Mediametrie
High trust data

Press release

2nd November 2026

Weekly Médiamat

From 26th October to 1st November 2026 – Week 44

Day of viewing

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

Weekly Coverage		
Total TV		**60,233,000**
Audience share (%)		
Aggregates	National Channels[1]	**91.0**
	Other TV : special-interest local and foreign channels	**9.0**
Channels	TF1	**18.1**
	FRANCE 2	**13.5**
	FRANCE 3	**8.9**
	FRANCE 5	**3.5**
	M6	**8.9**
	ARTE	**3.3**
	W9	**3.2**
	TMC	**3.0**
	TFX	**1.5**
	GULLI	**1.3**
	CSTAR	**1.0**
	TF1 SERIES FILMS	**1.4**
	6TER	**1.4**
	RMC STORY	**1.4**
	RMC DÉCOUVERTE	**1.8**
	RMC LIFE	**1.2**
	CANAL+[2]	**1.5**

(1) National channels: historical channels and DTT channels.
(2) Results are calculated over the entire broadcast period. whether free-to-air or encrypted. Audiences for Canal+ Cinéma(s). Canal+ Sport. Canal+ Docs. Canal+ Grand Ecran. Canal+ Foot. Canal+ Kids. Canal+ Sport 360 and Canal+ Box Office are included in the "Other TV" aggregate.

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Definitions

Audience in Viewing days: total audiences of programmes viewed live, private time-shifted, preview and on replay on a given day, regardless of the original live broadcast date of the programmes caught up with.

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

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

The **Weekly Médiamat** is part of Médiamétrie's MediaMat offering.

Médiamat. the benchmark in television audience measurement in France. provides daily **audience figures for programmes watched anywhere, on any screen, live, timeshifted, on replay or preview,** by all French people aged 4 and over, i.e. **63.6 million** individuals.

The measurement is based on **2 representative panels** :

- A first panel of around **12.000 individuals** in **5.500 households**. comprising :
  - 5.000 households equipped with home TV sets. each connected to a fixed audimeter. the source of home TV audience measurement
  - 500 households without home TV sets
- A second panel of around **5.000 individuals** carrying a **personal portable meter** to measure TV audiences out of home (all screens) and on Internet screens at home. These audiences are then attributed to the individuals in the first panel by statistical fusion.

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.

Discover our Press Room, audience measurement results and expertise on www.mediametrie.fr

And follow us on: @Mediametrie Mediametrie.officiel Médiamétrie

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Measure's words
Our glossary

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Methodology audited by CESP audited