



Mediametrie



# Press Release

14<sup>th</sup> November 2023

## The television and radio audience in French Polynesia September-October 2023



All of the devices are measured within the framework of the **French Polynesia 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-October 2023				September 2022				March 2021			
	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn
<b>Total TV</b>	<b>61.3</b>	<b>104 100</b>	<b>100</b>	<b>2:54</b>	63.3	107 300	100	3:13	70.6	119 200	100	3:25

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

	September-October 2023				September 2022				March 2021			
	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn
<b>Total Radio</b>	<b>46.2</b>	<b>78 500</b>	<b>100</b>	<b>2:30</b>	45.0	76 200	100	2:49	46.8	79 000	100	2:54

Throughout the field period, from 15 September to 15 October, the time difference between Metropolitan France and French Polynesia was -12 hours. When it was noon in Paris, it was midnight in Papeete and Moorea.

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 in 2023 equals 1,699 individuals of 13 years and over.



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### Television results by aggregate

	September-October 2023				September 2022				March 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
<b>Monday-Sunday 00:00-24:00</b>												
<b>By package</b>												
Free DTT channel <sup>1</sup>	58.6	99 600	90.3	2:44	59.8	101 400	88.4	3:00	67.2	113 500	89.1	3:12
Chargeable broader channel offering <sup>2</sup>	8.9	15 100	9.0	1:48	11.1	18 900	11.1	2:01	10.5	17 700	9.4	2:09
<b>By theme<sup>3</sup></b>												
General interest	59.3	100 800	92.9	2:47	60.8	103 100	91.2	3:03	68.9	116 400	94.1	3:18
News	6.0	10 200	4.4	1:19	9.4	15 900	6.4	1:23	4.8	8 100	2.6	1:17

<sup>1</sup> Free terrestrial, locally broadcast television channels, originally analogue, and channels broadcast over free DTT

<sup>2</sup> Devices requiring a subscription to a chargeable package, to satellite or to a television service via broadband internet.

<sup>3</sup> Nomenclature defined based on the type of channels (rather than on scheduling).

The results of the thematic aggregates « Cinema », « Documentaries/Discovery », « Entertainment », « Youth », « Music », « Sport » are not significant (CA < 2%).

### Television results by channel

	September-October 2023				September 2022				March 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
<b>Monday-Sunday 00:00-24:00</b>												
FRANCE 2	5.0	8 500	3.8	1:20	5.8	9 900	3.7	1:18	6.0	10 100	3.8	1:32
FRANCE 3	2.1	3 500	1.5	1:16	4.4	7 400	2.6	1:12	2.9	4 900	1.2	1:02
FRANCE 4	3.9	6 700	2.9	1:18	6.9	11 800	5.3	1:32	10.0	16 900	8.4	2:02
FRANCE 5	2.7	4 600	1.7	1:07	3.3	5 600	2.4	1:29	2.4	4 100	1.6	1:32
POLYNESIE LA 1 <sup>ère</sup>	45.0	76 400	35.8	1:25	42.4	71 800	36.5	1:45	47.6	80 300	33.5	1:42
TNTV - TAHITI NUI TELEVISION	46.8	79 500	40.9	1:33	43.7	74 000	33.5	1:34	50.4	85 100	36.6	1:45

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

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### Radio results by aggregate

	September-October 2023				September 2022				March 2021			
	CA%	CA	Audience share %	LTL h:mn	CA%	CA	Audience share %	LTL h:mn	CA%	CA	Audience share %	LTL h:mn
<b>Monday-Sunday 05:00-24:00</b>												
<b>By format</b>												
General interest radio	22.9	39 000	32.1	1:37	21.2	35 900	32.4	1:56	19.3	32 500	25.2	1:47
Music radio	34.2	58 100	62.9	2:08	32.7	55 400	56.6	2:12	33.3	56 200	64.8	2:39
Thematic radio	2.8	4 700	4.9	2:04	3.5	5 900	7.7	2:49	5.8	9 800	7.7	1:49
<b>By status</b>												
Private commercial radio stations	34.0	57 700	63.5	2:10	33.1	56 100	58.3	2:14	36.3	61 300	73.5	2:45
Private association radio stations	11.3	19 300	15.2	1:33	11.2	18 900	17.6	2:00	6.1	10 300	7.8	1:44
Public service radio stations	15.7	26 600	21.2	1:34	14.4	24 400	20.7	1:49	12.1	20 500	16.4	1:50

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

### Radio results by station

	September-October 2023				September 2022				March 2021			
	CA%	CA	Audience share %	LTL h:mn	CA%	CA	Audience share %	LTL h:mn	CA%	CA	Audience share %	LTL h:mn
<b>Lundi-Vendredi 05:00-24:00</b>												
POLYNESIE LA 1 <sup>ère</sup>	14,8	25 200	20,0	1:33	13,9	23 500	20,1	1:50	12,1	20 500	16,4	1:50

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 September-October 2023 survey period, some significant events likely to have an impact on television watching and radio listening behaviours took place:

**14 September:** the French XV won against Uruguay in the Rugby World Cup.

**21 September:** France won again against Namibia. **6 October:** France were eliminated after losing to South Africa (28-29).

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

**19 September:** 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.

**26 September:** an orange alert for heavy rain is urgently triggered in French Polynesia.

**22 September:** after the OPT (post and telecommunications office), new strike notices are filed in three services of the country and a stevedoring company.

**22 and 23 September:** Pope Francis visited Marseille. The Pontiff notably held Mass at the Vélodrome stadium.

**23 September:** 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".

**24 September:** Senate elections held. **27 September:** 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.

A murder linked to meth trafficking occurred in Mataiea **on 24 September**. **28 September:** three adults and two minors were formally interviewed and remanded in custody.

The third stage of the Tahiti Swimming Dream, which was due to take place **on 24 September**, is postponed **to 30 September** because of bad weather.

**25 September:** the President of French Polynesia, Moetai Brotherson, travels to the Pacific Islands Forum in Washington.

**26 September:** Doctor Théron appears before the criminal court charged with assaulting a court officer. **10 October:** he is sentenced to a six-month suspended sentence.

A proposal for the creation of Ma'ohi citizenship was published in the Official Journal **on 26 September**.



### Main events during the survey period

**1 October:** the abolition of social VAT comes into force.

**Between 1 and 4 October:** a huge anti-narcotics operation against the cultivation of paka is carried out by police from the Papara brigade over several sites. Over 1,400 paka plants were seized.

**3 October:** Voltina Dauphin succeeds Eugène Sommers as the head of the CESEC (Economic, Social, Environmental and Cultural Council of French Polynesia).

Former priest Sergio Tefau's trial for sexual assault begins.

**5 October:** Tahiti reached the final of the OFC Futsal Nations Cup, the Oceania Nations Cup, held in Auckland, New Zealand. **7 October:** they were beaten in the final by New Zealand.

Two months ahead of the Pacific Games, tensions between the two boxing federations represented by Tauhiti Nena (the Polynesian Boxing Association, PBA) and Ismaël Tahiatia (the French Polynesian English Boxing Federation, FBAPf) remain high.

**7 October:** Israel and the Gaza Strip go to war following a Hamas terrorist attack. The death toll from this war was more than 1,400 **as of 9 October.** The Jewish state announces a “total siege” of the Palestinian enclave, while Hezbollah claims to have bombed two Israeli barracks. Two French people died and 14 are missing, according to the Ministry of Foreign Affairs. French Polynesian pilgrims are stuck in Israel.

Papua New Guinea is shaken by an earthquake of magnitude 6.7 **on 7 October.**

Heiva Ah-Min wins Mister Tahiti 2023 at Papeete Town Hall **on 7 October.**

**13 October:** three years after the murder of Samuel Paty, a new attack targets the teaching community. A teacher is killed and three others are injured at a high school in Arras.



### 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.

With a population of 169,900 aged 13 and over in French Polynesia, the cumulative audience point represents 1,699 people.

**Audience share** as a percentage: share represented by the viewing time for a channel/station over the total viewing time for television/radiomedia. 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

The survey of September 2022 on television and radio in French Polynesia (Tahiti & Moorea) was carried out between 15 September and 15 October 2023 using a sample of 1,050 individuals who were representative of the population aged 13 years and older, face to face.

#### About Médiamétrie, a trusted third party for fair and objective measurements

Médiamétrie is committed to provide its customers with joint and sovereign standard audience measurements. As data leader and media expert, the company applies its know-how to video, audio and crossmedia behaviour measurements, as well as advertising effectiveness. 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, Médiamétrie Group achieved a turnover of €104.2 million and processed over one billion data every day

Further information : [www.mediametrie.fr](http://www.mediametrie.fr)  @Mediametrie  Mediametrie.official  Médiamétrie

#### About Alvea

Created in 2002, Alvea is involved in two complementary business lines, management consulting and surveys.

Plus d'informations : [www.alvea.pf](http://www.alvea.pf)

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