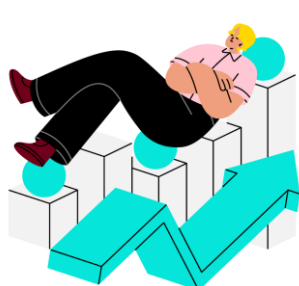


Audience of online advertising



Drawing on the Total Internet Audience measurement among a panel of 20,000 web users, Médiamétrie assesses the performances of the internet media brokers and advertising networks which subscribe to Total Internet Audience.

These advertising results, which are not exhaustive, can be used to develop the audiences for groups of websites and apps marketed by media brokers and publishers, and the results are provided to agencies for use in media planning tools.

Based on the data on subscribers measured in October 2025, Médiamétrie has published the audience figures, affinity and usage data for 42 advertising offerings across 70 benchmark socio-demographic targets.



**31
principal
Media
Brokers**

The Principal Media Broker category represents display advertising offerings that are **exclusive to one publisher.**



**1 partner
Media
Broker**

Partner Media Broker represent offers already declared in a principal media broker that can be included in another media broker **by agreement with the publisher.**



7 Packs

Packs represent the different display advertising offerings of media brokers that focus **on a theme or a target.**



**3
Networks**

Networks are advertising offerings whose **confidential composition** includes **programme-based** purchasing offerings.

Main audience of principal and partner media brokers
Total Internet Audience, October 2025

Only players subscribed to audience measurement of advertisement offers are present on the following ranking

	Principal and partner media brokers	Unique users monthly reach	Unique users average daily reach
1	Azerion (Madvertise Adverline) (Regie principale)	38 410 000	8 415 000
2	366 (Regie principale)	37 660 000	10 654 000
3	Prisma Media Solutions (Regie principale)	34 150 000	7 655 000
4	MEDIA.figaro (Regie principale)	32 407 000	6 985 000
5	ReWorld Media (Regie principale)	31 508 000	4 564 000
6	Leboncoin (Regie principale)	30 859 000	7 969 000
7	France Televisions Publicite (Regie principale)	30 140 000	6 266 000
8	Orange Advertising (Regie principale)	29 843 000	9 298 000
9	Webedia (Regie principale)	27 345 000	3 812 000
10	Unlimitail (Regie principale)	24 909 000	3 380 000
11	TF1 Publicite Digital (Regie principale)	24 431 000	4 173 000
12	CANAL+ Brand Solutions Digital (Regie principale)	22 288 000	3 723 000
13	M Publicité (Regie principale)	22 197 000	4 108 000
14	Les Echos Le Parisien Médias / Paris Match Médias (Regie principale)	20 956 000	3 072 000
15	Retailink (Regie principale)	20 646 000	1 622 000
16	RMC BFM Ads (Regie principale)	20 356 000	3 520 000
17	Groupe EBRA - Humanoid (Regie partenaire)	18 857 000	3 041 000
18	Dailymotion Advertising (Regie principale)	15 841 000	1 323 000
19	M6 Publicite Digital (Regie principale)	14 647 000	1 742 000
20	Cdiscount Advertising (Regie principale)	14 620 000	1 342 000
21	Boursorama Médias (Regie principale)	14 080 000	3 116 000
22	Groupe Marie Claire Adnetwork (Regie principale)	12 079 000	981 000
23	CMI Media (Regie principale)	11 272 000	1 084 000
24	Rakuten Advertising (Regie principale)	10 076 000	859 000
25	Drive Media (Regie principale)	6 647 000	651 000
26	Le Point Communication (Regie principale)	6 557 000	619 000
27	Lagardere Publicite News (Regie principale)	6 154 000	506 000
28	Uni-Médias (Regie principale)	6 012 000	304 000
29	Bayard Media Développement (Regie principale)	4 859 000	332 000
30	Infopro Digital (Regie principale)	4 606 000	243 000
31	Groupe Challenges (Regie principale)	4 587 000	254 000
32	NRJ Adnetwork (Regie principale)	3 663 000	288 000

Packs & Networks

Total Internet Audience, October 2025

Thematic packs	Unique users monthly reach	Unique users average daily reach
Groupe EBRA - Presse régionale	14 993 000	2 473 000
Groupe Humanoid - Hi-Tech	7 640 000	667 000
Keleops Hi-Tech	8 079 000	680 000
Les Numériques Tech & gaming	7 127 000	478 000
WEB66 - Actualites	37 697 000	10 659 000

Target Packs	Unique users monthly reach	Unique users average daily reach
CMI MEDIA - Pack FEMMES	6 714 000	421 000

Standard Packs	Unique users monthly reach	Unique users average daily reach
PHR	21 319 000	3 195 000

Networks	Unique users monthly reach	Unique users average daily reach
Audion	46 406 000	19 033 000
Azerion (Sublime Madvertise Adverline)	46 833 000	16 825 000
Dailymotion Network	50 530 000	25 994 000



Definitions

Unique monthly visitors : Total number of individuals having visited a website at least once during the month in question, regardless of their connection location: home, workplace, or other locations. Individuals who visited the same website several times are only counted once.

Unique daily visitors : The number of individuals having visited a website at least once during an average day in the month in question. Individuals who visited the same website several times are only counted once for that day.

The **Total Internet Audience** is part of Médiamétrie's **MediaWeb** offering.

The Total Internet Audience measurement is based on a unique panel of **more than 20,000 individuals aged 2 years and older**, of whom 6,200 are web users with two or three screens (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 hybridization methodologies developed by Médiamétrie which combine panel data and Big Data. This total measurement provides audience results for each screen: computer, telephone, mobile and tablet. **The measurement takes into account the internet browsing of web users regardless of the location, connection method (3G/4G/5G/Wi-Fi) or protocol (http/https) for all of the 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 €103.5 million in 2024.

Médiamétrie//NetRatings is a company jointly created and owned by Médiamétrie and Nielsen. Médiamétrie//NetRatings develops and markets the benchmark Internet audience and online effectiveness measurements in France.

Further information : www.mediametrie.fr  [@Mediametrie](https://twitter.com/Mediametrie)  [Mediametrie.official](https://www.instagram.com/Mediametrie.official)  [Médiamétrie](https://www.linkedin.com/company/Mediametrie)

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