Mediametrie
High trust data

Press Release

November 25, 2026

Total Internet Audience in France in october 2026

11- to 14-year-olds spend more than 3 hours a day on the Internet.



In October 2026, **2.4 million** children aged **11 to 14** accessed the Internet every day, representing more than three-quarters (**77%**) of the French population in this age group.
Their average daily time spent online reached **3 hours and 17 minutes**, during a month marked by the autumn school holidays.
Among these young users, social media and messaging services accounted for **65%** of total time spent online, compared with **45%** among the overall population.

In October 2026, 56.3 million people went online during the month, representing 96% of French people aged 11 and older. Every day, 50.9 million of them surfed the Internet.

On average, French people aged 11 and over spent **3 hours and 30 minutes** online each day.

Top 10 Monthly Unique Visitors Among 11–14-Year-Olds
Total Internet Audience - October 2026 - Copyright Médiamétrie//NetRatings

	Brands (B) / Channels (C)	Visiteurs Uniques Mensuels	Couverture mensuelle *% des Français de 11-14 ans*	Visiteurs Uniques Quotidiens
1	**Google (B)**	**2 819 000**	88,9	1 884 000
2	**YouTube (B)**	**2 649 000**	83,5	1 256 000
3	**WhatsApp (B)**	**2 340 000**	73,7	1 725 000
4	**Snapchat - T ACPM (B)**	**2 137 000**	67,3	1 800 000
5	**OpenAI (B)**	**2 004 000**	63,2	726 000
6	**Facebook (B)**	**1 972 000**	62,1	759 000
7	**TikTok (B)**	**1 956 000**	61,7	1 210 000
8	**Instagram (B)**	**1 769 000**	55,8	1 052 000
9	**Spotify (B)**	**1 642 000**	51,7	615 000
10	**Roblox (B)**	**1 576 000**	49,7	648 000

Médiamétrie and Médiamétrie//NetRatings – Total Internet Audience - All Connection Locations - France – October 2026 - Base : 11 years old and +
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Top 50 Most-Visited Groups in France

	Groupe P	Visiteurs Uniques par mois	Visiteurs Uniques moyens par jour
1	Google (P)	56 014 000	47 702 000
2	Meta Platforms (P)	54 883 000	46 048 000
3	Microsoft (P)	45 745 000	20 183 000
4	Amazon (P)	43 537 000	12 397 000
5	WEB66 (P)	35 752 000	8 991 000
6	La Poste (P)	34 105 000	8 235 000
7	Adevinta (P)	32 325 000	7 877 000
8	ReWorld Media (P)	31 765 000	4 664 000
9	Louis Hachette Group (P)	31 724 000	5 913 000
10	Groupe Figaro (P)	31 713 000	5 947 000
11	Groupe Auchan (P)	30 686 000	4 314 000
12	OpenAI (P)	30 548 000	10 548 000
13	Wikimedia Foundation (P)	29 985 000	4 305 000
14	Doctolib (P)	29 844 000	4 246 000
15	Apple Inc. (P)	28 396 000	12 381 000
16	Bytedance (P)	28 013 000	11 954 000
17	francetélévisions (P)	27 155 000	4 301 000
18	Snap Inc. (P)	26 747 000	20 353 000
19	Orange (P)	26 325 000	9 515 000
20	Assurance Maladie (P)	26 283 000	2 634 000
21	Groupe Canal+ (P)	25 263 000	3 249 000
22	Groupe Credit Agricole (P)	25 097 000	7 426 000
23	Gouvernement Francais (P)	24 909 000	2 045 000
24	Webedia (P)	23 202 000	2 625 000
25	Groupe Fnac Darty (P)	22 868 000	1 994 000
26	Ministere de l Economie et des Finances (P)	22 769 000	1 816 000
27	Booking Holdings (P)	22 156 000	2 526 000
28	CMA Media (P)	21 416 000	3 100 000
29	Vinted (P)	21 391 000	6 711 000
30	Lidl+Schwarz (P)	20 670 000	3 017 000
31	Carrefour (P)	20 670 000	2 860 000
32	Samsung Group (P)	20 155 000	7 024 000
33	Spotify (P)	20 047 000	6 893 000
34	Groupe Le Monde (P)	19 864 000	3 164 000
35	E.Leclerc (P)	19 855 000	3 155 000
36	NetFlix (P)	19 616 000	4 707 000
37	Publihebdos (P)	19 463 000	2 520 000
38	Altice France (P)	19 414 000	3 982 000
39	Groupe Les Echos - Le Parisien (P)	19 295 000	2 348 000
40	PayPal (P)	18 861 000	1 972 000
41	Groupe TF1 (P)	18 709 000	2 318 000
42	Societe Generale (P)	18 609 000	4 806 000
43	Yahoo (P)	18 234 000	5 525 000
44	Solocal Group (P)	17 987 000	1 097 000
45	20 Minutes France (P)	17 863 000	2 101 000
46	SNCF France (P)	17 669 000	2 315 000
47	Credit Mutuel (P)	17 270 000	4 688 000
48	Radio France (P)	16 939 000	2 015 000
49	Pinterest (P)	16 530 000	2 977 000
50	PDD Holdings (P)	16 413 000	2 988 000

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Distribution of the Top 50 Most-Visited Groups in France, by Screen

	Groupe P	Visiteurs Uniques par mois	% des VU ayant utilisé l'ordinateur	% des VU ayant utilisé les écrans mobiles
1	Google (P)	56 014 000	58,7	97,6
2	Meta Platforms (P)	54 883 000	31,8	98,7
3	Microsoft (P)	45 745 000	54,2	82,1
4	Amazon (P)	43 537 000	36,0	88,7
5	WEB66 (P)	35 752 000	22,2	92,6
6	La Poste (P)	34 105 000	37,4	81,3
7	Adevinta (P)	32 325 000	23,0	89,4
8	ReWorld Media (P)	31 765 000	19,0	92,0
9	Louis Hachette Group (P)	31 724 000	24,5	88,7
10	Groupe Figaro (P)	31 713 000	26,9	89,0
11	Groupe Auchan (P)	30 686 000	30,6	84,5
12	OpenAI (P)	30 548 000	24,1	88,7
13	Wikimedia Foundation (P)	29 985 000	25,7	86,6
14	Doctolib (P)	29 844 000	21,4	89,8
15	Apple Inc. (P)	28 396 000	10,3	93,9
16	Bytedance (P)	28 013 000	10,9	94,3
17	francetélévisions (P)	27 155 000	20,8	89,7
18	Snap Inc. (P)	26 747 000	2,1	99,2
19	Orange (P)	26 325 000	34,5	82,0
20	Assurance Maladie (P)	26 283 000	39,2	75,5
21	Groupe Canal+ (P)	25 263 000	18,5	89,9
22	Groupe Credit Agricole (P)	25 097 000	27,8	83,8
23	Gouvernement Francais (P)	24 909 000	36,3	75,9
24	Webedia (P)	23 202 000	20,8	87,8
25	Groupe Fnac Darty (P)	22 868 000	32,4	77,6
26	Ministere de l Economie et des Finances (P)	22 769 000	51,8	62,2
27	Booking Holdings (P)	22 156 000	25,9	83,1
28	CMA Media (P)	21 416 000	16,6	89,7
29	Vinted (P)	21 391 000	14,7	91,8
30	Lidl+Schwarz (P)	20 670 000	11,2	93,4
31	Carrefour (P)	20 670 000	22,6	85,4
32	Samsung Group (P)	20 155 000	5,2	96,9
33	Spotify (P)	20 047 000	8,0	94,3
34	Groupe Le Monde (P)	19 864 000	24,3	85,0
35	E.Leclerc (P)	19 855 000	24,9	83,1
36	NetFlix (P)	19 616 000	19,5	86,7
37	Publihebdos (P)	19 463 000	11,4	92,5
38	Altice France (P)	19 414 000	24,1	83,8
39	Groupe Les Echos - Le Parisien (P)	19 295 000	14,8	90,6
40	PayPal (P)	18 861 000	29,5	80,3
41	Groupe TF1 (P)	18 709 000	24,3	83,0
42	Societe Generale (P)	18 609 000	22,2	84,9
43	Yahoo (P)	18 234 000	45,2	66,8
44	Solocal Group (P)	17 987 000	30,1	77,5
45	20 Minutes France (P)	17 863 000	16,9	89,0
46	SNCF France (P)	17 669 000	21,2	85,3
47	Credit Mutuel (P)	17 270 000	29,5	78,2
48	Radio France (P)	16 939 000	16,3	88,8
49	Pinterest (P)	16 530 000	19,0	86,0
50	PDD Holdings (P)	16 413 000	13,7	89,9

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Top 50 Most-Visited Brands in France

	Marque B	Visiteurs Uniques par mois	Visiteurs Uniques moyens par jour
1	Google (B)	55 924 000	46 494 000
2	Facebook (B)	52 106 000	34 998 000
3	WhatsApp (B)	50 922 000	36 561 000
4	YouTube (B)	50 378 000	19 186 000
5	Instagram (B)	45 778 000	27 112 000
6	Amazon (B)	41 917 000	11 306 000
7	Messenger (B)	37 010 000	19 005 000
8	Microsoft / Microsoft 365 (B)	32 304 000	7 086 000
9	Leboncoin.fr - T ACPM (B)	31 880 000	7 797 000
10	OpenAI (B)	30 548 000	10 548 000
11	Doctolib (B)	29 844 000	4 246 000
12	Wikipedia (B)	29 843 000	4 254 000
13	TikTok (B)	27 173 000	11 769 000
14	Snapchat - T ACPM (B)	26 552 000	20 323 000
15	Orange (B)	25 446 000	9 281 000
16	Waze (B)	24 094 000	6 233 000
17	franceinfo - T ACPM (B)	23 311 000	3 203 000
18	Apple (B)	23 157 000	11 604 000
19	Assurance Maladie (B)	21 719 000	2 002 000
20	LA POSTE (B)	21 399 000	3 026 000
21	Booking.com (B)	21 322 000	2 421 000
22	Vinted (B)	21 278 000	6 694 000
23	Windows Live (B)	21 262 000	2 672 000
24	BFM TV - T ACPM (B)	20 683 000	2 836 000
25	impots.gouv.fr (B)	20 484 000	1 567 000
26	Lidl (B)	20 086 000	2 967 000
27	Le Figaro - T ACPM (B)	20 073 000	2 813 000
28	Spotify (B)	20 047 000	6 893 000
29	Outlook (Outlook.com) (B)	19 802 000	9 193 000
30	Carrefour (B)	19 743 000	2 707 000
31	Samsung (B)	19 736 000	6 991 000
32	Netflix (B)	19 599 000	4 704 000
33	E.Leclerc (B)	19 562 000	3 121 000
34	Actu.fr - T ACPM (B)	19 446 000	2 515 000
35	Ouest France - T ACPM (B)	19 251 000	2 758 000
36	LinkedIn (B)	19 021 000	5 149 000
37	PayPal (B)	18 720 000	1 953 000
38	Credit Agricole (B)	17 915 000	5 690 000
39	PagesJaunes - T (B)	17 815 000	1 087 000
40	Marmiton - T ACPM (B)	17 583 000	1 318 000
41	Yahoo (B)	17 389 000	5 070 000
42	Fnac (B)	16 804 000	1 376 000
43	Le Monde - T ACPM (B)	16 740 000	2 460 000
44	Pinterest (B)	16 530 000	2 977 000
45	Temu (B)	16 413 000	2 988 000
46	Le Parisien - T ACPM (B)	16 267 000	1 626 000
47	Bing (B)	15 817 000	3 474 000
48	20 Minutes - T ACPM (B)	15 732 000	1 771 000
49	Tele Loisirs - T ACPM (B)	15 659 000	2 752 000
50	Service Public (B)	15 453 000	1 004 000

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Distribution of the Top 50 Most-Visited Brands in France by Screen

	Marque B	Visiteurs Uniques par mois	% des VU ayant utilisé l'ordinateur	% des VU ayant utilisé les écrans mobiles
1	Google (B)	55 924 000	57,6	97,5
2	Facebook (B)	52 106 000	28,6	97,4
3	WhatsApp (B)	50 922 000	6,3	99,6
4	YouTube (B)	50 378 000	33,8	94,1
5	Instagram (B)	45 778 000	17,7	95,7
6	Amazon (B)	41 917 000	36,2	87,9
7	Messenger (B)	37 010 000	1,3	99,7
8	Microsoft / Microsoft 365 (B)	32 304 000	41,7	76,4
9	Leboncoin.fr - T ACPM (B)	31 880 000	22,6	89,3
10	OpenAI (B)	30 548 000	24,1	88,7
11	Doctolib (B)	29 844 000	21,4	89,8
12	Wikipedia (B)	29 843 000	25,5	86,5
13	TikTok (B)	27 173 000	10,5	94,5
14	Snapchat - T ACPM (B)	26 552 000	2,1	99,2
15	Orange (B)	25 446 000	34,8	80,7
16	Waze (B)	24 094 000	-	99,6
17	franceinfo - T ACPM (B)	23 311 000	16,5	90,4
18	Apple (B)	23 157 000	12,5	91,6
19	Assurance Maladie (B)	21 719 000	40,4	71,7
20	LA POSTE (B)	21 399 000	35,8	75,4
21	Booking.com (B)	21 322 000	25,7	83,1
22	Vinted (B)	21 278 000	14,6	91,9
23	Windows Live (B)	21 262 000	52,2	60,2
24	BFM TV - T ACPM (B)	20 683 000	15,6	90,0
25	impots.gouv.fr (B)	20 484 000	54,8	57,1
26	Lidl (B)	20 086 000	10,4	93,7
27	Le Figaro - T ACPM (B)	20 073 000	26,6	83,8
28	Spotify (B)	20 047 000	8,0	94,3
29	Outlook (Outlook.com) (B)	19 802 000	28,5	81,4
30	Carrefour (B)	19 743 000	23,0	84,8
31	Samsung (B)	19 736 000	5,1	97,0
32	Netflix (B)	19 599 000	19,5	86,6
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34	Actu.fr - T ACPM (B)	19 446 000	11,4	92,5
35	Ouest France - T ACPM (B)	19 251 000	13,8	91,7
36	LinkedIn (B)	19 021 000	27,6	81,4
37	PayPal (B)	18 720 000	29,6	80,3
38	Credit Agricole (B)	17 915 000	28,8	79,3
39	PagesJaunes - T (B)	17 815 000	29,8	77,6
40	Marmiton - T ACPM (B)	17 583 000	12,0	92,0
41	Yahoo (B)	17 389 000	45,1	66,0
42	Fnac (B)	16 804 000	27,8	78,0
43	Le Monde - T ACPM (B)	16 740 000	21,6	85,7
44	Pinterest (B)	16 530 000	19,0	86,0
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46	Le Parisien - T ACPM (B)	16 267 000	10,6	92,6
47	Bing (B)	15 817 000	91,7	11,8
48	20 Minutes - T ACPM (B)	15 732 000	16,8	88,8
49	Tele Loisirs - T ACPM (B)	15 659 000	16,0	88,8
50	Service Public (B)	15 453 000	36,7	71,1

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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 commited 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

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Measure's words
Our glossary

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Méthodology audited by CESP audited