

Total Internet Audience in France in November 2020

The audience of mail and parcel delivery websites has increased by more than 50% in one year

In November 2020, 52.8 million French people connected to the Internet during the month, including 45.5 million who connected every day. Although this number is unchanged from last year, on the other hand, the time spent on the Internet increased by 15.2%: 2 hours 32 minutes per day on average per French person (compared to 2 hours 12 minutes in November 2019).

While the second lockdown came into force on 20 October, the audience for websites and applications related to sending mail and parcels increased by 51.5% compared to November 2019.

23.5 million people visited these brands in November 2020, which represents 37.4% of French people, who used these services or sought information about the delivery of letters or parcels. Among working people, the frequentation rate exceeded half of individuals (50.6% of lower SPCs and 58.7% of upper SPCs visited these sites and applications). However, only 25.8% of those aged 65 years and over visited these websites in November.

With a peak of nearly 4.3 million unique visitors, Tuesday 24 November was the busiest day of the month for mail and parcel websites and applications.

Top 10 in the Mail/Stamps sub-category

Total Internet Audience, November 2020, Copyright Médiamétrie//NetRatings

	Total Internet Monthly unique visitors	% of unique visitors who used a mobile phone
Mondial Relay	9,370,000	66.6
Chronopost International	6,097,000	60.4
Colissimo	5,109,000	85.0
La Poste.fr Homepage	4,258,000	25.4
Relais Colis	3,428,000	69.0
UPS - United Parcel Service	3,325,000	56.0
DPD	3,251,000	53.6
Colis Privé	1,964,000	55.3
DHL	1,480,000	63.0
17TRACK	1,299,000	69.5

Summary of results from November 2020



52.8 million individuals went online at least once during the month of November, i.e. 84.1% of the French population aged 2 years and over.




Each day, an average of **45.5 million individuals** went online, i.e. 72.5% of the French population.




French people spent an average of **2 hours 32 minutes** per day on the internet.

Top 50 of the most visited Groups in France


Rank	 Groups	Unique users monthly reach	Unique users average daily reach
1	Google	51,324,000	40,665,000
2	Facebook	47,811,000	35,317,000
3	Microsoft	40,208,000	15,605,000
4	Groupe Figaro CCM Benchmark	39,624,000	8,023,000
5	Amazon	35,988,000	8,701,000
6	Prisma Media	35,797,000	8,857,000
7	WEB66	35,534,000	9,406,000
8	Groupe TF1	34,999,000	5,579,000
9	Altice France	33,165,000	7,929,000
10	Wikimedia Foundation	33,084,000	4,845,000
11	Webedia	29,979,000	3,811,000
12	Groupe Fnac Darty	29,561,000	3,415,000
13	M6	29,214,000	4,177,000
14	francetélévisions	28,642,000	4,539,000
15	Groupe Auchan	28,578,000	3,575,000
16	Orange	28,473,000	9,569,000
17	Adevinta	28,362,000	7,137,000
18	Groupe Casino	27,884,000	3,628,000
19	Groupe Le Monde	27,623,000	4,831,000
20	Verizon Media	27,461,000	9,422,000
21	La Poste	26,928,000	5,088,000
22	Ministere de l Economie et des Finances	26,719,000	6,710,000
23	ReWorld Media	25,137,000	3,187,000
24	Vivendi	24,491,000	3,150,000
25	Gouvernement Francais	24,411,000	2,169,000
26	Groupe Credit Agricole	23,402,000	5,338,000
27	Groupe Les Echos - Le Parisien	23,336,000	2,834,000
28	Snap Inc.	22,860,000	15,869,000
29	Ministere de l Interieur	22,143,000	2,371,000
30	Solocal Group	22,110,000	1,869,000
31	20 Minutes France	20,338,000	2,479,000
32	Pinterest.com	20,182,000	3,509,000
33	CMI France	19,746,000	2,304,000
34	NetFlix	19,313,000	4,363,000
35	Groupe Lagardere	18,788,000	1,711,000
36	Apple Inc.	18,773,000	4,581,000
37	Carrefour	18,494,000	2,035,000
38	Radio France	17,471,000	1,999,000
39	PayPal	16,718,000	1,634,000
40	Samsung Group	16,668,000	3,140,000
41	Doctolib	16,646,000	1,526,000
42	Assurance Maladie	16,482,000	1,603,000
43	Ministere de l Education Nationale et de la Jeunesse	16,400,000	3,007,000
44	Twitter	16,386,000	5,196,000
45	Vinted	16,328,000	5,202,000
46	Publihebdos	16,256,000	1,996,000
47	ContextLogic	16,231,000	3,441,000
48	Alibaba Group	15,581,000	2,704,000
49	E.Leclerc	15,522,000	1,735,000
50	Societe Generale	15,032,000	3,001,000

Source: Médiamétrie and Médiamétrie//NetRatings - Total Internet Audience - Any connection location - France - November 2020
 Base: 2 years and over - Copyright Médiamétrie - All rights reserved


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	51,324,000	69.8	84.4	42.6
2	Facebook	47,811,000	47.3	88.4	33.4
3	Microsoft	40,208,000	70.5	65.8	18.9
4	Groupe Figaro CCM Benchmark	39,624,000	50.1	77.1	18.7
5	Amazon	35,988,000	52.2	68.3	20.9
6	Prisma Media	35,797,000	36.4	78.4	21.9
7	WEB66	35,534,000	35.5	80.9	21.1
8	Groupe TF1	34,999,000	38.7	74.8	23.3
9	Altice France	33,165,000	42.8	74.8	19.1
10	Wikimedia Foundation	33,084,000	39.6	74.3	14.5
11	Webedia	29,979,000	41.2	69.5	16.6
12	Groupe Fnac Darty	29,561,000	44.4	67.6	18.5
13	M6	29,214,000	33.5	74.4	19.9
14	francetélévisions	28,642,000	33.7	75.2	20.1
15	Groupe Auchan	28,578,000	47.9	65.4	16.8
16	Orange	28,473,000	49.6	68.9	17.5
17	Adevinta	28,362,000	42.2	67.9	19.1
18	Groupe Casino	27,884,000	44.6	66.6	17.2
19	Groupe Le Monde	27,623,000	33.3	76.8	19.1
20	Verizon Media	27,461,000	31.1	73.4	22.7
21	La Poste	26,928,000	50.3	64.4	12.7
22	Ministere de l Economie et des Finances	26,719,000	47.5	72	7.3
23	ReWorld Media	25,137,000	23.5	77.9	17.6
24	Vivendi	24,491,000	32.4	68	20.3
25	Gouvernement Francais	24,411,000	50.6	60.4	10.6
26	Groupe Credit Agricole	23,402,000	47.6	62.9	12.7
27	Groupe Les Echos - Le Parisien	23,336,000	32.1	74.7	15.2
28	Snap Inc.	22,860,000	0.6	95.3	7.3
29	Ministere de l Interieur	22,143,000	49.3	63.5	4.5
30	Solocal Group	22,110,000	41.5	63.2	12.7
31	20 Minutes France	20,338,000	24.5	77.6	15.2
32	Pinterest.com	20,182,000	43.7	53.6	21.5
33	CMI France	19,746,000	26.9	74.2	14.7
34	NetFlix	19,313,000	28.6	67.2	21.8
35	Groupe Lagardere	18,788,000	31.7	70	14.7
36	Apple Inc.	18,773,000	30.9	62.9	29.9
37	Carrefour	18,494,000	41.6	63.3	13.6
38	Radio France	17,471,000	26.9	75.3	14.9
39	PayPal	16,718,000	44	58.3	13.1
40	Samsung Group	16,668,000	13.9	83.7	12.6
41	Doctolib	16,646,000	32.7	70.4	9.6
42	Assurance Maladie	16,482,000	56.8	49.2	8.9
43	Ministere de l Education Nationale et de la Jeunesse	16,400,000	60.3	47.8	11.2
44	Twitter	16,386,000	39.8	65.2	9.8
45	Vinted	16,328,000	24.7	78.9	13.6
46	Publihebdos	16,256,000	19.2	78.2	15.3
47	ContextLogic	16,231,000	21.2	76.8	14.8
48	Alibaba Group	15,581,000	35.4	65.1	14.1
49	E.Leclerc	15,522,000	40	60.8	15
50	Societe Generale	15,032,000	44.3	59.7	11.6

▶ Top 50 most visited Brands in France

Rank	 Brands	Unique users monthly reach	Unique users average daily reach
1	Google	50,828,000	38,748,000
2	YouTube	46,979,000	19,623,000
3	Facebook	46,134,000	28,520,000
4	Amazon	35,706,000	8,564,000
5	WhatsApp	33,418,000	16,285,000
6	Wikipedia	32,739,000	4,750,000
7	Instagram	32,324,000	13,963,000
8	Le Figaro - T ACPM/OJD	26,969,000	3,566,000
9	Leboncoin.fr - T	26,968,000	6,887,000
10	Orange - T ACPM/OJD	26,837,000	9,330,000
11	Yahoo	26,561,000	8,970,000
12	Cdiscount	25,633,000	3,106,000
13	Microsoft	25,065,000	5,128,000
14	Fnac	25,009,000	2,472,000
15	franceinfo - T ACPM/OJD	24,932,000	3,648,000
16	Linternaute.com - T	24,071,000	1,967,000
17	Tele Loisirs - T ACPM/OJD	23,299,000	4,173,000
18	Le Journal des Femmes - T	22,837,000	2,020,000
19	Snapchat - T ACPM/OJD	22,525,000	15,828,000
20	Marmiton	22,319,000	2,025,000
21	Le Monde - T ACPM/OJD	22,296,000	3,317,000
22	Ouest France - T ACPM/OJD*	21,737,000	3,115,000
23	BFM TV - T ACPM/OJD	20,930,000	2,913,000
24	Ministere de l Interieur	20,859,000	2,228,000
25	20 Minutes - T ACPM/OJD	20,338,000	2,479,000
26	Pinterest	20,182,000	3,509,000
27	Windows Live	20,148,000	2,952,000
28	Le Parisien - T ACPM/OJD	19,845,000	2,120,000
29	LA POSTE	19,461,000	2,639,000
30	PagesJaunes - T	19,454,000	1,607,000
31	Netflix	19,313,000	4,363,000
32	Femme Actuelle - T ACPM/OJD	19,108,000	1,865,000
33	LinkedIn	19,067,000	3,887,000
34	Apple	18,758,000	4,579,000
35	SFR	17,838,000	4,192,000
36	PayPal	16,711,000	1,632,000
37	Doctolib	16,646,000	1,526,000
38	Darty	16,644,000	1,205,000
39	Samsung	16,341,000	3,113,000
40	Vinted	16,328,000	5,202,000
41	Twitter	16,315,000	5,166,000
42	Actu.fr - T ACPM/OJD	16,241,000	1,994,000
43	Wish	16,231,000	3,441,000
44	Assurance Maladie	16,134,000	1,568,000
45	Service-Public.fr	16,020,000	1,003,000
46	Voici - T ACPM/OJD	15,952,000	2,119,000
47	Outlook	15,895,000	6,688,000
48	Carrefour	15,814,000	1,758,000
49	impots.gouv.fr	15,579,000	1,240,000
50	TousAntiCovid	15,539,000	5,405,000

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3	Facebook	46,134,000	47.1	85.8	32.1
4	Amazon	35,706,000	52.3	67.5	20.8
5	WhatsApp	33,418,000	5.7	97.4	4.7
6	Wikipedia	32,739,000	39.3	74.2	14.6
7	Instagram	32,324,000	19.2	84.5	17.5
8	Le Figaro - T ACPM/OJD	26,969,000	39	73	15.3
9	Leboncoin.fr - T	26,968,000	41.4	67.9	18.4
10	Orange - T ACPM/OJD	26,837,000	48.8	67.4	17.5
11	Yahoo	26,561,000	29.2	74	22.1
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27	Windows Live	20,148,000	60.8	49.6	12.1
28	Le Parisien - T ACPM/OJD	19,845,000	28.3	74.5	14.1
29	LA POSTE	19,461,000	54.1	53.5	11.7
30	PagesJaunes - T	19,454,000	38.6	63.6	13.3
31	Netflix	19,313,000	28.6	67.2	21.8
32	Femme Actuelle - T ACPM/OJD	19,108,000	27.9	69.5	20
33	LinkedIn	19,067,000	37.6	67.4	15.8
34	Apple	18,758,000	30.8	62.9	29.9
35	SFR	17,838,000	40.1	63.8	14.6
36	PayPal	16,711,000	43.9	58.4	13.1
37	Doctolib	16,646,000	32.7	70.4	9.6
38	Darty	16,644,000	37.1	62.9	16.2
39	Samsung	16,341,000	13.8	83.7	12.9
40	Vinted	16,328,000	24.7	78.9	13.6
41	Twitter	16,315,000	39.8	65.2	9.6
42	Actu.fr - T ACPM/OJD	16,241,000	19.1	78.3	15.3
43	Wish	16,231,000	21.2	76.8	14.8
44	Assurance Maladie	16,134,000	56.5	49.2	9
45	Service-Public.fr	16,020,000	53	51	8.2
46	Voici - T ACPM/OJD	15,952,000	22.8	73.8	19.6
47	Outlook	15,895,000	50.6	62	13
48	Carrefour	15,814,000	38.1	64.6	12.9
49	impots.gouv.fr	15,579,000	74.8	31.3	6.5
50	TousAntiCovid	15,539,000	-	97.9	3.7

► Source: Médiamétrie and Médiamétrie//NetRatings - Total Internet Audience - Any connection location - France - November 2020
 Base: 2 years and over - Copyright Médiamétrie - All rights reserved



Total Internet Audience measurement

Methodology, Definitions and Indicators

The Total Internet Audience measurement is based on a **unique panel of more than 25,000 individuals aged 2 years and over**, of whom 6,2000 are web users with two or three screens (computer and/or mobile phone and/or tablet), allowing the total audience of over 7,000 brands and 1,000 applications to be measured “natively”. The measurement benefits from innovative hybridisation methodologies developed by Médiamétrie which combine panel data and Big Data. This total measurement provides audience results for each screen: computer, mobile phone and tablet. The measurement takes into account the internet browsing of web users regardless of the location, connection method (3G/4G/WiFi) or protocol (http/https), for all of the websites and apps.

Group or Parent: The Parent level encompasses the audiences of a whole set of Brands. A Brand can only be counted in one sole Parent. The Parent is the company that is the principal shareholder of the Brands (and not the URLs) that are associated with it.

Brand: Brand is the “brand” level. A Brand is an aggregate of fields, sub-fields and/or pages identified by the same logo in a coherent and homogeneous manner.

The brands participating in the measurement via the implementation of a Tag on at least 50% of their perimeter are marked “T”; those with a perimeter that is fully tagged and certified by the ACPM (Press and Media Statistics Alliance) are marked “T ACPM/OJD”.

Unique visitors per month: Total number of web users who visited a group or a brand at least once for the month in question regardless of their connection location: home, work, other locations. Web users who visited the same group (or the same brand) more than once are only counted once.

Average unique visitors per day: Average number of web users that visited a group or a brand at least once during a day for the month in question. Web users that visited the same site more than once in the day are only counted once.

About Médiamétrie and Médiamétrie//NetRatings

The French industry leader in media research, Médiamétrie monitors, measures and analyses audience behaviour and market trends, and fosters the emergence of a benchmark for media data in France. Created in 1985, Médiamétrie is expanding its activities in Television, Radio, the Internet (computer, smartphone and tablet), Cinema and the Cross-media sector in France and abroad. Médiamétrie Group generated a turnover of €102.7 million in 2018.

Médiamétrie//NetRatings was established and is owned jointly by Médiamétrie and Nielsen. Médiamétrie//NetRatings develops and markets Internet audience and online efficacy reference measurements in France.

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