



TV Local survey- September 2022-June 2023

Local television channels attract 5 million viewers each week



With the **Local TV** survey, **Médiamétrie measures the performance of local and regional television channels in their broadcasting area.**

31 local channels, including the 10 BFM Régions channels and 13 local channels managed by 366 TV, were measured and reported in this covering a population base of **34.1 million people**, i.e. **69%** of the entire population aged 15 and over and with TVs.

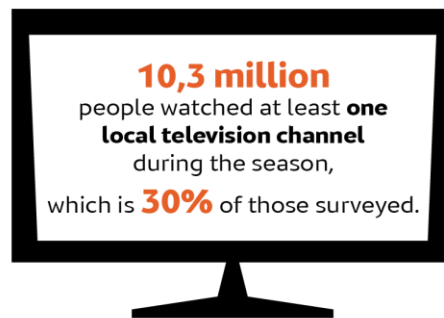
AUDIENCES OF LOCAL TELEVISION CHANNELS: THE KEY FIGURES

(Local TV survey - July - 15 yo and older, homes with tv)



AUDIENCE

5 million people watch at least **one local television channel each week.**



AWARENESS



2/3 of respondents know **at least one local television channel.**

RECEPTION

Nearly **1 out of 2** people report watching at least one local channel **in their household.**





Survey characteristics

The **Local TV** survey measures the audience of local television channels among people aged **15 and over, with TVs**, over the entire **September 2022-June 2023 season**. The survey is conducted **by telephone** from a representative sample of the population living in the channel's broadcasting area.

TV Locales allows local television channels to take a position in their competitive environment and thus measure their performance (awareness, viewing habits, viewer profiles, coverage, audience monitoring, etc.), as well as that of their competitors, in their broadcasting area (region, department, territory, urban area, etc.), with an exhaustive list of the channel's audience figures, regardless of the time, place or medium of consumption.

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 2022, the Médiamétrie Group achieved a turnover of nearly €104.2 million and processed over one billion data every day.

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