

# PRESS RELEASE

Levallois, 25<sup>th</sup> May 2021

## Weekly Mediamat

### Day of viewing

From 17<sup>th</sup> to 23<sup>rd</sup> May 2021 – Week 20 / 2021



Mediametrie

Television viewing time and audience share (%) of aggregates and channels

#### Please note: Information on France 4

Since 3<sup>rd</sup> May 2021, France 4 and Culture Box share the same broadcasting channel: France 4 now broadcasts from 5am to 8.10pm and Culture Box from 8.10pm to 5am. The results mentioned for France 4 in this press release refer to the channel's audience share from 3am to 3am and do not include Culture Box's audience.

#### Average day Monday-Sunday - from 3am to 3am - 4 years and older

	Viewing time
	From 17th to 23rd May 2021
<b>TOTAL TV</b>	<b>3:38</b>

  

	Audience share (%)
	From 17th to 23rd May 2021
NATIONAL CHANNELS <sup>(1)</sup>	90.9
OTHER TV: SPECIAL-INTEREST. LOCAL AND FOREIGN CHANNELS	9.1
TF1	20.3
FRANCE 2	16.1
FRANCE 3	8.9
CANAL + <sup>(2)</sup>	1.5
FRANCE 5	3.0
M6	8.5
ARTE	2.8
C8	2.6
W9	2.4
TMC	3.1
TFX	1.5
NRJ12	1.3
FRANCE 4 <sup>(3)</sup>	0.4
CSTAR	1.1
GULLI	1.2
TF1 SERIES FILMS	1.6
6TER	1.6
RMC STORY	1.6
RMC DECOUVERTE	2.1
CHERIE 25	1.2

AGGREGATES

CHANNELS

**Note:** Since 30th March 2020, Médiamat integrates all audiences of TV programmes watched outside of the home and on the move\* on TV, computer, smartphone and tablet.

\*At relative's or friends' homes, at a second home, hotel, summer rental, bar, train station, airport, public space, car, train, bus, etc.

(1) National channels: historical channels and DTT channels

(2) The audience for the channels Canal + Cinéma, Canal + Sport, Canal + Décadé, Canal + Family et Canal + Séries is incorporated into the "Other TV" aggregate.

(3) France 4's audience share during its broadcasting hours (5am-8.10pm) is : 0.6%.

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## TV audience measurement Features of Mediamat



Médiamat, the benchmark in television audience measurement in France, takes into consideration audiences of programmes watched at home on TV and audiences outside of the home and on the move regardless of the screen: television, computer, smartphone, tablet.

On 17<sup>th</sup> May 2021, the Médiamat panel comprised 11,542 individuals aged 4 years and older living in 5,000 households equipped with an audience meter in each television set at home. This panel is representative of individuals residing in mainland France having a TV set in their main residence. Audiences outside the home and on the move are measured thanks to a panel of individuals who carry with them a miniature audience meter as they go about their daily activities. Today, there are about 4,500 panellists aged 15 years and older and equipped with a television set.

### Calculation features and audience indicators

**Audience in Viewing days:** total audiences of programmes viewed live, time-shifted and on catch-up on a given day, regardless of the original live broadcast date of the programmes caught up with.

**Viewing Time per Individual (VTI) in minutes:** average time spent viewing programmes broadcasted by TV channels by all individuals in the population studied.

**Audience share in percentage:** share that represents the viewing time for a channel over the total viewing time for television media.

For Canal +, the results have been calculated across the entire broadcast period, whether the broadcast was scrambled or unscrambled.

### About Mediametrie

*The French industry leader in media research, Médiamétrie monitors, measures and analyses audience behaviour and market trends, and fosters the emergence of a reference for Media Data in France. Created in 1985, Médiamétrie is expanding its activities in television, radio, Internet (computers, mobile phones and tablets), cinema and the cross-media sector in France and abroad.*

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