

## Computer Video Audience in France in September 2018

### In September, 35-49 year olds spent 6h06 watching videos, i.e. half an hour longer than a year ago.

In September 2018, 27.8 million web users watched videos on computers, i.e. 44.3% of the French population aged two years and older.

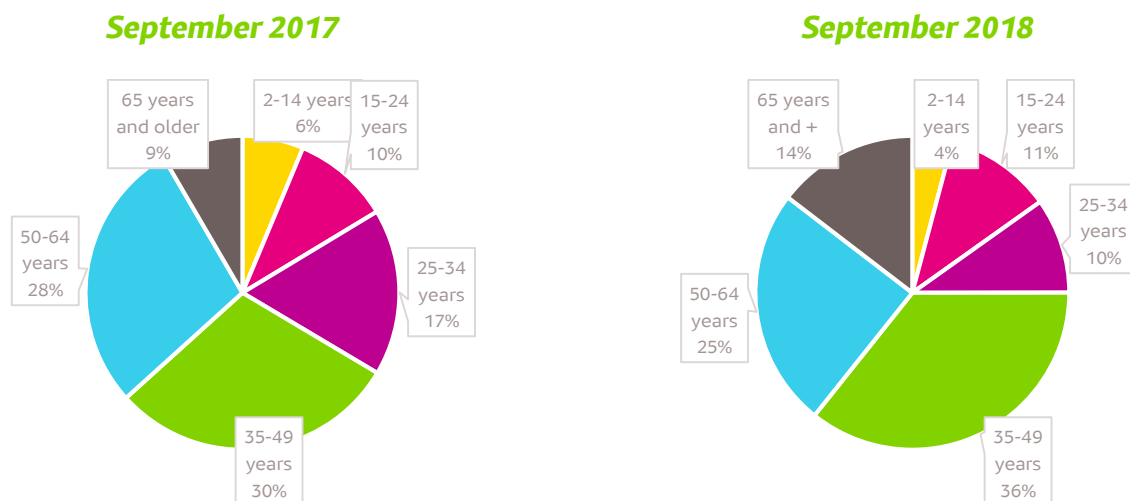
On average, men watched 85 videos during the month, while women watched only 58.

Within one year, the profile of video users has hardly changed, although some categories of the population (especially the 35 and older age group) are spending longer watching videos on computers.

So, 35-49 year old video users spend an extra half hour per month engaged in this activity compared with September 2017, i.e. a total of 6h06 on average.

Video users aged 65 and older have increased their monthly viewing time by 1h35 on average and now spend 3h50 per month engaged in this activity. They now account for 14% of the total time spent.

#### Profile of computer video users (in % of the time spent)



Source: Computer Video Audience, September 2018, copyright Médiamétrie//NetRatings

► **Top 15: most visited brand players in France in September 2018**

<b>Brand Players</b> <i>(The results for the Yahoo brand player are not available in this ranking)</i>	<b>Unique video users per month</b>	<b>Total videos watched per month</b>	<b>Total time per month, in hours</b>
Google/YouTube	22,724,000	1,029,332,000	43,701,000
Dailymotion - TS	11,327,000	221,534,000	32,597,000
Facebook	10,337,000	412,167,000	15,847,000
Digiteka - TS	7,287,000	105,823,000	4,006,000
France Televisions - TS	3,666,000	19,514,000	5,856,000
CCM Benchmark - TS	3,005,000	36,267,000	684,000
MYTF1 - TS	2,787,000	27,505,000	7,308,000
Twitter	2,155,000	21,446,000	315,000
AlloCine - TS	2,035,000	10,905,000	919,000
BFM TV - TS	1,965,000	20,991,000	1,689,000
Figaro - TS	1,456,000	7,797,000	213,000
Aufeminin - T	1,365,000	2,456,000	66,000
6play - TS	1,054,000	9,316,000	4,894,000
Instagram	922,000	2,900,000	48,000
Télé Loisirs	719,000	2,890,000	71,000

**T:** stakeholder with a perimeter that is partially tagged and who is partially supported with site-centric usage

**TS:** stakeholder with a perimeter that is fully tagged and who is fully supported with site-centric usage

► **Top 15: most visited brand supports in France in September 2018**

<b>Brand supports</b> <i>(Telestar.fr, Topsante and Les Echos are not available in this rating)</i>	<b>Unique video users per month</b>	<b>Video views per month</b>	<b>Total time per month, in hours</b>
YouTube	19,894,000	938,334,000	40,996,000
Facebook	10,402,000	414,103,000	15,927,000
Orange	3,057,000	44,243,000	5,193,000
Dailymotion	2,804,000	20,052,000	2,938,000
AlloCine	2,035,000	10,905,000	919,000
France Televisions	2,020,000	13,237,000	5,039,000
MYTF1	1,981,000	25,229,000	7,034,000
franceinfo	1,975,000	6,067,000	894,000
Ouest France	1,781,000	15,045,000	743,000
BFM TV	1,664,000	16,340,000	1,646,000
L'Équipe	1,635,000	24,486,000	3,603,000
Le Figaro	1,553,000	8,104,000	222,000
MSN	1,177,000	10,265,000	761,000
auFeminin	1,171,000	2,095,000	56,000
SFR	1,166,000	3,936,000	377,000

The **VEVO on YouTube** brand support is included in the YouTube brand support.

# PRESS RELEASE

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## Computer Video Audience measurement method

Computer Video Audience measurement draws its information from the Médiamétrie/NetRatings France Panel – a sample of 16,000 individuals, recruited via telephone and online, which is representative of the population of French web users via the computer aged two years and older, living in France and having Internet access at home and/or in the workplace. Measurement of the Computer Video Audience has been hybrid since the August 2012 results. Unique and innovative, the hybrid method involves enriching the data from the Médiamétrie//NetRatings panel with site-centric data from the measurements certified by the APCM, from the eStat measurement and by a TagLight proposed to stakeholders who do not have a certified site-centric measurement. The computer video usage and audience information is available on a monthly basis according to target (women, young people, senior citizens, executives, etc.) or according to website category (news websites, e-commerce websites, travel websites, etc.).

## Definitions

**Brand Player:** Aggregation of the audience of the video player(s) of a single broadcaster, regardless of the website it is broadcasted on.

**Brand Support:** Aggregation of the audience of the pages of a website on which videos have been seen, regardless of the player the video played on.

**Unique video users per month:** Total number of individuals who watched at least one video on their computer screen during the month, regardless of their connection location: home, workplace, other locations. Any individuals who visited the same media site or the same player more than once were only counted once.

**Video views per month:** Number of videos viewed by all web users about a brand.

**Total time spent per month :** Number of hours spent by all of the web users on a brand.

## About Médiamétrie and Médiamétrie//NetRatings

*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, Internet, cinema, mobile phones, tablets and the cross-media sector in France and abroad. Médiamétrie generated a turnover of €93 million in 2017.*

*Médiamétrie// NetRatings is a company created and owned jointly by Médiamétrie and Nielsen. Médiamétrie//NetRatings develops and markets Internet audience and online efficacy reference measurements in France.*

*www.mediametrie.fr  
Twitter: @Mediametrie  
Facebook: Médiamétrie*

### Press contact:

*Benoit David*

*Tel.: +33 (0)1 71 09 93 18*

*bdavid@mediametrie.fr*