



Métridom

The television and radio audience in Guyane in October -December 2023 (from October 9th to December 3rd 2023)



All of the devices are measured within the framework of the Métridom 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 reached 2% for TV (Monday-Sunday; 12 midnight-12 midnight) and Radio (Monday-Friday; 5am-12 midnight).

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

	October-December 2023				April-May 2023				October-December 2022			
	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn
Total TV	66,1	143 000	100	3:44	68,4	147 900	100	3:53	71,1	151 400	100	4:14

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

	October-December 2023				April-May 2023				October-December 2022			
	CA%	CA	Audience share%	TSL h:mn	CA%	CA	Audience share%	TSL h:mn	CA%	CA	Audience share%	TSL h:mn
Total Radio	53,0	114 600	100	3:00	52,4	113 400	100	3:01	55,9	119 100	100	3:15

From the 9th to 29th October, the time difference between mainland France and the French West Indies was -5h. From the 30th of October to the 3rd of December, it was -4h compared to mainland France.

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 2 163 people aged 13 years and older.



Television Results by aggregate

Monday-Sunday 12 midnight-12 midnight	October-December 2023				April-May 2023				October-December 2022			
	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn
By package												
Free digital TV channels ¹	46,4	100 400	46,3	2:27	46,1	99 700	47,7	2:45	52,6	112 000	46,7	2:41
Chargeable 2 broader channel offering ²	40,2	86 900	50,0	3:04	43,4	93 800	49,1	3:01	42,1	89 600	51,0	3:39
By theme³												
Cinema	2,1	4 400	1,5	1:44	2,0	4 400	2,4	3:08	2,4	5 200	1,8	2:13
Entertainment	8,7	18 800	8,4	2:22	9,6	20 700	10,5	2:54	12,5	26 700	11,6	2:47
General interest	52,0	112 500	66,3	3:09	56,7	122 600	63,1	2:57	62,0	132 000	66,1	3:13
News	12,3	26 700	8,8	1:46	6,6	14 400	4,0	1:37	9,6	20 400	4,6	1:27
Children's programmes	4,0	8 700	3,2	1:58	7,0	15 200	5,4	2:03	5,5	11 600	2,7	1:30
Music	2,1	4 500	1,3	1:30	5,4	11 700	3,9	1:54	3,3	7 100	2,3	2:04
Sport	6,8	14 800	5,7	2:03	7,0	15 200	6,1	2:18	6,1	13 100	7,7	3:48

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

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).

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Television Results by channel

	October-December 2023				April-May 2023				October-December 2022			
	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 12 midnight-12 midnight												
CANAL +	4,0	8 700	5,4	3:20	6,0	13 100	3,5	1:32	4,4	9 400	4,0	2:45
FRANCE 2	5,9	12 700	3,6	1:30	6,7	14 500	4,3	1:42	6,6	14 000	3,2	1:28
FRANCE 3	2,9	6 300	1,3	1:06	3,3	7 100	3,0	2:24	2,9	6 100	1,7	1:49
FRANCE 4	4,5	9 700	3,7	2:01	5,9	12 800	3,5	1:34	4,5	9 600	2,5	1:39
FRANCE 5	2,3	4 900	1,2	1:17	2,8	6 100	1,3	1:12	3,2	6 800	2,4	2:14
FRANCE INFO	4,8	10 300	2,8	1:27	2,7	5 800	1,1	1:03	3,4	7 200	1,2	1:02
GUYANE LA 1 ^{ère}	38,5	83 300	32,9	2:06	40,1	86 700	33,9	2:15	44,2	94 100	33,4	2:17
NOVELAS TV	5,3	11 500	4,8	2:14	3,9	8 500	4,4	3:00	7,5	16 000	6,4	2:34

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Television Results by advertising coupling

Monday-Sunday 12 midnight-12 midnight	October-December 2023				April-May 2023				October-December 2022			
	CA%	CA	Audie nce share %	VTV h:mn	CA%	CA	Audie nce share %	VTV h:mn	CA%	CA	Audie nce share %	VTV h:mn
CANAL+ COUPLING ⁽¹⁾	5,5	12 000	6,9	3:05	7,5	16 300	4,9	1:44	6,2	13 300	5,3	2:33
SPORT CANAL+ COUPLING ⁽²⁾	4,8	10 400	6,3	3:13	6,9	14 900	4,4	1:41	4,7	10 100	4,4	2:50
CINEMA CANAL+ COUPLING ⁽³⁾	4,6	10 000	5,9	3:09	6,6	14 200	4,0	1:37	5,4	11 600	4,7	2:35
CANAL+ + CANAL+ SERIES	4,0	8 700	5,4	3:20	6,0	13 100	3,5	1:32	4,4	9 400	4,0	2:45
GUYANE LA 1 ^{ère} + NOVELAS TV	40,7	88 100	37,7	2:17	42,1	91 000	38,3	2:25	47,6	101 400	39,8	2:31

⁽¹⁾ CANAL+ Coupling: CANAL+ CANAL+ CINEMA + CANAL+ SERIES + CANAL+ SPORT + CANAL+ KIDS + CANAL+ DOCS + CANAL+ 360 + CANAL+ FOOT + CANAL+ FORMULA 1 + CANAL+ MOTO GP + CANAL+ PREMIER LEAGUE + CANAL+ TOP 14 + CANAL+ BOX OFFICE.

⁽²⁾ SPORT CANAL+ Coupling: CANAL+ CANAL+ SPORT + CANAL+ FOOT + CANAL+ 360 + CANAL+ FORMULA 1 + CANAL+ PREMIER LEAGUE + CANAL+ TOP 14 + CANAL+ MOTO GP.

⁽³⁾ CINEMA CANAL+ Coupling: CANAL+ + CANAL+ CINEMA + CANAL+ BOX OFFICE.

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Radio Results by aggregate

Monday-Friday 5 am-midnight	October -December 2023				April-May 2023				October-December 2022			
	CA%	CA	Audience share%	TSL h:mn	CA%	CA	Audience share%	TSL h:mn	CA%	CA	Audience share%	TSL h:mn
By format												
General-interest Radios	31,7	68 600	57,2	2:51	35,3	76 300	61,3	2:45	37,2	79 200	62,3	3:02
Music Radios	25,7	55 700	31,3	1:55	23,9	51 600	29,5	1:57	27,9	59 500	30,3	1:58
Theme Radios	6,2	13 300	7,7	1:59	2,7	5 900	6,2	3:35	6,3	13 400	4,3	1:13
By status												
Private commercial Radios	22,6	48 900	30,6	2:09	24,1	52 000	30,1	1:59	28,1	59 800	27,9	1:48
Private radio associations	11,5	24 800	15,6	2:10	8,2	17 700	14,6	2:49	10,3	22 000	14,1	2:29
Public service radio	29,2	63 300	49,9	2:42	30,6	66 200	52,3	2:42	34,2	72 700	54,6	2:54

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

Radio Results by station

Monday-Friday 5 am-midnight	October-December 2023				April-May 2023				October-December 2022			
	CA%	CA	Audience share %	TSL h:mn	CA%	AC	Audience share %	TSL h:mn	CA%	CA	Audience share %	TSL h:mn
BBLACK RADIO	2,4	5 100	1,8	1:12	nd	nd	nd	nd	nd	nd	nd	nd
CHERIE FM Guyane	2,6	5 700	1,9	1:09	nd	nd	nd	nd	3,9	8 300	2,8	1:17
GUYANE LA 1 ^{ère}	25,2	54 400	43,0	2:42	26,1	56 500	47,8	2:54	29,4	62 600	49,3	3:03
METIS FM	3,0	6 500	3,5	1:52	5,6	12 000	2,9	0:50	3,8	8 000	3,2	1:32
NRJ Guyane	5,0	10 900	2,8	0:52	2,3	5 100	2,4	1:36	3,1	6 600	1,9	1:06
RADIO MOSAIQUE	6,0	13 000	8,1	2:08	4,8	10 400	6,3	2:05	5,4	11 400	6,8	2:19
RADIO PEYI	6,3	13 600	7,9	2:00	7,8	16 800	8,6	1:45	9,0	19 200	7,4	1:29
RADIO PUZZLE GUYANE	2,7	5 900	3,9	2:16	nd	nd	nd	nd	3,8	8 200	2,5	1:12
TRACE FM Guyane nd : non disponible (AC<2%)	6,5	14 100	7,6	1:51	6,7	14 600	9,1	2:08	8,9	19 000	8,6	1:44

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Radio Results by advertising coupling

Monday-Friday 5 am-midnight	October-December 2023				April-May 2023				October-December 2022			
	CA%	CA	Audie nce share %	TSL h:mn	CA%	CA	Audie nce share %	TSL h:mn	CA%	CA	Audie nce share %	TSL h:mn
GUYANE LA 1 ^{ère} + TRACE FM Guyane	29,7	64 300	50,6	2:42	30,4	65 700	56,9	2:58	34,9	74 300	57,9	3:01
BBLACK RADIO + CLASSICA + HIT RADIO + RFM Guyane	4,9	10 600	3,5	1:08	3,5	7 700	3,2	1:26	-	-	-	-
CHERIE FM Guyane + METIS FM + NRJ Guyane + RADIO PEYI + RADIO PUZZLE + RADIO MOSAIQUE	21,3	46 000	28,1	2:06	-	-	-	-	23,2	49 500	24,6	1:55

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 **Events over
the period**

Over the survey period, running from 9 October to 2023 3 December 2020, the news was marked by events likely to have an impact on radio listening behaviours:

11 October: The Dominican Republic partially reopens its border with Haiti, which was closed almost a month ago, in order to resume exports to the neighbouring country, while strengthening the immigration blockade.

13 October: a “walkout” takes place at the Léopold Elfort high school in Mana due to intolerable teaching and working conditions.

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. France raises its national threat level to its highest degree.

13 October: the Israeli government orders all civilians to evacuate northern Gaza.

14 October: the Salvation Islands, Guyana's most visited tourist site, have now been without drinking water for two weeks following the failure of the seawater filtration system.

15 October: Daniel Noboa wins Ecuador's presidential election.

16 October: a terrorist attack in Brussels, Belgium leaves two people dead.

17 October: Guyana earns a second win against Saint-Vincent in the Concacaf Nations League

17 October: Gaza's Al-Ahli hospital is bombed.

20 October: Air France announces the cancellation of many of its flights due to Hurricane Tammy passing near the French West Indies.

25 October: a mass shooting in the United States kills 18 people. The killer is at large.

25 October: Hurricane Otis leaves 48 dead in Acapulco, Mexico.

27 October: the Israeli army launches a ground offensive in the Gaza Strip. The UN General Assembly calls for an immediate humanitarian ceasefire.

30 October: Lionel Messi wins his 8th Ballon d'Or.

From 31 October to 5 November: the 2023 WPC World Powerlifting Championships are held in Manchester, England. Nine Guyanese athletes won medals.

2 November: the Surinamese oil company Staatsolie announces the discovery of a major oil reserve in Suriname.



Events over the period

Over the survey period, running from 9 October to 2023 3 December 2020, the news was marked by events likely to have an impact on radio listening behaviours:

6 November: the Guyanese Regional Authority commissions CIRAD (the French Agricultural Research Centre for International Development) to conduct an in-depth study on the disease, which is ruining cassava plantations.

8 November: the Israeli army enters Gaza City.

18 November: the France men's football team won 14-0 against Gibraltar. This was a historic success as Didier Deschamps' men beat their record, a 10-0 win against Azerbaijan, which had stood since 1995.

19 November: economist Javier Milei, the ultra-liberal and "anti-system" candidate, is elected president of Argentina.

19 November: Thomas, a 16-year-old teenager who was stabbed at a party in the village of Crépol, dies. His death was followed by rioting in Romans-sur-Isère.

20 November: the collapse of an illegal gold mine leaves at least 14 dead in Suriname.

21 November: Guyana beats Bermuda 3-0 in the Concacaf Nations B League, thereby securing promotion to the prestigious A League.

23 November: in its epidemiological update, Public Health France announces that there is a new outbreak of dengue fever, particularly in western coastal areas and on the island of Cayenne.

24 November: the ceasefire between Israel and Hamas begins. It ended on **30 November.**

25 November: former Mayor of Lyon and Minister of the Interior, Gérard Collomb dies.

29 November: Minister of Justice Eric Dupond-Moretti is cleared of charges of "conflicts of interest" at his trial.

29 November: the International Olympic Committee (IOC) only accepted the candidacy of the French Alps to host the Winter Olympic Games in 2030.

30 November: the European Space Agency (ESA) announces that the maiden launch of the European Ariane 6 rocket is scheduled for between 15 June and 31 July 2024.

30 November: the 2023 Dubai Climate Change Conference, or COP28, gets underway in Dubai in the United Arab Emirates. It will end on 12 December.



Définitions

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:

- 320 900 people in Guadeloupe, the cumulative audience point represents 3 209 people
- 310 600 people in Martinique, the cumulative audience point represents 3 106 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/



Press release

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The television and radio audience in Guyane
in October -December 2023

Caractéristiques de l'étude

The Métridom survey October - December 2023 on television and radio in Guyane was carried out between 9th October and 3rd December using a sample of 1 008 individuals who were representative of the population ages 13 years and older, interviewed in french or creole by computer-assisted telephone interviews.

35% of these interviews were conducted using a mobile phone.

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 800 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.

Further information : www.mediametrie.fr  @Mediametrie  Mediametrie.official  Médiamétrie

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