

Total Internet Audience in France in April

3 hours of internet browsing per day in April during lockdown- a 46% increase from a year ago

In April 2020, during the lockdown period, each French person spent an average of three hours per day browsing online, all screens combined. That is an increase of 46% compared to April 2019. This growth is due to the many activities allowing people to communicate, obtain information or be a consumer.

On average, 74% of French people went online daily during the month of April. This represents 46.4 million internet users; i.e.: 1.5 million more than a year before.


These internet users also spent more time on each device. The mobile phone saw a significant rise, with internet connections reaching 1 hour and 52 minutes, that is a +47% increase compared to April 2019.

The increase of time spent on the computer is more moderate (+34%) but the time spent online goes over 43 minutes per day though.


Top 20 activities during lockdown - April 2020

| | Sub-categories | Top Audience average day (unique visitors) | Progress Audience on average day vs April 2019 (in %) |
|----|-------------------------------------|--|---|
| 1 | Blogs / Community Websites | 37,207,000 | 10% |
| 2 | General portals | 34,696,000 | 11% |
| 3 | Instant messaging | 26,401,000 | 38% |
| 4 | Videos / Cinema | 26,062,000 | 21% |
| 5 | Email: | 25,855,000 | 13% |
| 6 | News | 22,046,000 | 31% |
| 7 | Search engines | 20,649,000 | -5% |
| 8 | Internet tools / Online services | 20,265,000 | 17% |
| 9 | Online Games | 19,966,000 | 19% |
| 10 | General retail websites | 17,575,000 | 28% |
| 11 | Software publishers | 14,039,000 | 17% |
| 12 | Financial/banking | 13,931,000 | 8% |
| 13 | Corporate websites | 12,628,000 | 29% |
| 14 | Specialised information | 11,197,000 | 38% |
| 15 | Health / Fitness / Nutrition | 10,775,000 | 62% |
| 16 | Multiple categories – Entertainment | 10,566,000 | 42% |
| 17 | Fashion / Beauty | 9,921,000 | 31% |
| 18 | Public services / Government | 9,752,000 | 55% |
| 19 | Cookery / Food | 9,438,000 | 60% |
| 20 | Material manufacturers | 9,242,000 | 37% |


Top 50 of the most visited Groups in France

| Rank |  Groups | Unique users monthly reach | Unique users average daily reach |
|------|--|----------------------------|----------------------------------|
| 1 | Google | 52,103,000 | 41,421,000 |
| 2 | Facebook | 49,047,000 | 37,285,000 |
| 3 | Microsoft | 42,758,000 | 17,359,000 |
| 4 | Groupe Figaro CCM Benchmark | 39,363,000 | 8,627,000 |
| 5 | Groupe TF1 | 35,695,000 | 6,477,000 |
| 6 | WEB66 | 35,599,000 | 10,078,000 |
| 7 | Prisma Media | 35,164,000 | 9,118,000 |
| 8 | Altice France | 33,600,000 | 8,856,000 |
| 9 | Webedia | 33,389,000 | 5,257,000 |
| 10 | Wikimedia Foundation | 31,989,000 | 5,194,000 |
| 11 | Amazon | 31,776,000 | 6,334,000 |
| 12 | francetélévisions | 30,703,000 | 5,633,000 |
| 13 | M6 | 30,189,000 | 4,749,000 |
| 14 | Groupe Le Monde | 29,859,000 | 6,104,000 |
| 15 | Orange | 28,215,000 | 10,036,000 |
| 16 | Vivendi | 26,669,000 | 3,401,000 |
| 17 | La Poste | 26,344,000 | 5,440,000 |
| 18 | Verizon Media | 25,460,000 | 8,939,000 |
| 19 | Groupe Credit Agricole | 25,434,000 | 5,576,000 |
| 20 | Groupe Casino | 25,249,000 | 3,710,000 |
| 21 | Groupe Les Echos - Le Parisien | 24,961,000 | 3,492,000 |
| 22 | Gouvernement Français | 24,327,000 | 2,222,000 |
| 23 | Adevinta | 24,227,000 | 5,088,000 |
| 24 | Groupe Auchan | 24,027,000 | 3,125,000 |
| 25 | Solocal Group | 23,409,000 | 2,192,000 |
| 26 | Radio France | 21,761,000 | 2,658,000 |
| 27 | Snapchat | 21,717,000 | 15,405,000 |
| 28 | 20 Minutes France | 21,318,000 | 3,014,000 |
| 29 | Groupe Fnac Darty | 20,677,000 | 1,842,000 |
| 30 | Apple Inc. | 20,503,000 | 8,997,000 |
| 31 | ReWorld Media | 20,488,000 | 2,139,000 |
| 32 | CMI France | 20,103,000 | 2,612,000 |
| 33 | Twitter | 19,834,000 | 5,252,000 |
| 34 | Groupe Lagardere | 19,704,000 | 1,928,000 |
| 35 | Ministere de l Education Nationale et de la Jeunesse | 18,928,000 | 3,218,000 |
| 36 | Pinterest.com | 18,782,000 | 3,085,000 |
| 37 | NetFlix | 18,745,000 | 4,570,000 |
| 38 | Ministere de l Interieur | 18,552,000 | 1,985,000 |
| 39 | Ministere de l Economie et des Finances | 18,169,000 | 1,631,000 |
| 40 | Samsung Group | 17,569,000 | 3,239,000 |
| 41 | Carrefour | 16,431,000 | 2,068,000 |
| 42 | Publihebdos | 15,226,000 | 1,832,000 |
| 43 | Iliad | 14,490,000 | 2,206,000 |
| 44 | E.Leclerc | 14,265,000 | 1,904,000 |
| 45 | Assurance Maladie | 14,247,000 | 1,554,000 |
| 46 | PayPal | 14,119,000 | 1,246,000 |
| 47 | Le Point | 13,664,000 | 1,254,000 |
| 48 | Doctolib | 13,631,000 | 1,217,000 |
| 49 | Groupe Amaury | 13,585,000 | 2,062,000 |
| 50 | eBay | 13,541,000 | 1,500,000 |


Screen breakdown of the Top 50 most visited Groups in France

| Rank |  Groups | Unique users per month | % of unique users that used Computer | % of unique users that used Mobile | % of unique users that used Tablet |
|------|--|------------------------|--------------------------------------|------------------------------------|------------------------------------|
| 1 | Google | 52,103,000 | 70.1 | 81.8 | 45.9 |
| 2 | Facebook | 49,047,000 | 49.7 | 85.5 | 38.9 |
| 3 | Microsoft | 42,758,000 | 75.1 | 60.1 | 24.9 |
| 4 | Groupe Figaro CCM Benchmark | 39,363,000 | 52.1 | 75.5 | 18.1 |
| 5 | Groupe TF1 | 35,695,000 | 40.1 | 74.1 | 24.1 |
| 6 | WEB66 | 35,599,000 | 36.8 | 79.4 | 21.4 |
| 7 | Prisma Media | 35,164,000 | 36.8 | 78.4 | 19.2 |
| 8 | Altice France | 33,600,000 | 42.8 | 76.9 | 19 |
| 9 | Webedia | 33,389,000 | 45.3 | 70.1 | 18.4 |
| 10 | Wikimedia Foundation | 31,989,000 | 42.9 | 73.4 | 14.5 |
| 11 | Amazon | 31,776,000 | 51.3 | 64.7 | 19.3 |
| 12 | francetélévisions | 30,703,000 | 31.9 | 76.2 | 20.7 |
| 13 | M6 | 30,189,000 | 35.3 | 75.3 | 18.8 |
| 14 | Groupe Le Monde | 29,859,000 | 33.9 | 78.4 | 16.7 |
| 15 | Orange | 28,215,000 | 50.4 | 66.8 | 15.6 |
| 16 | Vivendi | 26,669,000 | 36.7 | 69.5 | 19.7 |
| 17 | La Poste | 26,344,000 | 54.9 | 59.6 | 14.3 |
| 18 | Verizon Media | 25,460,000 | 32.7 | 73.8 | 17.2 |
| 19 | Groupe Credit Agricole | 25,434,000 | 47.1 | 63.7 | 11.9 |
| 20 | Groupe Casino | 25,249,000 | 43.3 | 63.6 | 18.6 |
| 21 | Groupe Les Echos - Le Parisien | 24,961,000 | 34.3 | 73.4 | 16 |
| 22 | Gouvernement Francais | 24,327,000 | 48.6 | 64.5 | 9.3 |
| 23 | Adevinta | 24,227,000 | 37.7 | 65.4 | 21.3 |
| 24 | Groupe Auchan | 24,027,000 | 48.4 | 61.6 | 16.6 |
| 25 | Solocal Group | 23,409,000 | 47.1 | 59.9 | 12.6 |
| 26 | Radio France | 21,761,000 | 29.8 | 74.7 | 14.2 |
| 27 | Snapchat | 21,717,000 | 0.4 | 98.6 | 2.7 |
| 28 | 20 Minutes France | 21,318,000 | 24.9 | 78 | 14.8 |
| 29 | Groupe Fnac Darty | 20,677,000 | 45.8 | 57.6 | 15.9 |
| 30 | Apple Inc. | 20,503,000 | 28.5 | 54.9 | 46.7 |
| 31 | ReWorld Media | 20,488,000 | 29.2 | 72.2 | 13.9 |
| 32 | CMI France | 20,103,000 | 29.7 | 74.4 | 12.2 |
| 33 | Twitter | 19,834,000 | 36.4 | 62.7 | 19.1 |
| 34 | Groupe Lagardere | 19,704,000 | 35.9 | 70.1 | 11.5 |
| 35 | Ministere de l Education Nationale et de la Jeunesse | 18,928,000 | 63.2 | 44.1 | 14.7 |
| 36 | Pinterest.com | 18,782,000 | 43 | 56.5 | 16.9 |
| 37 | NetFlix | 18,745,000 | 34.9 | 65.9 | 16.2 |
| 38 | Ministere de l Interieur | 18,552,000 | 44.2 | 66.5 | 5.7 |
| 39 | Ministere de l Economie et des Finances | 18,169,000 | 75.4 | 30.8 | 7.4 |
| 40 | Samsung Group | 17,569,000 | 9.6 | 77.6 | 27 |
| 41 | Carrefour | 16,431,000 | 43.7 | 58.7 | 16.1 |
| 42 | Publihebdos | 15,226,000 | 20.5 | 79.2 | 12.5 |
| 43 | Iliad | 14,490,000 | 69.7 | 31 | 11 |
| 44 | E.Leclerc | 14,265,000 | 43.4 | 55.8 | 17.2 |
| 45 | Assurance Maladie | 14,247,000 | 62.5 | 43 | 8 |
| 46 | PayPal | 14,119,000 | 44.7 | 53.3 | 16 |
| 47 | Le Point | 13,664,000 | 21.2 | 78.6 | 11.7 |
| 48 | Doctolib | 13,631,000 | 32.4 | 68 | 12.6 |
| 49 | Groupe Amaury | 13,585,000 | 16.5 | 74.9 | 19.4 |
| 50 | eBay | 13,541,000 | 47 | 53.9 | 12.3 |

▶ Top 50 most visited Brands in France

| Rank |  Brands | Unique users monthly reach | Unique users average daily reach |
|------|--|----------------------------|----------------------------------|
| 1 | Google | 51,711,000 | 39,326,000 |
| 2 | YouTube | 48,254,000 | 22,193,000 |
| 3 | Facebook | 48,017,000 | 31,921,000 |
| 4 | WhatsApp | 32,828,000 | 16,850,000 |
| 5 | Instagram | 31,784,000 | 13,021,000 |
| 6 | Wikipedia | 31,705,000 | 5,075,000 |
| 7 | Amazon | 31,074,000 | 6,145,000 |
| 8 | franceinfo - T ACPM/OJD | 27,359,000 | 4,728,000 |
| 9 | Orange - T ACPM/OJD | 27,186,000 | 9,840,000 |
| 10 | Le Figaro - T ACPM/OJD | 26,655,000 | 3,794,000 |
| 11 | Yahoo | 24,780,000 | 8,576,000 |
| 12 | Microsoft | 24,396,000 | 5,234,000 |
| 13 | Marmiton | 24,034,000 | 2,885,000 |
| 14 | Le Journal des Femmes - T | 23,944,000 | 2,393,000 |
| 15 | Linternaute.com - T | 23,828,000 | 2,134,000 |
| 16 | Tele Loisirs - T ACPM/OJD | 23,532,000 | 4,585,000 |
| 17 | Ouest France - T ACPM/OJD | 23,513,000 | 3,339,000 |
| 18 | Leboncoin.fr - T | 23,114,000 | 4,882,000 |
| 19 | BFM TV - T ACPM/OJD | 23,010,000 | 3,861,000 |
| 20 | Cdiscount | 22,869,000 | 2,973,000 |
| 21 | Le Monde - T ACPM/OJD | 22,475,000 | 3,818,000 |
| 22 | Le Parisien - T ACPM/OJD | 22,243,000 | 2,656,000 |
| 23 | Snapchat - T ACPM/OJD | 21,717,000 | 15,405,000 |
| 24 | 20 Minutes - T ACPM/OJD | 21,317,000 | 3,013,000 |
| 25 | Windows Live | 21,210,000 | 3,822,000 |
| 26 | Apple | 20,497,000 | 8,993,000 |
| 27 | LA POSTE | 20,167,000 | 2,943,000 |
| 28 | Femme Actuelle - T ACPM/OJD | 20,036,000 | 2,090,000 |
| 29 | Twitter | 19,731,000 | 5,220,000 |
| 30 | LinkedIn | 19,480,000 | 3,730,000 |
| 31 | Pinterest | 18,782,000 | 3,085,000 |
| 32 | Netflix | 18,745,000 | 4,570,000 |
| 33 | PagesJaunes - T | 18,595,000 | 1,510,000 |
| 34 | Ministere de l Interieur | 17,612,000 | 1,896,000 |
| 35 | Samsung | 17,420,000 | 3,193,000 |
| 36 | Fnac | 17,314,000 | 1,437,000 |
| 37 | impots.gouv.fr | 16,680,000 | 1,369,000 |
| 38 | Dailymotion - T | 15,784,000 | 1,081,000 |
| 39 | SFR | 15,779,000 | 4,109,000 |
| 40 | France Bleu - T ACPM/OJD | 15,518,000 | 1,361,000 |
| 41 | Service-Public.fr | 15,405,000 | 971,000 |
| 42 | Outlook | 15,393,000 | 6,745,000 |
| 43 | Actu.fr - T ACPM/OJD | 15,221,000 | 1,831,000 |
| 44 | cuisineAZ.com - T | 15,152,000 | 1,305,000 |
| 45 | LCI - T ACPM/OJD | 14,508,000 | 1,328,000 |
| 46 | MSN | 14,392,000 | 3,238,000 |
| 47 | AlloCine - T | 14,285,000 | 1,210,000 |
| 48 | Le HuffPost - T ACPM/OJD | 14,265,000 | 1,363,000 |
| 49 | OneDrive | 14,179,000 | 1,973,000 |
| 50 | E.Leclerc | 14,123,000 | 1,883,000 |

Screen breakdown of the Top 50 most visited Brands in France

| Rank |  Brands | Unique users per month | % of unique users that used Computer | % of unique users that used Mobile | % of unique users that used Tablet |
|------|--|------------------------|--------------------------------------|------------------------------------|------------------------------------|
| 1 | Google | 51,711,000 | 68.1 | 82.3 | 45 |
| 2 | YouTube | 48,254,000 | 53 | 79.3 | 34.7 |
| 3 | Facebook | 48,017,000 | 49.4 | 83.1 | 39.1 |
| 4 | WhatsApp | 32,828,000 | 5.4 | 98.4 | 1.8 |
| 5 | Instagram | 31,784,000 | 16.6 | 86.8 | 17.2 |
| 6 | Wikipedia | 31,705,000 | 42.4 | 73.2 | 14.3 |
| 7 | Amazon | 31,074,000 | 52.2 | 63.9 | 18.2 |
| 8 | franceinfo - T ACPM/OJD | 27,359,000 | 27.2 | 78.2 | 18.1 |
| 9 | Orange - T ACPM/OJD | 27,186,000 | 50.2 | 66.3 | 15.5 |
| 10 | Le Figaro - T ACPM/OJD | 26,655,000 | 39.4 | 72.3 | 13.2 |
| 11 | Yahoo | 24,780,000 | 31.5 | 73.9 | 16.8 |
| 12 | Microsoft | 24,396,000 | 73.6 | 36.3 | 13.4 |
| 13 | Marmiton | 24,034,000 | 28 | 68.5 | 23.4 |
| 14 | Le Journal des Femmes - T | 23,944,000 | 30.4 | 71.5 | 14.2 |
| 15 | Linternaute.com - T | 23,828,000 | 39.4 | 67.3 | 11.6 |
| 16 | Tele Loisirs - T ACPM/OJD | 23,532,000 | 26.2 | 76 | 14.2 |
| 17 | Ouest France - T ACPM/OJD | 23,513,000 | 29.3 | 75.5 | 14.2 |
| 18 | Leboncoin.fr - T | 23,114,000 | 38 | 64.9 | 20.6 |
| 19 | BFM TV - T ACPM/OJD | 23,010,000 | 25 | 79 | 15.2 |
| 20 | Cdiscount | 22,869,000 | 42.1 | 61.1 | 19.1 |
| 21 | Le Monde - T ACPM/OJD | 22,475,000 | 28.9 | 76.9 | 14.4 |
| 22 | Le Parisien - T ACPM/OJD | 22,243,000 | 32.1 | 72.5 | 14.7 |
| 23 | Snapchat - T ACPM/OJD | 21,717,000 | 0.4 | 98.6 | 2.7 |
| 24 | 20 Minutes - T ACPM/OJD | 21,317,000 | 24.9 | 77.9 | 14.8 |
| 25 | Windows Live | 21,210,000 | 60.1 | 35.4 | 28.3 |
| 26 | Apple | 20,497,000 | 28.5 | 54.9 | 46.8 |
| 27 | LA POSTE | 20,167,000 | 56.6 | 52.9 | 11.3 |
| 28 | Femme Actuelle - T ACPM/OJD | 20,036,000 | 30.7 | 71.2 | 15.5 |
| 29 | Twitter | 19,731,000 | 36.5 | 62.5 | 19.2 |
| 30 | LinkedIn | 19,480,000 | 31.4 | 63.9 | 26.2 |
| 31 | Pinterest | 18,782,000 | 43 | 56.5 | 16.9 |
| 32 | Netflix | 18,745,000 | 34.9 | 65.9 | 16.2 |
| 33 | PagesJaunes - T | 18,595,000 | 42.6 | 59.2 | 13.3 |
| 34 | Ministere de l Interieur | 17,612,000 | 41.9 | 68 | 5.4 |
| 35 | Samsung | 17,420,000 | 9.5 | 77.7 | 27.1 |
| 36 | Fnac | 17,314,000 | 42.5 | 57.6 | 16 |
| 37 | impots.gouv.fr | 16,680,000 | 76.7 | 27 | 7.2 |
| 38 | Dailymotion - T | 15,784,000 | 22.5 | 69.3 | 20.6 |
| 39 | SFR | 15,779,000 | 39.5 | 60 | 16 |
| 40 | France Bleu - T ACPM/OJD | 15,518,000 | 24.3 | 74.5 | 12.1 |
| 41 | Service-Public.fr | 15,405,000 | 50.1 | 57.2 | 6 |
| 42 | Outlook | 15,393,000 | 53.5 | 57.7 | 8.5 |
| 43 | Actu.fr - T ACPM/OJD | 15,221,000 | 20.5 | 79.3 | 12.5 |
| 44 | cuisineAZ.com - T | 15,152,000 | 26.6 | 71.4 | 15.5 |
| 45 | LCI - T ACPM/OJD | 14,508,000 | 24.9 | 75.8 | 11.2 |
| 46 | MSN | 14,392,000 | 88 | 17.3 | - |
| 47 | AlloCine - T | 14,285,000 | 33.3 | 67.6 | 11.5 |
| 48 | Le HuffPost - T ACPM/OJD | 14,265,000 | 21.4 | 79.5 | 11.1 |
| 49 | OneDrive | 14,179,000 | 77.1 | 26.6 | 4.6 |
| 50 | E.Leclerc | 14,123,000 | 43.4 | 55.6 | 17.3 |