



Mediametrie

## Press release

19<sup>th</sup> May 2025

### Weekly Médiamat

From 12<sup>th</sup> to 18<sup>th</sup> May 2025 – Week 20

Day of viewing

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

Weekly Coverage		
Total TV		58,806,000
Audience share (%)		
Aggregates	National Channels <sup>(1)</sup>	89.7
	Other TV : special-interest local and foreign channels	10.3
Channels	TF1	19.1
	FRANCE 2	15.7
	FRANCE 3	8.7
	CANAL+ <sup>(2)</sup>	1.4
	FRANCE 5	3.6
	M6	8.4
	ARTE	3.1
	W9	2.1
	TMC	3.1
	TFX	1.7
	CSTAR	1.4
	GULLI	1.1
	TF1 SERIES FILMS	1.7
	6TER	2.0
	RMC STORY	1.7
	RMC DÉCOUVERTE	1.7
	CHÉRIE 25	1.4

(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.



## 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 **5.800 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, private time-shifted, preview and on replay on a given day, regardless of the original live broadcast date of the programmes caught up with.

**Weekly coverage**: number of individuals who had at least one contact with the television medium during the week, regardless of the duration of this contact.

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

## 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 nearly €103.5 million and processed over one billion data every day.

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



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Médiamétrie

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