



Mediametrie

Press Release

21st May 2025

The television and radio audience in Mayotte in April 2025 (from March 31st to April 27th 2025)

Local media in Mayotte were particularly hard hit by cyclone Chido on December 14, 2024.

Telecommunications were severely disrupted, making it difficult for the population to disseminate information and access the media several months after the disaster.



All of the devices are measured within the framework of the ad hoc survey in Mayotte. 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 reached 2% for TV (Monday-Sunday; 12 midnight-12 midnight) and Radio (Monday-Friday; 5am-12 midnight).

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

	April 2025				April-May 2024				March 2023			
Total TV	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn
	57,7	115 800	100	3:37	77,7	150 200	100	4:02	78,7	146 600	100	4:02

Radio Results, average day, Monday-Friday, 05:00-24:00

	April 2025				April-May 2024				March 2023			
Total Radio	CA%	CA	Audience share%	TSL h:mn	CA%	CA	Audience share%	TSL h:mn	CA%	CA	Audience share%	TSL h:mn
	45,1	90 400	100	2:54	50,2	97 000	100	3:06	53,7	100 000	100	3:01

From 31st March to 27th April, the time difference between mainland France and Mayotte was +1h.

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.

1% of cumulative audience in 2025 represents 2 006 people aged 13 years and older.



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Television Results by aggregate

	April 2025				April-May 2024				March 2023			
Monday-Sunday 12 midnight-12 midnight	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn
By package												
Free digital TV channels ¹	46,4	93 100	51,8	2:20	60,9	117 700	47,7	2:27	57,2	106 600	50,6	2:48
Chargeable 2 broader channel offering ²	32,5	65 300	44,5	2:52	47,7	92 100	49,6	3:15	50,6	94 300	48,4	3:02
By theme³												
Cinema	2,0	4 000	1,6	1:41	3,0	5 700	1,4	1:31	3,3	6 200	2,1	2:01
Entertainment	8,2	16 500	9,3	2:22	15,1	29 200	14,1	2:55	15,0	27 900	13,0	2:45
General interest	50,5	101 400	65,3	2:42	69,0	133 200	61,3	2:47	65,8	122 600	64,2	3:05
News	9,4	18 900	7,7	1:42	15,0	28 900	8,9	1:51	14,8	27 500	9,8	2:06
Children's programmes	3,6	7 300	4,3	2:29	6,5	12 600	4,3	2:05	7,8	14 500	3,5	1:26
Sport	7,0	14 000	7,5	2:15	7,2	14 000	5,6	2:26	9,9	18 500	5,6	1:47

¹ Free terrestrial, locally broadcast television channels, originally analogue and channels broadcast over free digital TV

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

³ Nomenclature defined based on the type of channels (rather than on scheduling).

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Television Results by channel

	April 2025				April-May 2024				March 2023			
	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn
Monday-Sunday 12 midnight-12 midnight												
CANAL +	5,6	11 300	5,8	2:08	6,2	12 000	4,2	2:08	3,9	7 300	2,0	1:37
FRANCE 2	4,2	8 500	3,1	1:32	5,3	10 200	2,3	1:20	7,6	14 100	3,5	1:29
FRANCE 4	5,5	11 100	3,9	1:28	9,1	17 500	5,1	1:47	7,3	13 700	5,9	2:32
FRANCE INFO	3,0	6 100	1,9	1:17	5,5	10 600	2,9	1:38	3,0	5 600	1,5	1:34
MAYOTTE LA 1 ^{ère}	42,0	84 200	39,2	1:57	54,5	105 400	32,3	1:51	50,4	93 800	34,0	2:08
NOVELAS TV	5,3	10 500	6,0	2:23	9,5	18 300	7,9	2:38	9,1	16 900	8,2	2:52

Television Results by advertising coordination

	April 2025				April-May 2024				March 2023			
	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn
Monday-Sunday 12 midnight-12 midnight												
COUPLAGE CANAL+ ⁽¹⁾	7,5	15 100	7,6	2:07	7,3	14 200	5,2	2:14	4,8	9 000	2,5	1:41
COUPLAGE SPORT CANAL+ ⁽²⁾	6,9	13 900	7,1	2:08	6,9	13 400	5,1	2:19	4,0	7 400	2,2	1:44
COUPLAGE CINEMA CANAL+ ⁽³⁾	6,2	12 300	6,3	2:08	6,1	11 900	4,2	2:07	3,9	7 300	2,0	1:39
CANAL+ + CANAL+ SERIES	5,6	11 300	5,8	2:08	6,1	11 900	4,2	2:07	3,9	7 300	2,0	1:37
MAYOTTE LA 1 ^{ère} + NOVELAS TV	44,5	89 200	45,1	2:07	59,6	115 200	40,3	2:07	54,3	101 200	42,2	2:28

⁽¹⁾ COUPLAGE 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 + CANAL+ BOX OFFICE.

⁽²⁾ COUPLAGE SPORT CANAL+ : CANAL+ CANAL+ SPORT + CANAL+ FOOT + CANAL+ 360 + CANAL+ FORMULA 1 + CANAL+ PREMIER LEAGUE + CANAL+ TOP 14 + CANAL+ MOTO GP.

⁽³⁾ COUPLAGE CINEMA CANAL+ : CANAL+ + CANAL+ CINEMA + CANAL+ BOX OFFICE.

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Radio Results by station

Monday-Friday 05:00-24:00	April 2025				April-May 2024				March 2023			
	CA%	CA	Audience share%	TSL h:mn	CA%	CA	Audience share%	TSL h:mn	CA%	CA	Audience share%	TSL h:mn
MAYOTTE LA 1 ^{ère}	36,1	72 500	61,1	2:12	40,9	79 100	61,4	2:20	41,5	77 300	60,4	2:22

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 2 006 people aged 13 years and older.



Main events during the survey period

Over the survey period, running from 31 March to 27 April, the news was marked by events likely to have an impact on television viewing behaviour and radio listening behaviour:

On March 31, the last two schools hardest hit by cyclone Garance reopened their doors to pupils.

Marine Le Pen is sentenced to 2 years' imprisonment and 5 years' ineligibility with immediate effect for misappropriation of public funds.

On April 1, the National Assembly adopted a bill to combat drug trafficking in France. In the French overseas territories, particularly French Guiana and the West Indies, the new repressive measures are designed to dissuade smugglers from traveling to France.

On April 2, Donald Trump announces new tariffs. The surtax imposed on Guadeloupe, Martinique, French Guiana and Mayotte by the American authorities will be just 10%. Half as much as that applied to other members of the European Union. Nevertheless, Réunion, which enjoys the same legal status, will see its products taxed at 37%.

On April 3, civil servants on Reunion Island, particularly teachers, went on strike to protest against job cuts and worsening working conditions.

On April 4, the CHU (Centre Hospitalier Universitaire) of La Réunion activated its white plan in response to the development of the chikungunya epidemic. The last time the white plan was activated in Réunion's hospitals was in January 2022, to cope with the influx of Covid-infected patients.

April 7, launch of the chikungunya vaccination campaign for vulnerable people over 65.

On April 8, Parliament definitively adopts a bill aimed at tightening restrictions on the right to residency in Mayotte.

On April 9, the ARS (Regional Health Agency) of La Réunion reports an increase in hospitalizations linked to the chikungunya epidemic.

On April 11, at the request of Rachida Dati, the draft reform of public broadcasting is put back on the agenda of the National Assembly.

April 12: fire on the bus of the Diables noirs soccer club in Combani, no injuries.

On April 15, maritime trade between Madagascar and the Union of the Comoros resumes following the lifting of bans linked to the cholera epidemic.

On April 17, following multiple attacks on prisons, the Minister of Justice, Gérald Darmanin, and the Minister of the Interior, Bruno Retailleau, ask prefects to "reinforce surveillance and protection" of prisons without delay.



Main events during the survey period

Over the survey period, running from 31 March to 27 April, the news was marked by events likely to have an impact on television viewing behaviour and radio listening behaviour:

On April 21, Pope Francis died at the age of 88.

Emmanuel Macron's presidential visit to Mayotte four months after Cyclone Chido.

On April 23, the Vatican announces 9 days of mourning following the death of Pope Francis, starting on Saturday, the day of his funeral.

April 26, funeral ceremony for Pope Francis.

Donald Trump and Volodymyr Zelensky chat on the sidelines of the ceremony.

From April 22 to 26, the Minister for Equality, Aurore Bergé, made an official visit to the French West Indies and French Guiana to meet with those involved in the fight against violence against women.

On April 23 and 24, French President Emmanuel Macron pays a state visit to Madagascar. He announced the creation of a joint Franco-Malagasy commission of historians to work on the 1947 insurrection.

On April 26, the chikungunya vaccination campaign was suspended for the over-65s in La Réunion and Mayotte following three serious events.



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 is 200 600 people in Mayotte, the cumulative audience point represents 2 006 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) / listener (TSL) 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.



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Survey characteristics

The ad hoc survey of April 2025 on television and radio in Mayotte was carried out between March 31st and April 27th, using a sample of 652 individuals who were representative of the population aged 13 years and older. They were surveyed 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 nearly €103.5 million and processed over one billion data every day.

Further information : www.mediametrie.fr  @Mediametrie  Mediametrie.official  Médiamétrie

Press contacts :

Isabelle Lellouche Filliau
Tél : +33 (0)1 47 58 97 26
ilellouche-filliau@mediametrie.fr

Juliette Destribats
Tél : +33 (0)1 47 58 97 55
jdestribats@mediametrie.fr



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