



## Total Internet Audience in France in September 2024

### Almost three-quarters of young people use training and education websites and applications



In September 2024, training and education websites and applications made their return in style, attracting **31.8 million individuals**, or **nearly half of French people** (49.7%).

This universe thus achieved a record back-to-school month, without, however, exceeding the periods of lockdown.

Unsurprisingly, **15-24 year-olds** are particularly fond of these services with **nearly three quarters** of them (74.8%) consulting them during the month.

Every day, **9.5 million** French people browsed this category, i.e. **14.8%** of the population. This percentage rises to **more than a quarter** among **15-24 year-olds** (26.2%). The youngest respondents are the most diligent: **35.1%** of **15-19 year-olds** and **27%** of **11-14 year-olds** visited this universe on a daily basis.

**In September 2024, 56.5 million people, or 88.2% of the French population, went online during the month. Every day, 48 million of them browsed the Internet.**

On average, French people spent **2 hours 46 minutes** online each day. Mobile phones account for **79%** of their daily surfing time.

- Mobile measurement accuracy is improving with better support for iOS applications, based on September 2024 results. A new algorithm has been deployed to keep up with technical developments in the Apple system.
- This development leads to a mechanical progression in daily surfing time on a like-for-like basis. It also makes it possible to complete the measurement of the Apple Brand.
- While there are no significant consequences on audiences (monthly UVs), this methodological development has had a negative impact on the TikTok Brand, which uses a specific application protocol.
- Therefore, daily surfing time (overall) and audiences for the TikTok brand cannot be compared to results from previous waves.




### Top 10 Training/Education websites and applications


Audience Internet Global - September 2024 - Copyright Médiamétrie//NetRatings

	Brands (B)/Channels C	Unique users monthly reach	Monthly coverage (as a % of french people)
1	Pronote (B)	5 973 000	9,3
2	Duolingo (B)	5 209 000	8,1
3	IndexEducation.com (B)	4 706 000	7,3
4	EcoleDirecte (B)	4 068 000	6,4
5	Education.fr (B)	3 451 000	5,4
6	Le Figaro Etudiant - T ACPM (C)	3 077 000	4,8
7	DeepL (B)	2 212 000	3,5
8	Enthdf.fr (B)	2 044 000	3,2
9	L Etudiant (B)	1 659 000	2,6
10	Kahoot! (B)	1 441 000	2,2


Top 50 most visited Groups in France

	Group 	Unique Visitors per month	Average Unique Visitors per day
1	Google	55 439 000	44 174 000
2	Meta Platforms	52 169 000	40 579 000
3	Microsoft	43 568 000	18 349 000
4	Vivendi	40 248 000	10 240 000
5	Amazon	39 867 000	9 873 000
6	WEB66	34 214 000	9 106 000
7	Groupe Figaro CCM Benchmark	33 923 000	7 288 000
8	Adevinta	31 004 000	7 951 000
9	ReWorld Media	30 898 000	4 683 000
10	Wikimedia Foundation	29 891 000	3 830 000
11	Webedia	27 939 000	3 986 000
12	Apple Inc.	27 720 000	11 836 000
13	francetélévisions	26 955 000	5 327 000
14	La Poste	26 661 000	4 966 000
15	Snap Inc.	26 482 000	19 902 000
16	Groupe Auchan	26 243 000	3 272 000
17	Groupe Credit Agricole	25 315 000	6 693 000
18	Yahoo	24 074 000	8 384 000
19	Doctolib	24 066 000	3 097 000
20	Orange	23 903 000	8 511 000
21	Assurance Maladie	23 319 000	2 257 000
22	Gouvernement Francais	21 934 000	1 815 000
23	Bytedance	21 856 000	9 564 000
24	Altice France	21 112 000	4 295 000
25	Ministere de l Economie et des Finances	21 022 000	1 793 000
26	Groupe Fnac Darty	20 807 000	1 748 000
27	NetFlix	20 230 000	4 841 000
28	Booking Holdings	19 984 000	2 205 000
29	Samsung Group	19 912 000	6 472 000
30	Spotify	19 879 000	6 071 000
31	RMC BFM	19 494 000	3 357 000
32	Groupe Le Monde	19 403 000	3 610 000
33	PDD Holdings	19 278 000	3 781 000
34	Groupe Les Echos - Le Parisien	18 689 000	2 773 000
35	E.Leclerc	18 648 000	2 860 000
36	Vinted	18 349 000	5 525 000
37	X Corp.	18 192 000	5 121 000
38	Publihebdos	18 048 000	2 760 000
39	Groupe TF1	17 813 000	2 641 000
40	Carrefour	17 613 000	2 042 000
41	Societe Generale	17 513 000	3 856 000
42	Radio France	16 963 000	2 212 000
43	Lidl+Schwarz	16 929 000	2 298 000
44	Ministere de l Education Nationale et de la Jeunesse	16 782 000	2 674 000
45	Groupe Casino	16 672 000	1 572 000
46	SNCF France	16 397 000	2 136 000
47	Pinterest	16 342 000	2 903 000
48	PayPal	16 300 000	1 511 000
49	Solocal Group	15 652 000	1 180 000
50	M6	15 355 000	1 806 000


Top 50 most visited Groups in France - Breakdown by device

	Group 	Unique Visitors per month	% of UVs who used a computer	% of UVs who used a mobile phone	% of UVs who used a tablet
1	Google	55 439 000	58,2	91,0	35,6
2	Meta Platforms	52 169 000	31,9	95,3	20,1
3	Microsoft	43 568 000	54,1	79,2	13,4
4	Vivendi	40 248 000	30,3	87,6	17,3
5	Amazon	39 867 000	37,8	83,5	14,5
6	WEB66	34 214 000	24,9	89,0	12,7
7	Groupe Figaro CCM Benchmark	33 923 000	28,5	86,2	12,0
8	Adevinta	31 004 000	28,6	83,8	11,3
9	ReWorld Media	30 898 000	21,6	86,7	11,2
10	Wikimedia Foundation	29 891 000	28,0	82,8	8,0
11	Webedia	27 939 000	26,6	82,2	11,0
12	Apple Inc.	27 720 000	10,3	83,5	31,6
13	francetélévisions	26 955 000	20,7	86,0	13,9
14	La Poste	26 661 000	40,2	77,9	7,0
15	Snap Inc.	26 482 000	1,0	98,5	3,6
16	Groupe Auchan	26 243 000	33,8	79,1	9,7
17	Groupe Credit Agricole	25 315 000	32,3	79,0	8,0
18	Yahoo	24 074 000	26,7	79,0	14,8
19	Doctolib	24 066 000	27,1	83,4	6,3
20	Orange	23 903 000	39,1	77,9	11,4
21	Assurance Maladie	23 319 000	39,9	72,8	7,1
22	Gouvernement Francais	21 934 000	42,3	70,1	6,5
23	Bytedance	21 856 000	9,2	91,4	5,6
24	Altice France	21 112 000	24,8	83,2	9,8
25	Ministere de l Economie et des Finances	21 022 000	57,7	54,7	8,4
26	Groupe Fnac Darty	20 807 000	32,9	75,2	8,8
27	NetFlix	20 230 000	18,9	71,2	28,9
28	Booking Holdings	19 984 000	30,7	75,9	8,6
29	Samsung Group	19 912 000	6,0	90,9	11,4
30	Spotify	19 879 000	9,4	89,9	8,0
31	RMC BFM	19 494 000	16,1	88,6	9,2
32	Groupe Le Monde	19 403 000	23,8	81,6	11,7
33	PDD Holdings	19 278 000	20,4	83,9	7,1
34	Groupe Les Echos - Le Parisien	18 689 000	18,3	86,4	9,2
35	E.Leclerc	18 648 000	25,7	82,0	8,2
36	Vinted	18 349 000	15,2	88,9	6,2
37	X Corp.	18 192 000	20,6	84,2	8,0
38	Publihebdos	18 048 000	11,4	89,7	9,5
39	Groupe TF1	17 813 000	19,4	81,7	14,1
40	Carrefour	17 613 000	24,2	81,3	8,1
41	Societe Generale	17 513 000	27,1	80,5	6,1
42	Radio France	16 963 000	16,4	86,1	10,0
43	Lidl+Schwarz	16 929 000	14,0	88,3	5,4
44	Ministere de l Education Nationale et de la Jeunesse	16 782 000	42,3	68,3	7,5
45	Groupe Casino	16 672 000	29,3	75,0	9,5
46	SNCF France	16 397 000	23,6	82,1	5,6
47	Pinterest	16 342 000	22,0	78,1	9,4
48	PayPal	16 300 000	30,4	76,1	5,9
49	Solocal Group	15 652 000	36,4	70,8	5,9
50	M6	15 355 000	21,2	80,1	10,3

Top 50 most visited Brands in France

	Brand 	Unique Visitors per month	Average Unique Visitors per day
1	Google	55 047 000	42 537 000
2	Facebook	49 551 000	31 443 000
3	YouTube	48 997 000	19 404 000
4	WhatsApp	45 641 000	29 083 000
5	Instagram	40 590 000	22 414 000
6	Amazon	38 237 000	8 878 000
7	Messenger	35 953 000	17 973 000
8	Leboncoin.fr - T ACPM	30 023 000	7 697 000
9	Wikipedia	29 609 000	3 772 000
10	Microsoft / Microsoft 365	28 769 000	5 544 000
11	Snapchat - T ACPM	26 269 000	19 858 000
12	Doctolib	24 066 000	3 097 000
13	Yahoo	23 602 000	7 939 000
14	Apple	22 983 000	11 157 000
15	Orange	22 857 000	8 386 000
16	franceinfo - T ACPM	22 580 000	4 453 000
17	Waze	22 579 000	5 068 000
18	Le Figaro - T ACPM	22 184 000	3 625 000
19	Assurance Maladie	21 600 000	1 963 000
20	TikTok	21 221 000	9 379 000
21	Netflix	20 186 000	4 837 000
22	Spotify	19 819 000	6 066 000
23	Samsung	19 688 000	6 453 000
24	Temu	19 278 000	3 781 000
25	impots.gouv.fr	18 999 000	1 531 000
26	Tele Loisirs - T ACPM	18 999 000	3 683 000
27	BFM TV - T ACPM	18 901 000	3 028 000
28	Booking.com	18 835 000	2 058 000
29	E.Leclerc	18 389 000	2 815 000
30	Vinted	18 349 000	5 525 000
31	Windows Live	18 322 000	2 675 000
32	LA POSTE	18 296 000	2 243 000
33	Outlook (Outlook.com)	18 269 000	8 290 000
34	Twitter X	18 186 000	5 121 000
35	Marmiton	18 139 000	1 539 000
36	Actu.fr - T ACPM	18 034 000	2 758 000
37	Ouest France - T ACPM	17 878 000	2 781 000
38	LinkedIn	17 450 000	4 061 000
39	Dailymotion	17 287 000	1 832 000
40	Lidl	16 928 000	2 296 000
41	Carrefour	16 683 000	1 942 000
42	Credit Agricole	16 667 000	4 984 000
43	Le Parisien - T ACPM	16 473 000	2 175 000
44	Pinterest	16 342 000	2 903 000
45	PayPal	16 222 000	1 495 000
46	AlloCine	15 786 000	1 455 000
47	Fnac	15 782 000	1 223 000
48	Service-Public.fr	15 578 000	1 021 000
49	Le Monde - T ACPM	15 510 000	2 791 000
50	PagesJaunes - T	15 337 000	1 139 000

Top 50 most visited Brands in France - Breakdown by device

	Brand 	Unique Visitors per month	% of UVs who used a computer	% of UVs who used a mobile phone	% of UVs who used a tablet
1	Google	55 047 000	57,0	91,2	32,8
2	Facebook	49 551 000	30,3	93,6	17,8
3	YouTube	48 997 000	34,4	87,2	22,4
4	WhatsApp	45 641 000	4,0	99,1	3,6
5	Instagram	40 590 000	13,4	93,5	11,4
6	Amazon	38 237 000	38,2	82,5	14,4
7	Messenger	35 953 000	1,2	96,0	12,2
8	Leboncoin.fr - T ACPM	30 023 000	27,9	83,5	10,9
9	Wikipedia	29 609 000	27,7	82,6	8,0
10	Microsoft / Microsoft 365	28 769 000	39,4	75,7	9,6
11	Snapchat - T ACPM	26 269 000	0,8	98,5	3,7
12	Doctolib	24 066 000	27,1	83,4	6,3
13	Yahoo	23 602 000	26,0	78,9	14,6
14	Apple	22 983 000	12,3	76,3	37,9
15	Orange	22 857 000	39,9	76,8	11,7
16	franceinfo - T ACPM	22 580 000	16,0	88,8	9,9
17	Waze	22 579 000	0,8	99,3	0,7
18	Le Figaro - T ACPM	22 184 000	23,4	84,3	10,2
19	Assurance Maladie	21 600 000	39,6	71,2	7,1
20	TikTok	21 221 000	9,3	91,4	5,6
21	Netflix	20 186 000	18,8	71,3	29,0
22	Spotify	19 819 000	9,4	89,8	8,1
23	Samsung	19 688 000	6,1	90,7	11,5
24	Temu	19 278 000	20,4	83,9	7,1
25	impots.gouv.fr	18 999 000	59,6	50,4	8,3
26	Tele Loisirs - T ACPM	18 999 000	15,2	85,7	11,0
27	BFM TV - T ACPM	18 901 000	16,2	88,1	8,8
28	Booking.com	18 835 000	31,0	75,4	8,6
29	E.Leclerc	18 389 000	25,3	82,2	8,2
30	Vinted	18 349 000	15,2	88,9	6,2
31	Windows Live	18 322 000	62,8	47,9	5,0
32	LA POSTE	18 296 000	41,8	68,4	7,0
33	Outlook (Outlook.com)	18 269 000	30,9	77,5	11,3
34	Twitter X	18 186 000	20,6	84,2	8,0
35	Marmiton	18 139 000	14,0	84,0	10,2
36	Actu.fr - T ACPM	18 034 000	11,4	89,8	9,4
37	Ouest France - T ACPM	17 878 000	17,0	86,0	10,9
38	LinkedIn	17 450 000	29,8	79,5	5,1
39	Dailymotion	17 287 000	8,6	84,2	17,5
40	Lidl	16 928 000	14,0	88,3	5,4
41	Carrefour	16 683 000	23,7	81,1	8,3
42	Credit Agricole	16 667 000	34,7	72,7	7,3
43	Le Parisien - T ACPM	16 473 000	15,4	86,9	8,7
44	Pinterest	16 342 000	22,0	78,1	9,4
45	PayPal	16 222 000	30,3	76,2	6,0
46	AlloCine	15 786 000	19,6	81,6	8,1
47	Fnac	15 782 000	30,4	74,7	8,7
48	Service-Public.fr	15 578 000	44,2	65,0	4,5
49	Le Monde - T ACPM	15 510 000	21,6	81,8	11,4
50	PagesJaunes - T	15 337 000	36,2	71,0	5,9



#### Definitions

**Group or Parent** : the Parent level encompasses the audiences of a whole set of Brands. A Brand can only be counted in one sole Parent. The Parent is the company that is the principal shareholder of the brands (and not the URLs) that are associated with it.

**Brand** : Brand is the “brand” level. A Brand is an aggregate of fields, sub-fields, pages and/or applications identified by the same logo in a coherent and homogeneous manner.

*The brands present in the measurement’s site-centric hybridisation base are notified either by the designation “T”, or by the designation “TACPM” when their data is certified by the ACPM (Press and Media Statistics Alliance).*

**Unique Visitors per month**: total number of Internet users who visited a group or a brand at least once for the month in question regardless of their connection location: home, work, other locations. Internet users who visited the same group (or the same brand) more than once are only counted once.

**Average Unique Visitors per day**: average number of Internet users who visited a group or a brand at least once during a day for the month in question. Internet users who visited the same site more than once are only counted once.

#### Methodology



The Total Internet Audience measurement is based on **a unique panel of nearly 20,000 panellists aged 2 years and older**, of whom 6,200 have two or three devices (computer and/or mobile phone and/or tablet), allowing the total audience of over **5,000 brands and 1,000 apps** to be measured ‘natively’. The measurement benefits from innovative hybridisation methodologies developed by Médiamétrie which combine panel data and Big Data. This total measurement provides audience results for each device: computer, mobile phone and tablet. **This measurement takes into account the surfing of Internet users whatever the location, the mode of connection (3G/4G/5G/Wifi) or the protocol (http/https) for all sites and apps.**

#### 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](http://www.mediametrie.fr)



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