

Métridom

The television and radio audience in the French West Indies

September – November 2025 (from the 1st of September to the 16th of November)



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

	September-November 2025				April-June 2025				September-November 2024			
	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn
Total TV												
Guadeloupe	71,5	234 200	100	4:13	69,2	222 600	100	4:22	70,6	225 700	100	4:08
Martinique	69,7	213 900	100	4:14	71,5	220 800	100	4:25	71,2	220 300	100	4:28

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

	September-November 2025				April-June 2025				September-November 2024			
	CA%	CA	Audience share%	TSL h:mn	CA%	CA	Audience share%	TSL h:mn	CA%	CA	Audience share%	TSL h:mn
Total Radio												
Guadeloupe	67,7	221 900	100	3:55	69,1	222 300	100	4:04	69,9	223 400	100	3:33
Martinique	68,5	210 100	100	4:01	71,1	219 300	100	4:06	69,6	215 400	100	3:55

From the 1st of September to the 25th of October, the time difference between mainland France and the French West Indies was -6h. From the 26th of October to the 16th of November, it was -5h 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 3,276 people aged 13 years and older in Guadeloupe and 3,069 in Martinique.



TV results in Guadeloupe

Television results by aggregate

	September-November 2025				April-June 2025				September-November 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⁾	54,0	176 700	43,4	2:26	50,5	162 500	41,9	2:30	52,3	167 200	46,7	2:36
Chargeable broader channel offering ⁽²⁾	48,9	160 100	52,7	3:15	48,4	155 600	54,1	3:23	47,4	151 600	49,9	3:04
By theme⁽³⁾												
Cinema	2,7	8 700	1,8	2:03	2,7	8 800	1,9	2:07	1,8	5 600	1,6	2:36
Entertainment	7,4	24 300	6,7	2:43	8,6	27 600	8,4	2:56	8,0	25 700	6,8	2:27
General interest	63,7	208 600	70,6	3:21	60,7	195 100	68,5	3:25	62,9	201 000	73,5	3:25
News	12,9	42 300	9,6	2:14	10,3	33 200	7,4	2:10	10,4	33 300	6,7	1:53
Sport	5,0	16 500	3,8	2:19	6,2	20 000	5,1	2:28	5,1	16 200	3,5	2:02

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)

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 3,276 people aged 13 years and older in Guadeloupe.



TV results in Guadeloupe

Television results by channel

	September-November 2025				April-June 2025				September-November 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												
CANAL+	5,1	16 600	3,7	2:12	7,1	22 700	5,2	2:13	4,5	144 00	3,2	2:05
FRANCE 2	9,3	30 500	5,0	1:37	7,7	24 900	4,6	1:48	8,8	28 300	5,2	1:43
FRANCE 3	4,8	15 800	2,0	1:16	4,9	15 800	2,7	1:40	5,4	17 400	3,1	1:40
FRANCE 5	3,6	11 700	1,6	1:22	2,1	6 700	1,0	1:24	2,1	6 800	0,8	1:09
FRANCE INFO	4,3	14 100	2,3	1:38	3,8	12 200	1,8	1:27	3,8	12 100	2,0	1:33
GUADELOUPE LA 1 ^{ère}	46,2	151 300	28,2	1:51	43,1	138 600	28,0	1:58	43,6	139 300	31,1	2:05
NOVELAS TV	3,4	11 200	4,0	3:30	3,4	10 800	3,4	3:05	3,5	11 200	3,2	2:40

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 3,276 people aged 13 years and older in Guadeloupe.



TV results in Guadeloupe

Television results by advertising coupling

	September-November 2025				April-June 2025				September-November 2024			
	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn
Monday-Sunday 00:00-24:00												
COUPLAGE CANAL+ ⁽¹⁾	6,1	20 000	4,6	2:17	9,1	29 300	7,2	2:23	5,9	18 700	4,4	2:11
COUPLAGE SPORT CANAL+ ⁽²⁾	6,0	19 600	4,5	2:16	8,6	27 800	6,7	2:21	5,7	18 300	4,3	2:11
COUPLAGE CINEMA CANAL+ ⁽³⁾	5,2	16 900	3,8	2:12	7,5	24 200	5,5	2:12	4,6	14 700	3,3	2:04
CANAL+ + CANAL+ SERIES	5,1	16 600	3,7	2:12	7,2	23 000	5,3	2:14	4,6	14 600	3,3	2:05
GUADELOUPE LA 1 ^{ère} + NOVELAS TV	47,7	156 300	32,2	2:02	44,7	143 600	31,4	2:08	44,6	142 700	34,3	2:15

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

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

⁽³⁾ Advertising coupling 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.

1% of cumulative audience in 2025 represents 3,276 people aged 13 years and older in Guadeloupe.



TV results in Martinique

Television results by aggregate

	September-November 2025				April-June 2025				September-November 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⁾	53,2	163 300	49,4	2:44	53,2	164 100	46,8	2:46	54,9	170 000	48,5	2:49
Chargeable broader channel offering ⁽²⁾	43,3	133 000	45,5	3:06	44,4	137 200	48,4	3:26	45,6	141 100	47,7	3:20
By theme⁽³⁾												
Cinema	2,1	6 400	1,3	1:49	1,3	3 900	1,1	2:47	2,0	6 200	1,2	1:50
Entertainment	4,7	14 300	4,6	2:54	4,8	14 800	4,7	3:07	6,9	21 300	4,6	2:08
General interest	63,3	194 200	74,4	3:28	62,8	193 900	73,9	3:43	64,1	198 500	72,7	3:37
News	10,9	33 400	8,0	2:11	9,9	30 600	5,6	1:46	11,2	34 700	6,9	1:57
Sport	4,8	14 800	3,6	2:14	5,4	16 600	4,9	2:53	6,7	20 600	5,2	2:28

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.

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 3,069 people aged 13 years and older in Martinique.



TV results in Martinique

Television results by channel

	September-November 2025				April-June 2025				September-November 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												
ATV	18,5	56 600	12,5	2:00	23,3	71 800	16,1	2:11	21,5	66 400	12,2	1:49
CANAL+	5,5	17 000	5,5	2:55	6,4	19 600	5,1	2:31	5,6	17 500	3,9	2:13
FRANCE 2	6,4	19 800	3,3	1:31	6,8	21 000	4,1	1:53	8,0	24 900	4,2	1:40
FRANCE 3	3,9	11 900	2,4	1:50	4,2	12 900	2,5	1:52	6,0	18 700	3,6	1:54
FRANCE 5	2,1	6 600	0,9	1:14	2,2	6 700	1,1	1:33	3,1	9 600	1,2	1:16
FRANCE INFO	4,8	14 800	2,4	1:30	3,2	9 900	1,0	0:59	4,7	14 500	2,5	1:43
MARTINIQUE LA 1 ^{ère}	38,5	118 300	23,3	1:47	34,8	107 400	18,7	1:42	38,8	120 100	21,9	1:48

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TV results in Martinique

Television results by advertising coupling

	September-November 2025				April-June 2025				September-November 2024			
Monday-Sunday 00:00-24:00	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
COUPLAGE CANAL+ ⁽¹⁾	6,5	20 000	6,2	2:48	7,6	23 400	6,1	2:32	7,9	24 600	5,9	2:23
COUPLAGE SPORT CANAL+ ⁽²⁾	6,2	19 000	6,1	2:53	7,3	22 400	5,8	2:31	7,4	23 000	5,3	2:15
COUPLAGE CINEMA CANAL+ ⁽³⁾	5,8	17 900	5,6	2:49	6,6	20 400	5,3	2:32	6,2	19 100	4,4	2:18
CANAL+ + CANAL+ SERIES	5,6	17 100	5,5	2:54	6,4	19 700	5,1	2:31	5,8	18 000	4,0	2:13
MARTINIQUE LA 1 ^{ère} + NOVELAS TV	39,6	121 600	24,8	1:51	35,8	110 400	20,6	1:49	39,6	122 400	22,9	1:51

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

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

⁽³⁾ Advertising coupling 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.

1% of cumulative audience in 2025 represents 3,069 people aged 13 years and older in Martinique.



Radio results in Guadeloupe

Radio results by aggregate

	September-November 2025				April-June 2025				September-November 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	52,6	172 300	74,6	3:45	54,2	174 200	72,7	3:46	56,5	180 700	74,1	3:15
Music Radios	27,0	88 500	20,9	2:03	30,6	98 200	23,0	2:07	26,9	86 000	22,0	2:02
Thematic Radios	3,2	10 600	2,6	2:10	2,8	9 000	2,2	2:15	1,5	4 900	1,9	3:07
By status												
Private commercial Radios	51,8	169 600	67,6	3:28	54,1	174 000	67,1	3:29	54,6	174 400	69,8	3:10
Private radio associations	3,4	11 000	3,4	2:40	3,8	12 200	3,4	2:33	2,8	9 000	3,7	3:14
Public service radio	26,6	87 200	27,1	2:42	26,3	84 700	27,4	2:55	24,9	79 500	24,6	2:27

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

Radio results by station

	September-November 2025				April-June 2025				September-November 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	4,9	16 000	3,1	1:42	3,2	10 400	2,5	2:12	2,8	9 100	1,4	1:12
GUADELOUPE LA 1 ^{ère}	22,3	73 100	22,9	2:43	21,6	69 300	22,1	2:53	21,4	68 500	20,0	2:19
MFM Guadeloupe	4,1	13 300	2,2	1:25	5,4	17 300	4,2	2:11	5,1	16 300	3,6	1:44
NRJ Antilles	8,2	26 700	5,1	1:40	11,3	36 500	6,1	1:30	9,7	31 000	5,8	1:28
RCI Guadeloupe	32,9	107 900	46,5	3:44	37,0	118 900	44,7	3:24	38,5	123 000	48,3	3:07
TRACE FM Guadeloupe	6,2	20 400	3,2	1:22	8,9	28 500	4,0	1:15	7,3	23 500	4,7	1:35

nd : non disponible (AC<2%)

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1% of cumulative audience in 2025 represents 3,276 people aged 13 years and older in Guadeloupe.



Radio results in Guadeloupe

Radio results by advertising coupling

	September-November 2025				April-June 2025				September-November 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
Monday-Friday 05:00-24:00												
GUADELOUPE LA 1ère + TRACE FM Guadeloupe	27,2	89 200	26,1	2:32	29,0	93 200	26,1	2:32	27,7	88 400	24,6	2:13
NRJ + BEL RADIO	12,6	41 300	8,2	1:44	14,0	44 900	8,6	1:44	12,1	38 600	7,1	1:28
RCI + NRJ + BEL RADIO	41,2	134 900	54,7	3:31	44,5	143 200	53,4	3:22	45,6	145 700	55,4	3:01

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 3,276 people aged 13 years and older in Guadeloupe.



Radio results in Martinique

Radio results by aggregate

	September-November 2025				April-June 2025				September-November 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
By format												
General-interest Radios	49,1	150 700	67,9	3:48	53,9	166 400	66,0	3:34	51,9	160 600	69,2	3:38
Music Radios	28,1	86 300	21,9	2:08	31,9	98 500	24,6	2:15	27,1	83 800	22,5	2:16
Thematic Radios	7,9	24 300	9,0	3:07	7,2	22 200	7,8	3:09	7,3	22 600	7,4	2:46
By status												
Private commercial Radios	53,0	162 700	66,0	3:25	55,3	170 600	66,9	3:32	53,8	166 400	67,0	3:23
Private radio associations	11,6	35 700	11,6	2:44	10,5	32 500	11,0	3:03	9,7	30 000	9,7	2:43
Public service radio	20,9	64 100	21,1	2:46	22,1	68 100	20,2	2:40	21,9	67 800	22,4	2:47

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

Radio results by station

	September-November 2025				April-June 2025				September-November 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	2,7	8 200	2,0	2:06	2,2	6 700	1,3	1:42	2,6	7 900	1,3	1:25
CHERIE FM Martinique	2,8	8 500	2,0	2:00	2,4	7 300	1,1	1:24	3,4	10 500	3,2	2:32
MARTINIQUE LA 1 ^{ère}	16,7	51 300	17,5	2:52	19,0	58 500	15,9	2:27	18,4	56 800	19,2	2:51
MAXXI Martinique	4,2	13 000	2,8	1:47	4,7	14 500	3,9	2:27	3,5	10 700	1,9	1:28
NOSTALGIE Martinique	3,8	11 700	1,9	1:23	4,2	13 000	1,6	1:05	3,5	10 900	1,6	1:14
NRJ Antilles	6,6	20 300	2,7	1:07	8,9	27 600	4,5	1:28	8,6	26 700	4,5	1:26
RADIO SAINT-LOUIS	2,9	8 900	3,8	3:39	2,3	7 100	2,8	3:32	2,0	6 300	2,2	2:53
RCI Martinique	35,0	107 300	46,9	3:41	39,3	121 200	45,6	3:24	36,8	113 900	46,2	3:25
TRACE FM Martinique	7,8	24 000	3,7	1:18	10,6	32 600	5,8	1:35	9,7	29 900	5,8	1:38

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 3,069 people aged 13 years and older in Martinique.



Radio results in Martinique

Radio results by advertising coupling

Monday-Friday 05:00-24:00	September-November 2025				April-June 2025				September-November 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
CHERIE FM + MAXXI FM + NOSTALGIE Martinique	10,1	31 100	6,7	1:49	10,3	31 700	6,6	1:53	9,8	30 200	6,6	1:51
MARTINIQUE LA 1 ^{ère} + TRACE FM Martinique	23,7	72 800	21,2	2:27	28,2	87 000	21,7	2:15	27,1	84 000	25,1	2:31
NRJ + BEL RADIO	8,9	27 400	4,7	1:27	11,1	34 200	5,8	1:31	11,2	34 600	5,9	1:26
RCI + NRJ + BEL RADIO	41,7	128 000	51,6	3:24	45,9	141 800	51,4	3:16	44,2	136 700	52,1	3:13

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 3,069 people aged 13 years and older in Martinique.



Main events during the survey period

Over the survey period from 1st September to 16th November, the news was marked by events likely to have an impact on radio listening behaviours:

On September 1, Overseas Minister Manuel Valls pays a ministerial visit to Mayotte.

On September 2, the United States claims to have bombed a boat in the Caribbean to combat drug trafficking.

On September 7, at the Vatican, Pope Leo XIV canonizes the first saint to embody the 21st century.

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

On September 9, François Bayrou submits his resignation to President Emmanuel Macron. Sébastien Lecornu, who served as Minister of Overseas Territories from July 2020 to May 2022, is appointed Prime Minister.

On September 10, a social mobilization called “Bloquons tout” (Let's block everything) takes place in mainland France and overseas territories. Internationally, Russian drones fly illegally over Poland before being shot down by NATO, leading to the temporary closure of airports.

On September 11, former Brazilian President Jair Bolsonaro is sentenced to 27 years in prison by the Brazilian Supreme Court for attempting a coup in 2022.

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

On September 16, actor Robert Redford dies at the age of 89. On September 18, unions call for a one-day strike to protest against the “austerity” budget measures announced by the government this summer.

On September 22, France officially recognizes the State of Palestine. Ousmane Dembélé wins the Ballon d'Or.

On September 23, actress Claudia Cardinale dies at the age of 87.

On September 25, former French President Nicolas Sarkozy is sentenced to five years in prison for criminal conspiracy in the case of Libyan financing of his 2007 presidential campaign.

On September 29, Donald Trump presents Israeli Prime Minister Benjamin Netanyahu with a peace plan for Gaza, which is accepted by the Israeli government with conditions.

On October 6, Prime Minister Sébastien Lecornu submits his resignation to President Emmanuel Macron, who accepts it. Sébastien Lecornu will be reappointed Prime Minister by Emmanuel Macron on October 10.

On October 7, Tropical Storm Jerry formed off the Atlantic coast and threatened the Caribbean arc.

On October 10, Guadeloupe was placed on red alert for heavy rain and thunderstorms due to the passage of Storm Jerry.

Internationally, a ceasefire agreement between Israel and Hamas came into effect in the Gaza Strip.



Main events during the survey period

Over the survey period from 1st September to 16th November, the news was marked by events likely to have an impact on radio listening behaviours:

On October 12, the names of all the ministers in Sébastien Lecornu's new government are announced by the Élysée Palace. Naïma Moutchou succeeds Manuel Valls as Minister for Overseas Territories.

On October 13, Israeli authorities release 1,968 Palestinian prisoners, and Gaza hands over the last 20 living hostages and the bodies of four others.

On October 14, Prime Minister Sébastien Lecornu announces the suspension of pension reform.

From October 16 to 19, the 33rd edition of the Grand Raid de La Réunion takes place.

On October 19, valuable jewelry is stolen during a burglary at the Louvre Museum in Paris.

On October 21, former President Nicolas Sarkozy is incarcerated at the Santé prison in Paris following his conviction in the “Libyan financing” case involving his 2007 presidential campaign.

On October 24, during a Regional 1 match, a man wearing a helmet and armed with a rifle bursts onto the field at Dillon Stadium in Fort-de-France.

On October 26, all the sailboats in the 17th edition of the Transat Café L'Or set sail off the coast of Le Havre in rough conditions.

On October 27, a 6.7 magnitude earthquake was recorded in the West Indies. Tremors were felt in Guadeloupe and Martinique.

Hurricane Melissa, which formed in the Caribbean Sea, became even more threatening and reached category 5, with winds exceeding 180 mph. **On October 28**, Melissa struck Jamaica at its peak intensity. The cyclone then continued on its path toward Cuba, where it made landfall on the southeast coast as a Category 3 storm **on October 29**, causing heavy rains and landslides. **As of November 11**, at least 96 deaths have been attributed to Melissa, including 43 due to flooding and landslides in Haiti and 48 in Jamaica.

On October 30, Marcus Thuram of the Caribbean returned to training with Inter Milan, just one month after injuring his left thigh.

On November 4, the European Commission announced a €20 million investment to fund research into new treatments for dengue fever. In French Guiana, one year after its launch, the European Ariane 6 rocket successfully completed its third takeoff.

On November 5, Michel Rupaïre, one of the most influential voices in Guadeloupean radio, passed away.

On November 10, Nicolas Sarkozy was released on bail after twenty days in pretrial detention.

On November 11, a ceremony was held to commemorate the 106th anniversary of the Armistice of November 11, 1918.

On November 12, the National Assembly votes overwhelmingly to “suspend” pension reform.

On November 13, the National Assembly decides not to reduce tax breaks for overseas companies.

On November 16, Martinique is placed on orange alert for heavy rain and thunderstorms.



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:

- 327,600 people in Guadeloupe, the cumulative audience point represents 3,276 people
- 309,900 people in Martinique, the cumulative audience point represents 3,069 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 September -November 2025 period for television and radio (from the 1st of September to the 16th of November 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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