

Press release

11th March 2025

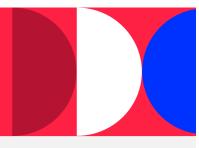
Médiamat'Thématik

From 2nd September 2024 to 16th February 2025

The audience for special-interest channels among viewers aged 4 and over.



Audiences of special-interest channels: Key Figures



47,1 million

people aged 4 and over watch at least one special-interest channel **every month**, i.e. **75,1%** of the French population **11,7 million** watch at least one special-interest channel **every day**

8,7%

Audience share for special-interest channels

It amounts to 21,2% among the paid reception subscribers surveyed*

Since January 2024, Médiamat'Thématik includes the audience :

- of French people not equipped with a television set at home
- of TV content watched on an Internet screen at home
- of French people with TV sets at home without ADSL, cable, fibre or satellite reception

Médiamat'Thématik will show the television audience regardless of the location (home, away from home), the screen used (TV set, computer, smartphone, tablet) and the mode of consumption (live, deferred, replay, preview) for all French people aged 4 and over.

Please note: This methodological change makes it impossible to compare with the results of waves prior to the January-June 2024 wave.



*Universe created from the observed consumption of paid special-interest channels and the equipment declared by panellists. See the full definition on page 6
Source: Médiamétrie - Médiamat'Thématik from september 2nd 2024 to february16h 2024. Copyright Médiamétrie - All rights reserved



From 2nd September 2024 to 16th February 2025

Reach and audience share for Special-interest channels Average Monday-Sunday 3am-3am Individuals 4 years and over

	Audience share All theme channels: 8,7% On a 100% basis = TOTAL TV	
CHANNELS	Audience share in %* On a 100% basis = All theme channels	Coverage 4 weeks Number of individuals in thousands
Special-interest channels	100%	47 106
PARIS PREMIÈRE	7,3	13 658
RTL9	6,9	11 580
TV BREIZH	6,6	7 763
SÉRIE CLUB	3,7	5 200
TÉVA	3,6	7 925
POLAR+	3,1	3 982
CANAL+ FOOT	3,0	10 334
BEIN SPORTS 1	2,6	10 125
13ÈME RUE	2,5	2 446
AB 1	2,2	5 425
DISCOVERY INVESTIGATION	2,1	2 273
CANAL+ SPORT	1,9	8 572
EUROSPORT 1	1,9	5 576
PARAMOUNT NETWORK 1)	1,8	6 632
DISCOVERY TLC	1,7	4 144
NRJ HITS	1,7	5 484
OCS 1)	1,7	6 073
SYFY	1,7	2 737
HISTOIRE TV	1,6	3 436
CANAL+ SPORT 360	1,5	7 846
CINÉ + FRISSON	1,5	5 189
NICKELODEON JUNIOR	1,4	2 306
PLANÈTE + CRIME	1,4	2 626
CANAL+ BOX OFFICE	1,3	6 078
CANAL+ GRAND ECRAN	1,3	5 647
АUТОМОТО	1,1	3 502
CANAL+ CINÉMA(S)	1,1	5 360
EUROSPORT 2	1,0	3 993
TOUTE L'HISTOIRE	1,0	3 101

Audience share

^(°) Audience share calculated on the basis of all the special-interest channels marked.

1) Name changes: Ciné + Premier becomes OCS; Paramount Channel becomes Paramount Network.



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CHANNELS
Special-interest channels
USHUAÏA TV
DISCOVERY CHANNEL
NATIONAL GEOGRAPHIC 1)
PLANÈTE +
BEIN SPORTS 3
CINÉ + CLASSIC
CINÉ + FAMILY 2)
COMÉDIE +
COMEDY CENTRAL
GAME ONE
RFM TV
TV5 MONDE
BEIN SPORTS 2
CINÉ + EMOTION
CINÉ + FESTIVAL 2)
INFOSPORT +
PLANÈTE + AVENTURE
E!
TCM CINÉMA
ТІЈІ
WARNER TV
DISNEY JUNIOR
MANGAS
NICKELODEON
WARNER TV NEXT
CANAL+ DOCS
EQUIDIA

All theme channels : 8,7% On a 100% basis = TOTAL TV		
Audience share in %* On a 100% basis = All theme channels		
100%		
1,0		
0,9		
0,9		
0,9		
0,8		
0,8		
0,8		
0,8		
0,8		
0,8		
0,8		
0,8		
0,7		
0,7		
0,7		
0,7		
0,7		
0,6		
0,6		
0,6		
0,6		
0,5		
0,5		
0,5		
0,5		
0,4		
0,4		
0,4		
0,4		

Audience share All theme channels: 8,7%

Coverage 4 weeks Number of individuals in
thousands
47 106
3 103
2 397
2 750
3 487
4 193
3 802
4 836
5 010
2 092
3 144
2 991
6 741
5 332
4 229
3 957
3 921
2 636
1 850
2 314
1 575
3 453
1 723
1 893
2 205
1 318
3 588
2 298
2 341

2 646

MTV

^(*) Audience share calculated on the basis of all the special-interest channels marked.

†) Due to a watermarking incident, National Geographic's audiences could not be counted in their entirety from 1st January to 16th February 2025.

†) Name changes: Ciné + Club becomes Ciné + Festival; Ciné + Famiz becomes Ciné + Family.



From 2nd September 2024 to 16th February 2025

Reach and audience share for Special-interest channels Average Monday-Sunday 3am-3am Individuals 4 years and over

Audience share All theme channels: 8,7%

	All theme channels : 8,7% On a 100% basis = TOTAL TV		
CHANNELS	Audience share in %* On a 100% basis = All theme channels	Coverage Number of thou	
Special-interest channels	100%	47	
NATIONAL GEOGRAPHIC WILD	0,4	2	
PARAMOUNT NETWORK DÉCALÉ 1)	0,4	2	
BET	0,3	2	
BOOMERANG	0,3	1	
DISNEY CHANNEL	0,3	2	
GAME ONE +1	0,3	1	
J-ONE	0,3	1	
MCM	0,3	2	
MTV HITS	0,3	2	
NICKELODEON TEEN	0,3	1	
NOVELAS TV	0,3	1	
CANAL+ KIDS	0,2	2	
CARTOON NETWORK	0,2	8	
NICKELODEON +1	0,2	1	
PIWI +	0,2	1	
SCIENCE ET VIE TV	0,2	7	
SPORT EN FRANCE	0,2	2	
BOOMERANG +1	0,1	2	
CANALJ	0,1	1	
CARTOONITO	0,1	7	
DISNEY CHANNEL +1	0,1	Ģ	
MGG TV	0,1	1	
RMC SPORT 1	0,1	1	
TÉLÉTOON +	0,1	1	
TÉLÉTOON +1	0,1	5	
TRACE URBAN	0,1	1	
DREAMWORKS	<0,1	ğ	

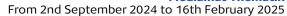
Coverage 4 weeks Number of individuals in thousands			
47 106			
2 042			
2 264			
2 755			
1 779			
2 450			
1 761			
1 792			
2 240			
2 111			
1 282			
1 657			
2 117			
843			
1 114			
1 409			
767			
2 435			
464			
1 348			
781			
969			
1 391			
1 145			
1 293			
548			
1 322			
909			

^(°) Audience share calculated on the basis of all the special-interest channels marked.

¹⁾ Name changes: Paramount Channel Décalé becomes Paramount Network Décalé.









Reach and audience share for Special-interest channels Average Monday-Sunday 3am-3am Individuals 4 years and over

CHANNELS	Audience share in % On a 100% basis = TOTAL TV	Coverage 4 weeks Number of individuals in thousands
Special-interest channels	8,7%	47 106
National channels	90,8%	61 304
TF1	18,9	58 086
FRANCE 2	14,7	56 274
FRANCE 3	8,8	49 998
CANAL+	1,3	36 151
FRANCE 5	3,6	46 590
M6	7,9	53 634
ARTE	3,0	42 241
C8	3,3	44 083
W9	2,2	42 929
TMC	3,0	43 574
TFX	1,6	38 117
NRJ12	0,9	32 035
LCP-ASSEMBLÉE NATIONALE / PUBLIC SÉNAT	0,4	25 957
FRANCE 4	0,8	32 180
BFM TV	2,9	45 451
CNEWS	3,0	35 207
CSTAR	1,1	32 630
GULLI	1,1	30 195
TF1 SERIES FILMS	1,6	30 310
L'EQUIPE	1,5	33 860
6TER	1,8	32 009
RMC STORY	1,7	35 321
RMC DÉCOUVERTE	1,8	31 232
CHÉRIE 25	1,3	25 223
LCI	1,7	28 965
FRANCEINFO	0,9	26 129



Médiamat'Thématik From 2nd September 2024 to 16th February 2025

Survey features



Médiamat'Thématik, the benchmark automatic measurement of the audience for specialinterest channels in France, shows the audience for these channels everywhere, on all screens and viewed live, deferred, replay or preview by all French people aged 4 and over, i.e. 62,8 million individuals.

Interpretation of the audience results from the Médiamat'Thématik study must take into account the diversity of the audience for each channel (some channels are aimed at specific audiences), the competitive environment, whether the channel is available on one or more platforms as a basic or optional service, and the length of time each channel has been available on satellite, ADSL, cable or fibre optic. An individual who does not subscribe to a channel over the whole period may have watched the channel during part of the period (promotional offers, subscription or unsubscription during the period, multiple subscriptions, cast function, away from home, etc.)..



Audience share as a percentage: share that represents the viewing time for a channel over the total viewing time for television media among people receiving television in their homes via satellite, broadband internet, cable or optical fibre. The results are provided in an average of Monday to Sunday, throughout the day (3 am to 3 am). The reference is the audience share calculated on a Total TV base.

Four-week coverage: the number of people aged 4 years + - from among the people receiving television by satellite, broadband, cable or optical fibre having watched the channel for at least 10 consecutive seconds on average over four consecutive weeks.

« Established Pay-TV reception »: This universe is built from the established special-interest channels consumption and the reported equipment of the panelists. It includes people living in households receiving a TV offer via an Internet service provider (Orange, Free, Bouyques, SFR) where at least 5 PayTV special-interest channels have been watched within one month and the reported Canalsat / Family+ Package from Canal+ subscribers

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 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 X @Mediametrie O Mediametrie.officiel n Médiamétrie

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