : the key figures

AUDIENCE

6,6 million people watch at least **one local television channel each month** and **1,2 million each day**.



Almost 11 million people watched at least **one local television channel** during the season, which is **29%** of those surveyed.

AWARENESS

2/3 of respondents know **at least one local television channel**.



Source : Local TV survey – September 2023 to June 2024 – 15 year old and more



Survey characteristics

The **Local TV** survey measures the audience of local television channels among people aged **15 and over**, over the entire **September 2023-June 2024 season**. The survey is conducted **by telephone** from a representative sample of the population living in the channel's broadcasting area.

TV Locales allows local television channels to take a position in their competitive environment and thus measure their performance (awareness, viewing habits, viewer profiles, coverage, audience monitoring, etc.), as well as that of their competitors, in their broadcasting area (region, department, territory, urban area, etc.), with an exhaustive list of the channel's audience figures, regardless of the time, place or medium of consumption.

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.mediametrie.fr  [@Mediametrie](https://twitter.com/Mediametrie)  [Mediametrie.officiel](https://www.instagram.com/Mediametrie.officiel)  [Médiamétrie](https://www.linkedin.com/company/Mediametrie)

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