



Mediametrie

Press release

31<sup>st</sup> March 2025

## Monthly Médiamat

March 2025 - From 3<sup>rd</sup> March to 30<sup>th</sup> March 2025

Day of viewing

Average day Monday-Sunday - from 3am to 3am - 4 years and older

		Audience share (%)	Monthly coverage
		March 25	
Aggregates	Total TV	100.0	61,700,000
	National Channels <sup>(1)</sup>	89.6	61,239,000
	Other TV : special-interest local and foreign channels	10.4	58,592,000
Channels	TF1	19.6	58,224,000
	FRANCE 2	15.1	56,005,000
	FRANCE 3	8.6	48,188,000
	CANAL+ <sup>(2)</sup>	1.4	37,237,000
	FRANCE 5	3.8	47,834,000
	M6	7.7	53,481,000
	ARTE	3.2	41,398,000
	W9	2.3	43,120,000
	TMC	3.2	42,101,000
	TFX	1.7	36,517,000
	BFM TV	2.7	43,854,000
	CNEWS	3.2	34,903,000
	CSTAR	1.3	33,012,000
	GULLI	1.1	29,059,000
	TF1 SERIES FILMS	1.8	29,532,000
	L'EQUIPE	2.0	33,925,000
	6TER	2.0	32,866,000
	RMC STORY	1.8	36,698,000
	RMC DÉCOUVERTE	1.9	30,853,000
	CHÉRIE 25	1.3	25,163,000
	LCI	1.8	29,600,000
	FRANCEINFO:	0.8	24,933,000

(1) National channels: historical channels and DTT channels.

(2) Results are calculated over the entire broadcast period, whether free-to-air or encrypted. Audiences for Canal+ Cinéma(s), Canal+ Sport, Canal+ Docs, Canal+ Grand Ecran, Canal+ Foot, Canal+ Kids, Canal+ Sport 360 and Canal+ Box Office are included in the "Other TV" aggregate.



## Monthly coverage per Individual

Day of viewing

Average day Monday-Sunday - from 3am to 3am - 4 years and older

	Extrapolated monthly coverage	Monthly coverage (%)
Individuals 4 years +	61,700,000	98.3
Individuals 15 years +	54,357,000	99.9
Individuals 4-14 years	7,321,000	87.9
Individuals 15-34 years	15,071,000	99.8
Individuals 25-49 years	19,474,000	99.8
Individuals 25-59 years	28,018,000	99.9
The woman in charge of household purchases – 50 years	10,513,000	99.9
Individuals 50 years +	27,153,000	99.9
SPG + Individuals	15,792,000	99.7



## Survey features



**Médiamat**, the benchmark in television audience measurement in France, provides daily **audience figures for programmes watched anywhere, on any screen, live, timeshifted, on replay or preview**, by all French people aged 4 and over, i.e. **62.4 million** individuals.

The measurement is based on **2 representative panels** :

- A first panel of around **12,000 individuals** in **5,500 households**, comprising :
  - 5,000 households equipped with home TV sets, each connected to a fixed audimeter, the source of home TV audience measurement
  - 500 households without home TV sets
- A second panel of around **5,000 individuals** carrying a **personal portable meter** to measure TV audiences out of home (all screens) and on Internet screens at home. These audiences are then attributed to the individuals in the first panel by statistical fusion.



## Definitions

**Audience in Viewing days** : total audiences of programmes viewed live, time-shifted and on replay on a given day, regardless of the original live broadcast date of the programmes caught up with.

**Audience share in percentage** : share that represents the viewing time for a channel over the total viewing time for television media.

**Monthly coverage** : number or percentage of individuals who had at least one contact of 10 consecutive seconds with the TV media or the TV channel over 4 consecutive weeks.

## 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 2023, the Médiamétrie Group achieved a turnover of nearly €104.1 million and processed over one billion data every day.

Further information : [www.mediametrie.fr](http://www.mediametrie.fr)



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