



Monthly Médiamat

January 2025 - From 30<sup>th</sup> December 2024 to 2<sup>nd</sup> February 2025

Day of viewing

Average day Monday-Sunday - from 3am to 3am - 4 years and older

		Audience share (%)	Monthly coverage
		Jan-25	
	<b>Total TV</b>	<b>100.0</b>	<b>61,659,000</b>
<b>Aggregates</b>	National Channels <sup>(1)</sup>	<b>90.3</b>	<b>61,276,000</b>
	Other TV : special-interest local and foreign channels	<b>9.7</b>	<b>58,559,000</b>
<b>Channels</b>	TF1	<b>18.5</b>	<b>57,626,000</b>
	FRANCE 2	<b>14.9</b>	<b>55,857,000</b>
	FRANCE 3	<b>8.9</b>	<b>49,149,000</b>
	CANAL+ <sup>(2)</sup>	<b>1.3</b>	<b>36,907,000</b>
	FRANCE 5	<b>3.6</b>	<b>46,387,000</b>
	M6	<b>7.7</b>	<b>53,790,000</b>
	ARTE	<b>3.1</b>	<b>41,802,000</b>
	C8	<b>3.1</b>	<b>44,140,000</b>
	W9	<b>2.3</b>	<b>43,453,000</b>
	TMC	<b>2.8</b>	<b>42,766,000</b>
	TFX	<b>1.6</b>	<b>38,426,000</b>
	NRJ12	<b>1.0</b>	<b>32,214,000</b>
	BFM TV	<b>2.6</b>	<b>44,820,000</b>
	CNEWS	<b>2.9</b>	<b>34,214,000</b>
	CSTAR	<b>1.1</b>	<b>32,064,000</b>
	GULLI	<b>1.1</b>	<b>29,967,000</b>
	TF1 SERIES FILMS	<b>1.7</b>	<b>29,841,000</b>
	L'EQUIPE	<b>2.0</b>	<b>35,625,000</b>
	6TER	<b>1.7</b>	<b>31,510,000</b>
	RMC STORY	<b>1.9</b>	<b>37,644,000</b>
	RMC DÉCOUVERTE	<b>1.9</b>	<b>30,852,000</b>
	CHÉRIE 25	<b>1.2</b>	<b>24,332,000</b>
	LCI	<b>1.6</b>	<b>28,171,000</b>
	FRANCEINFO:	<b>0.8</b>	<b>24,999,000</b>

(1) National channels: historical channels and DTT channels.

(2) Results are calculated over the entire broadcast period, whether free-to-air or encrypted. Audiences for Canal+ Cinéma(s), Canal+ Sport, Canal+ Docs, Canal+ Grand Ecran, Canal+ Foot, Canal+ Kids, Canal+ Sport 360 and Canal+ Box Office are included in the "Other TV" aggregate.



## Monthly coverage per Individual

Day of viewing

Average day Monday-Sunday - from 3am to 3am - 4 years and older

	Extrapolated monthly coverage	Monthly coverage (%)
Individuals 4 years +	61,659,000	98.3
Individuals 15 years +	54,263,000	99.7
Individuals 4-14 years	7,397,000	88.9
Individuals 15-34 years	15,022,000	99.5
Individuals 25-49 years	19,395,000	99.5
Individuals 25-59 years	27,934,000	99.6
The woman in charge of household purchases - 50 years	10,507,000	99.8
Individuals 50 years +	27,129,000	99.8
SPG + Individuals	15,757,000	99.5



## Survey features



**Médiamat**, the benchmark in television audience measurement in France, provides daily **audience figures for programmes watched anywhere, on any screen, live, timeshifted, on replay or preview**, by all French people aged 4 and over, i.e. **62.4 million** individuals.

The measurement is based on **2 representative panels** :

- A first panel of around **12,000 individuals** in **5,500 households**, comprising :
  - 5,000 households equipped with home TV sets, each connected to a fixed audimeter, the source of home TV audience measurement
  - 500 households without home TV sets
- A second panel of around **5,000 individuals** carrying a **personal portable meter** to measure TV audiences out of home (all screens) and on Internet screens at home. These audiences are then attributed to the individuals in the first panel by statistical fusion.



## Definitions

**Audience in Viewing days** : total audiences of programmes viewed live, time-shifted and on replay on a given day, regardless of the original live broadcast date of the programmes caught up with.

**Audience share in percentage** : share that represents the viewing time for a channel over the total viewing time for television media.

**Monthly coverage** : number or percentage of individuals who had at least one contact of 10 consecutive seconds with the TV media or the TV channel over 4 consecutive weeks.

## 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 €104.1 million and processed over one billion data every day.

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

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