

Total Internet Audience in France in May 2025

Almost 6 French people out of 10 used sports websites and apps



With a month of May packed with sporting events (the end of the football season, the start of the French Open tennis tournament, etc.), sports websites and apps attracted **37.8 million** Internet users, which is almost **6 in 10 French people (59%)**.

On a daily basis, **10.6 million** enthusiasts viewed this universe. The audience peak was recorded on Saturday 31 May, the day of the PSG - Inter Milan match in the Champions League final, with **12.5 million** unique visitors.

While sports websites and apps are more attractive to males - **63%** of men visited them - **more than one in two French women** also visited the category (**55%**) during the month. People in higher income groups showed a strong interest in this universe, which **three quarters** of them visited in April (**75%**). This proportion is also significant among people aged 35-49 (**73%**).

In May 2025, 56.6 million people went online during the month, that's 88% of the French population. Every day, 48.8 million of them browsed the Internet: that's 1.5 million more people than last year.

On average, French people spent **2 hours 58 minutes** online each day. Mobile phones account for **80%** of their daily surfing time.




Top 10 sports websites and apps


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	Brands (B)/Channels (C)	Monthly Unique Visitors	Monthly Coverage (% of French people)	Daily Unique Visitors
1	L'Équipe (B)	11,876,000	18.5	2,433,000
2	BFM RMC Sport (C)	6,253,000	9.7	588,000
3	Intersport (B)	4,621,000	7.2	241,000
4	Sports.fr (B)	3,980,000	6.2	268,000
5	Foot Mercato (B)	3,840,000	6.0	433,000
6	Le 10 Sport (B)	3,633,000	5.7	341,000
7	Fitness Park (B)	3,615,000	5.6	152,000
8	Strava (B)	3,327,000	5.2	848,000
9	Eurosport (B)	3,203,000	5.0	461,000
10	FFF (B)	2,854,000	4.4	371,000


Top 50 most visited Groups in France

	Group 	Unique Visitors per month	Average Unique Visitors per day
1	Google	55,680,000	45,115,000
2	Meta Platforms	53,050,000	41,653,000
3	Microsoft	42,713,000	17,802,000
4	Amazon	41,178,000	10,142,000
5	WEB66	35,220,000	9,444,000
6	Louis Hachette Group	34,114,000	6,800,000
7	Figaro CCM Benchmark Group	33,617,000	6,984,000
8	ReWorld Media	32,028,000	4,391,000
9	Adevinta	31,362,000	7,920,000
10	La Poste	30,979,000	7,446,000
11	Wikimedia Foundation	30,474,000	4,054,000
12	Apple Inc.	28,654,000	13,105,000
13	Webedia	28,557,000	4,287,000
14	Canal+ Group	27,587,000	4,124,000
15	Auchan Group	27,533,000	3,487,000
16	francetélévisions	26,752,000	4,689,000
17	Snap Inc.	26,066,000	19,586,000
18	Ministry of Economy and Finance	25,607,000	2,014,000
19	Doctolib	25,491,000	3,123,000
20	Yahoo	25,002,000	8,474,000
21	Crédit Agricole Group	24,570,000	6,670,000
22	Assurance Maladie	24,176,000	2,363,000
23	Orange	23,743,000	8,379,000
24	Bytedance	23,604,000	10,873,000
25	French Government	23,370,000	1,891,000
26	Booking Holdings	21,636,000	2,434,000
27	PDD Holdings	21,591,000	3,769,000
28	Samsung Group	20,212,000	6,534,000
29	NetFlix	20,059,000	5,076,000
30	Spotify	19,860,000	6,452,000
31	RMC BFM	19,810,000	3,303,000
32	E.Leclerc	19,728,000	2,747,000
33	Fnac Darty Group	19,705,000	1,453,000
34	Altice France	19,565,000	3,889,000
35	TF1 Group	18,859,000	2,158,000
36	Le Monde Group	18,761,000	3,313,000
37	Publihebdos	18,391,000	2,645,000
38	OpenAI	18,376,000	4,251,000
39	Radio France	18,317,000	2,338,000
40	Les Échos-Le Parisien Group	18,306,000	2,545,000
41	Vinted	18,108,000	5,307,000
42	Carrefour	17,992,000	2,340,000
43	Roadget Business	17,887,000	4,544,000
44	Societe Generale	17,844,000	4,283,000
45	Casino Group	17,008,000	1,444,000
46	PayPal	16,969,000	1,558,000
47	Lidl+Schwarz	16,599,000	2,390,000
48	SNCF France	16,154,000	2,041,000
49	Pinterest	16,071,000	2,775,000
50	20 Minutes France	15,833,000	1,918,000


Device breakdown for the Top 50 most visited Groups in France

	Group 	Unique Visitors per month	% of unique visitors who used a computer	% of unique visitors who used a mobile phone	% of unique visitors who used a tablet
1	Google	55,680,000	60.7	92.4	32.4
2	Meta Platforms	53,050,000	32.9	95.8	19.9
3	Microsoft	42,713,000	57.9	77.5	12.6
4	Amazon	41,178,000	38.1	84.3	13.5
5	WEB66	35,220,000	24.0	91.4	11.7
6	Louis Hachette Group	34,114,000	27.5	86.9	11.7
7	Figaro CCM Benchmark Group	33,617,000	25.2	89.7	10.1
8	ReWorld Media	32,028,000	21.2	88.0	11.3
9	Adevinta	31,362,000	27.5	83.8	8.9
10	La Poste	30,979,000	40.7	79.0	5.8
11	Wikimedia Foundation	30,474,000	28.3	85.1	7.3
12	Apple Inc.	28,654,000	9.9	84.3	29.8
13	Webedia	28,557,000	21.9	86.5	10.4
14	Canal+ Group	27,587,000	17.7	86.0	16.0
15	Auchan Group	27,533,000	32.1	80.7	9.0
16	francetélévisions	26,752,000	22.6	86.8	13.1
17	Snap Inc.	26,066,000	1.4	98.6	4.0
18	Ministry of Economy and Finance	25,607,000	64.3	52.6	6.8
19	Doctolib	25,491,000	25.1	84.8	5.7
20	Yahoo	25,002,000	29.8	79.2	12.8
21	Crédit Agricole Group	24,570,000	31.2	81.4	6.3
22	Assurance Maladie	24,176,000	40.8	75.0	6.8
23	Orange	23,743,000	37.7	77.8	11.0
24	Bytedance	23,604,000	11.9	89.3	6.9
25	French Government	23,370,000	40.8	71.7	6.6
26	Booking Holdings	21,636,000	27.2	81.7	6.7
27	PDD Holdings	21,591,000	20.2	83.0	9.9
28	Samsung Group	20,212,000	6.8	90.2	10.6
29	NetFlix	20,059,000	18.7	74.4	24.9
30	Spotify	19,860,000	9.2	90.4	7.8
31	RMC BFM	19,810,000	17.3	88.2	8.3
32	E.Leclerc	19,728,000	22.8	83.9	7.9
33	Fnac Darty Group	19,705,000	31.0	75.7	6.6
34	Altice France	19,565,000	24.2	84.5	8.6
35	TF1 Group	18,859,000	21.0	80.6	11.9
36	Le Monde Group	18,761,000	23.2	83.2	12.2
37	Publihebdos	18,391,000	12.1	89.4	9.0
38	OpenAI	18,376,000	23.7	84.1	4.4
39	Radio France	18,317,000	17.3	86.8	8.1
40	Les Échos-Le Parisien Group	18,306,000	17.9	87.6	7.2
41	Vinted	18,108,000	14.4	89.9	5.6
42	Carrefour	17,992,000	25.7	81.3	7.3
43	Roadget Business	17,887,000	9.9	88.7	8.8
44	Societe Generale	17,844,000	23.0	83.7	6.4
45	Casino Group	17,008,000	27.0	78.0	7.7
46	PayPal	16,969,000	27.4	79.4	5.5
47	Lidl+Schwarz	16,599,000	12.2	90.6	4.6
48	SNCF France	16,154,000	23.5	82.3	3.9
49	Pinterest	16,071,000	19.7	80.2	9.1
50	20 Minutes France	15,833,000	16.9	86.5	9.4

Top 50 most visited Brands in France

	Brand 	Unique Visitors per month	Average Unique Visitors per day
1	Google	55,352,000	43,498,000
2	Facebook	50,530,000	31,817,000
3	YouTube	49,951,000	19,930,000
4	WhatsApp	46,678,000	30,204,000
5	Instagram	41,580,000	23,482,000
6	Amazon	39,382,000	9,111,000
7	Messenger	35,923,000	18,312,000
8	Leboncoin.fr - T ACPM	30,500,000	7,733,000
9	Wikipedia	30,189,000	4,000,000
10	Microsoft / Microsoft 365	29,381,000	6,079,000
11	Snapchat - T ACPM	25,849,000	19,560,000
12	Doctolib	25,491,000	3,123,000
13	Yahoo	24,363,000	8,003,000
14	Apple	24,028,000	12,454,000
15	impots.gouv.fr	23,809,000	1,760,000
16	Orange	23,229,000	8,283,000
17	TikTok	23,014,000	10,646,000
18	Waze	22,814,000	5,553,000
19	Assurance Maladie	21,968,000	1,994,000
20	franceinfo - T ACPM	21,817,000	3,655,000
21	Temu	21,586,000	3,768,000
22	Le Figaro - T ACPM	21,579,000	3,422,000
23	Booking.com	20,517,000	2,264,000
24	Netflix	20,002,000	5,073,000
25	Spotify	19,816,000	6,451,000
26	Samsung	19,810,000	6,504,000
27	E.Leclerc	19,382,000	2,709,000
28	Outlook (Outlook.com)	19,346,000	8,169,000
29	Ouest France - T ACPM	19,276,000	2,923,000
30	Tele Loisirs - T ACPM	19,167,000	3,280,000
31	BFM TV - T ACPM	19,106,000	3,025,000
32	LA POSTE	18,558,000	2,437,000
33	Actu.fr - T ACPM	18,389,000	2,638,000
34	OpenAI	18,376,000	4,251,000
35	Vinted	18,051,000	5,293,000
36	Marmiton	17,976,000	1,321,000
37	SHEIN	17,865,000	4,543,000
38	Windows Live	17,561,000	2,064,000
39	Service-Public.fr	17,293,000	1,086,000
40	Carrefour	16,932,000	2,188,000
41	PayPal	16,827,000	1,519,000
42	Crédit Agricole	16,641,000	5,042,000
43	Lidl	16,580,000	2,385,000
44	LinkedIn	16,397,000	3,743,000
45	Le Parisien - T ACPM	16,260,000	2,016,000
46	Pinterest	16,071,000	2,775,000
47	Cdiscount	15,578,000	1,263,000
48	Dailymotion	15,545,000	1,294,000
49	Twitter X	15,501,000	4,142,000
50	PagesJaunes - T	15,353,000	1,001,000

Device breakdown for the Top 50 most visited Brands in France

	Brand 	Unique visitors per month	% of unique visitors who used a computer	% of unique visitors who used a mobile phone	% of unique visitors who used a tablet
1	Google	55,352,000	59.9	92.7	30.3
2	Facebook	50,530,000	30.8	94.2	17.6
3	YouTube	49,951,000	35.6	89.1	20.7
4	WhatsApp	46,678,000	4.9	99.0	3.8
5	Instagram	41,580,000	14.7	94.1	10.1
6	Amazon	39,382,000	38.4	83.0	13.2
7	Messenger	35,923,000	1.5	96.9	12.0
8	Leboncoin.fr - T ACPM	30,500,000	27.1	83.7	8.3
9	Wikipedia	30,189,000	28.4	85.2	7.3
10	Microsoft / Microsoft 365	29,381,000	45.0	74.0	7.7
11	Snapchat - T ACPM	25,849,000	1.4	98.6	4.0
12	Doctolib	25,491,000	25.1	84.8	5.7
13	Yahoo	24,363,000	29.0	79.2	13.1
14	Apple	24,028,000	11.3	78.8	35.4
15	impots.gouv.fr	23,809,000	66.6	47.0	6.6
16	Orange	23,229,000	37.8	77.3	11.0
17	TikTok	23,014,000	11.8	89.4	6.6
18	Waze	22,814,000	0.8	99.3	0.6
19	Assurance Maladie	21,968,000	40.2	73.4	6.5
20	franceinfo - T ACPM	21,817,000	17.9	88.8	8.7
21	Temu	21,586,000	20.2	83.0	9.9
22	Le Figaro - T ACPM	21,579,000	20.0	87.5	8.1
23	Booking.com	20,517,000	26.5	81.4	6.8
24	Netflix	20,002,000	18.5	74.6	24.9
25	Spotify	19,816,000	9.2	90.4	7.8
26	Samsung	19,810,000	6.6	90.3	10.6
27	E.Leclerc	19,382,000	22.6	83.9	8.0
28	Outlook (Outlook.com)	19,346,000	33.6	76.7	8,8
29	Ouest France - T ACPM	19,276,000	18.3	87.4	8.5
30	Tele Loisirs - T ACPM	19,167,000	14.3	86.1	9.8
31	BFM TV - T ACPM	19,106,000	16.6	88.6	8.0
32	LA POSTE	18,558,000	40.2	70.7	5.5
33	Actu.fr - T ACPM	18,389,000	12.1	89.4	9.0
34	OpenAI	18,376,000	23.7	84.1	4.4
35	Vinted	18,051,000	14.1	90.0	5.6
36	Marmiton	17,976,000	14.0	85.1	10.4
37	SHEIN	17,865,000	9.9	88.7	8.7
38	Windows Live	17,561,000	56.4	54.3	5.4
39	Service-Public.fr	17,293,000	41.1	67.9	4.6
40	Carrefour	16,932,000	24.9	81.4	7.4
41	PayPal	16,827,000	27.4	79.3	5.5
42	Crédit Agricole	16,641,000	30.8	78.6	5.3
43	Lidl	16,580,000	12.2	90.6	4.6
44	LinkedIn	16,397,000	30.3	78.7	5.0
45	Le Parisien - T ACPM	16,260,000	15.5	88.0	6.9
46	Pinterest	16,071,000	19.7	80.2	9.1
47	Cdiscount	15,578,000	27.5	76.6	7.4
48	Dailymotion	15,545,000	9.6	84.4	15.7
49	Twitter X	15,501,000	22.1	83.2	6.3
50	PagesJaunes - T	15,353,000	31.7	73.7	5.5



Definitions

Group or Parent: the Parent level encompasses the audiences of a whole set of Brands. A Brand can only be counted in one sole Parent. The Parent is the company which is the principal shareholder of the Brands (and not the URLs) that are associated with it.

Brand: Brand is the “brand” level. A Brand is an aggregate of fields, sub-fields and/or pages identified by the same logo in a coherent and homogeneous manner.

The brands present in the measurement's site-centric hybridisation base are notified either by “T”, or by “TACPM” when their data is certified by the ACPM (Press and Media Statistics Alliance).

Unique visitors per month: total number of Internet users who visited a group or a brand at least once in the month in question, regardless of their connection location: home, workplace, other locations. Internet users who visited the same group (or the same brand) more than once are only counted once.

Average unique visitors per day: average number of Internet users who visited a group or a brand at least once during a day for the month in question. Internet users who visited the same website more than once in the day are only counted once.

Total Internet Audience is part of Médiamétrie's universe .

The Total Internet Audience measurement is based on **nearly 20,000 panellists aged 2 years and over** : 10,500 Computer panellists, 10,500 Mobile phone panellists and 4,500 Tablet panellists, including 6,200 panellists with two or three devices (computer and/or mobile phone and/or tablet), allowing the total audience of over **5,000 brands and 1,000 applications to be measured “natively”**. The measurement benefits from innovative hybridisation methodologies developed by Médiamétrie which combine panel data and Big Data. This total measurement provides audience results for each device: computers, mobile phones and tablets. **The measurement takes into account the web browsing of Internet users regardless of the location, connection method (3G/4G/5G/WiFi) or protocol (http/https), for all of the websites and applications.**

About Médiamétrie, High trust data

Every day, Médiamétrie processes over one billion pieces of data to support its French and international customers in developing their strategies. At the core of our values and offerings: transparent, correct, 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 which was established and owned jointly by Médiamétrie and Nielsen. Médiamétrie//NetRatings develops and markets Internet audience and online efficacy reference measurements in France.

Further information: www.mediametrie.fr



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