

# PRESS RELEASE

Levallois, 20 October 2020



## The television and radio audience in New-Caledonia

September 2020

All of the devices are measured within the framework of the New-Caledonia survey.  
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 reaches 2% for TV (Monday-Sunday; 12 midnight to 12 midnight) and Radio (Monday-Friday; 5am-12 midnight).

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

	September 2020			September 2019			September 2018		
	CA%	CA	VTV h:mn	CA%	CA	VTV h:mn	CA%	CA	VTV h:mn
<b>Total Television</b>	<b>75,9</b>	<b>174 600</b>	<b>03:24</b>	76,2	174 500	03:53	78,0	175 300	03:50

### Radio Results, average day, Monday-Friday, 5am-12 midnight

	September 2020			September 2019			September 2018		
	CA%	CA	LTL h:mn	CA%	CA	LTL h:mn	CA%	CA	LTL h:mn
<b>Total Radio</b>	<b>69,6</b>	<b>160 100</b>	<b>02:47</b>	71,5	163 700	02:52	69,3	155 800	02:49

The aggregates include all channels/stations whether subscribed to the survey or not.

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 2020 represents 2,300 people aged 13 and older.

During all the survey, from September 1st to 28, the time difference between Metropolis and New-Caledonia was 9h. When it was noon in Paris, it was 9pm in Nouméa.

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

	September 2020				September 2019				September 2018			
	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn
<b>By package</b>												
Free DTT channels <sup>1</sup>	57,5	132 100	55,0	02:28	57,6	131 800	53,4	02:45	60,1	135 100	50,2	02:30
Chargeable broader channel offering <sup>2</sup>	41,2	94 800	42,7	02:41	44,8	102 500	43,8	02:54	42,5	95 600	45,6	03:13
<b>By theme <sup>3</sup></b>												
Cinema	2,8	6 600	1,9	01:42	3,2	7 400	1,7	01:36	2,7	6 100	1,3	01:24
Entertainment	10,6	24 400	8,3	02:01	13,6	31 200	7,2	01:34	16,9	38 100	9,5	01:41
Documentaries/Discovery	6,0	13 800	4,0	01:42	8,6	19 600	5,3	01:50	8,2	18 500	5,2	01:54
General interest	68,8	158 200	76,6	02:53	68,5	156 800	76,4	03:18	69,4	155 900	72,7	03:08
News	12,8	29 500	5,3	01:04	6,8	15 500	2,3	00:59	10,5	23 700	3,4	00:57
Youth	3,6	8 300	1,6	01:07	4,4	10 100	1,8	01:13	3,4	7 700	1,4	01:13
Music	1,6	3 600	0,7	01:12	1,5	3 400	1,1	02:11	1,2	2 700	0,7	01:47
Sport	3,8	8 700	2,1	01:26	6,4	14 600	3,5	01:37	8,1	18 200	3,9	01:28

<sup>1</sup> Free terrestrial, locally broadcast television channels, originally analogue, and channels broadcast over free DTT

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

<sup>3</sup> Nomenclature defined based on the type of channels (rather than on scheduling).

## Radio Results by aggregate - Monday-Friday, 5am-12 midnight

	September 2020				September 2019				September 2018			
	CA%	CA	Audience share %	LTL h:mn	CA%	CA	Audience share %	LTL h:mn	CA%	CA	Audience share %	LTL h:mn
<b>By format</b>												
General interest radio	52,5	120 800	73,2	02:42	49,8	113 900	64,9	02:41	50,5	113 500	69,1	02:40
Music radio	30,1	69 200	26,1	01:41	34,5	78 900	33,9	02:01	31,2	70 100	29,7	01:52
<b>By status</b>												
Private commercial radio stations	58,4	134 200	70,6	02:21	59,9	137 100	71,2	02:26	55,3	124 400	69,5	02:27
Public service radio stations	27,5	63 200	28,8	02:02	27,2	62 200	27,9	02:07	28,2	63 300	29,5	02:03

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

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

	September 2020				September 2019				September 2018			
	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn
CALEDONIA	12,1	27 800	5,8	01:14	10,8	24 700	4,8	01:20	10,2	22 900	4,7	01:22
CANAL +	7,0	16 100	3,5	01:18	7,1	16 300	4,2	01:45	8,3	18 700	4,3	01:34
FRANCE 2	10,1	23 200	6,2	01:36	14,2	32 500	8,8	01:51	13,4	30 200	6,6	01:28
FRANCE 3	7,4	16 900	4,0	01:25	7,7	17 500	3,7	01:26	7,0	15 700	2,9	01:14
FRANCE 4	8,0	18 400	4,0	01:17	8,6	19 700	5,1	01:45	9,5	21 400	4,8	01:30
FRANCE 5	2,9	6 700	1,3	01:07	5,7	13 100	2,4	01:16	5,7	12 700	1,6	00:51
FRANCE INFO	4,2	9 700	1,3	00:47	2,0	4 700	0,4	00:32	na	na	na	na
NOUVELLE-CALEDONIE LA 1 <sup>ère</sup>	43,3	99 600	28,0	01:40	42,0	96 100	23,3	01:39	44,5	100 000	23,6	01:35
NOVELAS TV	3,7	8 500	2,2	01:33	2,1	4 900	1,2	01:41	5,0	11 300	3,1	01:51

na : not available (CA<2%).

## Radio Results by station - Monday-Friday, 5am-12 midnight

	September 2020				September 2019				September 2018			
	CA%	CA	Audience share %	LTL h:mn	CA%	CA	Audience share %	LTL h:mn	CA%	CA	Audience share %	LTL h:mn
NOUVELLE-CALEDONIE LA 1 <sup>ère</sup>	21,8	50 300	21,5	01:55	20,2	46 300	21,8	02:13	21,8	49 100	21,2	01:53
OCEANE FM	21,1	48 500	18,1	01:40	22,5	51 500	21,2	01:56	20,4	45 800	17,1	01:38

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 2020 represents 2,300 people aged 13 and older.

### Main events during the survey period

Over the September 2020 survey period, some significant events likely to have an impact on television watching and radio listening behaviours took place.

#### SEPTEMBER

- 1** Due to the Covid-19 pandemic, the borders of New Caledonia will remain virtually closed until 27 March 2021.
- 4** Speech by the President of the Republic, Emmanuel Macron, in front of the Pantheon in Paris, to mark the occasion of the 150<sup>th</sup> anniversary of the proclamation of the French Republic.
- 7** Vladimir Putin's opponent, Alexei Navalny, currently hospitalised in Germany, comes out of an induced coma. According to Germany, he had been poisoned.
- 10** The Oceania Champions League quarter-finals are cancelled due to travel restrictions related to Covid-19.
- 17** New Caledonia's additional budget for 2020 is adopted in order to recover expenses related to the management of the health crisis and the plan to safeguard the economy.
- 21** The official campaign for the second independence referendum on 4 October begins in New Caledonia.
- 23** Covid-19: Guadeloupe and the Aix-Marseille metropolis classed as "high alert areas".
- 24** Citizenship Day.
- 25** A man armed with a machete wounds 2 journalists in Paris, near the former offices of Charlie Hebdo. An investigation for attempted murder in connection with a terrorist enterprise is opened.
- 28** All bars and restaurants in the Aix-Marseille metropolis and in Guadeloupe close following the announcement by Minister of Health Olivier Véran.



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## Main characteristics of the survey

The survey of September 2020 on television and radio in New-Caledonia was carried out between 1st and 28 September 2020 using a sample of 1,018 individuals who were representative of the population aged 13 years and older, interviewed by computer-assisted telephone interviews.

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 older is 230,000 people in French French Guiana, the cumulative audience point represents 2,300 people.

**Audience share** as a percentage: share represented by the viewing time for a channel/station 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 leader in media research, Médiamétrie observes, measures and analyses audience behaviours 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.*

*[www.mediametrie.fr](http://www.mediametrie.fr)*

*Twitter: @Mediametrie*

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### Press contacts :

*Isabelle Lellouche Filliau*

*Tél : 01 47 58 97 26*

*ilellouche-filliau@mediametrie.fr*