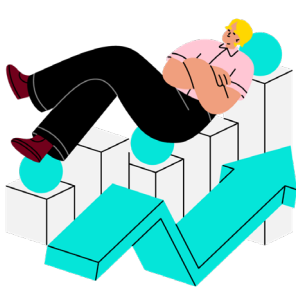


Audience of online advertising



Drawing on the Total Internet Audience measurement among a panel of 20,000 web users, Médiamétrie assesses the performances of the internet media brokers and advertising networks which subscribe to Total Internet Audience.

These advertising results, which are not exhaustive, can be used to develop the audiences for groups of websites and apps marketed by media brokers and publishers, and the results are provided to agencies for use in media planning tools.

Based on the data on subscribers measured in April 2025, Médiamétrie has published the audience figures, affinity and usage data for 43 advertising offerings across 70 benchmark socio-demographic targets.



**30
principal
Media
Brokers**

The Principal Media Broker category represents display advertising offerings that are **exclusive to one publisher.**



**1 partner
Media
Broker**

Partner Media Broker represent offers already declared in a principal media broker that can be included in another media broker **by agreement with the publisher.**



7 Packs

Packs represent the different display advertising offerings of media brokers that focus **on a theme or a target.**



**4
Networks**

Networks are advertising offerings whose **confidential composition** includes **programme-based** purchasing offerings.

Main audience of principal and partner media brokers

Total Internet Audience, April 2025

Only players subscribed to audience measurement of advertisement offers are present on the following ranking

	Principal and partner media brokers	Unique users monthly reach	Unique users average daily reach
1	Azerion (Madvertise Adverline) (Regie principale)	37 844 000	8 475 000
2	366 (Regie principale)	36 534 000	10 165 000
3	Prisma Media Solutions (Regie principale)	33 570 000	7 311 000
4	MEDIA.figaro (Regie principale)	32 840 000	6 636 000
5	ReWorld Media (Regie principale)	31 949 000	4 367 000
6	Leboncoin (Regie principale)	31 713 000	8 132 000
7	Orange Advertising (Regie principale)	30 236 000	9 460 000
8	France Televisions Publicite (Regie principale)	28 506 000	5 835 000
9	Webedia (Regie principale)	27 751 000	4 045 000
10	Unlimitail (Regie principale)	24 567 000	3 201 000
11	M Publicité (Regie principale)	24 446 000	4 609 000
12	CANAL+ Brand Solutions Digital (Regie principale)	22 603 000	3 907 000
13	TF1 Publicite Digital (Regie principale)	22 213 000	3 406 000
14	Les Echos Le Parisien Médias / Paris Match Médias (Regie principale)	19 180 000	2 917 000
15	Groupe EBRA - Humanoid (Regie partenaire)	19 026 000	3 089 000
16	RMC BFM Ads (Regie principale)	18 781 000	2 984 000
17	Retailink (Regie principale)	18 528 000	1 350 000
18	Dailymotion Advertising (Regie principale)	15 657 000	1 397 000
19	Cdiscount Advertising (Regie principale)	14 285 000	1 140 000
20	CMI Media (Regie principale)	13 094 000	1 267 000
21	Groupe Marie Claire Adnetwork (Regie principale)	13 000 000	1 026 000
22	Boursorama Médias (Regie principale)	12 533 000	2 336 000
23	M6 Publicite Digital (Regie principale)	11 288 000	1 559 000
24	Rakuten Advertising (Regie principale)	9 443 000	887 000
25	Drive Media (Regie principale)	7 737 000	732 000
26	Uni-Medias (Regie principale)	6 298 000	346 000
27	Le Point Communication (Regie principale)	6 245 000	475 000
28	Lagardere Publicite News (Regie principale)	4 841 000	371 000
29	Bayard Media Développement (Regie principale)	4 374 000	297 000
30	Groupe Challenges (Regie principale)	3 496 000	209 000
31	NRJ Adnetwork (Regie principale)	3 158 000	232 000

Packs & Networks

Total Internet Audience, April 2025

Thematic packs	Unique users monthly reach	Unique users average daily reach
Groupe EBRA - Presse régionale	15 169 000	2 467 000
Groupe Humanoid - Hi-Tech	7 944 000	763 000
Keleops Hi-Tech	7 388 000	556 000
Les Numériques Tech & gaming	7 404 000	460 000
WEB66 - Actualités	36 567 000	10 168 000

Target Packs	Unique users monthly reach	Unique users average daily reach
CMI MEDIA - Pack FEMMES	6 466 000	411 000

Standard Packs	Unique users monthly reach	Unique users average daily reach
PHR	20 848 000	2 993 000

Networks	Unique users monthly reach	Unique users average daily reach
Audion	45 298 000	17 939 000
Azerion (Sublime Madvertise Adverline)	46 318 000	16 454 000
Dailymotion Network	50 740 000	26 255 000
Teads	50 554 000	25 656 000



Definitions

Unique monthly visitors : Total number of individuals having visited a website at least once during the month in question, regardless of their connection location: home, workplace, or other locations. Individuals who visited the same website several times are only counted once.

Unique daily visitors : The number of individuals having visited a website at least once during an average day in the month in question. Individuals who visited the same website several times are only counted once for that day.

The **Total Internet Audience** is part of Médiamétrie's **MediaWeb** offering.

The Total Internet Audience measurement is based on a unique panel of **more than 20,000 individuals aged 2 years and older**, of whom 6,200 are web users with two or three screens (computer and/or mobile phone and/or tablet), allowing the total audience of **over 5,000 brands and 1,000 apps** to be measured "natively". The measurement benefits from innovative hybridization methodologies developed by Médiamétrie which combine panel data and Big Data. This total measurement provides audience results for each screen: computer, telephone, mobile and tablet. **The measurement takes into account the internet browsing of web users regardless of the location, connection method (3G/4G/5G/Wi-Fi) or protocol (http/https) for all of the websites and apps.**

À propos de Médiamétrie, High trust data

Every day, Médiamétrie processes over one billion data to support its French and international customers in developing their strategies. At the core of our values and offerings: transparent, right, impartial, inclusive, comparable and verifiable measurement. Médiamétrie places the full expertise of its teams at the service of the design and production of joint and sovereign standard audience measurements for media, platforms and the advertising market, across both audio and video universes. Médiamétrie employs over 700 people and achieved a turnover of €103.5 million in 2024.

Médiamétrie//NetRatings is a company jointly created and owned by Médiamétrie and Nielsen. Médiamétrie//NetRatings develops and markets the benchmark Internet audience and online effectiveness measurements in France.

Further information : www.mediametrie.fr  [@Mediametrie](https://twitter.com/Mediametrie)  [Mediametrie.official](https://www.instagram.com/Mediametrie.official)  [Médiamétrie](https://www.linkedin.com/company/Mediametrie)

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