

## Total Internet Audience in France in august 2026

**Nearly three-quarters of French people use social media every day.**



In August, **54.5** million internet users visited blogs and community websites, representing **93%** of the population.

On a daily basis, **42.7** million individuals accessed social media websites and apps. This accounts for nearly three-quarters of the French population (**73%**).

On average, French people spend **1 hour and 14 minutes** per day on these platforms.

Young people remain the most active users: **83%** of 15-24-year-olds use social media every day, spending an average of **2 hours and 39 minutes** per day on these platforms. While the debate over banning social media for under-15s continues, **61%** of 11-14-year-olds use social media daily and spend an average of **1 hour and 51 minutes** per day on it.

**In August 2026, 56.2 million people went online during the month, representing 96% of French people aged 11 and older. Every day, 50 million of them surfed the internet.**

**On average, French people aged 11 and older spent 3 hours and 20 minutes per day on the Internet.**



### Top 5 Blogs / Community brands

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

#### 11 years and +

|   | Brands (B)        | Monthly Unique Visitors | Daily Unique Visitors |
|---|-------------------|-------------------------|-----------------------|
| 1 | Facebook          | 52 116 000              | 34 424 000            |
| 2 | Instagram         | 44 981 000              | 26 885 000            |
| 3 | TikTok            | 26 246 000              | 11 348 000            |
| 4 | Snapchat - T ACPM | 26 127 000              | 19 886 000            |
| 5 | LinkedIn          | 16 954 000              | 4 457 000             |

#### 15-24 years old

|   | Brands (B)        | Monthly Unique Visitors | Daily Unique Visitors |
|---|-------------------|-------------------------|-----------------------|
| 1 | Instagram         | 7 017 000               | 5 716 000             |
| 2 | Facebook          | 6 869 000               | 4 011 000             |
| 3 | Snapchat - T ACPM | 6 809 000               | 5 756 000             |
| 4 | TikTok            | 5 962 000               | 3 809 000             |
| 5 | Pinterest         | 3 805 000               | 842 000               |

## Top 50 Most-Visited Groups in France

|    | Group  | Monthly Unique Visitors | Daily Average Unique Visitors |
|----|-----------------------------------------------------------------------------------------|-------------------------|-------------------------------|
| 1  | Google                                                                                  | 55 824 000              | 46 748 000                    |
| 2  | Meta Platforms                                                                          | 54 714 000              | 45 002 000                    |
| 3  | Microsoft                                                                               | 44 464 000              | 18 150 000                    |
| 4  | Amazon                                                                                  | 43 352 000              | 11 701 000                    |
| 5  | WEB66                                                                                   | 34 903 000              | 9 036 000                     |
| 6  | Adevinta                                                                                | 32 999 000              | 7 897 000                     |
| 7  | ReWorld Media                                                                           | 31 364 000              | 4 517 000                     |
| 8  | La Poste                                                                                | 30 901 000              | 5 820 000                     |
| 9  | Groupe Figaro                                                                           | 30 483 000              | 5 935 000                     |
| 10 | Louis Hachette Group                                                                    | 29 904 000              | 5 143 000                     |
| 11 | Groupe Auchan                                                                           | 29 728 000              | 3 922 000                     |
| 12 | Wikimedia Foundation                                                                    | 29 343 000              | 4 190 000                     |
| 13 | OpenAI                                                                                  | 28 709 000              | 8 857 000                     |
| 14 | Apple Inc.                                                                              | 27 790 000              | 12 184 000                    |
| 15 | Bytedance                                                                               | 27 033 000              | 11 508 000                    |
| 16 | francetélévisions                                                                       | 26 784 000              | 4 592 000                     |
| 17 | Doctolib                                                                                | 26 669 000              | 3 253 000                     |
| 18 | Snap Inc.                                                                               | 26 272 000              | 19 911 000                    |
| 19 | Orange                                                                                  | 24 910 000              | 8 472 000                     |
| 20 | Booking Holdings                                                                        | 24 627 000              | 2 989 000                     |
| 21 | Webedia                                                                                 | 23 590 000              | 2 744 000                     |
| 22 | Groupe Credit Agricole                                                                  | 23 370 000              | 6 680 000                     |
| 23 | Groupe Canal+                                                                           | 23 170 000              | 2 991 000                     |
| 24 | Ministere de l Economie et des Finances                                                 | 22 365 000              | 1 736 000                     |
| 25 | Assurance Maladie                                                                       | 22 136 000              | 1 945 000                     |
| 26 | Gouvernement Francais                                                                   | 21 717 000              | 1 657 000                     |
| 27 | Samsung Group                                                                           | 20 914 000              | 6 809 000                     |
| 28 | Vinted                                                                                  | 20 432 000              | 6 165 000                     |
| 29 | Carrefour                                                                               | 20 062 000              | 2 511 000                     |
| 30 | E.Leclerc                                                                               | 20 053 000              | 2 887 000                     |
| 31 | Spotify                                                                                 | 19 759 000              | 6 300 000                     |
| 32 | Lidl+Schwarz                                                                            | 19 711 000              | 2 794 000                     |
| 33 | NetFlix                                                                                 | 19 324 000              | 4 632 000                     |
| 34 | CMA Media                                                                               | 19 304 000              | 2 889 000                     |
| 35 | Groupe Fnac Darty                                                                       | 18 865 000              | 1 445 000                     |
| 36 | PayPal                                                                                  | 18 755 000              | 1 780 000                     |
| 37 | Yahoo                                                                                   | 18 466 000              | 5 382 000                     |
| 38 | Publihebdos                                                                             | 18 258 000              | 2 574 000                     |
| 39 | Groupe Les Echos - Le Parisien                                                          | 17 701 000              | 2 300 000                     |
| 40 | Groupe TF1                                                                              | 17 126 000              | 1 924 000                     |
| 41 | Societe Generale                                                                        | 17 117 000              | 4 278 000                     |
| 42 | Groupe Le Monde                                                                         | 16 979 000              | 2 842 000                     |
| 43 | Radio France                                                                            | 16 925 000              | 2 088 000                     |
| 44 | Altice France                                                                           | 16 825 000              | 3 483 000                     |
| 45 | Groupe Casino                                                                           | 16 509 000              | 1 418 000                     |
| 46 | 20 Minutes France                                                                       | 16 352 000              | 1 882 000                     |
| 47 | SNCF France                                                                             | 16 297 000              | 1 977 000                     |
| 48 | Credit Mutuel                                                                           | 15 933 000              | 4 274 000                     |
| 49 | Airbnb                                                                                  | 15 408 000              | 2 255 000                     |
| 50 | Solocal Group                                                                           | 15 342 000              | 982 000                       |

## 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                                                                                  | 55 824 000              | 54,9                         | 98,0                             |
| 2  | Meta Platforms                                                                          | 54 714 000              | 28,3                         | 98,9                             |
| 3  | Microsoft                                                                               | 44 464 000              | 50,5                         | 83,5                             |
| 4  | Amazon                                                                                  | 43 352 000              | 34,6                         | 88,6                             |
| 5  | WEB66                                                                                   | 34 903 000              | 19,7                         | 93,1                             |
| 6  | Adevinta                                                                                | 32 999 000              | 24,3                         | 88,7                             |
| 7  | ReWorld Media                                                                           | 31 364 000              | 15,5                         | 93,4                             |
| 8  | La Poste                                                                                | 30 901 000              | 33,7                         | 82,3                             |
| 9  | Groupe Figaro                                                                           | 30 483 000              | 22,7                         | 90,1                             |
| 10 | Louis Hachette Group                                                                    | 29 904 000              | 22,6                         | 89,3                             |
| 11 | Groupe Auchan                                                                           | 29 728 000              | 28,9                         | 85,6                             |
| 12 | Wikimedia Foundation                                                                    | 29 343 000              | 20,7                         | 90,1                             |
| 13 | OpenAI                                                                                  | 28 709 000              | 20,4                         | 90,0                             |
| 14 | Apple Inc.                                                                              | 27 790 000              | 11,4                         | 94,4                             |
| 15 | Bytedance                                                                               | 27 033 000              | 10,7                         | 94,7                             |
| 16 | francetélévisions                                                                       | 26 784 000              | 17,5                         | 91,4                             |
| 17 | Doctolib                                                                                | 26 669 000              | 19,1                         | 90,7                             |
| 18 | Snap Inc.                                                                               | 26 272 000              | 1,7                          | 99,3                             |
| 19 | Orange                                                                                  | 24 910 000              | 33,5                         | 81,5                             |
| 20 | Booking Holdings                                                                        | 24 627 000              | 23,5                         | 85,8                             |
| 21 | Webedia                                                                                 | 23 590 000              | 19,2                         | 88,1                             |
| 22 | Groupe Credit Agricole                                                                  | 23 370 000              | 27,3                         | 83,0                             |
| 23 | Groupe Canal+                                                                           | 23 170 000              | 15,6                         | 91,2                             |
| 24 | Ministere de l Economie et des Finances                                                 | 22 365 000              | 52,2                         | 61,5                             |
| 25 | Assurance Maladie                                                                       | 22 136 000              | 41,0                         | 72,1                             |
| 26 | Gouvernement Francais                                                                   | 21 717 000              | 34,2                         | 78,2                             |
| 27 | Samsung Group                                                                           | 20 914 000              | 6,0                          | 95,8                             |
| 28 | Vinted                                                                                  | 20 432 000              | 12,1                         | 92,3                             |
| 29 | Carrefour                                                                               | 20 062 000              | 23,4                         | 84,2                             |
| 30 | E.Leclerc                                                                               | 20 053 000              | 21,6                         | 86,0                             |
| 31 | Spotify                                                                                 | 19 759 000              | 7,0                          | 95,3                             |
| 32 | Lidl+Schwarz                                                                            | 19 711 000              | 12,2                         | 92,9                             |
| 33 | NetFlix                                                                                 | 19 324 000              | 18,5                         | 86,9                             |
| 34 | CMA Media                                                                               | 19 304 000              | 10,4                         | 94,5                             |
| 35 | Groupe Fnac Darty                                                                       | 18 865 000              | 30,8                         | 77,9                             |
| 36 | PayPal                                                                                  | 18 755 000              | 26,6                         | 80,1                             |
| 37 | Yahoo                                                                                   | 18 466 000              | 39,5                         | 71,7                             |
| 38 | Publihebdos                                                                             | 18 258 000              | 8,7                          | 94,5                             |
| 39 | Groupe Les Echos - Le Parisien                                                          | 17 701 000              | 12,9                         | 91,7                             |
| 40 | Groupe TF1                                                                              | 17 126 000              | 16,5                         | 88,3                             |
| 41 | Societe Generale                                                                        | 17 117 000              | 20,9                         | 84,6                             |
| 42 | Groupe Le Monde                                                                         | 16 979 000              | 20,7                         | 86,6                             |
| 43 | Radio France                                                                            | 16 925 000              | 15,1                         | 90,1                             |
| 44 | Altice France                                                                           | 16 825 000              | 21,2                         | 85,8                             |
| 45 | Groupe Casino                                                                           | 16 509 000              | 22,4                         | 83,5                             |
| 46 | 20 Minutes France                                                                       | 16 352 000              | 15,1                         | 90,0                             |
| 47 | SNCF France                                                                             | 16 297 000              | 18,0                         | 86,5                             |
| 48 | Credit Mutuel                                                                           | 15 933 000              | 25,9                         | 80,1                             |
| 49 | Airbnb                                                                                  | 15 408 000              | 16,5                         | 87,9                             |
| 50 | Solocal Group                                                                           | 15 342 000              | 25,9                         | 82,1                             |

# Top 50 Most-Visited Brands in France

|    | Brand  | Monthly Unique Visitors | Daily Average Unique Visitors |
|----|-----------------------------------------------------------------------------------------|-------------------------|-------------------------------|
| 1  | Google                                                                                  | 55 668 000              | 45 329 000                    |
| 2  | Facebook                                                                                | 52 116 000              | 34 424 000                    |
| 3  | WhatsApp                                                                                | 50 564 000              | 35 065 000                    |
| 4  | YouTube                                                                                 | 49 716 000              | 19 458 000                    |
| 5  | Instagram                                                                               | 44 981 000              | 26 885 000                    |
| 6  | Amazon                                                                                  | 41 768 000              | 10 675 000                    |
| 7  | Messenger                                                                               | 37 038 000              | 18 466 000                    |
| 8  | Leboncoin.fr - T ACPM                                                                   | 32 590 000              | 7 803 000                     |
| 9  | Wikipedia                                                                               | 29 203 000              | 4 152 000                     |
| 10 | Microsoft / Microsoft 365                                                               | 28 792 000              | 5 746 000                     |
| 11 | OpenAI                                                                                  | 28 709 000              | 8 857 000                     |
| 12 | Doctolib                                                                                | 26 669 000              | 3 253 000                     |
| 13 | TikTok                                                                                  | 26 246 000              | 11 348 000                    |
| 14 | Snapchat - T ACPM                                                                       | 26 127 000              | 19 886 000                    |
| 15 | Waze                                                                                    | 25 462 000              | 6 496 000                     |
| 16 | Orange                                                                                  | 23 680 000              | 8 311 000                     |
| 17 | Booking.com                                                                             | 23 647 000              | 2 837 000                     |
| 18 | Apple                                                                                   | 22 746 000              | 11 484 000                    |
| 19 | franceinfo - T ACPM                                                                     | 22 425 000              | 3 496 000                     |
| 20 | Windows Live                                                                            | 20 889 000              | 2 715 000                     |
| 21 | Samsung                                                                                 | 20 413 000              | 6 774 000                     |
| 22 | LA POSTE                                                                                | 20 329 000              | 2 749 000                     |
| 23 | Vinted                                                                                  | 20 310 000              | 6 152 000                     |
| 24 | impots.gouv.fr                                                                          | 19 854 000              | 1 466 000                     |
| 25 | Spotify                                                                                 | 19 759 000              | 6 298 000                     |
| 26 | E.Leclerc                                                                               | 19 699 000              | 2 850 000                     |
| 27 | Outlook (Outlook.com)                                                                   | 19 571 000              | 8 348 000                     |
| 28 | Lidl                                                                                    | 19 307 000              | 2 749 000                     |
| 29 | Netflix                                                                                 | 19 287 000              | 4 626 000                     |
| 30 | Assurance Maladie                                                                       | 19 193 000              | 1 566 000                     |
| 31 | Carrefour                                                                               | 19 172 000              | 2 380 000                     |
| 32 | PayPal                                                                                  | 18 654 000              | 1 767 000                     |
| 33 | BFM TV - T ACPM                                                                         | 18 493 000              | 2 618 000                     |
| 34 | Actu.fr - T ACPM                                                                        | 18 254 000              | 2 570 000                     |
| 35 | Ouest France - T ACPM                                                                   | 18 195 000              | 2 809 000                     |
| 36 | Le Figaro - T ACPM                                                                      | 18 080 000              | 2 546 000                     |
| 37 | Yahoo                                                                                   | 17 728 000              | 4 895 000                     |
| 38 | LinkedIn                                                                                | 16 954 000              | 4 457 000                     |
| 39 | Credit Agricole                                                                         | 16 391 000              | 5 051 000                     |
| 40 | Le Parisien - T ACPM                                                                    | 15 953 000              | 1 668 000                     |
| 41 | Airbnb                                                                                  | 15 408 000              | 2 255 000                     |
| 42 | Pinterest                                                                               | 15 332 000              | 2 758 000                     |
| 43 | Temu                                                                                    | 15 291 000              | 2 993 000                     |
| 44 | PagesJaunes - T                                                                         | 15 233 000              | 967 000                       |
| 45 | Marmiton - T ACPM                                                                       | 15 021 000              | 1 033 000                     |
| 46 | Cdiscount                                                                               | 14 921 000              | 1 289 000                     |
| 47 | Tele Loisirs - T ACPM                                                                   | 14 891 000              | 2 416 000                     |
| 48 | Leroy Merlin                                                                            | 14 834 000              | 1 120 000                     |
| 49 | Twitter X                                                                               | 14 662 000              | 4 048 000                     |
| 50 | Dailymotion                                                                             | 14 475 000              | 1 164 000                     |

## 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                                                                                  | 55 668 000              | 53,7                         | 98,0                             |
| 2  | Facebook                                                                                | 52 116 000              | 25,7                         | 97,6                             |
| 3  | WhatsApp                                                                                | 50 564 000              | 4,2                          | 99,4                             |
| 4  | YouTube                                                                                 | 49 716 000              | 29,9                         | 95,1                             |
| 5  | Instagram                                                                               | 44 981 000              | 14,6                         | 96,6                             |
| 6  | Amazon                                                                                  | 41 768 000              | 35,1                         | 87,7                             |
| 7  | Messenger                                                                               | 37 038 000              | 1,0                          | 99,7                             |
| 8  | Leboncoin.fr - T ACPM                                                                   | 32 590 000              | 23,8                         | 89,0                             |
| 9  | Wikipedia                                                                               | 29 203 000              | 20,7                         | 90,1                             |
| 10 | Microsoft / Microsoft 365                                                               | 28 792 000              | 33,7                         | 81,6                             |
| 11 | OpenAI                                                                                  | 28 709 000              | 20,4                         | 90,0                             |
| 12 | Doctolib                                                                                | 26 669 000              | 19,1                         | 90,7                             |
| 13 | TikTok                                                                                  | 26 246 000              | 10,5                         | 94,7                             |
| 14 | Snapchat - T ACPM                                                                       | 26 127 000              | 1,7                          | 99,3                             |
| 15 | Waze                                                                                    | 25 462 000              | 1,6                          | 99,3                             |
| 16 | Orange                                                                                  | 23 680 000              | 34,6                         | 80,3                             |
| 17 | Booking.com                                                                             | 23 647 000              | 23,3                         | 85,5                             |
| 18 | Apple                                                                                   | 22 746 000              | 13,8                         | 91,9                             |
| 19 | franceinfo - T ACPM                                                                     | 22 425 000              | 10,7                         | 93,9                             |
| 20 | Windows Live                                                                            | 20 889 000              | 47,7                         | 64,4                             |
| 21 | Samsung                                                                                 | 20 413 000              | 6,0                          | 95,8                             |
| 22 | LA POSTE                                                                                | 20 329 000              | 35,2                         | 75,4                             |
| 23 | Vinted                                                                                  | 20 310 000              | 12,1                         | 92,3                             |
| 24 | impots.gouv.fr                                                                          | 19 854 000              | 55,9                         | 56,6                             |
| 25 | Spotify                                                                                 | 19 759 000              | 7,0                          | 95,3                             |
| 26 | E.Leclerc                                                                               | 19 699 000              | 21,6                         | 86,1                             |
| 27 | Outlook (Outlook.com)                                                                   | 19 571 000              | 26,8                         | 82,7                             |
| 28 | Lidl                                                                                    | 19 307 000              | 10,2                         | 94,0                             |
| 29 | Netflix                                                                                 | 19 287 000              | 18,4                         | 87,0                             |
| 30 | Assurance Maladie                                                                       | 19 193 000              | 41,0                         | 70,0                             |
| 31 | Carrefour                                                                               | 19 172 000              | 23,7                         | 83,5                             |
| 32 | PayPal                                                                                  | 18 654 000              | 26,7                         | 80,0                             |
| 33 | BFM TV - T ACPM                                                                         | 18 493 000              | 9,4                          | 94,8                             |
| 34 | Actu.fr - T ACPM                                                                        | 18 254 000              | 8,7                          | 94,5                             |
| 35 | Ouest France - T ACPM                                                                   | 18 195 000              | 12,4                         | 91,8                             |
| 36 | Le Figaro - T ACPM                                                                      | 18 080 000              | 21,8                         | 86,4                             |
| 37 | Yahoo                                                                                   | 17 728 000              | 39,8                         | 70,4                             |
| 38 | LinkedIn                                                                                | 16 954 000              | 22,6                         | 84,7                             |
| 39 | Credit Agricole                                                                         | 16 391 000              | 27,0                         | 79,7                             |
| 40 | Le Parisien - T ACPM                                                                    | 15 953 000              | 10,5                         | 92,6                             |
| 41 | Airbnb                                                                                  | 15 408 000              | 16,5                         | 87,9                             |
| 42 | Pinterest                                                                               | 15 332 000              | 16,3                         | 87,7                             |
| 43 | Temu                                                                                    | 15 291 000              | 13,3                         | 90,7                             |
| 44 | PagesJaunes - T                                                                         | 15 233 000              | 25,5                         | 82,4                             |
| 45 | Marmiton - T ACPM                                                                       | 15 021 000              | 10,7                         | 91,8                             |
| 46 | Cdiscount                                                                               | 14 921 000              | 23,5                         | 81,6                             |
| 47 | Tele Loisirs - T ACPM                                                                   | 14 891 000              | 11,9                         | 91,5                             |
| 48 | Leroy Merlin                                                                            | 14 834 000              | 32,5                         | 75,1                             |
| 49 | Twitter X                                                                               | 14 662 000              | 18,9                         | 85,6                             |
| 50 | Dailymotion                                                                             | 14 475 000              | 6,9                          | 94,5                             |



## 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: right, impartial, 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.

Mission-Driven Company, Médiamétrie is committed to advocate for rigorous, transparent, and collaborative audience measurement that promotes balance in the media ecosystem—the foundation of our democratic life.

Médiamétrie employs close to 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.

Discover our Press Room, audience measurement results and expertise on [www.mediametrie.fr](http://www.mediametrie.fr)

And follow us on:  @Mediametrie  Mediametrie.official  Médiamétrie

**Press contacts:** [rex@mediametrie.fr](mailto:rex@mediametrie.fr)

Marie Liutkus

Stéphanie Haoun

Juliette Destribats

