

News

Médiamétrie launches the Social Media Observatory



Chatting, finding information, having fun, consuming; social media is currently shaping purchasing behaviours, habits and decisions more than ever. Previously carried out on the web, the majority of uses now take place via social media, such as staying in touch with family and friends, finding entertainment or keeping abreast with the news.

This is among the other things recorded by Médiamétrie's **Social Media Observatory**, a new twice-yearly study which provides an overview of these platforms that have become central to uses and advertising investments.

The Social Media Observatory scrutinises **10 social media sites*** in order to identify, measure and understand the profiles, behaviours, habits and instincts of people on these networks. **19 themes are studied**, including Leisure, Travel, Sport, Ecology, DIY and comedy, to understand the development of uses and user practices.

Among the behaviours studied, the Observatory particularly analyses the way in which people search for information, whatever it may be, between a traditional search engine, a specialised app or website, social media and Artificial Intelligence tools. The study reveals that in the 1st half of the year, 1 in 2 people conducted at least one search via social media, first and foremost to find news/information, but also for tutorials and suggestions for places to go out or leisure activities.

This study, conducted among 3,000 people aged 15 to 80, provides a detailed understanding of social media: Which content is the most captivating? How do users interact and engage? What perception do they have of advertising? How does social media fit into peoples' search habits?

By measuring the reputation, image, use and impact of various social media sites, the Observatory provides an operational solution for advertising market players (media agencies and advertising networks, as well as publishers and advertisers), to understand and anticipate changes in consumer behaviour and expectations, and therefore better use and recognise the worth of these platforms.

* Facebook, Instagram, Snapchat, TikTok, X, LinkedIn, Threads, Reddit, BeReal et Pinterest

** Do It Yourself ou « Fait maison », « fait main ».



“ This new study complements Médiamétrie's offering; in fact, it enriches and clarifies the automatically measured data. On the other hand, the results highlight distinctions by platform and by target, which is now essential in a changing, connected, and fast-paced world. ”

Charlotte Leboucher, Study Director Médiamétrie

The Social Media Observatory is part of Médiamétrie's **MediaTrend** offering.

The Social Media Observatory is a twice-yearly study conducted on the Internet (CAWI) with 3,000 representative individuals, aged 15 to 80 and living in mainland France.

The Observatory is based on 2 field surveys per year, in May and October. The first wave took place from 15 May to 10 June 2025.

The results will be published in September and December.

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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