

## Métridom

### The television and radio audience in the French West Indies

- Wave April-June 2025 for the television (from 31<sup>st</sup> March to 8<sup>th</sup> June)

- Wave January-June 2025 for the radio (from 6<sup>th</sup> January to 8<sup>th</sup> June)



All of 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 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-June 2025				January-March 2025				April-June 2024			
	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn
<b>Total TV</b>												
<b>Guadeloupe</b>	69,2	222 600	100	4:22	69,6	223 800	100	4:23	73,5	234 900	100	4:30
<b>Martinique</b>	71,5	220 800	100	4:25	70,4	217 200	100	4:26	72,1	223 000	100	4:27

### Radio Results, average day, Monday-Friday, 5 am -12 midnight

	January-June 2025				September-November 2024				January-June 2024			
	CA%	CA	Audience share%	TSL h:mn	CA%	CA	Audience share%	TSL h:mn	CA%	CA	Audience share%	TSL h:mn
<b>Total Radio</b>												
<b>Guadeloupe</b>	69,1	222 300	100	4:04	69,9	223 400	100,0	3:33	73,2	233 900	100	4:19
<b>Martinique</b>	71,1	219 300	100	4:06	69,6	215 400	100	3:55	72,0	222 800	100	4:14

From 6<sup>th</sup> January to 29<sup>th</sup> March, the time difference between mainland France and the French West Indies was -5h. From 30<sup>th</sup> March to 8<sup>th</sup> June, it was -6h 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.

1% of cumulative audience in 2025 represents 3,215 people aged 13 years and older in Guadeloupe



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## TV results in Guadeloupe

### Television results by aggregate

	April-June 2025				January-March 2025				April-June 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>	50,5	162 500	41,9	2:30	52,7	169 400	48,9	2:50	55,5	177 200	46,6	2:47
Chargeable broader channel offering <sup>(2)</sup>	48,4	155 600	54,1	3:23	47,2	151 800	47,1	3:02	50,9	162 500	50,1	3:15
<b>By theme<sup>(3)</sup></b>												
Cinema	2,7	8 800	1,9	2:07	nd	nd	nd	nd	nd	nd	nd	nd
Entertainment	8,6	27 600	8,4	2:56	8,0	25 800	6,8	2:34	8,3	26 700	7,1	2:48
General interest	60,7	195 100	68,5	3:25	61,4	197 400	74,1	3:41	65,4	209 200	73,2	3:42
News	10,3	33 200	7,4	2:10	11,6	37 300	7,1	1:52	10,1	32 100	5,6	1:51
Youth	2,8	8 900	1,4	1:33	2,4	7 800	1,4	1:42	nd	nd	nd	nd
Music	2,0	6 400	1,2	1:52	nd	nd	nd	nd	2,6	8 300	1,3	1:36
Sport	6,2	20 000	5,1	2:28	5,2	16 700	3,4	1:59	7,2	23 200	5,1	2:18

nd : not available (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).

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### TV results in Guadeloupe

#### Television results by channel

	April-June 2025				January-March 2025				April-June 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
<b>Monday-Sunday 00:00-24:00</b>												
CANAL +	7,1	22 700	5,2	2:13	3,2	10 300	1,9	1:50	4,4	14 200	3,3	2:25
FRANCE 2	7,7	24 900	4,6	1:48	9,4	30 300	5,4	1:44	8,7	27 900	4,8	1:50
FRANCE 3	4,9	15 800	2,7	1:40	4,6	14 800	2,2	1:28	5,2	16 500	3,0	1:56
FRANCE 5	2,1	6 700	1,0	1:24	2,8	9 000	1,6	1:45	2,2	7 000	0,9	1:24
FRANCE INFO	3,8	12 200	1,8	1:27	4,8	15 400	2,5	1:35	3,1	10 000	1,2	1:13
GUADELOUPE LA 1 <sup>ère</sup>	43,1	138 600	28,0	1:58	42,4	136 400	30,3	2:11	48,1	153 800	30,8	2:07
NOVELAS TV	3,4	10 800	3,4	3:05	3,4	10 900	3,0	2:43	3,5	11 200	2,9	2:45

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### TV results in Guadeloupe

#### Television results by advertising coupling

Monday-Sunday 00:00-24:00	April-June 2025				January-March 2025				April-June 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>	9,1	29 300	7,2	2:23	5,1	16 300	3,4	2:04	6,7	21 500	5,2	2:34
COUPLAGE SPORT CANAL+ <sup>(2)</sup>	8,6	27 800	6,7	2:21	4,5	14 300	2,9	2:01	6,3	20 200	4,9	2:35
COUPLAGE CINEMA CANAL+ <sup>(3)</sup>	7,5	24 200	5,5	2:12	3,6	11 600	2,3	1:57	4,8	15 400	3,4	2:22
CANAL+ + CANAL+ SERIES	7,2	23 000	5,3	2:14	3,4	10 900	2,0	1:49	4,5	14 400	3,3	2:25
GADELOUPE LA 1 <sup>ère</sup> + NOVELAS TV	44,7	143 600	31,4	2:08	44,2	142 200	33,3	2:18	49,2	157 100	33,7	2:16

<sup>(1)</sup> COUPLAGE CANAL+ : CANAL+ CANAL+ CINEMA + CANAL+ SERIES + CANAL+ SPORT + CANAL+ KIDS + CANAL+ DOCS + CANAL+ 360 + CANAL+ FOOT + CANAL+ PREMIER LEAGUE + CANAL+ BOX OFFICE.

<sup>(2)</sup> COUPLAGE SPORT CANAL+ : CANAL+ CANAL+ SPORT + CANAL+ FOOT + CANAL+ 360 + CANAL+ PREMIER LEAGUE.

<sup>(3)</sup> COUPLAGE 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.

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## TV results in Martinique

### Television results by aggregate

	April-June 2025				January-March 2025				April-June 2024			
<b>Monday-Sunday 00:00-24:00</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>	53,2	164 100	46,8	2:46	53,7	165 600	47,9	2:47	53,5	165 400	48,4	2:54
Chargeable broader channel offering <sup>(2)</sup>	44,4	137 200	48,4	3:26	44,7	137 900	47,4	3:18	48,1	148 900	48,2	3:13
<b>By theme<sup>(3)</sup></b>												
Entertainment	4,8	14 800	4,7	3:07	6,0	18 700	5,6	2:55	6,5	20 000	4,7	2:20
Documentaries/Discovery	2,1	6 600	1,5	2:13	2,7	8 300	2,4	2:44	2,8	8 700	1,5	1:46
General interest	62,8	193 900	73,9	3:43	63,4	195 500	74,3	3:39	64,2	198 800	75,4	3:46
News	9,9	30 600	5,6	1:46	8,7	26 800	4,7	1:41	10,1	31 200	5,1	1:36
Sport	5,4	16 600	4,9	2:53	5,6	17 200	3,7	2:03	6,9	21 300	5,6	2:36

<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.

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1% of cumulative audience in 2025 represents 3,086 people aged 13 years and older in Martinique.



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### TV results in Martinique

#### Television results by channel

	April-June 2025				January-March 2025				April-June 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>												
ATV	23,3	71 800	16,1	2:11	21,5	66 500	13,7	1:59	23,7	73 300	14,2	1:55
CANAL+	6,4	19 600	5,1	2:31	4,9	15 200	3,7	2:19	5,4	16 800	3,8	2:14
FRANCE 2	6,8	21 000	4,1	1:53	7,9	24 500	4,6	1:48	9,5	29 300	4,8	1:38
FRANCE 3	4,2	12 900	2,5	1:52	4,6	14 200	2,4	1:38	5,5	17 000	3,1	1:50
FRANCE 5	2,2	6 700	1,1	1:33	3,3	10 100	1,5	1:24	2,8	8 800	1,3	1:26
FRANCE INFO	3,2	9 900	1,0	0:59	2,8	8 800	1,1	1:10	3,5	11 000	1,2	1:06
MARTINIQUE LA 1 <sup>ère</sup>	34,8	107 400	18,7	1:42	38,2	118 000	21,6	1:46	36,7	113 400	20,3	1:47

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### TV results in Martinique

#### Résultats Télévision par couplage publicitaire

	April-June 2025				January-March 2025				April-June 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>	7,6	23 400	6,1	2:32	6,2	19 100	4,7	2:21	7,8	24 300	6,0	2:27
COUPLAGE SPORT CANAL+ <sup>(2)</sup>	7,3	22 400	5,8	2:31	6,1	18 800	4,6	2:21	7,2	22 300	5,4	2:25
COUPLAGE CINEMA CANAL+ <sup>(3)</sup>	6,6	20 400	5,3	2:32	5,0	15 500	3,7	2:18	5,8	17 900	4,1	2:17
CANAL+ + CANAL+ SERIES	6,4	19 700	5,1	2:31	4,9	15 200	3,7	2:19	5,4	16 900	3,8	2:14
MARTINIQUE LA 1 <sup>ère</sup> + NOVELAS TV	35,8	110 400	20,6	1:49	38,9	120 000	23,0	1:51	37,5	115 900	21,7	1:51

<sup>(1)</sup> COUPLAGE CANAL+ : CANAL+ CANAL+ CINEMA + CANAL+ SERIES + CANAL+ SPORT + CANAL+ KIDS + CANAL+ DOCS + CANAL+ 360 + CANAL+ FOOT + CANAL+ PREMIER LEAGUE + CANAL+ BOX OFFICE.

<sup>(2)</sup> COUPLAGE SPORT CANAL+ : CANAL+ CANAL+ SPORT + CANAL+ FOOT + CANAL+ 360 + CANAL+ PREMIER LEAGUE.

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### Radio results in Guadeloupe

#### Radio results by aggregate

	January-June 2025				September-November 2024				January-June 2024			
Monday-Friday 05:00-24:00	CA%	CA	Audience share%	TSL h:mn	CA%	CA	Audience share%	TSL h:mn	CA%	CA	Audience share%	TSL h:mn
<b>By format</b>												
General-interest Radios	54,2	174 200	72,7	3:46	56,5	180 700	74,1	3:15	57,6	184 100	73,1	4:01
Music Radios	30,6	98 200	23,0	2:07	26,9	86 000	22,0	2:02	31,7	101 500	22,3	2:13
Theme Radios	2,8	9 000	2,2	2:15	nd	nd	nd	nd	4,5	14 200	3,3	2:20
<b>By status</b>												
Private commercial Radios	54,1	174 000	67,1	3:29	54,6	174 400	69,8	3:10	58,0	185 400	70,3	3:50
Private radio associations	3,8	12 200	3,4	2:33	2,8	9 000	3,7	3:14	6,2	19 900	4,8	2:27
Public service radio	26,3	84 700	27,4	2:55	24,9	79 500	24,6	2:27	27,5	87 800	23,5	2:42

The aggregates include all stations whether subscribed to the survey or not.

#### Radio results by station

	January-June 2025				September-November 2024				January-June 2024			
Monday-Friday 05:00-24:00	CA%	CA	Audience share %	TSL h:mn	CA%	CA	Audience share %	TSL h:mn	CA%	CA	Audience share %	TSL h:mn
BEL Radio Guadeloupe	3,2	10 400	2,5	2:12	2,8	9 100	1,4	1:12	3,1	9 900	2,1	2:08
Guadeloupe La 1ère	21,6	69 300	22,1	2:53	21,4	68 500	20,0	2:19	24,2	77 200	20,9	2:44
MFM Guadeloupe	5,4	17 300	4,2	2:11	5,1	16 300	3,6	1:44	6,9	22 000	3,3	1:31
NRJ Antilles	11,3	36 500	6,1	1:30	9,7	31 000	5,8	1:28	12,8	40 800	7,6	1:53
RCI Guadeloupe	37,0	118 900	44,7	3:24	38,5	123 000	48,3	3:07	40,8	130 500	47,9	3:42
TRACE FM Guadeloupe	8,9	28 500	4,0	1:15	7,3	23 500	4,7	1:35	7,4	23 600	3,1	1:20

nd : not available (AC<2%)

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### Radio results in Guadeloupe

#### Radio results by advertising coupling

	January-June 2025				September-November 2024				January-June 2024			
	CA%	CA	Audie nce share %	TSL h:mn	CA%	CA	Audie nce share %	TSL h:mn	CA%	CA	Audie nce share %	TSL h:mn
<b>Monday-Friday 05:00-24:00</b>												
GUADELOUPE LA 1 <sup>ère</sup> + TRACE FM Guadeloupe	29,0	93 200	26,1	2:32	27,7	88 400	24,6	2:13	30,0	95 900	24,0	2:31
NRJ + BEL RADIO	14,0	44 900	8,6	1:44	12,1	38 600	7,1	1:28	15,5	49 600	9,7	1:59
RCI + NRJ + BEL RADIO	44,5	143 200	53,4	3:22	45,6	145 700	55,4	3:01	49,2	157 200	57,6	3:42

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#### Radio results by aggregate

	January-June 2025				September-November 2024				January-June 2024			
Monday-Friday 05:00-24:00	CA%	CA	Audien ce share%	TSL h:mn	CA%	CA	Audien ce share%	TSL h:mn	CA%	CA	Audien ce share%	TSL h:mn
<b>By format</b>												
General-interest Radios	53,9	166 400	66,0	3:34	51,9	160 600	69,2	3:38	52,7	163 100	64,6	3:44
Music Radios	31,9	98 500	24,6	2:15	27,1	83 800	22,5	2:16	33,6	104 100	25,9	2:21
Theme Radios	7,2	22 200	7,8	3:09	7,3	22 600	7,4	2:46	7,5	23 200	7,8	3:11
<b>By status</b>												
Private commercial Radios	55,3	170 600	66,9	3:32	53,8	166 400	67,0	3:23	57,5	177 800	68,0	3:36
Private radio associations	10,5	32 500	11,0	3:03	9,7	30 000	9,7	2:43	9,9	30 600	9,9	3:02
Public service radio	22,1	68 100	20,2	2:40	21,9	67 800	22,4	2:47	21,9	67 900	20,5	2:50

The aggregates include all stations whether subscribed to the survey or not.

#### Radio results by station

	January-June 2025				September-November 2024				January-June 2024			
Monday-Friday 05:00-24:00	CA%	CA	Audie nce share %	TSL h:mn	CA%	CA	Audie nce share %	TSL h:mn	CA%	CA	Audie nce share %	TSL h:mn
BEL RADIO Martinique	2,2	6 700	1,3	1:42	2,6	7 900	1,3	1:25	4,3	13 300	2,9	2:04
CHERIE FM Martinique	2,4	7 300	1,1	1:24	3,4	10 500	3,2	2:32	3,1	9 600	2,0	1:56
MARTINIQUE LA 1 <sup>ère</sup>	19,0	58 500	15,9	2:27	18,4	56 800	19,2	2:51	18,8	58 100	16,9	2:45
MAXXI FM	4,7	14 500	3,9	2:27	3,5	10 700	1,9	1:28	5,3	16 300	3,7	2:10
NOSTALGIE Martinique	4,2	13 000	1,6	1:05	3,5	10 900	1,6	1:14	6,5	20 100	2,7	1:15
NRJ Antilles	8,9	27 600	4,5	1:28	8,6	26 700	4,5	1:26	9,3	28 800	3,4	1:07
RADIO SAINT-LOUIS	2,3	7 100	2,8	3:32	2,0	6 300	2,2	2:53	2,9	9 100	2,5	2:36
RCI Martinique	39,3	121 200	45,6	3:24	36,8	113 900	46,2	3:25	38,5	119 200	43,6	3:27
TRACE FM Martinique	10,6	32 600	5,8	1:35	9,7	29 900	5,8	1:38	12,1	37 300	5,0	1:15

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## Radio results in Martinique

### Radio results by advertising coupling

	January-June 2025				September-November 2024				January-June 2024			
	CA%	CA	Audie nce share %	TSL h:mn	CA%	CA	Audie nce share %	TSL h:mn	CA%	CA	Audie nce share %	TSL h:mn
<b>Monday-Friday 05:00-24:00</b>												
CHERIE FM + MAXXI FM + NOSTALGIE Martinique	10,3	31 700	6,6	1:53	9,8	30 200	6,6	1:51	13,8	42 700	8,4	1:51
MARTINIQUE LA 1 <sup>ère</sup> + TRACE FM Martinique	28,2	87 000	21,7	2:15	27,1	84 000	25,1	2:31	29,1	90 200	21,9	2:18
NRJ + BEL RADIO	11,1	34 200	5,8	1:31	11,2	34 600	5,9	1:26	13,3	41 100	6,3	1:27
RCI + NRJ + BEL RADIO	45,9	141 800	51,4	3:16	44,2	136 700	52,1	3:13	46,7	144 500	49,9	3:15

The results shown are for a confidence interval associated with the size of the representative sample of the population studied.

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### Main events during the survey period

Over the survey period from 6<sup>th</sup> January to 8<sup>th</sup> June, the news was marked by events likely to have an impact on radio listening behaviours:

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

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

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

**On January 8**, the French Minister for Overseas Territories, Manuel Valls, presents an emergency bill for Mayotte to facilitate the reconstruction of settlements following the passage of cyclone Chido.

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

**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 confirms 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**, Donald Trump officially became the 47th President of the United States.

**On January 21**, the National Assembly voted almost unanimously to remove 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 National Assembly passed a law aimed at taking emergency measures to combat the high cost of living in overseas France.

**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 violence during the carnival period.

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



### Main events during the survey period

Over the survey period from 6<sup>th</sup> January to 8<sup>th</sup> June, the news was marked by events likely to have an impact on radio listening behaviours:

**On February 3**, François Bayrou uses article 49.3 on 2 occasions to push through the State budget and 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 votes unanimously in favor of the Mayotte emergency bill, which speeds up reconstruction in 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 by droit du sol in Mayotte.

**On February 12**, Manuel Valls announces a new inter-ministerial committee for overseas France (CIOM) 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 19**, in the context of the labor dispute 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.

Richard Ferrand appointed President of the Constitutional Council.

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

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

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

**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.



### Main events during the survey period

Over the survey period from 6<sup>th</sup> January to 8<sup>th</sup> June, the news was marked by events likely to have an impact on radio listening behaviours:

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

**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 convenes a meeting at the Élysée Palace with stakeholders from overseas France.

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.

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 State 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 prove “moral prejudice due to anxiety” can claim compensation.

**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.



### Main events during the survey period

Over the survey period from 6<sup>th</sup> January to 8<sup>th</sup> June, the news was marked by events likely to have an impact on radio listening behaviours:

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

**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.

**On March 31**, Marine Le Pen is sentenced to 2 years' imprisonment and 5 years' ineligibility with provisional execution 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 reaching 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. However, Réunion, which enjoys the same legal status, will see its products taxed at 37%.

**On April 3**, the dengue epidemic continued in Guadeloupe, with the number of clinically evocative dengue cases rising again.

**On April 6**, as Haiti sinks into a serious security crisis, the Dominican Republic announces the acceleration of the construction of the border wall with Haiti.

**On April 7**, the chikungunya vaccination campaign for vulnerable people over 65 was launched.

**On April 8**, Parliament definitively adopted a bill aimed at tightening restrictions on the right to land in Mayotte.

**On April 11**, the management of the Pointe-à-Pitre University Hospital announced the end of the white plan implemented on March 24 following a major computer breakdown.

**On April 17**, in Martinique, a 17-year-old driver was fatally wounded in a shoot-out in the Rivière-Roche area.



### Main events during the survey period

Over the survey period from 6<sup>th</sup> January to 8<sup>th</sup> June, the news was marked by events likely to have an impact on radio listening behaviours:

**On April 20**, in Goyave, Guadeloupe, a man on a motorcycle was shot dead.

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

**On April 26**, Pope Francis' funeral is held in St. Peter's Square at the Vatican. Donald Trump and Volodymyr Zelensky chat on the sidelines of the ceremony.

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

**On April 23 and 24**, Emmanuel Macron made 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 28**, a rally and white march were held in Pointe-à-Pitre in tribute to the motorcyclist killed in Goyave, to denounce gun violence.

**On April 29**, the National Assembly voted in favor of the drug trafficking bill, which included anti-mule measures.

**May 1<sup>st</sup>** is Labor Day, a day of union mobilization.

**On May 3**, Guadeloupe is placed under orange weather alert for "heavy rain and thunderstorms", particularly in the Baie-Mahault area.

**On May 4**, Martinique cyclist Antoine Gauran wins the Grand Prix de l'Ouest in French Guiana.

**On May 7**, Paris-Saint-Germain (PSG) qualified for the Champions League final for the second time in its history.

At the Vatican, the conclave begins. The 133 cardinal electors meet to designate the next Pontiff.

**May 10** is the national day of remembrance of the slave trade, slavery and their abolition.

**From May 13 to 24**, the 78th Cannes Film Festival takes place, presided over by Juliette Binoche.

**On May 14**, Martinique is placed under orange alert for heavy rain and thunderstorms.

**From May 17 to 19**, Gérald Darmanin, Minister of Justice, is visiting French Guiana. He will be visiting the site of the future Cité du Ministère de la Justice in Saint-Laurent-du-Maroni.

**On May 17**, Austria wins the Eurovision 2025 contest, held in Basel, Switzerland.





## Press Release

Métridom

The television audience in April-June 2025  
and radio in January-June 2025 in the French West Indies



### Main events during the survey period

Over the survey period from 6<sup>th</sup> January to 8<sup>th</sup> June, the news was marked by events likely to have an impact on radio listening behaviours:

**On May 18**, Interior Minister Bruno Retailleau is elected president of the Les Républicains (LR) party.

The inaugural mass of the pontificate of the new Pope Leo XIV is held in St. Peter's Square at the Vatican.

**On May 19**, cab drivers on Reunion Island go on strike to protest against the Prefect's refusal to meet with their representatives. The action takes the form of roadblocks at several strategic points on the island, accompanied by a "snail" operation.

**On May 24**, Paris-Saint-Germain (PSG) wins the French Cup final.

**From May 25 to June 8**, the French Open takes place.



### Main events during the survey period

Over the survey period from 6<sup>th</sup> January to 8<sup>th</sup> June, the news was marked by events likely to have an impact on radio listening behaviours:

**On May 26**, at a maritime committee meeting in Saint-Nazaire, François Bayrou announced the launch of a new plan to combat the proliferation of sargassum.

**On May 27**, in response to the sustained circulation of chikungunya, the Agence Régionale de Santé (ARS) de Mayotte triggers level 3 of the ORSEC plan.

At the National Assembly, deputies pass the bill on palliative and supportive care and the bill on the right to assistance in dying.

**On May 28**, after 4 months at the heart of the Trump administration, Elon Musk steps down as head of the Department of Government Efficiency. He will officially leave the White House **on May 30**.

**On May 30**, urban violence broke out in Saint-André, La Réunion. An arson attack destroys the school life office and the CPE's offices, affecting several classrooms.

The Armed Forces in the French West Indies announced that nearly 4 tons of drugs had been seized by the French Navy during 2 operations in the French West Indies in May.

**On May 31**, despite a large police presence, further urban violence broke out in Saint-André.

Aurélie Joachim from Martinique placed 4th in the Miss World 2025 contest.

Paris Saint-Germain (PSG) wins its first Champions League title in Munich.

The party degenerates into a series of incidents and violence, mainly in Paris.

**On June 4**, Frenchwoman Loïs Boisson reaches the semi-finals of the French Open, a first for women in 14 years.

**On June 5**, the French National Assembly approves the bill on rent control in overseas territories.

At the Élysée Palace, Emmanuel Macron receives Brazilian President Lula with a view to concluding a free trade agreement between the European Union and Mercosur.

**On June 6**, Olivier Faure is re-elected leader of the Socialist Party (PS).

**On June 7**, American Cori Gauff, nicknamed Coco Gauff, wins her 1st French Open.

**On June 8**, Spaniard Carlos Alcaraz retains his Roland Garros title after the longest final in Paris history..



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### 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 3,086 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) / listening time per listener (LTL)** in minutes: average time spent viewing/listening to programmes broadcast by TV channels/radio stations by all of the viewers/listeners of the device being studied.

The **Métridom French West Indies** is part of Médiamétrie's **MediaFrOm** offering. **The Métridom French West Indies survey over the period April-June 2025 for television (March 31 to June 8, 2025) and the period January-June 2025 for radio (January 6 to June 8, 2025)** was conducted on a sample of 1,740 people who were representative of the population aged 13 years and older, interviewed in French or Creole by means of computer-assisted telephone interviews.

#### About 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.

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