

## Total Internet Audience in France en july 2026

### More than half of French people rely on weather websites and apps



In July 2026, the hottest month ever recorded in France, 33 million internet users visited weather websites and apps. The brands in this category reached more than half of the French population (56%). On an average day, 9.8 million internet users checked the weather online, representing nearly one in five French people (17%).

Weather-related websites and apps are particularly popular among 35-49 year-olds, with more than two-thirds of them visiting these services during the month (67%). Meanwhile, the 50+ age group stands out for its loyalty and frequency of use: 22% accessed weather websites and apps on a daily basis.

**In July 2026, 56.2 million individuals accessed the Internet during the month, representing 96% of French people aged 11 and over. Each day, 50.2 million of them went online. On average, French people aged 11 and over spent 3 hours and 22 minutes per day on the Internet.**



#### Top 5 Weather Brands

Total Internet Audience - July 2026 - Copyright Médiamétrie//NetRatings

|   | Brands (B) / Channels (C) | Visiteurs Uniques Mensuels | Couverture mensuelle (% des Français) | Visiteurs Uniques Quotidiens |
|---|---------------------------|----------------------------|---------------------------------------|------------------------------|
| 1 | Meteo France - T (B)      | 14 023 000                 | 23,9                                  | 3 101 000                    |
| 2 | La Chaine Meteo (B)       | 9 476 000                  | 16,1                                  | 1 634 000                    |
| 3 | Weather Group Network (B) | 8 814 000                  | 15,0                                  | 1 132 000                    |
| 4 | WetterOnline (B)          | 4 717 000                  | 8,0                                   | 1 413 000                    |
| 5 | Tameteo.com (B)           | 3 975 000                  | 6,8                                   | 296 000                      |

## Top 50 Most-Visited Groups in France

|    | Group  | Monthly Unique Visitors | Daily Average Unique Visitors |
|----|-----------------------------------------------------------------------------------------|-------------------------|-------------------------------|
| 1  | Google                                                                                  | 55 775 000              | 47 162 000                    |
| 2  | Meta Platforms                                                                          | 54 794 000              | 45 277 000                    |
| 3  | Microsoft                                                                               | 45 000 000              | 18 655 000                    |
| 4  | Amazon                                                                                  | 43 286 000              | 11 687 000                    |
| 5  | WEB66                                                                                   | 35 887 000              | 9 879 000                     |
| 6  | La Poste                                                                                | 32 792 000              | 6 411 000                     |
| 7  | Groupe Figaro                                                                           | 32 545 000              | 6 773 000                     |
| 8  | Adevinta                                                                                | 31 588 000              | 7 764 000                     |
| 9  | ReWorld Media                                                                           | 31 486 000              | 4 497 000                     |
| 10 | Wikimedia Foundation                                                                    | 30 624 000              | 4 268 000                     |
| 11 | Louis Hachette Group                                                                    | 30 057 000              | 5 513 000                     |
| 12 | francetélévisions                                                                       | 29 300 000              | 5 144 000                     |
| 13 | Groupe Auchan                                                                           | 29 212 000              | 3 877 000                     |
| 14 | OpenAI                                                                                  | 28 397 000              | 8 607 000                     |
| 15 | Apple Inc.                                                                              | 27 807 000              | 12 128 000                    |
| 16 | Bytedance                                                                               | 27 229 000              | 11 549 000                    |
| 17 | Doctolib                                                                                | 27 222 000              | 3 487 000                     |
| 18 | Snap Inc.                                                                               | 26 651 000              | 20 217 000                    |
| 19 | Groupe Canal+                                                                           | 25 776 000              | 3 406 000                     |
| 20 | Booking Holdings                                                                        | 25 442 000              | 3 009 000                     |
| 21 | Orange                                                                                  | 25 220 000              | 8 630 000                     |
| 22 | Gouvernement Francais                                                                   | 24 918 000              | 2 085 000                     |
| 23 | Groupe Credit Agricole                                                                  | 24 908 000              | 7 135 000                     |
| 24 | Webedia                                                                                 | 23 833 000              | 2 868 000                     |
| 25 | CMA Media                                                                               | 23 807 000              | 3 833 000                     |
| 26 | Assurance Maladie                                                                       | 23 241 000              | 2 151 000                     |
| 27 | Ministere de l Economie et des Finances                                                 | 22 064 000              | 1 604 000                     |
| 28 | Samsung Group                                                                           | 21 356 000              | 7 278 000                     |
| 29 | Groupe Fnac Darty                                                                       | 20 927 000              | 1 684 000                     |
| 30 | E.Leclerc                                                                               | 20 877 000              | 3 048 000                     |
| 31 | Groupe Le Monde                                                                         | 20 644 000              | 3 402 000                     |
| 32 | Carrefour                                                                               | 20 462 000              | 2 631 000                     |
| 33 | M6                                                                                      | 20 380 000              | 2 309 000                     |
| 34 | Spotify                                                                                 | 20 127 000              | 6 618 000                     |
| 35 | Publihebdos                                                                             | 19 918 000              | 2 859 000                     |
| 36 | Lidl+Schwarz                                                                            | 19 841 000              | 2 887 000                     |
| 37 | PayPal                                                                                  | 19 492 000              | 1 995 000                     |
| 38 | Radio France                                                                            | 18 903 000              | 2 217 000                     |
| 39 | Vinted                                                                                  | 18 901 000              | 5 508 000                     |
| 40 | Groupe Les Echos - Le Parisien                                                          | 18 883 000              | 2 409 000                     |
| 41 | NetFlix                                                                                 | 18 789 000              | 4 542 000                     |
| 42 | Groupe Amaury                                                                           | 18 684 000              | 3 470 000                     |
| 43 | Yahoo                                                                                   | 18 683 000              | 5 398 000                     |
| 44 | Societe Generale                                                                        | 18 461 000              | 4 738 000                     |
| 45 | Altice France                                                                           | 18 187 000              | 3 674 000                     |
| 46 | 20 Minutes France                                                                       | 17 988 000              | 2 075 000                     |
| 47 | Groupe Casino                                                                           | 17 862 000              | 1 606 000                     |
| 48 | SNCF France                                                                             | 17 686 000              | 2 217 000                     |
| 49 | Groupe TF1                                                                              | 17 247 000              | 2 091 000                     |
| 50 | X Corp.                                                                                 | 16 423 000              | 4 320 000                     |

## Distribution of the Top 50 Most-Visited Groups in France, by Screen

|    | Group  | Monthly Unique Visitors | % of UVs Who Used a Computer | % of UVs Who Used Mobile Devices |
|----|-----------------------------------------------------------------------------------------|-------------------------|------------------------------|----------------------------------|
| 1  | Google                                                                                  | 55 775 000              | 55,6                         | 98,1                             |
| 2  | Meta Platforms                                                                          | 54 794 000              | 28,4                         | 98,7                             |
| 3  | Microsoft                                                                               | 45 000 000              | 50,1                         | 85,1                             |
| 4  | Amazon                                                                                  | 43 286 000              | 35,1                         | 88,2                             |
| 5  | WEB66                                                                                   | 35 887 000              | 20,9                         | 93,5                             |
| 6  | La Poste                                                                                | 32 792 000              | 33,5                         | 84,2                             |
| 7  | Groupe Figaro                                                                           | 32 545 000              | 23,2                         | 90,6                             |
| 8  | Adevinta                                                                                | 31 588 000              | 22,9                         | 89,3                             |
| 9  | ReWorld Media                                                                           | 31 486 000              | 16,4                         | 92,8                             |
| 10 | Wikimedia Foundation                                                                    | 30 624 000              | 22,3                         | 89,4                             |
| 11 | Louis Hachette Group                                                                    | 30 057 000              | 23,3                         | 89,7                             |
| 12 | francetélévisions                                                                       | 29 300 000              | 19,5                         | 91,3                             |
| 13 | Groupe Auchan                                                                           | 29 212 000              | 29,5                         | 84,9                             |
| 14 | OpenAI                                                                                  | 28 397 000              | 20,6                         | 90,2                             |
| 15 | Apple Inc.                                                                              | 27 807 000              | 9,1                          | 95,0                             |
| 16 | Bytedance                                                                               | 27 229 000              | 9,2                          | 94,4                             |
| 17 | Doctolib                                                                                | 27 222 000              | 20,6                         | 89,9                             |
| 18 | Snap Inc.                                                                               | 26 651 000              | 1,6                          | 99,5                             |
| 19 | Groupe Canal+                                                                           | 25 776 000              | 15,9                         | 91,7                             |
| 20 | Booking Holdings                                                                        | 25 442 000              | 23,9                         | 87,4                             |
| 21 | Orange                                                                                  | 25 220 000              | 32,2                         | 83,1                             |
| 22 | Gouvernement Francais                                                                   | 24 918 000              | 34,4                         | 78,9                             |
| 23 | Groupe Credit Agricole                                                                  | 24 908 000              | 26,9                         | 83,6                             |
| 24 | Webedia                                                                                 | 23 833 000              | 19,4                         | 89,4                             |
| 25 | CMA Media                                                                               | 23 807 000              | 15,7                         | 92,4                             |
| 26 | Assurance Maladie                                                                       | 23 241 000              | 41,7                         | 72,9                             |
| 27 | Ministere de l Economie et des Finances                                                 | 22 064 000              | 48,3                         | 64,5                             |
| 28 | Samsung Group                                                                           | 21 356 000              | 5,5                          | 96,5                             |
| 29 | Groupe Fnac Darty                                                                       | 20 927 000              | 30,8                         | 79,1                             |
| 30 | E.Leclerc                                                                               | 20 877 000              | 23,6                         | 84,8                             |
| 31 | Groupe Le Monde                                                                         | 20 644 000              | 22,3                         | 86,8                             |
| 32 | Carrefour                                                                               | 20 462 000              | 25,0                         | 83,3                             |
| 33 | M6                                                                                      | 20 380 000              | 21,2                         | 84,6                             |
| 34 | Spotify                                                                                 | 20 127 000              | 9,2                          | 93,7                             |
| 35 | Publihebdos                                                                             | 19 918 000              | 9,1                          | 95,0                             |
| 36 | Lidl+Schwarz                                                                            | 19 841 000              | 12,9                         | 92,0                             |
| 37 | PayPal                                                                                  | 19 492 000              | 27,8                         | 81,3                             |
| 38 | Radio France                                                                            | 18 903 000              | 15,3                         | 90,0                             |
| 39 | Vinted                                                                                  | 18 901 000              | 12,7                         | 91,8                             |
| 40 | Groupe Les Echos - Le Parisien                                                          | 18 883 000              | 13,6                         | 92,0                             |
| 41 | NetFlix                                                                                 | 18 789 000              | 18,3                         | 87,2                             |
| 42 | Groupe Amaury                                                                           | 18 684 000              | 17,6                         | 89,9                             |
| 43 | Yahoo                                                                                   | 18 683 000              | 41,6                         | 71,2                             |
| 44 | Societe Generale                                                                        | 18 461 000              | 20,0                         | 85,8                             |
| 45 | Altice France                                                                           | 18 187 000              | 21,0                         | 86,6                             |
| 46 | 20 Minutes France                                                                       | 17 988 000              | 14,7                         | 91,7                             |
| 47 | Groupe Casino                                                                           | 17 862 000              | 25,5                         | 82,1                             |
| 48 | SNCF France                                                                             | 17 686 000              | 21,9                         | 85,9                             |
| 49 | Groupe TF1                                                                              | 17 247 000              | 18,0                         | 87,8                             |
| 50 | X Corp.                                                                                 | 16 423 000              | 17,7                         | 88,4                             |

# Top 50 Most-Visited Brands in France

|    | Brand  | Monthly Unique Visitors | Daily Average Unique Visitors |
|----|-----------------------------------------------------------------------------------------|-------------------------|-------------------------------|
| 1  | Google                                                                                  | 55 671 000              | 45 830 000                    |
| 2  | Facebook                                                                                | 52 130 000              | 34 915 000                    |
| 3  | YouTube                                                                                 | 50 374 000              | 19 962 000                    |
| 4  | WhatsApp                                                                                | 50 333 000              | 35 605 000                    |
| 5  | Instagram                                                                               | 45 175 000              | 26 902 000                    |
| 6  | Amazon                                                                                  | 41 267 000              | 10 605 000                    |
| 7  | Messenger                                                                               | 36 635 000              | 18 519 000                    |
| 8  | Leboncoin.fr - T ACPM                                                                   | 31 132 000              | 7 668 000                     |
| 9  | Wikipedia                                                                               | 30 506 000              | 4 223 000                     |
| 10 | Microsoft / Microsoft 365                                                               | 30 401 000              | 6 140 000                     |
| 11 | OpenAI                                                                                  | 28 397 000              | 8 607 000                     |
| 12 | Doctolib                                                                                | 27 222 000              | 3 487 000                     |
| 13 | Snapchat - T ACPM                                                                       | 26 533 000              | 20 199 000                    |
| 14 | TikTok                                                                                  | 26 416 000              | 11 370 000                    |
| 15 | Waze                                                                                    | 25 061 000              | 6 511 000                     |
| 16 | franceinfo - T ACPM                                                                     | 24 790 000              | 3 941 000                     |
| 17 | Booking.com                                                                             | 24 158 000              | 2 853 000                     |
| 18 | Orange                                                                                  | 24 141 000              | 8 466 000                     |
| 19 | BFM TV - T ACPM                                                                         | 23 093 000              | 3 504 000                     |
| 20 | Apple                                                                                   | 22 714 000              | 11 497 000                    |
| 21 | LA POSTE                                                                                | 22 251 000              | 3 043 000                     |
| 22 | Le Figaro - T ACPM                                                                      | 21 186 000              | 3 047 000                     |
| 23 | Windows Live                                                                            | 20 881 000              | 2 578 000                     |
| 24 | Samsung                                                                                 | 20 868 000              | 7 232 000                     |
| 25 | E.Leclerc                                                                               | 20 582 000              | 3 015 000                     |
| 26 | Spotify                                                                                 | 20 104 000              | 6 617 000                     |
| 27 | Outlook (Outlook.com)                                                                   | 20 063 000              | 8 657 000                     |
| 28 | Assurance Maladie                                                                       | 19 977 000              | 1 671 000                     |
| 29 | Actu.fr - T ACPM                                                                        | 19 918 000              | 2 854 000                     |
| 30 | Ouest France - T ACPM                                                                   | 19 565 000              | 3 085 000                     |
| 31 | Carrefour                                                                               | 19 551 000              | 2 522 000                     |
| 32 | impots.gouv.fr                                                                          | 19 546 000              | 1 321 000                     |
| 33 | Lidl                                                                                    | 19 484 000              | 2 852 000                     |
| 34 | PayPal                                                                                  | 19 409 000              | 1 970 000                     |
| 35 | Netflix                                                                                 | 18 761 000              | 4 539 000                     |
| 36 | Vinted                                                                                  | 18 761 000              | 5 494 000                     |
| 37 | LinkedIn                                                                                | 18 000 000              | 4 694 000                     |
| 38 | Yahoo                                                                                   | 17 914 000              | 4 884 000                     |
| 39 | Le Monde - T ACPM                                                                       | 17 547 000              | 2 668 000                     |
| 40 | Credit Agricole                                                                         | 16 942 000              | 5 233 000                     |
| 41 | Le Parisien - T ACPM                                                                    | 16 828 000              | 1 777 000                     |
| 42 | Dailymotion                                                                             | 16 797 000              | 1 320 000                     |
| 43 | Cdiscount                                                                               | 16 592 000              | 1 477 000                     |
| 44 | L Equipe - T ACPM                                                                       | 16 499 000              | 2 903 000                     |
| 45 | Service Public                                                                          | 16 436 000              | 1 014 000                     |
| 46 | Twitter X                                                                               | 16 016 000              | 4 255 000                     |
| 47 | 20 Minutes - T ACPM                                                                     | 16 002 000              | 1 712 000                     |
| 48 | Airbnb                                                                                  | 15 851 000              | 2 258 000                     |
| 49 | PagesJaunes - T                                                                         | 15 776 000              | 1 021 000                     |
| 50 | Temu                                                                                    | 15 484 000              | 3 876 000                     |

## Distribution of the Top 50 Most-Visited Brands in France by Screen

|    | Brand  | Monthly Unique Visitors | % of UVs Who Used a Computer | % of UVs Who Used Mobile Devices |
|----|-----------------------------------------------------------------------------------------|-------------------------|------------------------------|----------------------------------|
| 1  | Google                                                                                  | 55 671 000              | 54,3                         | 98,0                             |
| 2  | Facebook                                                                                | 52 130 000              | 26,1                         | 97,8                             |
| 3  | YouTube                                                                                 | 50 374 000              | 30,4                         | 94,4                             |
| 4  | WhatsApp                                                                                | 50 333 000              | 5,4                          | 99,5                             |
| 5  | Instagram                                                                               | 45 175 000              | 14,9                         | 96,7                             |
| 6  | Amazon                                                                                  | 41 267 000              | 35,8                         | 87,0                             |
| 7  | Messenger                                                                               | 36 635 000              | 1,6                          | 99,5                             |
| 8  | Leboncoin.fr - T ACPM                                                                   | 31 132 000              | 22,7                         | 89,4                             |
| 9  | Wikipedia                                                                               | 30 506 000              | 22,3                         | 89,4                             |
| 10 | Microsoft / Microsoft 365                                                               | 30 401 000              | 34,9                         | 80,1                             |
| 11 | OpenAI                                                                                  | 28 397 000              | 20,6                         | 90,2                             |
| 12 | Doctolib                                                                                | 27 222 000              | 20,6                         | 89,9                             |
| 13 | Snapchat - T ACPM                                                                       | 26 533 000              | 1,6                          | 99,5                             |
| 14 | TikTok                                                                                  | 26 416 000              | 8,6                          | 94,8                             |
| 15 | Waze                                                                                    | 25 061 000              | 1,7                          | 99,0                             |
| 16 | franceinfo - T ACPM                                                                     | 24 790 000              | 13,5                         | 93,3                             |
| 17 | Booking.com                                                                             | 24 158 000              | 23,0                         | 87,7                             |
| 18 | Orange                                                                                  | 24 141 000              | 33,2                         | 81,9                             |
| 19 | BFM TV - T ACPM                                                                         | 23 093 000              | 15,3                         | 92,3                             |
| 20 | Apple                                                                                   | 22 714 000              | 11,1                         | 92,8                             |
| 21 | LA POSTE                                                                                | 22 251 000              | 33,8                         | 77,3                             |
| 22 | Le Figaro - T ACPM                                                                      | 21 186 000              | 21,0                         | 87,6                             |
| 23 | Windows Live                                                                            | 20 881 000              | 45,8                         | 67,0                             |
| 24 | Samsung                                                                                 | 20 868 000              | 5,6                          | 96,5                             |
| 25 | E.Leclerc                                                                               | 20 582 000              | 23,1                         | 85,2                             |
| 26 | Spotify                                                                                 | 20 104 000              | 9,2                          | 93,7                             |
| 27 | Outlook (Outlook.com)                                                                   | 20 063 000              | 27,8                         | 82,1                             |
| 28 | Assurance Maladie                                                                       | 19 977 000              | 43,5                         | 68,2                             |
| 29 | Actu.fr - T ACPM                                                                        | 19 918 000              | 9,1                          | 95,0                             |
| 30 | Ouest France - T ACPM                                                                   | 19 565 000              | 14,2                         | 91,8                             |
| 31 | Carrefour                                                                               | 19 551 000              | 25,3                         | 82,7                             |
| 32 | impots.gouv.fr                                                                          | 19 546 000              | 51,4                         | 59,1                             |
| 33 | Lidl                                                                                    | 19 484 000              | 11,5                         | 93,1                             |
| 34 | PayPal                                                                                  | 19 409 000              | 27,8                         | 81,1                             |
| 35 | Netflix                                                                                 | 18 761 000              | 18,2                         | 87,2                             |
| 36 | Vinted                                                                                  | 18 761 000              | 12,6                         | 91,8                             |
| 37 | LinkedIn                                                                                | 18 000 000              | 23,9                         | 83,8                             |
| 38 | Yahoo                                                                                   | 17 914 000              | 41,8                         | 70,4                             |
| 39 | Le Monde - T ACPM                                                                       | 17 547 000              | 19,6                         | 87,4                             |
| 40 | Credit Agricole                                                                         | 16 942 000              | 26,9                         | 79,7                             |
| 41 | Le Parisien - T ACPM                                                                    | 16 828 000              | 12,2                         | 92,1                             |
| 42 | Dailymotion                                                                             | 16 797 000              | 6,7                          | 95,7                             |
| 43 | Cdiscount                                                                               | 16 592 000              | 25,9                         | 81,4                             |
| 44 | L Equipe - T ACPM                                                                       | 16 499 000              | 15,7                         | 90,8                             |
| 45 | Service Public                                                                          | 16 436 000              | 33,0                         | 74,9                             |
| 46 | Twitter X                                                                               | 16 016 000              | 17,9                         | 88,3                             |
| 47 | 20 Minutes - T ACPM                                                                     | 16 002 000              | 15,1                         | 91,0                             |
| 48 | Airbnb                                                                                  | 15 851 000              | 16,9                         | 87,5                             |
| 49 | PagesJaunes - T                                                                         | 15 776 000              | 26,1                         | 82,4                             |
| 50 | Temu                                                                                    | 15 484 000              | 13,0                         | 90,2                             |



#### Definitions

**Group or Parent :** The Parent is a level that consolidates the audience of a set of brands. A Brand can only be counted under a single Parent. The Parent is the company that is the majority shareholder of the Brands (not the URLs) associated with it.

**Brand :** The Brand is the “brand” level.” A Brand is an aggregate of domains, subdomains, and/or pages identified by the same logo in a consistent and uniform manner. Brands included in the Hybrid Measurement system’s Site-centric hybridisation database are indicated either by the notation “T”, or by the notation “T ACPM ” when their data is certified by the ACPM (Alliance for Press and Media Figures).

**Monthly Unique Visitors:** the total number of internet users who visited a group or brand at least once during the month in question , regardless of where they connected from: home, work, or other locations. Internet users who visited the same group (or the same brand) multiple times are counted only once.

**Daily Average Unique Visitors:** the average number of internet users who visited a group or brand at least once during a single day in the month in question. Internet users who visited the same site multiple times during the day are counted only once.

**Audience Internet Global (Total Internet Audience)** is part of Médiamétrie’s **MediaWeb** offering

The Audience Internet Global is based on nearly **10,000 panellists aged 11 and older:**

**6,000 mobile panellists and 4,000 computer panellists, enabling “native” measurement of the global audience of nearly 3,000 brands and more than 500 apps.** The measurement benefits from innovative hybridisation methodologies combining panels and Big Data developed by Médiamétrie. This comprehensive Audience Measurement yields audience results for mobile and desktop screens. The measurement takes into account users’ browsing activity regardless of location, connection type (3G/4G/5G/Wi-Fi), or protocol (http/HTTPS) for all websites and apps.

#### About Médiamétrie, High trust data

Every day, Médiamétrie processes over one billion data to support its French and international customers in developing their strategies. At the core of our values and offerings: transparent, right, impartial, inclusive, comparable and verifiable measurement. Médiamétrie places the full expertise of its teams at the service of the design and production of joint and sovereign standard audience measurements for media, platforms and the advertising market, across both audio and video universes. Médiamétrie employs over 700 people and achieved a turnover of €102.2 million in 2025.

Médiamétrie//NetRatings, a joint venture between Médiamétrie and Nielsen, provides and markets France’s industry-standard metrics for Internet audience measurement and online advertising effectiveness.

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

#### Press contacts :

**Juliette Destribats**

Tel : +33 (0)6 88 88 03 00

[rex@mediametrie.fr](mailto:rex@mediametrie.fr)

**Stéphanie Haoun**

Tel : + 33 (0)6 46 43 43 69



**Les Mots des Médias**  
Explore over 500 definitions