

PRESS RELEASE

Levallois, January 3rd 2022

Yearly Médiamat 2021

Day of viewing

From January 4th 2021 to January 2nd 2022

Television Viewing Time per Individual

In hours and minutes - Average day Monday - Sunday - 3am to 3am



Mediametrie

	Year 2021	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Year 2020	Year 2019
INDIVIDUALS 4 YEARS +	3:41	4:06	4:03	3:57	3:59	3:43	3:27	3:29	3:24	3:23	3:22	3:41	3:44	3:58	3:40
INDIVIDUALS 4 YEARS +	3:39	4:04	4:01	3:55	3:57	3:41	3:25	3:27	3:22	3:21	3:20	3:39	3:42	3:54	3:30
INDIVIDUALS 15 YEARS +	4:04	4:32	4:27	4:22	4:22	4:05	3:48	3:51	3:45	3:44	3:43	4:04	4:06	4:17	3:50
INDIVIDUALS 15-49 YEARS	2:25	2:42	2:41	2:39	2:43	2:27	2:16	2:15	2:15	2:10	2:06	2:22	2:23	2:46	2:30
INDIVIDUALS 15-34 YEARS	1:38	1:49	1:48	1:47	1:49	1:39	1:33	1:37	1:36	1:29	1:24	1:31	1:36	1:57	1:43
CHILDREN 4-14 YEARS	1:10	1:15	1:19	1:14	1:29	1:10	1:00	1:02	1:01	0:59	1:03	1:08	1:14	1:28	1:28
WOMEN IN CHARGE OF HOUSEHOLD PURCHASES - 50 YEARS	3:02	3:31	3:25	3:25	3:32	3:03	2:44	2:42	2:43	2:44	2:43	2:59	3:01	3:29	3:08
INDIVIDUALS 50 YEARS +	5:38	6:17	6:09	6:00	5:57	5:38	5:16	5:21	5:10	5:13	5:13	5:40	5:43	5:46	5:12
SPG + INDIVIDUALS	2:56	3:23	3:25	3:18	3:21	3:02	2:46	2:36	2:35	2:36	2:33	2:52	2:54	3:14	2:40

Day of viewing ratings: ratings of the programmes viewed live, time shifted or as catch-up on a given day, irrespective of the initial date of the live broadcast

Total TV Daily Viewing Time is calculated on the basis of Médiamat, Global Video and 4 Screens TV measurement. It includes TV consumption :

- on TV set and on internet screens (computer, tablet, smartphone)
- live, time shifted and catch-up,
- At relative's or friends' homes, at a second home, hotel, summer rental, bar, train station, airport, public space, car, train, bus, etc.

Note: Since 30th March 2020, Médiamat integrates all audiences of TV programmes watched outside of the home and in mobility* 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



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Audience share (%) and national coverage of aggregates and channels

Average day Monday-Sunday - 3am to 3am - aged 4 years +

	National audience share (%)					Monthly coverage
	Dec-21	Nov-21	Dec-20	Year 2021	Year 2020	Dec-21
TOTAL TV	100.0	100.0	100.0	100.0	100.0	-
NATIONAL CHANNELS ⁽¹⁾ including	90.6	91.0	90.9	90.9	90.4	-
OTHER TV: SPECIAL-INTEREST, LOCAL AND FOREIGN CHANNELS	9.4	9.0	9.1	9.1	9.6	-
TF1	18.6	19.4	20.1	19.7	19.2	55,797,000
FRANCE 2	14.5	14.9	13.9	14.7	14.1	53,717,000
FRANCE 3	9.5	8.9	9.6	9.4	9.4	50,490,000
CANAL + (2)	1.1	1.1	1.1	1.1	1.2	30,701,000
FRANCE 5	3.6	3.5	3.5	3.3	3.5	44,384,000
M6	8.8	9.3	9.7	9.1	9.0	53,656,000
ARTE	3.1	2.9	3.1	2.9	2.9	42,855,000
C8	2.7	2.8	2.7	2.6	2.6	46,905,000
W9	2.3	2.5	2.6	2.5	2.6	44,940,000
TMC	3.1	3.2	3.0	3.0	3.0	45,177,000
TFX	1.7	1.5	1.7	1.5	1.6	41,432,000
NRJ12	1.3	1.3	1.3	1.2	1.3	35,516,000
FRANCE 4*	0.8	0.7	0.9	0.8	1.2	35,857,000
BFM TV	3.1	2.8	2.8	2.9	2.9	44,502,000
CNEWS	2.1	2.1	1.7	2.0	1.4	37,206,000
CSTAR	1.1	1.2	1.1	1.1	1.1	37,284,000
GULLI	1.1	1.1	1.1	1.2	1.3	32,958,000
TF1 SERIES FILMS	1.8	2,0	1.7	1.9	1.8	32,154,000
L'EQUIPE	1.6	1.5	1.5	1.5	1.3	37,342,000
6TER	1.6	1.6	1.4	1.5	1.7	35,646,000
RMC STORY	1.7	1.7	1.5	1.6	1.5	32,836,000
RMC DECOUVERTE	1.8	1.8	2.1	2.0	2.3	33,658,000
CHERIE 25	1.3	1.2	1.1	1.2	1.1	28,759,000
LCI	1.3	1.1	1.1	1.1	1.2	27,779,000
FRANCEINFO:	0.8	0.7	0.7	0.7	0.7	26,622,000

⁽¹⁾ National channels: mainstream channels and free DTT channels.

⁽²⁾ The audience for the channels Canal + Cinéma, Canal + Sport, Canal + Décalé, Canal + Family (until August 29th), Canal + Séries and Canal+ Docs (from October 25th) is incorporated into the "Other TV" aggregate.

Before 03/30/2020: TV audience on TV set at home / + guests.

Since 03/30/2020: for individuals aged 15 years+, audience on TV set at home, out of home and in mobility regardless of the screen.

For individuals aged 4-14 years, audience on TV set at home / + guests.

* From 3rd May to 30th August, France 4 and Culturebox shared the same broadcasting channel (France 4 from 5am to 8:10pm, Culturebox from 8:10pm to 5am), but only the audience of France 4 was counted.

From 30th August, total audience from France 4 includes total audience from Culturebox.

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TV audience measurement



Features of Médiamat

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 27th December 2021, the Médiamat panel comprised 11,432 individuals aged 4 years and older living in 5,008 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

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.

Monthly coverage: number of individuals who had at least one contact of 10 consecutive seconds with the channel over the month.

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.

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

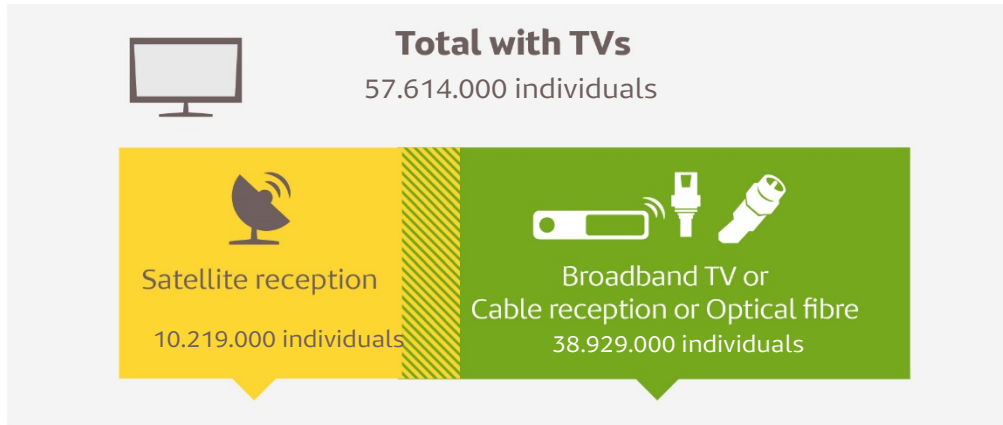
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Equipment, subscription and reception



Source : Médiamétrie

Total with TVs : All individuals 4 years + having at least one TV set at home, regardless of how they receive their TV: via digital terrestrial TV (DTT), analogue and digital cable, satellite, ADSL TV.

Source: Médiamétrie - Médiamat 2020

Satellite reception : All individuals 4 years + living in a home with at least one TV set connected to a satellite TV service, with or without a subscription.

Source: Médiamétrie - Médiamat / Home Devices - April-June 2020

Broadband TV / Cable reception : All individuals 4 years + living in a home with at least one TV set connected to a broadband TV service or set hooked up to a cable TV service, with or without a subscription.

Source: Médiamétrie - Médiamat / Home Devices - April-June 2020

About Médiamétrie

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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