

Métridom

Television and Radio Audience in New Caledonia in September 2026



All media outlets are measured as part of the Métridom study. This press release only includes results for media outlets that had enrolled in the study as of the date of publication and whose cumulative audience share on an average weekday reaches 2% for TV (Monday–Sunday; 12:00 a.m.–11:59 p.m.) and radio (MONDAY - FRIDAY; 5:00 a.m.–11:59 p.m.).

Television results, average Day Monday–Sunday, 12 midnight - 12 midnight

	September 2026				September 2025				September 2024			
	CA%	CA	Audience Share %	VTV h:mn	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn
Total TV	64,5	142 800	100	3:06	67,4	152 200	100	3:22	67,8	156 300	100	3:11

Radio results, average Day Monday–Friday, 5:00 a.m.– 12 midnight

	September 2026				September 2025				September 2024			
	CA%	CA	Audience Share %	TLS h:mn	CA%	CA	Audience Share %	TLS h:mn	CA%	CA	Audience Share %	TLS h:mn
Total Radio	63,2	139 900	100	3:07	64,2	144 900	100	2:45	65,8	151 700	100	2:56

Throughout the field period, from August 31 to September 27, the time difference between France and Nouvelle-Calédonie was 9 hours. When it was noon in Paris, it was 9:00 p.m. in Nouméa.

The aggregates include all channels/stations, regardless of whether they participated in the study.

The results presented fall within a Confidence Interval, which is determined by the Sample Size of the representative sample of the study population.

1% of the cumulative audience in 2026 represents 2,214 people aged 13 and older.



Television Results by Aggregate

Monday-Sunday 00:00-24:00	September 2026				September 2025				September 2024			
	CA%	CA	Audience Share %	VTV h:mn	CA%	CA	Audience Share %	VTV h:mn	CA%	CA	Audience Share %	VTV h:mn
By Package												
Free DTT channels ¹	52,6	116 500	63,5	2:25	56,5	127 600	64,3	2:35	58,3	134 400	65,0	2:25
Chargeable broder channel offering ²	24,9	55 200	30,6	2:27	24,5	55 300	29,9	2:46	25,9	59 600	30,9	2:35
By theme ³												
Entertainment	3,1	7 000	3,3	2:05	4,1	9 300	3,8	2:06	6,3	14 600	5,0	1:42
General interest	59,7	132 100	82,5	2:46	62,3	140 600	79,9	2:55	63,8	147 000	82,8	2:48
News	8,6	19 100	5,9	1:23	9,9	22 400	7,3	1:41	7,7	17 800	5,0	1:23
Sport	2,8	6 100	2,1	1:31	3,2	7 200	1,5	1:04	2,1	4 800	1,2	1:15

¹ Free-to-air local television channels, originally Analogue, and channels broadcast on free-to-air digital Terrestrial television (DTT).

² Mediums requiring a subscription to a Pay TV Offer (CANAL+), satellite, and/or an Internet TV service.

³ Classification based on channel type (not programming).

The results presented fall within a Confidence Interval, which is determined by the Sample Size of the representative sample of the study population.

A 1% cumulative audience share in 2026 represents 2,214 people aged 13 and older.



Television results by channel

	September 2025				September 2025				September 2024			
	CA%	CA	Audience Share %	VTV h:mn	CA%	CA	Audience Share %	VTV h:mn	CA%	CA	Audience Share %	VTV h:mn
Monday-Sunday 00:00-24:00												
NOUVELLE CALÉDONIE LA 1ère	41,5	91 800	33,8	1:38	44,1	99 700	33,6	1:44	49,8	114 800	39,9	1:44
FRANCE 2	8,2	18 200	6,7	1:38	8,3	18 700	6,8	1:52	6,7	15 500	4,9	1:35
FRANCE 3	5,4	11 900	3,2	1:12	6,2	14 000	4,4	1:36	3,8	8 800	2,3	1:18
FRANCE 4	7,0	15 400	5,8	1:40	5,6	12 700	4,5	1:49	6,0	13 800	5,1	1:50
FRANCE 5	3,2	7 000	1,7	1:05	3,4	7 800	2,2	1:28	2,1	4 700	1,2	1:16
FRANCE INFO	4,1	9 100	2,9	1:25	5,3	12 000	3,1	1:19	3,3	7 500	1,6	1:04

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Radio results by Aggregate

Monday-Friday 05:00-24:00	September 2026				September 2025				September 2024			
	CA%	CA	Audience Share %	TSL h:mn	CA%	CA	Audience Share %	TSL h:mn	CA%	CA	Audience Share %	TSL h:mn
By format												
General interest radio	51,5	114 000	78,9	3:01	50,3	113 600	76,3	2:41	55,5	128 000	78,4	2:44
Music radio	21,1	46 800	18,9	1:45	22,4	50 500	21,3	1:41	23,4	54 000	20,5	1:41
By statut												
Private commercial radio stations	49,8	110 200	60,5	2:24	50,3	113 600	63,2	2:13	52,6	121 200	69,5	2:33
Public service radio stations	27,9	61 700	37,4	2:38	26,6	60 200	34,6	2:18	28,4	65 400	29,8	2:02

The aggregates include all stations, whether or not they participate in the study.

Radio Results by Station

Monday-Friday 05:00-24:00	September 2026				September 2025				September 2024			
	CA%	CA	Audience Share %	TSL h:mn	CA%	CA	Audience Share %	TSL h:mn	CA%	CA	Audience Share %	TSL h:mn
NOUVELLE CALEDONIE LA 1 ^{ère}	23,5	52 000	34,2	2:52	23,8	53 800	32,1	2:23	24,0	55 300	25,7	2:04

The results presented fall within a Confidence Interval, which is determined by the Sample Size of the representative sample of the population under study.

A 1% cumulative audience share in 2026 represents 2,214 people aged 13 and older.



**Main events
during the
survey period
September
2026**

During the survey period, from August 31 to September 27, the news was marked by events likely to have an impact on radio listening habits:

Le 1^{er} septembre, l'État **On September 1**, the government announced funding for free school meals and school transportation in Koumac. In Paris, the first day of negotiations began for the cross-party mission tasked with securing financial support from the government for Nouvelle-Calédonie.

On September 2, New Caledonian political leaders, meeting as part of a cross-party delegation, stated that they had secured Parliament's support for 540 million euros in government aid.

France reaffirms its sovereignty over the Matthew and Hunter Islands, which is contested by Vanuatu.

On September 3, Sébastien Lecornu announced a multi-phase funding plan for Nouvelle-Calédonie totaling at least 55 billion CFP francs, or more than 460 million euros.

On September 4, New Caledonian elected officials were received at the Élysée Palace by President Emmanuel Macron.

On September 6, a young runner died during the international marathon in Nouméa.

On September 7, Emmanuel Macron asked the European Commission to draft legislation aimed at banning children under 15 from accessing social media.

On September 9, six Kanak activists filed a complaint against Sébastien Lecornu, Gabriel Attal, Gérald Darmanin, and Éric Dupond-Moretti, denouncing the conditions of their arrest in Nouvelle-Calédonie and their incarceration in mainland France following the 2024 riots.

Following the cross-party mission, Naïma Moutchou outlined the terms of the government's commitment to reducing Nouvelle-Calédonie's debt.

On September 10, after a six-month hiatus, Air Calédonie resumed flights to Ouvéa, but another suspension was announced on September 12.

On September 11, the M/V Matui, an inter-island ferry, sank off the coast of Vanuatu. **On September 20**, Vanuatu authorities called off the search at sea; thirty-seven people are presumed dead. The Prime Minister announces an independent survey, and a national tribute is scheduled **for September 27** for the 39 victims.

On September 14, during a city council meeting, the city of Nouméa officially confirmed its withdrawal from the French Association of Mayors of Nouvelle-Calédonie (AFM-NC).

On September 18, the nickel industry receives new financial support with the announcement by Sonia Backès, president of the South Province, of at least an additional 90 million euros for PRNC, a mining and industrial complex located in southern Nouvelle-Calédonie.



**Main events
during the
survey period
September
2026**

During the survey period, from August 31 to September 27, the news was marked by events likely to have an impact on radio listening habits:

On September 20, several brush fires broke out in the North, notably in Koumac, where homes were threatened.

On September 22, in response to rising fuel prices, the government announced a new aid package of approximately 450 million euros. A young New Caledonian woman is indicted in Clermont-Ferrand for the murder of her partner.

On September 23, in response to the drought, the Rural Agency allocates 110 million CFP francs in aid.

On September 25, Pope Leo XIV began his official visit to France, which included a meeting at the Élysée Palace, an address at UNESCO, and a prayer vigil at the Stade de France attended by nearly 80,000 young people.

On September 26, six fires were reported in Koné.

On the same day, a powerful 6.6-magnitude earthquake shook the archipelago.



Definitions

Audience Indicators

Cumulative Audience (CA): the number or percentage of unique individuals who watched a television channel or listened to a radio station during a given period, regardless of the duration of their viewing or listening. Since the population aged 13 and older in Nouvelle-Calédonie is 221,400, the cumulative audience point represents 2,214 people.

Audience Share (PDA): as a percentage: the proportion of total television/radio viewing/listening time accounted for by a given channel or station. The sum of the audience shares for all media is equal to 100%.

Viewing Time per Viewer (VTV) / Time Spent Listening (TSL) in minutes: the average time spent watching programs broadcast by television channels or listening to programs broadcast by radio stations by all TV viewers or listeners of the medium under study.

Métridom New Caledonia is part of Médiamétrie's **MediaFrOm** offering.

The Métridom TV & Radio New Caledonia 2025 study (from August 31 to September 27, 2026) was conducted on a sample of **1,000 people** representative of the population aged 13 and over, interviewed by computer-assisted telephone interviews.

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.

As a Mission-Driven Company, Médiamétrie is committed to advancing rigorous, transparent and collectively governed audience measurement, supporting a balanced media ecosystem, a cornerstone of our democratic society.

Médiamétrie employs close to 700 people and achieved a turnover of €102.2 million in 2025.

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