

Weekly Médiamat

From 18th to 24th August 2025 – Week 34

Day of viewing

Average day Monday-Sunday - from 3am to 3am - 4 years and older

Weekly Coverage		
Total TV		57,958,000
Audience share (%)		
Aggregates	National Channels ⁽¹⁾	89.7
	Other TV : special-interest local and foreign channels	10.3
Channels	TF1	19.7
	FRANCE 2	14.0
	FRANCE 3	10.1
	FRANCE 5	3.2
	M6	7.9
	ARTE	3.1
	W9	2.5
	TMC	2.1
	TFX	1.9
	GULLI	1.3
	CSTAR	1.1
	TF1 SERIES FILMS	1.7
	6TER	1.8
	RMC STORY	1.6
	RMC DÉCOUVERTE	2.2
	CHÉRIE 25	1.2
	CANAL+ ⁽²⁾	1.0

(1) National channels: historical channels and DTT channels.

(2) Results are calculated over the entire broadcast period, whether free-to-air or encrypted. Audiences for Canal+ Cinéma(s), Canal+ Sport, Canal+ Docs, Canal+ Grand Ecran, Canal+ Foot, Canal+ Kids, Canal+ Sport 360 and Canal+ Box Office are included in the "Other TV" aggregate.



Definitions

Audience in Viewing days: total audiences of programmes viewed live, private time-shifted, preview and on replay on a given day, regardless of the original live broadcast date of the programmes caught up with.

Weekly coverage: number of individuals who had at least one contact with the television medium during the week. regardless of the duration of this contact.

Audience share in percentage: share that represents the viewing time for a channel over the total viewing time for television media.

The **Weekly Médiamat** is part of Médiamétrie's **MediaMat** offering.

Médiamat, the benchmark in television audience measurement in France, provides daily **audience figures for programmes watched anywhere, on any screen, live, timeshifted, on replay or preview**, by all French people aged 4 and over, i.e. **63.1 million** individuals.

The measurement is based on **2 representative panels** :

- A first panel of around **12.000 individuals** in **5.500 households**, comprising :
 - 5.000 households equipped with home TV sets, each connected to a fixed audimeter, the source of home TV audience measurement
 - 500 households without home TV sets
- A second panel of around **5.000 individuals** carrying a **personal portable meter** to measure TV audiences out of home (all screens) and on Internet screens at home. These audiences are then attributed to the individuals in the first panel by statistical fusion.

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.

Further information : www.mediametrie.fr



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