



Mediametrie

Press Release

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Audience of online advertising



Drawing on the Total Internet Audience measurement among a panel of 25,000 web users, Médiamétrie assesses the performances of the internet media brokers and advertising networks which subscribe to Total Internet Audience.

These advertising results, which are not exhaustive, can be used to develop the audiences for groups of websites and apps marketed by media brokers and publishers, and the results are provided to agencies for use in media planning tools.

Based on the data on subscribers measured in April 2023, Médiamétrie has published the audience figures, affinity and usage data for 48 advertising offerings across 70 benchmark socio-demographic targets.



**34 principal
Media
Brokers**

The Principal Media Broker category represents display advertising offerings that are **exclusive to one publisher**.



**1 partner
Media
Broker**

Partner Media Broker represent offers already declared in a principal media broker that can be included in another media broker **by agreement with the publisher**.



8 Packs

Packs represent the different display advertising offerings of media brokers that focus **on a theme or a target**.



5 Networks

Networks are advertising offerings whose **confidential composition** includes **programme-based** purchasing offerings.

Main audience of principal and partner media brokers
Total Internet Audience, October 2023

Only players subscribed to audience measurement of advertisement offers are present on the following ranking

	Principal and partner media brokers	Unique users monthly reach	Unique users average daily reach
1	Yahoo (Regie principale)	39 910 000	15 958 000
2	Prisma Media Solutions (Regie principale)	38 533 000	9 369 000
3	Azerion (Madvertise Adverline) (Regie principale)	38 477 000	8 835 000
4	366 (Regie principale)	35 677 000	8 998 000
5	MEDIA.figaro (Regie principale)	33 550 000	6 368 000
6	ReWorld Media (Regie principale)	32 490 000	4 403 000
7	Webedia (Regie principale)	28 885 000	3 744 000
8	Orange Advertising (Regie principale)	28 739 000	9 406 000
9	Leboncoin (Regie principale)	28 709 000	7 011 000
10	France Televisions Publicite (Regie principale)	28 257 000	4 794 000
11	M Publicité (Regie principale)	28 233 000	4 971 000
12	Altice Media Ads & Connect (Regie principale)	27 656 000	5 875 000
13	TF1 Publicite Digital (Regie principale)	21 753 000	3 560 000
14	CANAL+ Brand Solutions Digital (Regie principale)	20 835 000	3 109 000
15	Dailymotion Advertising (Regie principale)	19 491 000	2 461 000
16	Les Echos Le Parisien Médias (Regie principale)	19 421 000	2 369 000
17	Groupe EBRA - Humanoid (Regie partenaire)	19 137 000	2 764 000
18	Retailink (Regie principale)	19 057 000	1 428 000
19	CMI Media (Regie principale)	17 181 000	1 854 000
20	Cdiscount Advertising (Regie principale)	17 015 000	1 592 000
21	Groupe Marie Claire Adnetwork (Regie principale)	16 592 000	1 515 000
22	20 Minutes (Regie principale)	16 495 000	1 681 000
23	Carrefour Links (Regie principale)	14 703 000	1 766 000
24	M6 Publicite Digital (Regie principale)	13 893 000	1 348 000
25	Rakuten Advertising (Regie principale)	11 449 000	999 000
26	Lagardere Publicite News (Regie principale)	10 112 000	764 000
27	Boursorama Médias (Regie principale)	9 622 000	1 861 000
28	Uni-Médias (Regie principale)	8 411 000	466 000
29	Deezer Advertising Network (Regie principale)	7 962 000	2 594 000
30	Le Point Communication (Regie principale)	7 578 000	568 000
31	Drive Media (Regie principale)	6 748 000	646 000
32	Bayard Media Développement (Regie principale)	5 934 000	385 000
33	Infopro Digital Media (Regie principale)	4 515 000	230 000
34	Groupe Challenges (Regie principale)	3 960 000	196 000
35	NRJ Adnetwork (Regie principale)	3 715 000	262 000

Packs & Networks

Total Internet Audience, October 2023

Thematic packs	Unique users monthly reach	Unique users average daily reach
WEB66 - Actualites	35 740 000	9 045 000
Groupe EBRA - Presse régionale	14 889 000	2 212 000
Keleops Hi-Tech	8 640 000	532 000
Groupe Humanoid - Hi-Tech	8 612 000	634 000
Les Numériques Tech & gaming	5 516 000	294 000

Target Packs	Unique users monthly reach	Unique users average daily reach
CMI MEDIA - Pack FEMMES	12 469 000	996 000
Infopro - Décideurs d'achat B2B	3 497 000	173 000

Standard Packs	Unique users monthly reach	Unique users average daily reach
PHR	19 704 000	2 729 000

Networks	Unique users monthly reach	Unique users average daily reach
Teads	50 278 000	25 738 000
Dailymotion Network	50 183 000	26 730 000
Invibes	48 238 000	19 481 000
Azerion (Sublime Madvertise Adverline)	46 238 000	16 942 000
Audion	45 697 000	18 002 000



Définitions

Unique monthly visitors: Total number of individuals having visited a website at least once during the month in question, regardless of their connection location: home, workplace, or other locations. Individuals who visited the same website several times are only counted once.

Unique daily visitors: The number of individuals having visited a website at least once during an average day in the month in question. Individuals who visited the same website several times are only counted once for that day.

Méthodology



The Total Internet Audience measurement is based on a unique panel of **more than 25,000 individuals aged 2 years and older**, 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 5,000 brands and 1,000 apps** to be measured “natively”. The measurement benefits from innovative hybridization methodologies developed by Médiamétrie which combine panel data and Big Data.

This total measurement provides audience results for each screen: computer, telephone, mobile and tablet. **The measurement takes into account the internet browsing of web users regardless of the location, connection method (3G/4G/5G/Wi-Fi) or protocol (http/https) for all of the websites and apps.**

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 €104.2 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.

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