

Total internet audience in France in March 2022

2.2 times more web users on “events/ticketing” websites and apps

In March, which was a period of easing restrictions, websites related to tourism, events and transport experienced the strongest growth, led by the Events & Shows category, which was up **122%** compared to 2021. Web users looking to get away from it all particularly invested in websites and apps in the Tourism/Destination category, which grew by **66%**, or even the Cruise category, which was up **33%** in 1 year. In terms of travel, the Airline and Ground Transport categories respectively attracted **51%** and **20%** more unique visitors compared to 2021.

In March, **54.4** million individuals went online, i.e. **86%** of the French population. Every day, **45.5** million Internet users surfed the web, an increase of around 500,000 individuals compared to last year.

French people spent an average of **2 hours 20 minutes** on the internet each day, which is 9 minutes less than in March 2021, a month that was partly under lockdown.

Mobile phones account for **72%** of time spent on the internet.




Top 10 sub-categories with the biggest increases in 1 year March 2022 vs March 2021

Total Internet Audience, march 2022 – Monthly unique visitors – Threshold : Unique Visitors per Month s > 2 million - Copyright Médiamétrie//NetRatings


	Top 10	Unique Visitors per Month	Evolution over the year (en %)
1	Events & Shows	12 950 000	+ 122%
2	Tourism / Destination	12 343 000	+ 66%
3	Airline companies	11 987 000	+ 51%
4	Cruise	2 616 000	+ 33%
5	Online Trading	5 100 000	+ 33%
6	Ground Transport	23 875 000	+ 20%
7	Hotels / Hotel guides	24 244 000	+ 16%
8	Travel	26 681 000	+ 14%
9	Shopping guides / Comparators	19 514 000	+ 13%
10	Music	34 302 000	+ 9%

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Top 50 of the most visited Groups in France


Rank	 Groups	Unique users Monthly reach	Unique users Average daily reach
1	Google	53 196 000	40 777 000
2	Facebook	49 851 000	36 262 000
3	Microsoft	39 874 000	14 589 000
4	Vivendi	39 142 000	10 610 000
5	Groupe Figaro CCM Benchmark	36 539 000	6 258 000
6	Amazon	35 322 000	7 272 000
7	WEB66	34 348 000	8 378 000
8	Ministere des Solidarites et de la Sante	32 291 000	4 995 000
9	Groupe TF1	30 880 000	3 888 000
10	Wikimedia Foundation	30 845 000	3 731 000
11	Webedia	29 434 000	3 971 000
12	Altice France	29 375 000	6 625 000
13	Adevinta	29 329 000	7 060 000
14	ReWorld Media	27 414 000	4 590 000
15	Orange	27 058 000	8 495 000
16	francetélévisions	27 016 000	4 384 000
17	M6	26 795 000	3 295 000
18	Yahoo	26 737 000	7 899 000
19	Snap Inc.	25 177 000	17 566 000
20	Groupe Credit Agricole	24 533 000	5 562 000
21	Groupe Auchan	23 298 000	2 511 000
22	Groupe Le Monde	23 191 000	4 168 000
23	La Poste	22 855 000	4 288 000
24	Groupe Casino	22 543 000	2 312 000
25	Assurance Maladie	22 327 000	2 150 000
26	Apple Inc.	22 000 000	5 325 000
27	Gouvernement Francais	21 806 000	1 561 000
28	Doctolib	21 464 000	2 347 000
29	Groupe Les Echos - Le Parisien	21 166 000	2 473 000
30	Pinterest.com	20 056 000	2 916 000
31	NetFlix	19 386 000	4 330 000
32	Solocal Group	19 306 000	1 445 000
33	CMI France	18 483 000	2 373 000
34	Groupe Fnac Darty	18 217 000	1 353 000
35	Bytedance	18 054 000	8 448 000
36	Spotify	17 877 000	5 647 000
37	20 Minutes France	17 757 000	2 397 000
38	Samsung Group	17 404 000	3 932 000
39	Radio France	16 529 000	1 812 000
40	Twitter	16 217 000	5 175 000
41	Groupe Lagardere	16 039 000	1 366 000
42	Vinted	16 028 000	4 577 000
43	Ministere de l Economie et des Finances	15 983 000	1 080 000
44	PayPal	15 944 000	1 342 000
45	Booking Holdings	15 194 000	1 220 000
46	Ministere de l Education Nationale et de la Jeunesse	15 102 000	2 283 000
47	Carrefour	14 792 000	1 591 000
48	Societe Generale	14 598 000	3 064 000
49	Publihebdos	14 539 000	1 652 000
50	SNCF France	14 253 000	1 537 000

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	53 196 000	67,2	87,7	39,3
2	Facebook	49 851 000	41,2	91,8	27,5
3	Microsoft	39 874 000	64,5	69,7	15,0
4	Vivendi	39 142 000	33,9	83,9	22,3
5	Groupe Figaro CCM Benchmark	36 539 000	39,2	79,9	15,3
6	Amazon	35 322 000	47,9	73,0	18,0
7	WEB66	34 348 000	30,7	84,2	16,7
8	Ministere des Solidarites et de la Sante	32 291 000	9,6	96,1	3,0
9	Groupe TF1	30 880 000	30,2	78,2	18,7
10	Wikimedia Foundation	30 845 000	35,0	77,6	11,9
11	Webedia	29 434 000	33,4	75,8	15,0
12	Altice France	29 375 000	34,2	79,1	13,7
13	Adevinta	29 329 000	37,4	74,2	15,6
14	ReWorld Media	27 414 000	17,6	85,4	14,8
15	Orange	27 058 000	45,0	71,5	15,1
16	francetélévisions	27 016 000	25,4	80,5	17,8
17	M6	26 795 000	30,3	76,7	14,1
18	Yahoo	26 737 000	24,2	79,3	18,9
19	Snap Inc.	25 177 000	-	97,7	5,0
20	Groupe Credit Agricole	24 533 000	41,1	71,9	10,7
21	Groupe Auchan	23 298 000	44,3	67,0	13,6
22	Groupe Le Monde	23 191 000	26,4	79,2	15,5
23	La Poste	22 855 000	47,4	65,2	9,3
24	Groupe Casino	22 543 000	35,2	72,8	10,9
25	Assurance Maladie	22 327 000	54,7	59,1	9,0
26	Apple Inc.	22 000 000	14,4	79,0	26,4
27	Gouvernement Francais	21 806 000	47,6	64,2	8,1
28	Doctolib	21 464 000	31,8	76,4	9,4
29	Groupe Les Echos - Le Parisien	21 166 000	23,0	80,5	10,6
30	Pinterest.com	20 056 000	26,3	72,4	18,0
31	NetFlix	19 386 000	21,7	70,9	24,7
32	Solocal Group	19 306 000	43,4	64,6	9,0
33	CMI France	18 483 000	18,4	80,0	15,4
34	Groupe Fnac Darty	18 217 000	39,5	66,4	11,6
35	Bytedance	18 054 000	7,1	91,6	8,3
36	Spotify	17 877 000	18,2	81,8	12,1
37	20 Minutes France	17 757 000	22,7	78,2	13,3
38	Samsung Group	17 404 000	6,7	88,9	12,5
39	Radio France	16 529 000	20,2	79,5	11,6
40	Twitter	16 217 000	35,3	69,6	7,4
41	Groupe Lagardere	16 039 000	28,5	73,0	11,0
42	Vinted	16 028 000	18,0	83,4	13,1
43	Ministere de l Economie et des Finances	15 983 000	59,9	49,0	7,2
44	PayPal	15 944 000	33,4	70,5	10,1
45	Booking Holdings	15 194 000	40,4	64,2	12,6
46	Ministere de l Education Nationale et de la Jeunesse	15 102 000	51,8	55,5	7,5
47	Carrefour	14 792 000	38,2	65,7	11,6
48	Societe Generale	14 598 000	34,6	69,8	9,4
49	Publihebdos	14 539 000	15,6	83,7	10,5
50	SNCF France	14 253 000	32,7	71,5	8,8

Total internet audience in France in March 2022

Top 50 most visited Brands in France

Rank	 Brands	Unique users Monthly reach	Unique users average daily reach
1	Google	52 758 000	38 827 000
2	Facebook	47 997 000	28 994 000
3	YouTube	47 893 000	18 417 000
4	WhatsApp	36 490 000	18 523 000
5	Amazon	34 931 000	7 119 000
6	Instagram	33 630 000	15 905 000
7	Wikipedia	30 524 000	3 672 000
8	TousAntiCovid	29 432 000	4 556 000
9	Leboncoin.fr - T	27 921 000	6 782 000
10	Yahoo	26 134 000	7 445 000
11	Orange - T ACPM/OJD	25 406 000	8 283 000
12	Le Figaro - T ACPM/OJD	25 004 000	3 191 000
13	Snapchat - T ACPM/OJD	24 948 000	17 521 000
14	franceinfo - T ACPM/OJD	23 554 000	3 648 000
15	Doctolib	21 464 000	2 347 000
16	Tele Loisirs	21 021 000	4 024 000
17	Assurance Maladie	20 899 000	1 982 000
18	Ouest France - T ACPM/OJD	20 161 000	2 525 000
19	Pinterest	20 056 000	2 916 000
20	Cdiscount	19 618 000	1 753 000
21	Netflix	19 386 000	4 330 000
22	BFM TV - T ACPM/OJD	19 219 000	2 591 000
23	Microsoft	19 020 000	2 636 000
24	LinkedIn	18 327 000	3 459 000
25	Outlook (Outlook.com)	18 275 000	7 775 000
26	Dailymotion	18 198 000	1 740 000
27	TikTok	17 994 000	8 444 000
28	Marmiton	17 910 000	1 412 000
29	Spotify	17 800 000	5 640 000
30	20 Minutes - T ACPM/OJD	17 735 000	2 393 000
31	Le Monde - T ACPM/OJD	17 734 000	2 963 000
32	Le Journal des Femmes	17 633 000	1 292 000
33	Windows Live	17 354 000	2 027 000
34	Samsung	17 243 000	3 917 000
35	Femme Actuelle - T ACPM/OJD	17 206 000	1 454 000
36	Le Parisien - T ACPM/OJD	17 196 000	1 749 000
37	Linternaute.com	16 968 000	1 082 000
38	Service-Public.fr	16 896 000	1 003 000
39	Apple	16 738 000	4 432 000
40	Twitter	16 217 000	5 175 000
41	Vinted	16 028 000	4 577 000
42	Waze	15 937 000	3 189 000
43	PayPal	15 891 000	1 329 000
44	PagesJaunes - T	15 650 000	1 147 000
45	LA POSTE	15 314 000	1 891 000
46	Fnac	14 611 000	994 000
47	SFR	14 558 000	3 492 000
48	Actu.fr - T ACPM/OJD	14 539 000	1 652 000
49	Credit Agricole	14 528 000	3 816 000
50	Voici - T ACPM/OJD	14 291 000	1 637 000

Screen breakdown of the Top 50 most visited Brands in France

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1	Google	52 758 000	66,0	88,1	37,6
2	Facebook	47 997 000	40,0	90,0	27,1
3	YouTube	47 893 000	43,3	84,0	26,8
4	WhatsApp	36 490 000	4,2	98,7	1,9
5	Amazon	34 931 000	48,3	72,4	17,9
6	Instagram	33 630 000	15,6	90,4	12,2
7	Wikipedia	30 524 000	34,6	77,6	11,8
8	TousAntiCovid	29 432 000	1,0	99,5	1,5
9	Leboncoin.fr - T	27 921 000	36,7	73,6	15,5
10	Yahoo	26 134 000	23,2	79,2	18,7
11	Orange - T ACPM/OJD	25 406 000	44,6	69,8	15,1
12	Le Figaro - T ACPM/OJD	25 004 000	30,2	77,4	12,6
13	Snapchat - T ACPM/OJD	24 948 000	-	97,7	4,9
14	franceinfo - T ACPM/OJD	23 554 000	19,7	83,7	14,1
15	Doctolib	21 464 000	31,8	76,4	9,4
16	Tele Loisirs	21 021 000	19,2	81,9	13,2
17	Assurance Maladie	20 899 000	53,5	59,1	8,2
18	Ouest France - T ACPM/OJD	20 161 000	23,1	78,6	14,2
19	Pinterest	20 056 000	26,3	72,4	18,0
20	Cdiscount	19 618 000	36,7	69,7	11,2
21	Netflix	19 386 000	21,7	70,9	24,7
22	BFM TV - T ACPM/OJD	19 219 000	19,1	82,7	11,5
23	Microsoft	19 020 000	64,1	44,0	8,6
24	LinkedIn	18 327 000	30,2	77,0	9,4
25	Outlook (Outlook.com)	18 275 000	39,3	68,5	12,9
26	Dailymotion	18 198 000	12,4	80,3	18,0
27	TikTok	17 994 000	7,1	91,8	8,1
28	Marmiton	17 910 000	21,2	75,7	15,2
29	Spotify	17 800 000	18,2	81,7	12,1
30	20 Minutes - T ACPM/OJD	17 735 000	22,6	78,2	13,3
31	Le Monde - T ACPM/OJD	17 734 000	23,9	78,1	14,7
32	Le Journal des Femmes	17 633 000	24,9	74,3	13,0
33	Windows Live	17 354 000	57,3	47,8	10,0
34	Samsung	17 243 000	6,5	89,0	12,6
35	Femme Actuelle - T ACPM/OJD	17 206 000	23,8	74,8	14,0
36	Le Parisien - T ACPM/OJD	17 196 000	20,3	81,2	9,2
37	Linternaute.com	16 968 000	29,6	71,3	9,6
38	Service-Public.fr	16 896 000	46,3	61,7	6,4
39	Apple	16 738 000	18,7	68,5	33,9
40	Twitter	16 217 000	35,3	69,6	7,4
41	Vinted	16 028 000	18,0	83,4	13,1
42	Waze	15 937 000	1,1	98,6	1,3
43	PayPal	15 891 000	33,2	70,5	10,1
44	PagesJaunes - T	15 650 000	41,3	63,7	9,5
45	LA POSTE	15 314 000	50,2	56,4	7,4
46	Fnac	14 611 000	34,0	67,3	11,1
47	SFR	14 558 000	37,4	66,6	11,4
48	Actu.fr - T ACPM/OJD	14 539 000	15,6	83,7	10,5
49	Credit Agricole	14 528 000	44,3	63,6	9,1
50	Voici - T ACPM/OJD	14 291 000	16,8	80,5	13,0

PRESS RELEASE



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 6,200 are web users with two or three screens (computer and/or mobile phone and/or tablet), allowing the total audience of over 6,000 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/5G/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, a trusted third party for fair and objective measurements

Médiamétrie is committed to providing its customers with joint and sovereign standard audience measurements. As a data leader and media expert, the company applies its know-how to video, audio and cross-media behaviour measurements, as well as advertising effectiveness measurement. Every day, some 1,000 employees design and produce the right measure for today and tomorrow to support the free decision-making of the company's customers in France and abroad.

In 2020, the Médiamétrie Group achieved a turnover of nearly €100 million and processed over one billion data every day.

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.

More information : www.mediametrie.fr



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