

Métridom

The television and radio audience in New-Caledonia September 2025



All media are measured as part of the Métridom study.

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 reaches 2% for TV (Monday-Sunday; 12 midnight to 12 midnight) and Radio (Monday-Friday; 5am-12 midnight).

Television Results, average day, Monday-Sunday, 12 midnight-12 midnight

	September 2025				September 2024				September 2023			
	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn
Total TV	67,4	152 200	100	3:22	67,8	156 300	100	3:11	70,6	162 600	100	3:28

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

	September 2025				September 2024				September 2023			
	CA%	CA	Audience share%	TSL h:mn	CA%	CA	Audience share%	TSL h:mn	CA%	CA	Audience share%	TSL h:mn
Total Radio	64,2	144 900	100	2:45	65,8	151 700	100	2:56	68,9	158 700	100	3:01

Throughout the field period, from 1st to 28 September the time difference between mainland France and New Caledonia was 9 hours. When it was noon in Paris, it was 9 pm in Nouméa.

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 2,259 people aged 13 and older.



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Television Results by aggregate

	September 2025				September 2024				September 2023			
Monday-Sunday 00:00-24:00	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn
By package												
Free DTT channels ¹	56,5	127 600	64,3	2:35	58,3	134 400	65,0	2:25	54,8	126 100	57,4	2:34
Chargeable broader channel offering ²	24,5	55 300	29,9	2:46	25,9	59 600	30,9	2:35	32,3	74 400	38,4	2:55
By theme³												
Entertainment	4,1	9 300	3,8	2:06	6,3	14 600	5,0	1:42	8,4	19 300	9,4	2:46
Documentaries/Discovery	3,5	7 900	2,5	1:37	1,8	4 200	1,3	1:31	3,7	8 600	2,7	1:47
General interest	62,3	140 600	79,9	2:55	63,8	147 000	82,8	2:48	63,5	146 300	77,6	3:00
News	9,9	22 400	7,3	1:41	7,7	17 800	5,0	1:23	8,8	20 200	4,3	1:12
Youth	3,2	7 200	1,5	1:04	2,1	4 800	1,2	1:15	4,6	10 500	3,2	1:43

¹ Free terrestrial, locally broadcast television channels, originally analogue, and channels broadcast over free DTT

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

	September 2025				September 2024				September 2023			
	CA%	CA	Audie nce share %	VTV h:mn	CA%	CA	Audie nce share %	VTV h:mn	CA%	CA	Audie nce share %	VTV h:mn
Monday-Sunday 00:00-24:00												
NOUVELLE CALÉDONIE LA 1 ^{ère}	44,1	99 700	33,6	1:44	49,8	114 800	39,9	1:44	43,9	101 000	31,5	1:45
CANAL +	5,1	11 400	4,5	2:02	4,6	10 700	5,2	2:26	6,4	14 700	4,9	1:52
FRANCE 2	8,3	18 700	6,8	1:52	6,7	15 500	4,9	1:35	11,1	25 600	7,5	1:39
FRANCE 3	6,2	14 000	4,4	1:36	3,8	8 800	2,3	1:18	5,0	11 600	2,8	1:21
FRANCE 4	5,6	12 700	4,5	1:49	6,0	13 800	5,1	1:50	6,0	13 800	4,0	1:38
FRANCE 5	3,4	7 800	2,2	1:28	2,1	4 700	1,2	1:16	2,7	6 200	1,7	1:32
FRANCE INFO	5,3	12 000	3,1	1:19	3,3	7 500	1,6	1:04	3,7	8 500	1,5	0:58

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Radio Results by aggregate

Monday-Sunday 05:00-24:00	September 2025				September 2024				September 2023			
	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 radio	50,3	113 600	76,3	2:41	55,5	128 000	78,4	2:44	54,0	124 500	71,0	2:44
Music radio	22,4	50 500	21,3	1:41	23,4	54 000	20,5	1:41	28,3	65 100	27,9	2:03
Bystatus												
Private commercial radio stations	50,3	113 600	63,2	2:13	52,6	121 200	69,5	2:33	56,6	130 200	70,1	2:35
Public service radio stations	26,6	60 200	34,6	2:18	28,4	65 400	29,8	2:02	28,6	65 900	29,2	2:08

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

Radio Results by station

Monday-Sunday 05:00-24:00	September 2025				September 2024				September 2023			
	CA%	CA	Audience share %	TSL h:mn	CA%	CA	Audience share %	TSL h:mn	CA%	CA	Audience share %	TSL h:mn
NOUVELLE CALEDONIE LA 1 ^{ère}	23,8	53 800	32,1	2:23	24,0	55 300	25,7	2:04	24,6	56 600	25,6	2:10
NRJ NOUVELLE CALÉDONIE	7,2	16 300	3,9	0:57	7,4	17 100	3,1	0:48	8,1	18 700	5,1	1:18
RADIO DJIIDO	15,9	35 800	19,4	2:09	17,8	41 000	20,6	2:14	16,4	37 700	13,8	1:45

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**Main events
during the
survey period**

During the survey period, from September 1 to September 28, the news was marked by events likely to have an impact on television and radio viewing and listening habits:

On September 4, the Caledonian Federation unveiled the official list of 21 players who will represent New Caledonia in Chile at the upcoming FIFA (International Federation of Association Football) U20 World Cup.

On September 6, an experienced surfer was killed by a “large shark” in Sydney.

On September 7, Overseas Minister Manuel Valls announced aid to New Caledonia of approximately 28 billion Pacific francs, including 2.5 billion for municipalities to support school meals and student transportation.

On September 8, Prime Minister François Bayrou failed to win the confidence of the National Assembly, leading to the fall of his government.

On September 9, François Bayrou submitted his resignation to President Emmanuel Macron. Sébastien Lecornu, former Minister for Overseas Territories from July 2020 to May 2022, was appointed Prime Minister.

On September 10, a social mobilization called “Bloquons tout” (Let's block everything) took place in mainland France and the overseas territories.

On September 12, the rating agency Fitch downgraded France's rating from “AA-” to “A+,” pointing to its deteriorating public finances.

On September 13, the 36th edition of the Nouméa Carnival took place.

On September 15, the Congress of New Caledonia votes in favor of postponing provincial elections until 2026. The NMC (Nickel Mining Company) receives confirmation of the gradual reopening of mining operations in Canala.

Australia seals an unprecedented agreement with Papua New Guinea to counter Chinese influence.

On September 16, actor Robert Redford dies at the age of 89.

On September 17, the High Commission announces a ban on the sale of alcohol from September 18 to 28 throughout New Caledonia.

On September 18, the USTKE (Union Syndicale des Travailleurs Kanak et des Exploités) relays the national call for a general strike in New Caledonia.

The U20 team players arrive in Santiago, Chile. They prepare to compete in the World Cup, with their first match on September 30 against the United States.

On September 20 and 21, the 2025 New Caledonian Surfing Championships take place, bringing together 35 competitors.

On September 22, France recognizes the Palestinian state in New York.

On September 23, actress Claudia Cardinale dies at the age of 87. September 24 is Citizenship Day in New Caledonia. Several events are organized, such as in Nouméa, at Place de l'Indépendance, by the “150 Years Later” committee.

On September 25, former French President Nicolas Sarkozy was sentenced to five years in prison for “criminal conspiracy.”

On September 27, nearly a thousand surfers gathered to pay tribute to the Australian man killed by a shark in Sydney on September 6.



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 225,900 people in New-Caledonia, the cumulative audience point represents 2,259 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) / time spent listening per listener (TSL) 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.

Métridom New Caledonia is part of Médiamétrie's **MediaFrOm** offering.

The Métridom TV & Radio New Caledonia 2025 study (from September 1 to 28, 2025) was conducted on a sample of **1,004 people** representative of the population aged 13 and over, interviewed by 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.

Further information : www.mediametrie.fr



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