



Médiamat'Thématic

TV channel audience of individuals aged 4 years and older receiving satellite, ADSL, cable or fiber optic television

From 3th January 2022 to 19th June 2022

Audiences of special-interest channels Key Figures

45.2 million people

receive television in their homes via satellite, broadband Internet, cable or optical fibre, which represents 78.9% of the population with a TV.

Their individual viewing time for TV is **3 hours 21 minutes** a day.

37.4 million

French people watch at least one special-interest channel **each month**, i.e **82,9%** of the Médiamat'Thématic universe.

10,8 million

French people watch at least one special-interest channel **every day** and devote **1 hour 30 minutes** to them **daily**.
(Viewing Time per Viewer)



11.1%

Audience share for special-interest channels. It amounts to **22,1%** among the paid reception subscribers surveyed*.



*Universe created from the observed consumption of paid special-interest channels and the equipment declared by panellists. See the full definition on page 7.

► Source : Médiamétrie - Médiamat'Thématic from 3rd January 2022 to 19th June 2022
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From 3rd January 2022 to 19th June 2022
**REACH AND AUDIENCE SHARE FOR SPECIAL-INTEREST CHANNELS
AVERAGE MONDAY-SUNDAY 3am-3am – MEDIAMAT'THEMATIK UNIVERSE**

Individuals 4 years and over

The tables of results by special-interest channel now have an extra indicator: audience shares calculated on a 100% Special-interest Channels basis, in addition to the audience share calculated on a 100% Total TV basis. The special-interest channels are ranked in descending order of audience share for 100% Special-interest Channels.
IMPORTANT: the audience share calculated on a Total TV basis remains the benchmark.

CHANNELS	Special-Interest Channels Audience share as a %(*)	4 weeks reach Nb of viewers (in thousands)	Audience share as a %
Special-Interest Channels	100,0	37 441	11,1
TV BREIZH	8,2	6 638	0,9
PARIS PREMIÈRE	5,7	11 080	0,6
RTL9	5,3	10 313	0,6
CANAL+ SPORT	3,1	8 439	0,3
TÉVA	3,1	7 221	0,3
POLAR+	2,8	3 670	0,3
EUROSPORT 1	2,7	4 631	0,3
SÉRIE CLUB	2,6	4 404	0,3
CANAL+ DÉCALÉ	2,2	7 615	0,2
NICKELODEON JUNIOR	2,1	2 879	0,2
EUROSPORT 2	2,0	4 235	0,2
PARAMOUNT CHANNEL	2,0	6 068	0,2
BEIN SPORTS 1	1,9	4 960	0,2
NRJ HITS	1,9	5 486	0,2
CINÉ + FRISSON	1,7	4 780	0,2
13ÈME RUE	1,7	1 996	0,2
AB 1	1,6	4 123	0,2
CINÉ + PREMIER	1,5	4 933	0,2
NATIONAL GEOGRAPHIC	1,5	3 061	0,2
WARNER TV	1,5	3 397	0,2
DISCOVERY CHANNEL	1,4	1 679	0,2
NATIONAL GEOGRAPHIC WILD	1,4	2 805	0,2

(*) Audience share calculated on the basis of all the special-interest channels marked

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AVERAGE MONDAY-SUNDAY 3am-3am – MEDIAMAT'THEMATIK UNIVERSE

Individuals 4 years and over

CHANNELS	Special-Interest Channels Audience Share as a %	4 weeks reach Nb of viewers (in thousands)	Total TV Audience Share as a %
Special-Interest Channels	100,0	37 441	11,1
PLANÈTE + CRIME	1,4	2 346	0,2
TOUTE L'HISTOIRE	1,4	3 060	0,2
HISTOIRE TV	1,3	3 316	0,1
ACTION	1,2	3 864	0,1
AUTOMOTO	1,2	3 122	0,1
BOOMERANG	1,2	1 775	0,1
CANAL+ CINÉMA	1,2	5 117	0,1
DISCOVERY INVESTIGATION	1,2	1 294	0,1
DISNEY JUNIOR	1,2	1 666	0,1
PLANÈTE + AVENTURE	1,2	2 802	0,1
USHUAÏA TV	1,1	3 133	0,1
CANAL+ GRAND ECRAN	1,0	2 712	0,1
NICKELODEON	1,0	2 212	0,1
TCM CINÉMA	1,0	3 455	0,1
CINÉ + FAMIZ	0,9	3 996	0,1
COMÉDIE +	0,9	3 577	0,1
RFM TV	0,9	2 739	0,1
GAME ONE	0,8	2 754	0,1
PLANÈTE +	0,8	3 063	0,1
SCIENCE ET VIE TV	0,8	2 450	0,1
SYFY	0,8	1 864	0,1
TOONAMI	0,8	1 651	0,1
TV5 MONDE	0,8	6 268	0,1
BEIN SPORTS 3	0,7	2 828	0,1
CINÉ + CLASSIC	0,7	3 071	0,1
CINÉ + EMOTION	0,7	3 776	0,1
DISCOVERY SCIENCE	0,7	1 481	0,1
INFOSPORT +	0,7	3 450	0,1
BEIN SPORTS 2	0,6	3 125	0,1
BOING	0,6	1 486	0,1
CANAL J	0,6	1 606	0,1

(*) Audience share calculated on the basis of all the special-interest channels marked

From 3rd January 2022 to 19th June 2022

REACH AND AUDIENCE SHARE FOR SPECIAL-INTEREST CHANNELS
AVERAGE MONDAY-SUNDAY 3am-3am – MEDIAMAT'THEMATIK UNIVERSE

Individuals 4 years and over

CHANNELS	Special-Interest Channels Audience share as a %	4 weeks reach Nb of viewers (in thousands)	Total TV Audience Share as a %
Special-Interest Channels	100,0	37 441	11,1
CARTOON NETWORK	0,6	1 350	0,1
CINÉ + CLUB	0,6	3 505	0,1
MTV	0,6	2 304	0,1
NICKELODEON +1	0,6	1 585	0,1
MCM	0,5	2 470	0,1
RMC SPORT 1	0,5	1 742	0,1
CANAL+ DOCS	0,4	3 748	<0,1
COMEDY CENTRAL	0,4	2 236	<0,1
DISNEY CHANNEL	0,4	1 872	<0,1
J-ONE	0,4	1 883	<0,1
M6 MUSIC	0,4	2 274	<0,1
MTV HITS	0,4	2 583	<0,1
PARAMOUNT CHANNEL DÉCALÉ	0,4	1 921	<0,1
PIWI +	0,4	1 324	<0,1
TIJI	0,4	1 498	<0,1
DISNEY CHANNEL +1	0,3	1 158	<0,1
GAME ONE +1	0,3	1 659	<0,1
MANGAS	0,3	1 513	<0,1
NICKELODEON TEEN	0,3	1 277	<0,1
NOVELAS TV	0,3	1 485	<0,1
TÉLÉTOON +1	0,3	779	<0,1
BET	0,2	2 954	<0,1
E!	0,2	969	<0,1
TÉLÉTOON +	0,2	1 147	<0,1
TRACE URBAN	0,2	1 535	<0,1
BOOMERANG +1	0,1	465	<0,1
MGG TV	0,1	1 148	<0,1
RMC SPORT 1 ACCESS	0,1	131	<0,1
RMC SPORT 2	0,1	687	<0,1
SPORT EN FRANCE	0,1	1 074	<0,1
RMC SPORT 2 ACCESS	<0,1	100	<0,1

(*) Audience share calculated on the basis of all the special-interest channels marked

PRESS RELEASE

Médiamat'Thématic



From 3rd January 2022 to 19th June 2022

REACH AND AUDIENCE SHARE FOR FREE NATIONAL CHANNELS AVERAGE MONDAY-SUNDAY 3am-3am – MEDIAMAT'THEMATIK UNIVERSE

Individuals 4 years and over

CHANNELS	4 weeks reach Nb of viewers (in thousands)	Total TV Audience share as a %
TF1	43 081	19,0
FRANCE 2	40 944	14,1
FRANCE 3	37 965	8,2
CANAL+	24 908	1,4
FRANCE 5	33 088	3,3
M6	40 812	9,3
ARTE	30 689	2,5
C8	33 481	2,7
W9	33 069	2,3
TMC	32 676	3,0
TFX	29 092	1,6
NRJ12	25 115	1,1
LCP-ASSEMBLÉE NATIONALE / PUBLIC SÉNAT	18 489	0,2
FRANCE 4	25 871	0,7
BFM TV	34 252	3,4
CNEWS	27 428	2,1
CSTAR	26 209	1,0
GULLI	24 668	1,1
TF1 SERIES FILMS	23 131	1,6
L'EQUIPE	26 169	1,5
6TER	25 467	1,5
RMC STORY	23 700	1,6
RMC DÉCOUVERTE	23 065	1,7
CHÉRIE 25	19 021	1,1
LCI	21 047	1,6
FRANCEINFO:	19 888	0,8

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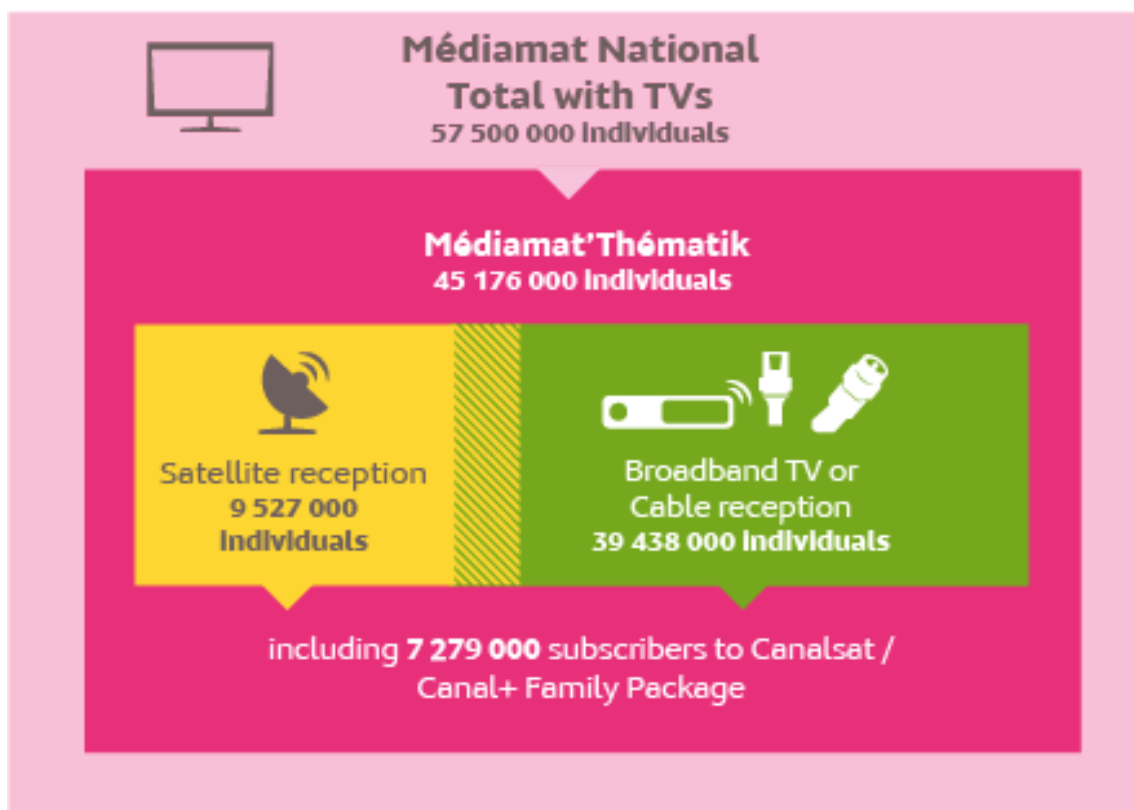
Special-interest channels audience measurement



Médiamat'Thématic is the benchmark measurement of the TV audience watched live, delayed, in preview and replay by people receiving a range of channels at home via satellite, broadband Internet, cable or optical fibre, which represents 78.9% of the population with a TV residing in France. It takes into account the audience watching the television at home and the audience outside of the home and on the move* regardless of the screen: television, computer, smartphone, tablet.

Any interpretation of the audience measurement results from the Médiamat'Thématic study must take into account, for each channel, the diversity of the audience (as some channels are targeted at a specific audience), the competitive universe, its syndication on one or more platforms as a basic service or optional add-on, whether or not replay audiences are measured, as well as how long each channel has been available on satellite, broadband Internet, cable or optical fibre.

An individual who did not subscribe to a channel for the entire period may have watched the channel for part of the period (promotions, taking out or cancelling a subscription during the period, multi-subscriptions, casting function, outside of his/her home, etc.).



Source : Médiamétrie

Reference sample: 9,457 people aged 4 years + living in 3,981 households receiving a range of channels at home via satellite, broadband Internet, cable or optical fibre.

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DEFINITIONS

Total TV daily viewing time : Average time spent viewing programmes broadcasted by TV channels by all individuals in the population studied. It is expressed in hours / minutes. The results are provided in an average of Monday to Sunday, over the entire day (3:00am to 3:00am).

Based on Médiamat, Global Video, and 4 screen TV measurement, it includes TV consumption :

- on TV set and on internet screens (computer, tablet, smartphone),
- live, time shifted, preview 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...

Viewing Time per Individual : Average time spent viewing programmes broadcasted by TV channels by a viewer. It is expressed in hours / minutes. The results are provided in an average of Monday to Sunday, over the entire day (3:00am to 3:00am).

Audience share as a percentage: share that represents the viewing time for a channel over the total viewing time for television media among people receiving television in their homes via satellite, broadband internet, cable or optical fibre. The results are provided in an average of Monday to Sunday, throughout the day (3 am to 3 am).

Four-week coverage: the number of people aged 4 years + - from among the people receiving television by satellite, broadband, cable or optical fibre - having watched the channel for at least 10 consecutive seconds on average over four consecutive weeks.

« Established Pay-TV reception » : This universe is built from the established special-interest channels consumption and the reported equipment of the panelists. It includes people living in households receiving a TV offer via an Internet service provider (Orange, Free, Bouygues, SFR) where at least 5 Pay-TV special-interest channels have been watched within one month and the reported Canalsat / Family+ Package from Canal+ subscribers.

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 2021,, the Médiamétrie Group achieved a turnover of nearly € 105,1 M and processed over one billion data every day.

More information : www.mediametrie.fr



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