



The television and radio audience in New-Caledonia September 2023



All of the devices are measured within the framework of the **New-Caledonia survey**. In this press release, we have only published the results for the media subscribed to the survey on the day of publication and for which the cumulative audience for an average weekday reaches 2% for TV (Monday-Sunday; 12 midnight to 12 midnight) and Radio (Monday-Friday; 5am-12 midnight).

Television Results, average day, Monday-Sunday, 12 midnight-12 midnight

	September 2023				September 2022				September 2021			
	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn
Total TV	70.6	162 600	100	3:28	73.3	168 700	100	3:33	80.8	186 800	100	4:02

Radio Results, average day, Monday-Friday, 5am-12 midnight

	September 2023				September 2022				September 2021			
	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn
Total Radio	68.9	158 700	100	3:01	72.1	165 900	100	2:59	71.5	165 300	100	3:11

Throughout the field period, from 4 September to 1 October, the time difference between mainland France and New Caledonia was 9 hours. When it was noon in Paris, it was 9 pm in Nouméa.

The aggregates include all channels/stations whether subscribed to the survey or not.

The results shown are for a confidence interval associated with the size of the representative sample of the population studied.

1% of cumulative audience in 2023 represents 2,303 people aged 13 and older.



Television Results by aggregate

	September 2023				September 2022				September 2021			
	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn
Monday-Sunday 00:00-24:00												
By package												
Free DTT channels ¹	54.8	126 100	57.4	2:34	60.4	139 000	57.2	2:28	72.6	167 700	61.4	2:45
Chargeable broader channel offering ²	32.3	74 400	38.4	2:55	36.9	84 800	40.3	2:51	39.0	90 100	37.3	3:07
By theme ³												
Cinema	3.2	7 300	1.8	1:26	NA	NA	NA	NA	4.2	9 800	2.3	1:44
Entertainment	8.4	19 300	9.4	2:46	8.4	19 400	7.6	2:20	9.1	21 100	5.0	1:47
Documentaries/Discovery	3.7	8 600	2.7	1:47	3.0	7 000	2.1	1:46	4.7	10 900	3.1	2:09
General interest	63.5	146 300	77.6	3:00	67.7	155 900	79.6	3:03	78.6	181 600	83.3	3:27
News	8.8	20 200	4.3	1:12	11.4	26 200	6.1	1:24	10.8	25 000	3.5	1:04
Youth	2.7	6 200	1.4	1:18	NA	NA	NA	NA	2.7	6 100	1.3	1:33
Music	4.6	10 500	3.2	1:43	5.2	12 100	4.2	2:06	6.8	15 800	3.6	1:42

¹ Free terrestrial, locally broadcast television channels, originally analogue, and channels broadcast over free DTT

² Devices requiring a subscription to a chargeable package (Canal+), to satellite or to a television service via broadband internet.

³ Nomenclature defined based on the type of channels (rather than on scheduling).

The results shown are for a confidence interval associated with the size of the representative sample of the population studied.

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Television Results, by channel

	September 2023				September 2022				September 2021			
	CA%	CA	Audie nce share %	VTV h:mn	CA%	CA	Audie nce share %	VTV h:mn	CA%	CA	Audie nce share %	VTV h:mn
Monday-Sunday 00:00-24:00												
CANAL+	6.4	14 700	4.9	1:52	5.4	12 500	4.8	2:17	8.4	19 500	5.5	2:07
FRANCE 2	11.1	25 600	7.5	1:39	10.7	24 700	6.6	1:35	12.6	29 000	5.2	1:21
FRANCE 3	5.0	11 600	2.8	1:21	5.4	12 500	3.2	1:33	9.5	21 900	3.9	1:20
FRANCE 4	6.0	13 800	4.0	1:38	7.3	16 800	4.5	1:36	9.4	21 800	4.4	1:30
FRANCE 5	2.7	6 200	1.7	1:32	3.5	8 100	1.5	1:07	4.0	9 300	1.1	0:55
FRANCE INFO	3.7	8 500	1.5	0:58	4.2	9 700	1.8	1:08	4.9	11 200	1.1	0:44
NOUVELLE CALÉDONIE LA 1 ^{ère}	43.9	101 000	31.5	1:45	49.0	112 700	30.2	1:36	62.2	143 600	34.8	1:49

The results shown are for a confidence interval associated with the size of the representative sample of the population studied.

1% cumulative audience in 2023 represents 2,303 people aged 13 and over



Radio Results by aggregate

Monday-Sunday 05:00-24:00	September 2023				September 2022				September 2021			
	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn
By format												
General interest radio	54.0	124 500	71.0	2:44	55.3	127 300	73.7	2:52	61.1	141 200	77.4	2:53
Music radio	28.3	65 100	27.9	2:03	31.1	71 600	25.3	1:45	28.0	64 700	22.4	1:49
By status												
Private commercial radio stations	56.6	130 200	70.1	2:35	57.3	132 000	66.8	2:31	53.5	123 700	61.0	2:36
Public service radio stations	28.6	65 900	29.2	2:08	31.4	72 300	32.3	2:13	38.0	87 800	38.9	2:20

The aggregates include all stations whether subscribed to the survey or not

Radio Results by station

Monday-Sunday 05:00-24:00	September 2023				September 2022				September 2021			
	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn
NOUVELLE CALEDONIE LA 1 ^{ère}	24.6	56 600	25.6	2:10	26.3	60 400	26.6	2:11	33.7	77 800	35.3	2:23
RADIO DJIIDO	16.4	37 700	13.8	1:45	17.9	41 100	18.3	2:12	18.0	41 600	16.5	2:05

The results shown are for a confidence interval associated with the size of the representative sample of the population studied.

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Main events during the survey period

Over the survey period from September 4th to October 1st, the news was marked by events likely to have an impact on radio listening behaviours:

September 4th: Sato Kilman was named Prime Minister, succeeding Ishmael Kalsakau who had been removed by a no-confidence vote in the Parliament.

September 8th: an earthquake of magnitude 6.8 struck Morocco, killing more than 3,000 people.

Start of the Rugby World Cup. France won their opening match against New Zealand at the Stade de France. **September 14th:** the French team defeated Uruguay. **September 21st:** France's players prevailed again against Namibia.

September 9th: Mathilda Lelong was crowned Miss New Caledonia 2023 in Nouméa. **September 13th:** the local committee ultimately resigned following a counting error. Emma Grousset was eventually declared the rightful winner of the contest and would be confirmed by the Miss France committee on **September 15th.**

September 11th: according to a UN agency, flooding caused by Storm Daniel in Libya had claimed the lives of over 11,000 people.

September 14th and 15th: Météo-France placed Belep, Les Loyautés and much of Grande Terre under an orange weather alert for heavy rain and thunderstorms. Schools and boarding schools were forced to close.

September 16th: the semi-finals of football's New Caledonia Cup were postponed due to bad weather. The matches were rescheduled for **September 23rd.**

September 19th: three years after the "44-day war", Azerbaijan launched a new bombing campaign against several cities in Nagorno-Karabakh, including the capital, Stepanakert. Negotiations regarding the reintegration of this territory into Azerbaijan caused an exodus of Armenians from Nagorno-Karabakh.

September 22nd and 23rd: Pope Francis visited Marseille. In particular, the Pontiff held Mass at the Vélodrome stadium.

September 23rd: demonstrations took place in several cities in France, called by the hard-left and various organisations "against systemic racism and police violence, and in defence of civil liberties".

September 24th: Senate elections held. Georges Naturel and Robert Xowie were chosen by the electoral college to represent New Caledonia in the Senate. **September 27th:** Secretary of State Sonia Backès resigned from the government following her defeat in the Senate election in New Caledonia. President Emmanuel Macron spoke at a television interview.

September 26th: President of the Government of New Caledonia, Louis Mapou, visited Washington to take part in the second U.S.-Pacific Islands Forum Summit. US President, Joe Biden, pledged more than 4,500 billion francs in assistance.



Definitions

Audience indicators

Cumulative audience (CA): number or percentage of different people who watched a television channel or listened to a radio station during a given period, regardless of how long they watched/listened for.

Since the population of 13 years and older is 230,100 people in French French Guiana, the cumulative audience point represents 2,301 people.

Audience share as a percentage: share represented by the viewing time for a channel/station over the total viewing time for television/radio media. The sum of the audience shares for all devices equals 100%.

Viewing time per television viewer (VTV) / listening time per listener (LTL) in minutes: average time spent viewing/listening to programmes broadcast by TV channels/radio stations by all of the viewers/listeners of the device being studied.



Main characteristics of the survey

L'étude ad hoc d'audience TV & Radio en Nouvelle-Calédonie a été réalisée du 4 septembre au 1^{er} octobre 2023 auprès d'un échantillon de 1 025 personnes représentatives de la population âgée de 13 ans et plus, interrogées par interviews téléphoniques assistées par ordinateur.

Environ 50% de ces interviews ont été réalisées sur téléphone mobile.

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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