



Cameroon: TV audience and Internet usage in Douala and Yaoundé - second half of 2023

By Médiamétrie, the leader in media audience measurement



Médiamétrie is supporting the Cameroonian market by **conducting a half-yearly survey** based on a sample of 1,536 people aged 15 and over living in Yaoundé and Douala. Médiamétrie is publishing the audience results for the 2nd half of 2023 for this reporting-based measurement, which it **carried out with its partner Omedia** from 1 October to 16 October, from 29 October to 13 November and from 26 November to 11 December 2023.

This approach allows study clients to analyse the results for specific targets and per day.

This measurement aims to provide television channels, communication agencies and advertisers with the data necessary for the advertising and editorial management of their offers.

Television



TV Daily Coverage

Cumulative Audience – from Monday to Sunday

		S2 2023
Coverage	15+ yo	89,8%
	15-34 yo	89,4%
	35-49 yo	91,4%
	50+ yo	88,5%
	Women	90,6%
	Men	88,9%
	CSP SUP	90,5%

Internet

65.5% of those surveyed said they had logged in to the Internet the day before. Social media use remains high, with **84%** of individuals registered on at least one social media network; Facebook still leads the way followed by Instagram, TikTok and then X (formerly Twitter). Of those registered on at least one social media network, **63.7%** report using it almost every day.



Regular audience measurement

The TV and Radio audience study is the reference survey providing information on the reputation, listening/watching habits and audiences of television channels and radio stations. Médiamétrie and its field partner Omedia conducted the survey in Yaoundé and Douala, Cameroon. It also includes data on the multimedia equipment and Internet usage habits of residents. **Médiamétrie and its field partner Omedia conducted this study in the second half of 2023 from 01/10 to 16/10/2023, from 29/10 to 13/11/2023 and from 26/11 to 11/12/2023.** The surveys were conducted in person, in 3 waves lasting 48 days, with 1,536 people aged 15 and older, representative of the population living in Yaoundé and Douala.

The qualified staff at **Omedia directed the data collection efforts. Médiamétrie** provided its expertise and know-how for the **survey methodology, the statistical adjustments, the production of the results and their provision** by means of its analysis and consultation software. In Africa, Médiamétrie conducts reporting-based surveys of TV & Radio audiences and internet usage in Ivory Coast, Senegal and Cameroon with Omedia.

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, nearly 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.

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