Mediametrie
High trust data

Press release

2nd November 2026

Monthly Médiamat

October 2026 – From 28th September to 1st November 2026

Day of viewing

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

		Audience share (%)	Monthly coverage
		October-2026	
	Total TV	100.0	62,449,000
Aggregates	National Channels[1]	91.1	61,888,000
	Other TV : special-interest local and foreign channels	8.9	59,689,000
Channels	TF1	18.7	59,253,000
	FRANCE 2	13.6	56,363,000
	FRANCE 3	8.7	48,942,000
	FRANCE 4	1.3	37,573,000
	FRANCE 5	3.8	49,740,000
	M6	8.4	55,053,000
	ARTE	3.3	40,900,000
	W9	3.0	44,428,000
	TMC	2.9	46,608,000
	TFX	1.6	36,305,000
	GULLI	1.1	31,773,000
	BFM TV	3.6	50,926,000
	CNEWS	3.6	44,729,000
	LCI	2.8	47,980,000
	FRANCEINFO:	1.2	39,870,000
	CSTAR	1.0	30,426,000
	T18	1.0	26,659,000
	NOVO19	1.0	24,333,000
	TF1 SERIES FILMS	1.5	26,055,000
	L'EQUIPE	1.5	32,169,000
	6TER	1.4	26,827,000
	RMC STORY	1.4	39,830,000
	RMC DÉCOUVERTE	1.8	28,515,000
	RMC LIFE	1.1	24,889,000
	CANAL+[2]	1.4	30,636,000

(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.

Médiamétrie – Médiamat - Copyright of Médiamétrie – All rights reserved

Monthly coverage per Individual

Day of viewing

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

	Extrapolated monthly coverage	Monthly coverage (%)
Individuals 4 years +	62,449,000	98.3
Individuals 15 years +	55,476,000	99.9
Individuals 4-14 years	6,947,000	86.0
Individuals 15-34 years	15,334,000	99.9
Individuals 25-49 years	20,070,000	99.9
Individuals 25-59 years	28,511,000	99.9
The woman in charge of household purchases – 50 years	10,723,000	99.9
Individuals 50 years +	27,673,000	100.0
SPG + Individuals	16,953,000	99.9

Médiamétrie – Médiamat – Copyright of Médiamétrie – All rights reserved

Press release

Monthly Médiamat
October 2026 – From 28th September to 1st November 2026

Definitions

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

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

Monthly coverage : number or percentage of individuals who had at least one contact of 10 consecutive seconds with the TV media or the TV channel during the Médiamat month (if the month has 5 weeks, average of the first 4 weeks and last 4 weeks).

The **Monthly 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. **63.1 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: 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.

Further information : www.mediametrie.fr @Mediametrie Mediametrie.officiel Médiamétrie

Press contacts :
Juliette Destribats
Stéphanie Haoun

rex@mediametrie.fr

Media Glossary
Check out over 500 definitions

Médiamétrie - Médiamat - Copyright Médiamétrie – All rights reserved

Methodology audited by CESP audited