



Mediametrie

## Press Release

15th April 2025

### Métridom

#### The television audience in the French overseas departments

**Guadeloupe / Martinique / Réunion -Wave January-March 2025** (from 6 January to 30 March for the French West Indies and from 20 January to 30 March for Réunion)



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 reaches 2% for TV (Monday-Sunday; 12 midnight to 12 midnight).

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

	January-March 2025				September-November 2024				January-March 2024			
Total TV	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn
Guadeloupe	69,6	223 800	100	4:23	70,6	225 700	100	4:08	75,5	241 400	100	4:26
Martinique	70,4	217 200	100	4:26	71,2	220 300	100	4:28	74,4	230 200	100	4:38
Réunion	65,5	475 000	100	3:57	67,3	483 200	100	3:54	71,8	516 200	100	3:46

From the 6 January to the 30 March the time difference between mainland France and the French West Indies was -5h

From the 31 March it was -6h compared to mainland France.

From the 20 January to the 30 March: the time difference between mainland France and Réunion was +3h.

From 31 March it was +2h 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.



## Television Results by aggregate in Guadeloupe

	January-March 2025				September-November 2024				January - March 2024			
Monday-Sunday 12 midnight-12midnight	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn
<b>By package</b>												
Free DTT channels <sup>1</sup>	52,7	169 400	48,9	2:50	52,3	167 200	46,7	2:36	57,5	183 600	49,3	2:52
Chargeable broader channel offering <sup>2</sup>	47,2	151 800	47,1	3:02	47,4	151 600	49,9	3:04	50,7	161 900	47,8	3:09
<b>By theme<sup>3</sup></b>												
Entertainment	8,0	25 800	6,8	2:34	8,0	25 700	6,8	2:27	9,4	30 000	6,7	2:24
General interest	61,4	197 400	74,1	3:41	62,9	201 000	73,5	3:25	66,5	212 500	71,4	3:35
News	11,6	37 300	7,1	1:52	10,4	33 300	6,7	1:53	13,2	42 100	7,4	1:53
Youth	2,4	7 800	1,4	1:42	3,1	9 900	2,2	2:04	3,4	10 800	1,6	1:37
Sport	5,2	16 700	3,4	1:59	5,1	16 200	3,5	2:02	6,9	22 100	5,7	2:46

<sup>1</sup> Free terrestrial, locally broadcast television channels, originally analogue and channels broadcast over free digital TV

<sup>2</sup> Devices requiring a subscription to a chargeable package (Canal+), to satellite or to a television service via broadband internet.

<sup>3</sup> Nomenclature defined based on the type of channels (rather than on scheduling).

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 2025 represents 3 215 people aged 13 and older.



## Television Results by channel in Guadeloupe

	January-March 2025				September-November 2024				January- March 2024			
	CA%	CA	Audie nce share %	VT V h:mn	CA%	CA	Audie nce share %	VT V h:mn	CA%	CA	Audie nce share %	VT V h:mn
<b>Monday-Sunday 12 midnight- 12midnight</b>												
CANAL +	3,2	10 300	1,9	1:50	4,5	14 400	3,2	2:05	3,8	12 300	2,2	1:53
FRANCE 2	9,4	30 300	5,4	1:44	8,8	28 300	5,2	1:43	9,7	30 800	5,1	1:45
FRANCE 3	4,6	14 800	2,2	1:28	5,4	17 400	3,1	1:40	5,0	15 800	2,5	1:40
FRANCE 5	2,8	9 000	1,6	1:45	2,1	6 800	0,8	1:09	2,1	6 700	0,9	1:21
FRANCE INFO	4,8	15 400	2,5	1:35	3,8	12 100	2,0	1:33	4,3	13 600	1,8	1:25
GUADELOUPE LA 1 <sup>ère</sup>	42,4	136 400	30,3	2:11	43,6	139 300	31,1	2:05	48,1	153 700	31,1	2:10
NOVELAS TV	3,4	10 900	3,0	2:43	3,5	11 200	3,2	2:40	3,2	10 100	2,6	2:44

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 2025 represents 3 215 people aged 13 and older.



## Television Results by advertising coupling in Guadeloupe

	January-March 2025				September-November 2024				January - March 2024			
Monday-Sunday 12 midnight-12midnight	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn
COUPLAGE CANAL+ <sup>(1)</sup>	5,1	16 300	3,4	2:04	5,9	18 700	4,4	2:11	6,2	19 700	4,0	2:12
COUPLAGE SPORT CANAL+ <sup>(2)</sup>	4,5	14 300	2,9	2:01	5,7	18 300	4,3	2:11	5,4	17 400	3,4	2:07
COUPLAGE CINEMA CANAL+ <sup>(3)</sup>	3,6	11 600	2,3	1:57	4,6	14 700	3,3	2:04	4,6	14 600	2,8	2:01
CANAL+ + CANAL+ SERIES	3,4	10 900	2,0	1:49	4,6	14 600	3,3	2:05	3,8	12 300	2,2	1:53
GADELOUPE LA 1 <sup>ère</sup> + NOVELAS TV	44,2	142 200	33,3	2:18	44,6	142 700	34,3	2:15	49,1	156 900	33,7	2:18

<sup>(1)</sup> Advertising coupling CANAL+ : 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.

<sup>(2)</sup> Advertising coupling SPORT CANAL+ : CANAL+ CANAL+ SPORT + CANAL+ FOOT + CANAL+ 360 + CANAL+ FORMULA 1 + CANAL+ PREMIER LEAGUE + CANAL+ TOP 14 + CANAL+ MOTO GP.

<sup>(3)</sup> Advertising coupling CINEMA CANAL+ : CANAL+ + CANAL+ CINEMA + CANAL+ BOX OFFICE.

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 2025 represents 3 215 people aged 13 and older.



## Press release

Métridom

The television audience in Guadeloupe / Martinique / Réunion  
January-March 2025

### Television Results by aggregate in Martinique

	January-March 2025				September-November 2024				January- March 2024			
<b>Monday-Sunday 12 midnight-12midnight</b>	CA%	CA	Audie nce share %	VTV h:mn	CA%	CA	Audie nce share %	VTV h:mn	CA%	CA	Audie nce share %	VTV h:mn
<b>By package</b>												
Free DTT channels <sup>1</sup>	53,7	165 600	47,9	2:47	54,9	170 000	48,5	2:49	54,4	168 400	45,4	2:53
Chargeable broader channel offering <sup>2</sup>	44,7	137 900	47,4	3:18	45,6	141 100	47,7	3:20	50,4	156 100	50,9	3:29
<b>By theme<sup>3</sup></b>												
Cinema	2,0	6 300	1,6	2:23	2,0	6 200	1,2	1:50	3,1	9 600	1,8	1:59
Entertainment	6,0	18 700	5,6	2:55	6,9	21 300	4,6	2:08	8,0	24 900	5,8	2:30
Documentaries/Discovery	2,7	8 300	2,4	2:44	3,1	9 500	2,1	2:07	3,1	9 400	2,0	2:14
General interest	63,4	195 500	74,3	3:39	64,1	198 500	72,7	3:37	66,3	205 000	71,5	3:44
News	8,7	26 800	4,7	1:41	11,2	34 700	6,9	1:57	10,9	33 700	6,5	2:03
Youth	2,5	7 700	1,5	1:50	2,7	8 400	1,7	1:57	2,7	8 200	2,0	2:32
Sport	5,6	17 200	3,7	2:03	6,7	20 600	5,2	2:28	6,3	19 500	4,7	2:34

<sup>1</sup> Free terrestrial, locally broadcast television channels, originally analogue and channels broadcast over free digital TV

<sup>2</sup> Devices requiring a subscription to a chargeable package (Canal+), to satellite or to a television service via broadband internet.

<sup>3</sup> Nomenclature defined based on the type of channels (rather than on scheduling).

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 2025 represents 3086 people aged 13 and older.



## Television Results by channel in Martinique

	January-March 2025				September-November 2024				January - March 2024			
	CA%	CA	Audie nce share %	VT V h:mn	CA%	CA	Audie nce share %	VT V h:mn	CA%	CA	Audie nce share %	VT V h:mn
<b>Monday-Sunday 00:00-24:00</b>												
CANAL+	4,9	15 200	3,7	2:19	5,6	17 500	3,9	2:13	5,7	17 600	3,7	2:14
FRANCE 2	7,9	24 500	4,6	1:48	8,0	24 900	4,2	1:40	7,5	23 300	3,3	1:31
FRANCE 3	4,6	14 200	2,4	1:38	6,0	18 700	3,6	1:54	5,7	17 600	3,1	1:53
FRANCE 5	3,3	10 100	1,5	1:24	3,1	9 600	1,2	1:16	2,5	7 900	0,9	1:12
FRANCE INFO	2,8	8 800	1,1	1:10	4,7	14 500	2,5	1:43	3,5	10 900	1,0	1:02
MARTINIQUE LA 1 <sup>ère</sup>	38,2	118 000	21,6	1:46	38,8	120 100	21,9	1:48	35,9	111 100	19,1	1:50
ATV ex viàATV	21,5	66 500	13,7	1:59	21,5	66 400	12,2	1:49	23,0	71 300	15,4	2:19

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 2025 represents 3086 people aged 13 and older.



## Press release

Métridom

The television audience in Guadeloupe / Martinique / Réunion  
January-March 2025

### Television Results by advertising coupling in Martinique

Monday-Sunday 00:00-24:00	January-March 2025				September-November 2024				January - March 2024			
	CA%	CA	Audie nce share %	VTV h:mn	CA%	CA	Audie nce share %	VTV h:mn	CA%	CA	Audie nce share %	VTV h:mn
COUPLAGE CANAL+ <sup>(1)</sup>	6,2	19 100	4,7	2:21	7,9	24 600	5,9	2:23	9,0	27 900	6,2	2:23
COUPLAGE SPORT CANAL+ <sup>(2)</sup>	6,1	18 800	4,6	2:21	7,4	23 000	5,3	2:15	8,1	25 100	5,6	2:24
COUPLAGE CINEMA CANAL+ <sup>(3)</sup>	5,0	15 500	3,7	2:18	6,2	19 100	4,4	2:18	6,4	19 800	4,2	2:16
CANAL+ + CANAL+ SERIES	4,9	15 200	3,7	2:19	5,8	18 000	4,0	2:13	5,8	17 900	3,7	2:12
MARTINIQUE LA 1 <sup>ère</sup> + NOVELAS TV	38,9	120 000	23,0	1:51	39,6	122 400	22,9	1:51	37,1	114 800	20,6	1:55

<sup>(1)</sup> Advertising coupling CANAL+ : 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.

<sup>(2)</sup> Advertising coupling SPORT CANAL+ : CANAL+ CANAL+ SPORT + CANAL+ FOOT + CANAL+ 360 + CANAL+ FORMULA 1 + CANAL+ PREMIER LEAGUE + CANAL+ TOP 14 + CANAL+ MOTO GP.

<sup>(3)</sup> Advertising coupling CINEMA CANAL+ : CANAL+ + CANAL+ CINEMA + CANAL+ BOX OFFICE.

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 2025 represents 3086 people aged 13 and older.



## Television Results by aggregate in Reunion

	January-March 2025				September-November 2024				January - March 2024			
Monday-Sunday 00:00-24:00	CA%	CA	Audie nce share %	VTV h:mn	CA%	CA	Audie nce share %	VTV h:mn	CA%	CA	Audie nce share %	VTV h:mn
<b>By package</b>												
Free DTT channels <sup>(1)</sup>	53,4	387 400	59,5	2:53	54,0	388 100	55,5	2:42	56,4	405 000	55,7	2:40
Chargeable broader channel offering <sup>(2)</sup>	35,5	257 600	37,5	2:44	37,9	272 100	41,6	2:53	42,0	301 700	41,3	2:39
<b>By theme <sup>3</sup></b>												
Cinema	2,3	16 700	1,9	2:10	2,1	15 200	1,6	2:01	nd	nd	nd	nd
Entertainment	3,6	26 300	3,6	2:35	4,3	30 900	3,7	2:15	5,8	42 000	5,5	2:34
Documentaries/Discovery	2,2	16 000	1,7	2:01	2,9	20 600	2,3	2:09	2,9	21 200	2,0	1:51
General interest	60,1	435 500	79,6	3:26	60,4	434 200	75,8	3:17	64,0	460 100	76,1	3:12
News	9,0	65 400	5,6	1:37	10,9	78 200	8,7	2:05	10,2	73 000	6,0	1:35
Youth	2,2	16 100	1,4	1:38	nd	nd	nd	nd	2,5	18 200	1,5	1:33
Sport	2,8	20 500	2,3	2:05	3,3	23 700	2,1	1:42	3,8	27 500	2,9	2:02

nd : non disponible (AC<2%)

<sup>1</sup> Free terrestrial, locally broadcast television channels, originally analogue and channels broadcast over free digital TV

<sup>2</sup> Devices requiring a subscription to a chargeable package (Canal+), to satellite or to a television service via broadband internet.

<sup>3</sup> Nomenclature defined based on the type of channels (rather than on scheduling).

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 2025 represents 7 250 people aged 13 and older.





## Television Results by channel in Reunion

	January-March 2025				September-November 2024				January- March 2024			
	CA%	CA	Audie nce share %	VT V h:mn	CA%	CA	Audie nce share %	VT V h:mn	CA%	CA	Audie nce share %	VT V h:mn
<b>Monday-Sunday 00:00-24:00</b>												
ANTENNE REUNION	37,0	268 300	32,6	2:17	37,6	269 900	29,9	2:05	39,8	285 700	29,0	1:58
CANAL +	2,9	21 200	2,5	2:12	3,4	24 300	2,4	1:54	4,1	29 200	2,8	1:50
FRANCE 2	5,1	37 300	3,7	1:51	6,5	46 500	4,6	1:51	7,2	51 600	4,1	1:32
FRANCE 3	2,3	16 600	1,8	2:04	3,1	22 400	1,6	1:20	3,7	26 600	2,5	1:51
FRANCE INFO	2,5	18 200	1,3	1:23	2,4	17 400	0,8	0:51	2,6	18 500	0,8	0:52
REUNION LA 1 <sup>ère</sup>	24,1	174 700	16,5	1:47	23,2	166 800	13,6	1:32	25,0	179 800	14,8	1:36

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 2025 represents 7 250 people aged 13 and older.



## Television Results by advertising coupling in Reunion

	January-March 2025				September-November 2024				January - March 2024			
Monday-Sunday 00:00-24:00	CA%	CA	Audie nce share %	VTV h:mn	CA%	CA	Audie nce share %	VTV h:mn	CA%	CA	Audie nce share %	VTV h:mn
COUPLAGE CANAL+ <sup>(1)</sup>	4,2	30 400	3,8	2:19	4,2	30 500	3,3	2:02	5,2	37 400	3,5	1:49
COUPLAGE SPORT CANAL+ <sup>(2)</sup>	3,5	25 500	3,1	2:17	3,9	27 800	2,9	1:58	4,9	35 500	3,3	1:49
COUPLAGE CINEMA CANAL+ <sup>(3)</sup>	3,5	25 100	3,0	2:14	3,7	26 800	2,8	1:58	4,3	30 900	2,9	1:51
CANAL+ + CANAL+ SERIES	3,0	22 100	2,6	2:12	3,4	24 300	2,4	1:54	4,1	29 500	2,8	1:50
REUNION LA 1 <sup>ère</sup> + NOVELAS TV	24,7	178 900	17,0	1:47	23,7	170 000	14,5	1:36	26,9	193 000	16,9	1:42

<sup>(1)</sup> Advertising coupling CANAL+ : 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.

<sup>(2)</sup> Advertising coupling SPORT CANAL+ : CANAL+ CANAL+ SPORT + CANAL+ FOOT + CANAL+ 360 + CANAL+ FORMULA 1 + CANAL+ PREMIER LEAGUE + CANAL+ TOP 14 + CANAL+ MOTO GP.

<sup>(3)</sup> Advertising coupling CINEMA CANAL+ : CANAL+ + CANAL+ CINEMA + CANAL+ BOX OFFICE.

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 2025 represents 7 250 people aged 13 and older.



### Main events during the survey period

Over the survey period, running from 6 January to 30 March, the news was marked by events likely to have an impact on television viewing behaviour:

**On January 5**, Carnival begins in the West Indies.

**On January 6**, the new school year begins in the West Indies.

In mainland France, the Ministry of Health reports the first case of the new variant of the Mpox virus.

Internationally, Canadian Prime Minister Justin Trudeau announces his resignation. He will remain in office until a successor is found.

**On January 7**, Jean-Marie Le Pen, founder of the Front National (FN), dies.

**On January 8**, the Minister for Overseas France, Manuel Valls, presents an emergency bill for Mayotte to facilitate the rebuilding of settlements.

French national team coach Didier Deschamps announces he will step down after the World Cup in 2026.

**On January 9**, the United States observes a day of national mourning in honor of former President Jimmy Carter.

**On January 10**, more than 9 tons of narcotics are intercepted off the coast of Martinique.

**From January 11 to 13**, less than a month after being hit by cyclone Chido, Mayotte was once again placed under cyclonic red alert for tropical storm Dikeledi.

**On January 13**, the start of the school year in Mayotte was postponed, following damage caused by cyclone Chido and storm Dikeledi.

**On January 14**, Prime Minister François Bayrou delivers his general policy speech at the French National Assembly.

Skipper Charlie Dalin wins the Vendée Globe 2024, beating the previous record time of 64 days.

**On January 15**, the mayor of Le Lorrain in Martinique confirmed the cancellation of the Grande Parade du Nord 2025 for security reasons. It was due to take place on February 8.

**From January 16 to 20**, La Poste staff in Martinique go on strike to protest against working conditions.

**On January 19**, in Paris, a new mobilization against the high cost of living in overseas France supported the Rassemblement pour la Protection des Peuples et des Ressources Afro Caribéens (RPPRAC) and its president Rodrigue Petitot ahead of his trial on January 21.

**On January 20**, the new school year begins on Reunion Island, with 280 pupils from Mahor welcomed to Reunion's schools.

Internationally, Donald Trump officially becomes the 47th President of the United States.

**On January 21**, the National Assembly almost unanimously deletes a provision of the emergency bill to rebuild Mayotte which, under the guise of promoting development or rehousing projects, would have facilitated expropriations on the island ravaged by cyclone Chido.

**On January 23**, the French National Assembly adopted the law aimed at taking emergency measures to combat the high cost of living in overseas France.



**Main events  
during the  
survey period**

Over the survey period, running from 6 January to 30 March, the news was marked by events likely to have an impact on television viewing behaviour:

**On January 25**, a white march was organized in Pointe-à-Pitre, Guadeloupe, in tribute to a teenager who had been stabbed two weeks earlier. Participants denounced the violence during the carnival period.

**On January 27**, the new school year begins gradually in Mayotte, two weeks after the original date. Teachers called for better conditions and denounced the deterioration of schools.

**On January 30 and 31**, Manuel Valls and Education Minister Elisabeth Borne visited Mayotte.

**On January 31**, Emmanuel Macron, President of the French Republic, met the Haitian President of the Transitional Council, Leslie Voltaire. A “restitution” of the independence indemnity is discussed.

**On February 2**, Léa Fontaine of Réunion wins gold at the Paris Grand Slam.

**On February 3**, François Bayrou uses Article 49.3 on 2 occasions to pass the State budget, followed by the first part of the Social Security budget. France Insoumise (LFI) files two motions of censure against the government after François Bayrou uses article 49.3.

The Paris Court of Appeal examines the claims of 1,286 plaintiffs for compensation for exposure to the pesticide chlordecone.

**On February 4**, the Senate voted unanimously in favor of the Mayotte emergency bill, which accelerated reconstruction on the territory.

**On February 5**, after Article 49.3 was triggered to adopt the 2025 State and Social Security budgets, François Bayrou escaped two motions of censure. The National Assembly adopts the 2025 State budget.

**On February 6**, the National Assembly votes to tighten the acquisition of French nationality in Mayotte.

**On February 11**, according to the ARS (Regional Health Agency), 204 new cases of Chikungunya were reported in one week (from January 27 to February 2). The Director of ARS Reunion announces that the peak of the epidemic could possibly be reached in May.

**On February 12**, Manuel Valls announces that a new interministerial committee for overseas France (CIOM) will be set up for the second half of 2025.

François Bayrou is accused of lying about physical violence, sexual assault and rape of minors at the Notre-Dame-de-Bétharram secondary school (Pyrénées-Atlantiques).

**On February 14**, a motion of censure is tabled by La France Insoumise against François Bayrou's government.

**On February 17**, Parliament adopts the Social Security budget for 2025.



**Main events  
during the  
survey period**

Over the survey period, running from 6 January to 30 March, the news was marked by events likely to have an impact on television viewing behaviour:

**On February 19**, in the context of the social conflict at the Syndicat de gestion de l'eau (SMGEAG), the Prefect of Guadeloupe, Xavier Lefort, reports that almost 112,000 people are still without water.

The National Assembly rejects the motion of censure tabled by the Socialist Party. François Bayrou escapes a sixth motion of censure.

Richard Ferrand is appointed President of the Constitutional Council, responsible for checking that laws comply with the Constitution.

**On February 20**, Martinique signs an agreement to join CARICOM (Caribbean Community).

**On February 21**, in the context of the Betharram affair, a complaint is lodged against François Bayrou for failing to denounce a crime or offence.

**On February 22**, the 61st Salon International de l'Agriculture was inaugurated by Emmanuel Macron, accompanied by Annie Genevard, Minister of Agriculture and Food Sovereignty.

In Mulhouse, one person is killed and two police officers wounded in a knife attack. The national anti-terrorist prosecutor's office is seized

9 months after his deadly escape in the Eure region, drug trafficker Mohamed Amra is arrested by Romanian police.

**On February 24**, Donald Trump receives Emmanuel Macron at the White House.

**From February 22 to 28**, Manuel Valls visits New Caledonia. The trip focused on three main themes: collective memory, negotiations on a political agreement and reconstruction.

**On February 26**, under cyclone alert orange, business continued on Reunion Island, but all schools closed. Mauritius is placed on class 3 alert.

François Bayrou wants to re-examine the 1968 agreements with Algeria.

**On February 27**, the island of La Réunion is placed on cyclonic red alert, ahead of the expected arrival of cyclone Garance, described as "dangerous" by Météo-France, the prefecture announces.

**On February 28**, in view of the danger posed by the approaching cyclone Garance, the Prefect of La Réunion issued a violet alert.

On the sidelines of the Salon International de l'Agriculture (SIA), Emmanuel Macron meets with overseas agricultural stakeholders at the Élysée Palace. C8 and NRJ12 go off the air.

Internationally, Donald Trump receives Volodymyr Zelensky, President of Ukraine, at the White House, leading to an altercation.

**On March 1**, following the passage of cyclone Garance, which caused at least four deaths and five injuries, La Réunion gauged the extent of the damage. Hundreds of thousands of people were without water and electricity, according to the prefecture.



### Main events during the survey period

Over the survey period, running from 6 January to 30 March, the news was marked by events likely to have an impact on television viewing behaviour:

**On March 1**, in line with its commitment under the October 16, 2024 protocol to combat high living costs, and in view of the enactment of the Finance Act for 2025 on February 14, the French government is zeroing out VAT for the 69 families of consumer products covered by the protocol.

Ramadan begins for Muslims.

**From March 2 to 5**, the “Jours Gras” (Fat Days) begin with a parade in Fort-de-France in Martinique and Pointe-à-Pitre in Guadeloupe. They end on Ash Wednesday, which marks the start of Lent for Christians.

**On March 4**, Jean-Louis Debré, former Minister of the Interior, dies.

**On March 5**, Emmanuel Macron addresses the French people from the Élysée Palace.

**On March 6**, in Kourou, French Guiana, the Ariane-6 rocket carries out its first commercial mission with a military observation satellite.

**On March 6 and 7**, Manuel Valls visits Reunion Island to support the affected population and assess the damage caused by cyclone Garance.

**On March 11**, the Paris Administrative Court of Appeal orders the French government to compensate victims of the chlordecone used in banana plantations at the end of the last century, despite its proven hazardousness. However, only those who can justify “moral prejudice due to anxiety” can claim this compensation.

Internationally, the United States proposed a 30-day ceasefire in the war between Ukraine and Russia, after eight hours of talks in Saudi Arabia. The American proposal was accepted by the Ukrainians, who now asked the United States to “convince” Russia.

**On March 12**, the interministerial order recognizing the state of natural disaster following the passage of cyclone Garance was published in the Journal Officiel (JO), covering the whole of Reunion Island.

**On March 14**, with the number of cases of chikungunya rising sharply, the Prefect activates level 4 of the Orsec plan to deal with the chikungunya epidemic. A vaccination campaign is scheduled for mid-April.

**From March 14 to 19**, Manuel Valls visits the French West Indies. He visited Martinique, Guadeloupe, Saint-Martin and Saint-Barthélemy.

**On March 16**, François Bayrou rejects the idea of returning the retirement age to 62.

**On March 17**, Manuel Valls, on a visit to Martinique, announces a bill to combat the high cost of living in overseas France, and a €10 million aid package.

**On March 18**, the former head of Air Antilles, Eric Koury, is convicted of fraud and undeclared work.



### Main events during the survey period

Over the survey period, running from 6 January to 30 March, the news was marked by events likely to have an impact on television viewing behaviour:

**On March 20**, two liberal nurses were violently assaulted in Maripasoula and Matoury, French Guiana.

**On March 24**, nurses' unions in Guadeloupe and Martinique mobilized in support of the nurses attacked in French Guiana, and denounced the violence suffered by nurses.

**From March 26 to 28**, the French Minister of Tourism, Nathalie Delattre, travels to Martinique. She will be visiting Guadeloupe from March 28 to 30.

**On March 27**, the Public Prosecutor's Office requested 7 years' imprisonment and a fine of 300,000 euros against Nicolas Sarkozy for suspected Libyan financing of his presidential campaign.



## Definitions

### 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:

- 321 500 people in Guadeloupe, the cumulative audience point represents 3 215 people
- 308 600 people in Martinique, the cumulative audience point represents 3086 people
- 725 000 people in Réunion, the cumulative audience point represents 7250 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)** in minutes: average time spent viewing to programmes broadcast by TV channels/radio stations by all of the viewers/listeners of the device being studied.

## Survey features

The Métridom survey of January-March 2025 on television was carried out between 6th January and 30th March 2025 in the French West Indies and between 20th January and 30th March 2025 in Reunion, using a sample of 5 220 individuals who were representative of the population aged 13 years and older (1740 by departments). They were surveyed in French or Creole by means of computer-assisted telephone interviews.

### 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, more than 700 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 2024, the Médiamétrie Group achieved a turnover of €103.5 million and processed over one billion data every day.

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

@Mediametrie



Mediametrie.official



Médiamétrie

#### Press contacts :

**Isabelle Lellouche Filliau**

Tel : 01 47 58 97 26

[ilellouche-filliau@mediametrie.fr](mailto:ilellouche-filliau@mediametrie.fr)

**Juliette Destribats**

Tel : 01 47 58 97 55

[jdestribats@mediametrie.fr](mailto:jdestribats@mediametrie.fr)



**Media Glossary**  
Check out over  
500 definitions