



Métridom

The television and radio audience in the French West Indies September – November 2024 (from the 2nd of September to the 17th of November)



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

	September-November 2024				April-June 2024				September-November 2023			
	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn
Total TV												
Guadeloupe	70,6	225 700	100	4:08	73,5	234 900	100	4:30	76,5	245 400	100	4:32
Martinique	71,2	220 300	100	4:28	72,1	223 000	100	4:27	74,6	231 700	100	4:31

Radio Results, average day, Monday-Friday, 5 am -12 midnight

	September-November 2024				January-June 2024				September-November 2023			
	CA%	CA	Audience share%	TSL h:mn	CA%	CA	Audience share%	TSL h:mn	CA%	CA	Audience share%	TSL h:mn
Total Radio												
Guadeloupe	69,9	223 400	100	3:33	73,2	233 900	100	4:19	73,2	235 000	100	4:14
Martinique	69,6	215 400	100	3:55	72,0	222 800	100	4:14	74,6	231 800	100	3:50

From the 2nd of September to the 26th of October, the time difference between mainland France and the French West Indies was -6h. From the 27th of October to the 17th of November, 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 2024 represents 3,196 people aged 13 years and older in Guadeloupe and 3,094 in Martinique.



TV results in Guadeloupe

Television results by aggregate

	September-November 2024				April-June 2024				September-November 2023			
Monday-Sunday 00:00-24:00	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn
By package												
Free DTT channels ⁽¹⁾	52,3	167 200	46,7	2:36	55,5	177 200	46,6	2:47	59,3	190 300	46,0	2:41
Chargeable broader channel offering ⁽²⁾	47,4	151 600	49,9	3:04	50,9	162 500	50,1	3:15	55,2	177 100	51,5	3:14
By theme⁽³⁾												
Entertainment	8,0	25 700	6,8	2:27	8,3	26 700	7,1	2:48	9,3	29 800	7,0	2:36
Documentaries/Discovery	2,2	7 000	1,3	1:41	2,5	8 100	1,8	2:23	2,7	8 500	1,6	2:04
General interest	62,9	201 000	73,5	3:25	65,4	209 200	73,2	3:42	68,4	219 600	72,5	3:40
News	10,4	33 300	6,7	1:53	10,1	32 100	5,6	1:51	12,1	38 700	6,1	1:46
Youth	3,1	9 900	2,2	2:04	nd	nd	nd	nd	4,3	13 800	2,6	2:03
Sport	5,1	16 200	3,5	2:02	7,2	23 200	5,1	2:18	6,9	22 300	4,6	2:18

nd : non disponible (AC<2%)

¹ Free terrestrial, locally broadcast television channels, originally analogue and channels broadcast over free digital TV

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

³ 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 2024 represents 3,196 people aged 13 years and older in Guadeloupe.



TV results in Guadeloupe

Television results by channel

	September-November 2024				April-June 2024				September-November 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
Monday-Sunday 00:00-24:00												
CANAL +	4,5	14 400	3,2	2:05	4,4	14 200	3,3	2:25	5,5	17 700	3,4	2:06
FRANCE 2	8,8	28 300	5,2	1:43	8,7	27 900	4,8	1:50	9,1	29 100	4,8	1:50
FRANCE 3	5,4	17 400	3,1	1:40	5,2	16 500	3,0	1:56	5,1	16 400	2,5	1:43
FRANCE 5	2,1	6 800	0,8	1:09	2,2	7 000	0,9	1:24	2,2	6 900	0,7	1:11
FRANCE INFO	3,8	12 100	2,0	1:33	3,1	10 000	1,2	1:13	4,1	13 100	1,4	1:09
GUADELOUPE LA 1 ^{ère}	43,6	139 300	31,1	2:05	48,1	153 800	30,8	2:07	51,7	165 900	30,4	2:02
NOVELAS TV	3,5	11 200	3,2	2:40	3,5	11 200	2,9	2:45	3,7	11 700	2,6	2:30

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 2024 represents 3,196 people aged 13 years and older in Guadeloupe.



TV results in Guadeloupe

Television results by advertising coupling

Monday-Sunday 00:00-24:00	September-November 2024				April-June 2024				September-November 2023			
	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn
COUPLAGE CANAL+ ⁽¹⁾	5,9	18 700	4,4	2:11	6,7	21 500	5,2	2:34	8,2	26 300	5,5	2:20
COUPLAGE SPORT CANAL+ ⁽²⁾	5,7	18 300	4,3	2:11	6,3	20 200	4,9	2:35	7,9	25 200	5,0	2:12
COUPLAGE CINEMA CANAL+ ⁽³⁾	4,6	14 700	3,3	2:04	4,8	15 400	3,4	2:22	5,9	18 900	3,9	2:16
CANAL+ + CANAL+ SERIES	4,6	14 600	3,3	2:05	4,5	14 400	3,3	2:25	5,5	17 800	3,4	2:06
GUADELOUPE LA 1 ^{ère} + NOVELAS TV	44,6	142 700	34,3	2:15	49,2	157 100	33,7	2:16	52,9	169 900	33,0	2:10

⁽¹⁾ 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 + CANAL+ BOX OFFICE.

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

⁽³⁾ 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 2024 represents 3,196 people aged 13 years and older in Guadeloupe.



TV results in Martinique

Television results by aggregate

	September-November 2024				April-June 2024				September-November 2023			
Monday-Sunday 00:00-24:00	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn
By package												
Free DTT channels ⁽¹⁾	54,9	170 000	48,5	2:49	53,5	165 400	48,4	2:54	55,8	173 300	46,1	2:47
Chargeable broader channel offering ⁽²⁾	45,6	141 100	47,7	3:20	48,1	148 900	48,2	3:13	51,4	159 700	50,6	3:19
By theme⁽³⁾												
Cinéma	2,0	6 200	1,2	1:50	2,6	8 000	1,3	1:35	3,3	10 200	1,9	1:58
Entertainment	6,9	21 300	4,6	2:08	6,5	20 000	4,7	2:20	8,1	25 100	6,2	2:36
Documentaries/Discovery	3,1	9 500	2,1	2:07	2,8	8 700	1,5	1:46	3,7	11 600	2,1	1:53
General interest	64,1	198 500	72,7	3:37	64,2	198 800	75,4	3:46	66,9	207 800	71,6	3:36
News	11,2	34 700	6,9	1:57	10,1	31 200	5,1	1:36	11,0	34 100	4,9	1:31
Youth	2,7	8 400	1,7	1:57	2,2	6 800	1,2	1:49	3,4	10 400	1,9	1:55
Music	2,2	6 700	1,1	1:39	nd	nd	nd	nd	nd	nd	nd	nd
Sport	6,7	20 600	5,2	2:28	6,9	21 300	5,6	2:36	7,4	23 100	5,6	2:33

nd : non disponible (AC<2%)

¹ Free terrestrial, locally broadcast television channels, originally analogue and channels broadcast over free digital TV

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

³ 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 2024 represents 3,094 people aged 13 years and older in Martinique.



TV results in Martinique

Television results by channel

	September-November 2024				April-June 2024				September-November 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
Monday-Sunday 00:00-24:00												
CANAL+	5,6	17 500	3,9	2:13	5,4	16 800	3,8	2:14	5,6	17 300	2,4	1:26
FRANCE 2	8,0	24 900	4,2	1:40	9,5	29 300	4,8	1:38	10,2	31 700	5,8	1:55
FRANCE 3	6,0	18 700	3,6	1:54	5,5	17 000	3,1	1:50	6,0	18 700	2,7	1:31
FRANCE 5	3,1	9 600	1,2	1:16	2,8	8 800	1,3	1:26	2,7	8 300	0,9	1:10
FRANCE INFO	4,7	14 500	2,5	1:43	3,5	11 000	1,2	1:06	2,9	9 100	0,9	1:02
MARTINIQUE LA 1 ^{ère}	38,8	120 100	21,9	1:48	36,7	113 400	20,3	1:47	39,1	121 400	19,7	1:42
viàATV	21,5	66 400	12,2	1:49	23,7	73 300	14,2	1:55	23,3	72 500	13,2	1:54

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 2024 represents 3,094 people aged 13 years and older in Martinique.



TV results in Martinique

Television results by advertising coupling

Monday-Sunday 00:00-24:00	September-November 2024				April-June 2024				September-November 2023			
	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn
COUPLAGE CANAL+ ⁽¹⁾	7,9	24 600	5,9	2:23	7,8	24 300	6,0	2:27	8,9	27 700	5,0	1:54
COUPLAGE SPORT CANAL+ ⁽²⁾	7,4	23 000	5,3	2:15	7,2	22 300	5,4	2:25	8,1	25 200	4,4	1:51
COUPLAGE CINEMA CANAL+ ⁽³⁾	6,2	19 100	4,4	2:18	5,8	17 900	4,1	2:17	6,5	20 300	2,9	1:30
CANAL+ + CANAL+ SERIES	5,8	18 000	4,0	2:13	5,4	16 900	3,8	2:14	5,7	17 700	2,4	1:26
MARTINIQUE LA 1 ^{ère} + NOVELAS TV	39,6	122 400	22,9	1:51	37,5	115 900	21,7	1:51	40,6	126 000	22,0	1:49

⁽¹⁾ 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 + CANAL+ BOX OFFICE.

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

⁽³⁾ Advertising coupling CINEMA CANAL+ : CANAL+ + CANAL+ CINEMA + CANAL+ BOX OFFICE.

The results shown ⁽¹⁾ are for a confidence interval associated with the size of the representative sample of the population studied.

1% of cumulative audience in 2024 represents 3,094 people aged 13 years and older in Martinique.



Radio results in Guadeloupe

Radio results by aggregate

Monday-Friday 05:00-24:00	September-November 2024				January-June 2024				September-November 2023			
	CA%	CA	Audience share%	TSL h:mn	CA%	CA	Audience share%	TSL h:mn	CA%	CA	Audience share%	TSL h:mn
By format												
General-interest Radios	56,5	180 700	74,1	3:15	57,6	184 100	73,1	4:01	58,2	186 700	73,5	3:55
Music Radios	26,9	86 000	22,0	2:02	31,7	101 500	22,3	2:13	30,3	97 300	22,2	2:16
By status												
Private commercial Radios	54,6	174 400	69,8	3:10	58,0	185 400	70,3	3:50	57,4	184 100	66,8	3:37
Private radio associations	2,8	9 000	3,7	3:14	6,2	19 900	4,8	2:27	6,1	19 400	5,0	2:35
Public service radio	24,9	79 500	24,6	2:27	27,5	87 800	23,5	2:42	27,6	88 500	26,5	2:59

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

Radio results by station

Monday-Friday 05:00-24:00	September-November 2024				January-June 2024				September-November 2023			
	CA%	CA	Audience share %	TSL h:mn	CA%	CA	Audience share %	TSL h:mn	CA%	CA	Audience share %	TSL h:mn
BEL RADIO Guadeloupe	2,8	9 100	1,4	1:12	3,1	9 900	2,1	2:08	3,7	11 800	2,5	2:05
GADELOUPE LA 1 ^{ère}	21,4	68 500	20,0	2:19	24,2	77 200	20,9	2:44	23,9	76 600	23,6	3:04
MFM Guadeloupe	5,1	16 300	3,6	1:44	6,9	22 000	3,3	1:31	6,0	19 400	5,3	2:43
NRJ Antilles	9,7	31 000	5,8	1:28	12,8	40 800	7,6	1:53	11,6	37 400	5,1	1:22
RCI Guadeloupe	38,5	123 000	48,3	3:07	40,8	130 500	47,9	3:42	39,1	125 600	46,0	3:39
TRACE FM Guadeloupe	7,3	23 500	4,7	1:35	7,4	23 600	3,1	1:20	7,7	24 800	3,3	1:20

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 2024 represents 3,196 people aged 13 years and older in Guadeloupe.



Radio results in Guadeloupe

Radio results by advertising coupling

	September-November 2024				January-June 2024				September-November 2023			
	CA%	CA	Audience share %	TSL h:mn	CA%	CA	Audience share %	TSL h:mn	CA%	CA	Audience share %	TSL h:mn
Monday-Friday 05:00-24:00												
CHERIE FM Guadeloupe + NOSTALGIE Guadeloupe + MAXXI FM Guadeloupe	3,4	10 900	2,4	1:45	4,0	12 600	1,9	1:33	-	-	-	-
GUADELOUPE LA 1 ^{ère} + TRACE FM Guadeloupe	27,7	88 400	24,6	2:13	30,0	95 900	24,0	2:31	29,6	95 000	26,9	2:49
NRJ + BEL RADIO	12,1	38 600	7,1	1:28	15,5	49 600	9,7	1:59	14,8	47 500	7,6	1:36
RCI + NRJ + BEL RADIO	45,6	145 700	55,4	3:01	49,2	157 200	57,6	3:42	47,7	153 000	53,6	3:29

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 2024 represents 3,196 people aged 13 years and older in Guadeloupe.



Radio results in Martinique

Radio results by aggregate

Monday-Friday 05:00-24:00	September-November 2024				January-June 2024				September-November 2023			
	CA%	CA	Audience share%	TSL h:mn	CA%	CA	Audience share%	TSL h:mn	CA%	CA	Audience share%	TSL h:mn
By format												
General-interest Radios	51,9	160 600	69,2	3:38	52,7	163 100	64,6	3:44	51,9	161 100	64,8	3:35
Music Radios	27,1	83 800	22,5	2:16	33,6	104 100	25,9	2:21	33,9	105 300	24,6	2:05
Theme Radios	7,3	22 600	7,4	2:46	7,5	23 200	7,8	3:11	10,0	31 100	9,0	2:35
By status												
Private commercial Radios	53,8	166 400	67,0	3:23	57,5	177 800	68,0	3:36	57,7	179 100	66,3	3:18
Private radio associations	9,7	30 000	9,7	2:43	9,9	30 600	9,9	3:02	13,0	40 500	12,6	2:46
Public service radio	21,9	67 800	22,4	2:47	21,9	67 900	20,5	2:50	22,6	70 200	19,5	2:28

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

Radio results by station

Monday-Friday 05:00-24:00	September-November 2024				January-June 2024				September-November 2023			
	CA%	CA	Audience share %	TSL h:mn	CA%	CA	Audience share %	TSL h:mn	CA%	CA	Audience share %	TSL h:mn
BEL RADIO Martinique	2,6	7 900	1,3	1:25	4,3	13 300	2,9	2:04	2,4	7 400	1,1	1:23
CHERIE FM Martinique	3,4	10 500	3,2	2:32	3,1	9 600	2,0	1:56	3,5	10 800	1,5	1:15
MARTINIQUE LA 1 ^{ère}	18,4	56 800	19,2	2:51	18,8	58 100	16,9	2:45	17,5	54 400	16,0	2:37
MAXXI FM	3,5	10 700	1,9	1:28	5,3	16 300	3,7	2:10	4,2	13 100	2,9	1:58
NOSTALGIE Martinique	3,5	10 900	1,6	1:14	6,5	20 100	2,7	1:15	4,7	14 700	2,6	1:33
NRJ Antilles	8,6	26 700	4,5	1:26	9,3	28 800	3,4	1:07	9,3	28 800	3,6	1:07
RADIO SAINT-LOUIS	2,0	6 300	2,2	2:53	2,9	9 100	2,5	2:36	4,1	12 800	3,3	2:17
RCI Martinique	36,8	113 900	46,2	3:25	38,5	119 200	43,6	3:27	37,6	116 700	45,0	3:26
TRACE FM Martinique	9,7	29 900	5,8	1:38	12,1	37 300	5,0	1:15	10,3	32 000	4,8	1:19

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 2024 represents 3,094 people aged 13 years and older in Martinique.



Radio results in Martinique

Radio results by advertising coupling

Monday-Friday 05:00-24:00	September-November 2024				January-June 2024				September-November 2023			
	CA%	CA	Audie nce share %	TSL h:mn	CA%	CA	Audie nce share %	TSL h:mn	CA%	CA	Audie nce share %	TSL h:mn
CHERIE FM + MAXXI FM + NOSTALGIE Martinique	9,8	30 200	6,6	1:51	13,8	42 700	8,4	1:51	11,7	36 200	7,0	1:43
MARTINIQUE LA 1 ^{ère} + TRACE FM Martinique	27,1	84 000	25,1	2:31	29,1	90 200	21,9	2:18	27,2	84 400	20,7	2:11
NRJ + BEL RADIO	11,2	34 600	5,9	1:26	13,3	41 100	6,3	1:27	11,5	35 800	4,8	1:11
RCI + NRJ + BEL RADIO	44,2	136 700	52,1	3:13	46,7	144 500	49,9	3:15	45,4	140 900	49,7	3:09
ADULTE LARGE PANEL	2,7	8 300	2,1	2:06	-	-	-	-	-	-	-	-

Couplage Adulte Large Panel : RBR (Radio Banlieue Relax) + Radio Imagine + Radio Sud-Est.

interval associated with the size of the representative sample of the population studied.

1% of cumulative audience in 2024 represents 3,094 people aged 13 years and older in Martinique.



 **Main events
during the
survey period**

Over the survey period from 2nd September to 17th November, the news was marked by events likely to have an impact on radio listening behaviours:

Since September, Martinique has been gripped by protests against the high cost of living, initiated by a movement called the Rally for the Protection of Afro-Caribbean Peoples and Resources (RPPRAC), which have escalated into riots.

4 September: the Ministry of the Economy announces that the government is releasing 130 million euros in additional aid for businesses and public services in New Caledonia to deal with the crisis that broke out in mid-May 2024.

5 September: former minister Michel Barnier (LR - Les Républicains) is appointed Prime Minister by the President of the Republic, Emmanuel Macron.

8 September: the Paris 2024 Paralympic Games, which began on 28 August, come to an end. French athletes won 75 medals. This is the French delegation's best result since Sydney in 2000. These medals put France in 8th position in the ranking of nations.

14 September: an athletes' parade takes place on the Champs-Élysées and President Macron congratulates the medallists at the foot of the Arc de Triomphe.

16 September: 10 years after the January 2015 “Charlie Hebdo” attacks, jihadist Peter Cherif goes on trial.

In the night **of 18-19 September**, two men from Saint-Louis die during a GIGN operation in New Caledonia. These latest deaths bring the number of people killed in the archipelago since the start of the violence to thirteen, including two gendarmes.

21 September: the new Prime Minister, Michel Barnier, reveals his 39 members of government. It is a centre-right government.

LR senator François-Noël Buffet is appointed Minister for Overseas Territories. This ministry no longer reports to the Minister of the Interior, but to the Prime Minister.

27 September: following Israeli army attacks, Hezbollah confirms the death of Hassan Nasrallah, Hezbollah leader.

30 September: vice-captain and world football champion, Antoine Griezmann announces the end of his international career with the France team.

1 October: during his general policy statement to the National Assembly, Prime Minister Michel Barnier confirms the establishment of an Interministerial Committee for Overseas Territories (CIOM) for the 1st quarter of 2025.

2 October: Guyanese Deputy, Davy Rimane, is re-elected as President of the Overseas Delegation to the National Assembly.

During the night of **7-8 October**, street violence occurs, with several vehicles set on fire in Martinique. Further urban violence, with roadblocks and burning vehicles, take place during the night of **9-10 October** in Martinique.



Evénements sur la période

Over the survey period from 2nd September to 17th November, the news was marked by events likely to have an impact on radio listening behaviours:

10 October: the Barnier government wants to reduce the budget dedicated to the Overseas mission by 250 million euros.

Tennis player Rafael Nadal announces his sporting retirement on social media.

15 October: the CGTM organises a "go-slow operation" to protest against the high cost of living in Martinique.

François-Noël Buffet, the Minister for Overseas Territories, is on a 4-day visit to New Caledonia.

The night of **15-16 October** is again marked by fires in Ducos and Lamentin, in Martinique.

From 17 to 20 October, the 32nd edition of the Grand Raid takes place in Reunion. A new race is offered this year, the "Méris Trail", a 50 km event with 2,600 m of positive altitude difference.

18 October: Cuba's largest power plant is shut down. 10 million households are without electricity.

21 October: the Cuban president says at least six people died when Hurricane Oscar hit Cuba.

From 21 October to 1 November, COP16 on biodiversity is held in Cali, Colombia. This summit brings together 196 signatory members.

22 October: the prefect of Martinique extends the curfew until 28 October with reduced hours.

From 25 to 27 October, a general power cut affects the whole of Guadeloupe. This blackout was caused by the "illegal shutdown" of the engines of the archipelago's main power plant, the prefecture assures. The prefect activates the departmental operational centre in order to coordinate operations and enable a return to normal electricity distribution.

26 October: as part of the 2025 finance bill, the National Assembly adopts VAT exemption for a list of essential products in Martinique and Guadeloupe.

28 October: the International Day of Creole Language and Culture takes place.

29 and 30 October: a "cold drop" weather phenomenon causes deadly floods in the Valencia region, Spain.

5 November: Donald Trump is elected as the 47th President of the United States.

11 November: the 106th anniversary of the armistice of the First World War is commemorated.

From 11 to 14 November, François-Noël Buffet, the Minister for Overseas Territories, visits Martinique.



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 3,094 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/radio stations by all of the viewers/listeners of the device being studied.






Characteristics of the survey

The Métridom French West Indies survey over the September -November 2024 period for television and radio (from the 2nd of September to the 17th of November 2024) was conducted on a sample of 3,507 people who were representative of the population aged 13 years and older, interviewed 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, nearly 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 €104.2 million and processed over one billion data every day.

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