

Métridom

The television and radio audience in Guyane in October -November 2025 (from October 6th to November 30th 2025)



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

	October-December 2025				April-May 2025				October-December 2024			
	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn
Total TV	55,7	118 400	100	3:49	57,3	123 200	100	3:49	60,3	131 800	100	3:26

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

	October-December 2025				April-May 2025				October-December 2024			
	CA%	CA	Audience share%	TSL h:mn	CA%	CA	Audience share%	TSL h:mn	CA%	CA	Audience share%	TSL h:mn
Total Radio	44,7	95 000	100	3:06	49,2	105 800	100	2:46	47,0	102 600	100	3:08

From the 6th to 25th October, the time difference between mainland France and the French West Indies was -5h. From the 26th October to 30th November, it was -4h 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 2 126 people aged 13 years and older.



Press Release

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Television Results by aggregate

	October-December 2025				April-May 2025				October-December 2024			
Monday-Sunday 12 midnight-12 midnight	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn
By package												
Free digital TV channels ¹	39,1	83 200	47,9	2:36	41,0	88 100	47,4	2:32	44,7	97 600	51,5	2:23
Chargeable 2 broader channel offering ²	30,3	64 400	45,2	3:10	33,3	71 600	50,0	3:17	30,7	67 200	45,1	3:02
By theme³												
Entertainment	8,3	17 700	12,7	3:15	9,0	19 300	13,1	3:11	8,8	19 200	10,6	2:30
General interest	46,0	97 900	65,3	3:01	46,5	100 100	65,6	3:05	48,0	104 900	64,8	2:48
News	7,8	16 500	7,6	2:04	9,1	19 600	6,2	1:30	10,4	22 800	9,1	1:48
Sport	3,9	8 200	4,3	2:23	4,6	9 900	4,8	2:19	5,3	11 500	5,7	2:16

¹ Chaînes de télévision à diffusion locale hertzienne gratuite, originellement analogiques et chaînes diffusées sur la TNT gratuite

² Supports nécessitant un abonnement à une offre payante (Canal+), au satellite et/ou à un service de télévision par Internet.

³ Nomenclature définie sur la base du type des chaînes (et non sur la programmation).

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Television Results by channel

	October-December 2025				April-May 2025				October-December 2024			
	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 12 midnight-12 midnight												
CANAL +	5,4	11 500	6,0	2:22	7,0	14 900	5,5	1:44	2,9	6 300	3,1	2:15
FRANCE 2	3,4	7 200	3,1	1:55	4,4	9 500	2,7	1:19	4,9	10 700	3,4	1:27
FRANCE 4	3,8	8 200	4,2	2:21	3,9	8 500	4,7	2:37	6,4	14 000	6,6	2:08
FRANCE 5	2,2	4 700	1,9	1:49	2,5	5 400	1,7	1:26	nd	nd	nd	nd
FRANCE INFO	3,8	8 200	3,4	1:52	5,5	11 900	2,5	0:59	4,9	10 600	3,1	1:19
GUYANE LA 1 ^{ère}	33,1	70 400	33,6	2:09	34,8	74 700	32,1	2:01	37,7	82 300	32,6	1:48
NOVELAS TV	5,8	12 300	7,5	2:45	6,8	14 600	8,5	2:45	6,3	13 700	7,3	2:24

nd : non disponible (AC<2%)

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Television Results by advertising coupling

Monday-Sunday 12 midnight-12 midnight	October-December 2025				April-May 2025				October-December 2024			
	CA%	CA	Audie nce share %	VTV h:mn	CA%	CA	Audie nce share %	VTV h:mn	CA%	CA	Audie nce share %	VTV h:mn
CANAL+ COUPLING ⁽¹⁾	6,1	12 900	7,0	2:26	8,1	17 300	7,2	1:56	3,4	7 400	3,9	2:24
SPORT CANAL+ COUPLING ⁽²⁾	6,0	12 700	6,9	2:26	7,9	17 000	6,9	1:54	2,9	6 400	3,5	2:28
CINEMA CANAL+ COUPLING ⁽³⁾	5,4	11 500	6,0	2:21	7,0	15 100	5,7	1:46	3,0	6 500	3,3	2:20
CANAL+ + CANAL+ SERIES	5,5	11 700	6,1	2:22	7,0	14 900	5,5	1:44	3,1	6 700	3,3	2:12
GUYANE LA 1 ^{ère} + NOVELAS TV	36,3	77 100	41,1	2:25	38,5	82 700	40,7	2:19	41,4	90 600	39,9	2:00

⁽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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Métridom

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Radio Results by aggregate

	October-December 2025				April-May 2025				October-December 2024			
Monday-Friday 5 am-midnight	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	28,1	59 700	60,1	2:58	32,9	70 800	57,9	2:23	28,4	62 100	57,2	2:58
Music Radios	21,4	45 500	29,3	1:54	21,8	46 900	29,7	1:51	21,0	46 000	31,8	2:14
Theme Radios	5,0	10 600	7,2	2:01	6,9	14 900	6,4	1:15	5,5	12 100	7,2	1:56
By status												
Private commercial Radios	20,5	43 600	30,1	2:02	19,9	42 700	24,9	1:42	21,5	46 900	26,8	1:50
Private radio associations	8,1	17 200	11,0	1:53	11,8	25 400	18,3	2:06	8,8	19 300	17,5	2:55
Public service radio	25,4	54 100	55,5	3:01	28,8	61 900	50,8	2:24	26,0	56 800	51,9	2:56

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

Radio Results by station

	Octobre-Décembre 2025				Avril-Mai 2025				Octobre-Décembre 2024			
Monday-Friday 5 am-midnight	CA%	CA	Audience share %	TSL h:mn	CA%	CA	Audience share %	TSL h:mn	CA%	CA	Audience share %	TSL h:mn
GUYANE LA 1 ^{ère}	22,5	47 700	46,9	2:53	25,2	54 200	42,9	2:19	22,5	49 100	46,2	3:02
METIS FM	3,6	7 600	6,0	2:19	4,3	9 100	4,6	1:29	4,9	10 700	3,3	1:00
NRJ Guyane	2,7	5 800	2,1	1:04	2,6	5 600	1,7	0:52	3,2	7 000	3,7	1:41
RADIO MOSAÏQUE	4,8	10 200	5,8	1:40	5,5	11 900	8,3	2:03	4,8	10 500	9,0	2:45
RADIO PEYI	4,8	10 100	5,8	1:42	6,1	13 100	7,8	1:45	5,8	12 600	4,7	1:12
TRACE FM Guyane	6,7	14 300	8,4	1:44	4,5	9 600	3,5	1:03	6,8	14 800	6,8	1:29

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Monday-Friday 5 am-midnight												
GUYANE LA 1 ^{ère} + TRACE FM Guyane	26,6	56 600	55,3	2:52	27,4	58 900	46,4	2:18	27,7	60 600	53,0	2:49
CHERIE FM Guyane + METIS FM + NRJ Guyane + RADIO PEYI + RADIO PUZZLE + RADIO MOSAIQUE	16,0	34 100	23,8	2:03	17,7	38 100	26,5	2:02	18,7	40 800	25,8	2:02

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Events over the period

Over the survey period, running from 6th October to 30th November 2025, the news was marked by events likely to have an impact on radio listening behaviours:

On October 6, Prime Minister Sébastien Lecornu submitted his resignation to President Emmanuel Macron, who accepted 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.

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 of 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 reforms.

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

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

On October 21, former French President Nicolas Sarkozy was 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 burst onto the field at Dillon Stadium in Fort-de-France.

On October 26, all the sailboats participating in the 17th edition of the Transat Café L'Or set sail from 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 295 km/h.

On October 28, Melissa hit Jamaica with full force 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. **By November 11**, at least 96 deaths were attributed to Melissa, including 43 due to flooding and landslides in Haiti and 48 in Jamaica.

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

On November 4, a strike began at La Poste to protest against a reorganization deemed harmful.

On November 17, the strike spread and affected all post offices on the island of Cayenne, including the financial center and the Matoury mail distribution platform.

The European Ariane 6 launcher successfully completed its third launch one year after entering service.



Evènements sur la période

Over the survey period, running from 6th October to 30th November 2025, the news was marked by events likely to have an impact on radio listening behaviours:

On November 4, the European Commission announced a €20 million investment to fund research into new treatments for dengue fever.

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

On November 10, Nicolas Sarkozy was released on bail after twenty days in pre-trial 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 voted overwhelmingly to “suspend” pension reform.

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

On November 18, Haiti qualified for the second World Cup in its history.

On November 20, Gaston Émigré, a key figure in the Guianese music scene, dies at the age of 79.

Internationally, Donald Trump publishes a 28-point peace plan for Ukraine that forces Kiev to cede the entire Donbass region and calls for a 50% reduction in the Ukrainian army.

On November 23 and 24, after COP30, the Minister for Ecological Transition, Monique Barbut, is on an official visit to French Guiana.

On November 24, the Senate approves the creation of a new birth leave, allowing parents to take up to two additional months each to welcome their child from January 1, 2027.

On November 25, after exhausting all his appeals, former Brazilian President Jair Bolsonaro began serving his 27-year prison sentence for attempting a coup against his rival Lula. He had been under house arrest since early August, but was placed in pretrial detention on **November 22** for “high risk of flight.”



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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 218 500 people in Guyane, the cumulative audience point represents 2 185 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.

The **Métridom Guyane** is part of Médiamétrie's **MediaFrom** offering.
The **Métridom survey October - November 2025 on television and radio in Guyane** was carried out between **6th October and 30th November 2025** using a sample of **1 000 individuals** who were representative of the population ages 13 years and older, 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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