

PRESS RELEASE

Levallois, May 22, 2018



The television and radio audience in Mayotte

April 2018 (2-29 April 2018)

All of the devices are measured within the framework of the ad hoc audience survey in Mayotte. In this press release, we have only published the results for the media subscribed to the survey on the day of publication and for which the cumulative audience for an average weekday reached 2% for TV (Monday-Sunday; 12 midnight to 12 midnight) and Radio (Monday-Friday; 05:00-24:00).

Television Results, average day, Monday-Sunday, 12 midnight-12 midnight

	April 2018			April 2017			April-May 2016		
	CA%	Audience share %	VTV h:mn	CA%	Audience share %	VTV h:mn	CA%	Audience share %	VTV h:mn
Total TV	84.9	100	04:47	89.8	100	04:34	83.6	100	04:46

Radio Results, average day, Monday-Thursday, 5am-12 midnight

	April 2018			April 2017			April-May 2016		
	CA%	Audience share %	LTL h:mn	CA%	Audience share %	LTL h:mn	CA%	Audience share %	LTL h:mn
Radio Total	65.1	100	03:10	66.2	100	02:51	69.4	100	02:57

1% of cumulative audience in 2018 represents 1,436 people aged 13 and above

TELEVISION RESULTS IN MAYOTTE

Television Results by aggregate - Monday-Sunday, 12 midnight-12

	April 2018			April 2017			April-May 2016		
	CA%	Audience share %	VTV h:min	CA%	Audience share %	VTV h:min	CA%	Audience share %	VTV h:min
By package									
Free ¹ digital TV channels	67.2	55.4	03:21	73.4	54.4	03:03	72.6	58.4	03:12
Chargeable ² broader channel offering	56.0	43.8	03:10	53.2	45.0	03:28	49.7	40.3	03:14
By theme³									
Cinema	4.5	2.6	02:19	2.9	1.1	01:34	-	-	-
Entertainment	15.0	7.3	01:58	15.4	6.9	01:50	-	-	-
Documentaries/Discovery	2.8	0.9	01:19	2.2	0.6	01:05	-	-	-
General interest	76.3	69.5	03:42	81.4	71.1	03:35	-	-	-
News	13.3	5.4	01:39	20.2	6.6	01:21	-	-	-
Youth	9.3	4.3	01:53	8.7	2.9	01:22	-	-	-
Music	7.3	2.0	01:05	7.3	4.5	02:33	-	-	-
Sport	14.4	6.8	01:55	11.6	5.5	01:56	-	-	-
Others	1.0	0.5	01:58	1.0	0.3	01:05	-	-	-

¹ Free terrestrial, locally broadcast television channels, originally analogue, and channels broadcast over free digital TV.

² Devices requiring a subscription to a chargeable package (Canal+), to satellite or to a television service via broadband internet.

³ Nomenclature defined based on the type of channels (rather than on scheduling).

Television Results, by channel - Monday-Sunday, 12 midnight-12 midnight

	April 2018			April 2017			April-May 2016		
	CA%	Audience share %	VTV h:mn	CA%	Audience share %	VTV h:mn	CA%	Audience share %	VTV h:mn
CANAL +	7.5	2.6	01:25	6.9	3.9	02:19	6.0	2.1	01:25
FRANCE 2	8,8	3.6	01:39	9.6	2.7	01:09	6.2	2.2	01:26
FRANCE 3	3.8	1.1	01:11	6.7	1.8	01:06	2.8	0.7	00:57
FRANCE 4	14.0	5.9	01:43	11.2	3.9	01:26	10.4	4.5	01:43
FRANCE 5	2.5	1.2	01:55	3.9	0.9	00:58	no	no	no
FRANCE Ô	9.7	4.6	01:56	11.3	5.1	01:53	16.0	6.4	01:36
MAYOTTE LA 1ère	56.2	31.1	02:15	58.3	33.2	02:20	59.8	34.2	02:17
NOVELAS TV	4.8	2.5	02:06	6.4	2.5	01:37	-	-	-

no data : not available (CA<2%)

The results shown are for a confidence interval associated with the size of the representative sample of the population studied.

1% of cumulative audience in 2018 represents 1,436 people aged 13 and above

► Source: Médiamétrie - Mayotte *Ad Hoc* Survey - April 2018 - Copyright of Médiamétrie - All rights



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RADIO RESULTS IN MAYOTTE

Radio Results by station

Monday-Friday 5am-12 midnight	April 2018			April 2017			April-May 2016		
	CA%	Audience share %	LTL h:mn	CA%	Audience share %	LTL h:mn	CA%	Audience share %	LTL h:mn
CARIBOU FM	2.5	1.3	01:07	2.8	1.9	01:17	3.0	2.4	01:36
EXO FM Mayotte	2.3	2.1	01:54	2.3	1.0	00:51	3.8	2.5	01:20
MAYOTTE LA 1 ^{ère}	49.9	62.2	02:34	44.7	58.5	02:28	47.3	52.9	02:17
NRJ Mayotte	8.7	7.5	01:47	8.9	8.5	01:48	10.7	7.5	01:26
RMJ	4.1	3.5	01:46	4.7	3.6	01:28	7.5	6.8	01:52

The results shown are for a confidence interval associated with the size of the representative sample of the population studied.

1% of cumulative audience in 2018 represents 1,436 people aged 13 and above

Main events during the survey period

Over the April 2018 survey period, some significant events likely to have an impact on television watching and radio listening behaviours took place.

April

- 2** The organisers of the strike to protest against the lack of security in Mayotte embarked on the negotiation phase with the new prefect, Dominique Sorain. The trade union confederation and the Mayotte citizens collective decided to lift the road blocks, although the general strike, which had started on 20 February this year, continued.
- 4** Demonstrators erected new road blocks in Mayotte.
- 9** All road blocks in Mayotte were lifted.
- 10** Two former presidents of The Comoros were suspected of having embezzled millions of dollars in a passports for sale scheme devised to finance the development of the country.
- 11** Facebook-Cambridge Analytica scandal: During a hearing before the US House of Representatives, Mark Zuckerberg, CEO and founder of Facebook, explained himself regarding the scandal about the exploitation of his users' personal data by Cambridge Analytica.
- 12** Some five hundred people marched in Moroni to reaffirm their conviction that Mayotte belongs to The Comoros. Meanwhile the island experienced high tensions linked to clandestine immigration from the Union of the Comoros.
- 14** The US, France and the UK deployed considerable military resources against the Assad regime. The three allied countries fired 105 missiles at Syria in response to the alleged chemical attack that had been carried out a few days earlier in Douma and attributed to the Syrian regime.
- 19** A delegation of Mayotte politicians was received in Matignon by the Prime Minister in the presence of several members of the government. Edouard Philippe issued a statement after this meeting. He wanted to "Restore confidence in the word of the government and the future of Mayotte".
- 22** A demonstration organised by opposition ministers turned ugly in Madagascar. Confrontations resulted in three people dying and 17 being injured.
- 23** A van crashed into pedestrians in Toronto, Canada, resulting in 10 people dying and 15 being injured, the majority of whom were women. The person behind the attack claimed to be a follower of the misogynistic movement "Incel".
- 23-25** The President of France, Emmanuel Macron, made a state visit to the USA. He was the first foreign leader to have been invited there for a state visit by US President Donald Trump.

PRESS RELEASE

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Main characteristics of the survey

The *ad hoc* survey of April 2018 on television and radio in Mayotte was carried out between 2 and 29 April 2018 using a sample of 650 individuals who were representative of the population aged 13 years and over. They were surveyed in French or Maore Comorian by means of computer-assisted telephone interviews.

Over 50% of these interviews were conducted using a mobile phone.

Definition of audience indicators

Cumulative audience (CA): number or percentage of different people who watched a television channel or listened to a radio station during a given period, regardless of how long they watched/listened for.

Since the population of 13 years and over is 143,600 people in Mayotte, the cumulative audience point represents 1,436 people.

Audience share in percentage: share that represents the viewing time for a channel over the total viewing time for television/radio media. The sum of the audience shares for all devices equals 100%.

Viewing time per television viewer (VTV) / listening time per listener (LTL) in minutes: average time spent viewing/listening to programmes broadcast by TV channels/radio stations by all of the viewers/listeners of the device being studied.

About Médiamétrie

The French industry leader in media research, Médiamétrie monitors, measures and analyses audience behaviour and market trends. Created in 1985, Médiamétrie is expanding its activities in television, radio, the Internet, cinema, mobile screens, and the cross-media sector in France and abroad. Médiamétrie generated a turnover of €93 million in 2017.

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