



Mediametrie

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 february 16h 2024.
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Reach and audience share for Special-interest channels

Average Monday-Sunday 3am-3am

Individuals 4 years and over

CHANNELS	Audience share	
	All theme channels: 8,7% On a 100% basis = TOTAL TV	
Special-interest channels	Audience share in %* On a 100% basis = All theme channels	Coverage 4 weeks Number of individuals in thousands
	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
AUTOMOTO	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 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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	Audience share in %* On a 100% basis = All theme channels	Coverage 4 weeks Number of individuals in thousands
Special-interest channels	100%	47 106
USHUAÏA TV	1,0	3 103
DISCOVERY CHANNEL	0,9	2 397
NATIONAL GEOGRAPHIC ¹⁾	0,9	2 750
PLANÈTE +	0,9	3 487
BEIN SPORTS 3	0,8	4 193
CINÉ + CLASSIC	0,8	3 802
CINÉ + FAMILY ²⁾	0,8	4 836
COMÉDIE +	0,8	5 010
COMEDY CENTRAL	0,8	2 092
GAME ONE	0,8	3 144
RFM TV	0,8	2 991
TV5 MONDE	0,8	6 741
BEIN SPORTS 2	0,7	5 332
CINÉ + EMOTION	0,7	4 229
CINÉ + FESTIVAL ²⁾	0,7	3 957
INFOSPORT +	0,7	3 921
PLANÈTE + AVENTURE	0,7	2 636
E!	0,6	1 850
TCM CINÉMA	0,6	2 314
TIJI	0,6	1 575
WARNER TV	0,6	3 453
DISNEY JUNIOR	0,5	1 723
MANGAS	0,5	1 893
NICKELODEON	0,5	2 205
WARNER TV NEXT	0,5	1 318
CANAL+ DOCS	0,4	3 588
EQUIDIA	0,4	2 298
M6 MUSIC	0,4	2 341
MTV	0,4	2 646

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

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

⁽²⁾ Name changes: Ciné + Club becomes Ciné + Festival; Ciné + Famiz becomes Ciné + Family.



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Special-interest channels	Audience share in %* On a 100% basis = All theme channels	Coverage 4 weeks Number of individuals in thousands
	100%	47 106
NATIONAL GEOGRAPHIC WILD	0,4	2 042
PARAMOUNT NETWORK DÉCALÉ ¹⁾	0,4	2 264
BET	0,3	2 755
BOOMERANG	0,3	1 779
DISNEY CHANNEL	0,3	2 450
GAME ONE +1	0,3	1 761
J-ONE	0,3	1 792
MCM	0,3	2 240
MTV HITS	0,3	2 111
NICKELODEON TEEN	0,3	1 282
NOVELAS TV	0,3	1 657
CANAL+ KIDS	0,2	2 117
CARTOON NETWORK	0,2	843
NICKELODEON +1	0,2	1 114
PIWI +	0,2	1 409
SCIENCE ET VIE TV	0,2	767
SPORT EN FRANCE	0,2	2 435
BOOMERANG +1	0,1	464
CANAL J	0,1	1 348
CARTOONITO	0,1	781
DISNEY CHANNEL +1	0,1	969
MGG TV	0,1	1 391
RMC SPORT 1	0,1	1 145
TÉLÉTOON +	0,1	1 293
TÉLÉTOON +1	0,1	548
TRACE URBAN	0,1	1 322
DREAMWORKS	<0,1	909

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

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



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Médiamat'Thématic

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

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



Survey features

Médiamat'Thématic, the benchmark automatic measurement of **the audience for special-interest 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'Thématic** 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.).



Definitions

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, Bouygues, 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



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Médiamétrie

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