



Mediametrie

Press release

24th March 2025

Weekly Médiamat
From 17th to 23rd March 2025 – Week 12
 Day of viewing

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

Weekly Coverage		
Total TV		59,118,000
Audience share (%)		
Aggregates	National Channels ⁽¹⁾	89.8
	Other TV : special-interest local and foreign channels	10.2
Channels	TF1	20.2
	FRANCE 2	14.2
	FRANCE 3	8.5
	CANAL+ ⁽²⁾	1.4
	FRANCE 5	3.9
	M6	7.9
	ARTE	3.2
	W9	2.3
	TMC	3.2
	TFX	1.8
	CSTAR	1.3
	GULLI	1.1
	TF1 SERIES FILMS	1.8
	6TER	1.9
	RMC STORY	1.8
	RMC DÉCOUVERTE	1.9
CHÉRIE 25	1.3	

(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.



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, private time-shifted, preview and on replay on a given day, regardless of the original live broadcast date of the programmes caught up with.

Weekly coverage: number of individuals who had at least one contact with the television medium during the week, regardless of the duration of this contact.

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

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  @Mediametrie  Mediametrie.official  Médiamétrie

Press contacts :

Isabelle Lellouche Filliau

Tél : +33 1 47 58 97 26

ilellouche-filliau@mediametrie.fr

Juliette Destribats

Tél : +33 1 47 58 97 55

jdestribats@mediametrie.fr



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