

Métridom

The television and radio audience in Reunion

- Wave April-June 2025 for the television (from 31th March to 8th June)

- Wave January-June 2025 for the radio (from 20th January to 8th 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
Total TV	66,3	481 000	100	3:28	65,5	475 000	100	3:57	69,8	501 600	100	3:42

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
Total Radio	66,3	480 800	100	3:09	65,1	467 400	100	3:05	69,3	497 600	100	3:05

From 20th January to 29th March, the time difference between mainland France and Réunion was +3h. From 30th March to 8th June, it was +2h 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 7,250 people aged 13 years and older.



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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
By package												
Free DTT channels ⁽¹⁾	53,6	388 900	56,0	2:24	53,4	387 400	59,5	2:53	53,8	386 500	54,4	2:36
Chargeable broader channel offering ⁽²⁾	36,8	266 800	40,8	2:33	35,5	257 600	37,5	2:44	43,0	309 300	43,1	2:35
By theme⁽³⁾												
Entertainment	3,2	23 500	3,9	2:47	3,6	26 300	3,6	2:35	5,4	38 500	4,6	2:14
Documentaries/Discovery	2,2	15 800	1,6	1:42	2,2	16 000	1,7	2:01	2,7	19 700	1,7	1:35
General interest	60,8	441 100	78,6	2:59	60,1	435 500	79,6	3:26	62,2	446 900	76,7	3:11
News	8,7	62 800	6,4	1:43	9,0	65 400	5,6	1:37	10,4	74 500	5,6	1:23
Music	2,4	17 100	1,2	1:09	nd	nd	nd	nd	nd	nd	nd	nd
Sport	2,6	18 700	2,3	2:03	2,8	20 500	2,3	2:05	4,9	34 900	3,4	1:50

nd : not available (AC<2%)

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-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
Monday-Sunday 00:00-24:00												
ANTENNE REUNION	36,6	265 600	29,3	1:51	37,0	268 300	32,6	2:17	37,3	268 100	29,4	2:02
CANAL+	4,5	32 700	4,9	2:29	2,9	21 200	2,5	2:12	4,0	28 500	3,0	1:57
FRANCE 2	5,3	38 300	3,8	1:41	5,1	37 300	3,7	1:51	5,6	40 200	3,4	1:35
FRANCE 3	2,8	20 000	1,3	1:06	2,3	16 600	1,8	2:04	3,0	21 400	1,8	1:33
FRANCE 5	2,6	18 700	1,3	1:12	nd	nd	nd	nd	2,1	14 800	0,9	1:04
REUNION LA 1ère	21,6	156 900	14,3	1:31	24,1	174 700	16,5	1:47	22,8	163 500	14,5	1:38

nd : not available (AC<2%)

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Television results by advertising coupling

	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+ ⁽¹⁾	6,1	44 300	6,1	2:19	4,2	30 400	3,8	2:19	6,5	46 900	5,0	1:59
COUPLAGE SPORT CANAL+ ⁽²⁾	5,9	42 600	6,0	2:20	3,5	25 500	3,1	2:17	5,4	38 800	4,2	1:59
COUPLAGE CINEMA CANAL+ ⁽³⁾	4,8	34 500	5,0	2:25	3,5	25 100	3,0	2:14	4,9	35 200	3,7	1:56
CANAL+ + CANAL+ SERIES	4,5	32 700	4,9	2:29	3,0	22 100	2,6	2:12	4,1	29 500	3,1	1:58
REUNION LA 1 ^{ère} + NOVELAS TV	22,6	163 600	16,3	1:40	24,7	178 900	17,0	1:47	24,3	174 500	16,6	1:46

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

⁽²⁾ COUPLAGE SPORT CANAL+ : CANAL+ CANAL+ SPORT + CANAL+ FOOT + CANAL+ 360 + CANAL+ PREMIER LEAGUE.

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

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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	Audience share%	TSL h:mn	CA%	CA	Audience share%	TSL h:mn	CA%	CA	Audience share%	TSL h:mn
By format												
General-interest Radios	41,8	303 000	60,8	3:02	43,1	309 500	60,2	2:48	46,9	337 300	61,0	2:47
Music Radios	35,7	258 500	33,7	1:58	34,8	250 100	35,9	2:04	37,4	269 000	35,5	2:02
Theme Radios	2,9	20 800	3,3	2:24	2,3	16 400	2,7	2:20	2,2	15 500	2,1	2:03
By status												
Private commercial Radios	54,2	392 700	74,2	2:51	55,6	399 800	79,4	2:52	59,0	424 200	79,2	2:52
Private radio associations	4,6	33 100	5,4	2:27	3,2	22 700	3,6	2:16	3,8	27 200	2,8	1:36
Public service radio	18,5	133 800	18,2	2:04	16,5	118 500	15,7	1:54	18,7	134 300	16,6	1:54

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
ANTENNE REUNION RADIO *	5,0	36 100	3,6	1:31	3,1	22 600	1,8	1:09	4,5	32 000	3,0	1:28
CHERIE FM Réunion	7,5	54 100	6,3	1:46	7,3	52 600	6,0	1:38	9,8	70 500	6,7	1:27
EXO FM	13,8	99 900	10,8	1:38	11,1	80 000	8,7	1:34	12,5	90 000	11,3	1:56
FREEDOM	24,2	175 200	34,3	2:58	27,4	196 800	39,3	2:53	28,2	202 400	37,8	2:52
FREEDOM 2	4,2	30 700	3,4	1:42	3,2	23 000	4,9	3:06	3,8	27 600	4,5	2:31
NRJ Réunion	8,5	61 900	5,2	1:16	7,3	52 100	4,6	1:17	8,2	59 100	4,8	1:15
RER	2,8	20 200	4,1	3:02	3,8	27 100	3,3	1:46	3,6	25 800	2,8	1:40
REUNION LA 1 ^{ère}	11,9	85 900	10,9	1:55	10,9	78 200	8,2	1:31	13,2	94 900	10,0	1:37
RIRE ET CHANSONS Réunion	3,1	22 600	1,5	1:00	5,9	42 100	2,2	0:45	5,5	39 600	2,7	1:02

* Antenne Réunion Radio ex RTL Réunion

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	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
Pack Formule 1	24,0	174 000	22,3	1:56	22,0	157 900	20,5	1:52	25,6	184 200	22,2	1:51
Pack Adultes	10,7	77 500	10,9	2:07	11,3	81 400	9,7	1:43	13,5	96 700	9,7	1:33
Pack CSP+	8,2	59 700	7,0	1:46	8,0	57 400	6,5	1:38	10,4	74 800	7,2	1:28
Pack Jeunes	15,0	109 000	11,4	1:35	12,6	90 800	10,8	1:43	14,4	103 200	12,5	1:52
Pack Péri	15,9	115 500	14,9	1:57	14,1	101 000	12,0	1:43	15,2	109 400	14,1	1:59
Puissance 5	32,0	231 700	27,4	1:47	28,8	206 900	23,3	1:37	32,7	234 800	28,5	1:52
Puissance 4	21,4	155 200	16,6	1:37	20,3	146 200	14,6	1:26	23,7	170 200	17,2	1:33
Puissance Réunion Jeune	19,9	144 100	16,0	1:41	17,0	122 000	13,4	1:35	18,6	133 800	16,1	1:51
Pack Love	20,4	148 200	17,2	1:45	17,6	126 400	14,7	1:40	21,2	152 100	18,0	1:49
Pack Soleil	22,5	163 300	21,2	1:58	20,3	145 500	18,0	1:47	23,6	169 600	20,8	1:53
Puissance Réunion	34,0	246 500	31,5	1:56	31,3	224 600	26,7	1:43	34,8	250 100	31,3	1:55
Puissance Réunion Adulte	17,2	124 800	15,5	1:53	18,1	130 200	13,3	1:28	20,4	146 600	15,2	1:36
Réunion la 1 ^{ère} + Freedom	32,8	237 600	45,3	2:53	34,7	249 300	47,5	2:45	37,3	268 100	47,8	2:44
Chérie FM Réunion + RFM Réunion	8,1	58 900	6,8	1:44	7,9	56 900	6,4	1:37	10,2	73 600	6,9	1:27

* Antenne Réunion Radio ex RTL Réunion

Pack Formule 1 : CHERIE FM Réunion + EXO FM + FUN RADIO Réunion + RER + RFM Réunion

Pack Adultes : CHERIE FM Réunion + RER + RFM Réunion

Pack CSP+ : CHERIE FM Réunion + RFM Réunion + 100% Jazz

Pack Jeunes : EXO FM + FUN RADIO Réunion

Pack Péri : EXO FM + RER

Puissance 5 : CHERIE FM Réunion + EXO FM + NRJ Réunion + Rire et Chansons Réunion + Antenne Réunion Radio *

Puissance 4 : CHERIE FM Réunion + NRJ Réunion + Rire et Chansons Réunion + Antenne Réunion Radio *

Puissance Réunion Jeune : EXO FM + NRJ Réunion

Pack Love : Exo FM + Chérie FM

Pack Soleil : Exo FM + Chérie FM + RER

Puissance Réunion : Chérie FM + Exo FM + NRJ Réunion + RER + Rires et chansons Réunion + Antenne Réunion Radio *

Puissance Réunion Adulte : Chérie FM + RER + Rires et Chansons Réunion + Antenne Réunion Radio *

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1% of cumulative audience in 2025 represents 7,250 people aged 13 years and older.



Main events during the survey period

Over the survey period from 20th January to 8th June, the news was marked by events likely to have an impact on radio listening behaviours:

On January 20, the new school year begins in Réunion, with 280 pupils from Mahor welcomed to Réunion's schools.

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 27, the new school year began progressively in Mayotte, two weeks after the original date. Teachers are calling for better reception conditions and denouncing the deterioration of schools.

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.

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 11, according to the ARS (Regional Health Agency), 204 new cases of Chikungunya were reported in one week (from January 27 to February 2). Reunion's ARS director announced that the epidemic could possibly peak in May.



Main events during the survey period

Over the survey period from 20th January to 8th June, the news was marked by events likely to have an impact on radio listening behaviours:

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 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.

On February 26, under cyclone alert orange, business continued on Reunion Island, but all schools closed. Mauritius is placed on class 3 alert.

François Bayrou wants to re-examine the 1968 agreements with Algeria.

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



Main events during the survey period

Over the survey period from 20th January to 8th June, the news was marked by events likely to have an impact on radio listening behaviours:

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 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.

On March 14, with the number of chikungunya cases rising sharply, the Prefect of La Réunion activated level 4 of the Orsec plan to deal with the chikungunya epidemic. A vaccination campaign is scheduled for mid-April.

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 31, Marine Le Pen is sentenced to 2 years' imprisonment and 5 years' ineligibility with provisional execution for misappropriation of public funds.

The last two schools hardest hit by cyclone Garance open to welcome pupils.

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%.



Main events during the survey period

Over the survey period from 20th January to 8th June, the news was marked by events likely to have an impact on radio listening behaviours:

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

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

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 9, Réunion's ARS (Regional Health Agency) reported an increase in hospitalizations linked to the chikungunya epidemic.

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 15, the Director of ARS La Réunion asserts that the peak of the chikungunya epidemic has not yet been reached.

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.

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.

The chikungunya vaccination campaign has been suspended for the over-65s in Réunion and Mayotte following three serious events.

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

May 1st is Labor Day, a day of union mobilization.



Main events during the survey period

Over the survey period from 20th January to 8th June, the news was marked by events likely to have an impact on radio listening behaviours:

On May 7, three new deaths attributed to Chikungunya have been confirmed on Reunion Island.

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.

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.

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.

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**.



Main events during the survey period

Over the survey period from 20th January to 8th June, the news was marked by events likely to have an impact on radio listening behaviours:

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 2, in Saint-André, teachers at the burnt-out secondary school went on strike, protesting against the lack of safety.

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 is 725 000 people in Réunion, the cumulative audience point represents 7,250 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 Réunion** is part of Médiamétrie's **MediaFrOm** offering.

The Métridom Réunion survey over the period April-June 2025 for television (March 31 to June 8, 2025) and the period January-June 2025 for radio (January 20 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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