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The Year in TV/Video 2025

Television retains its central role in a richer, more dynamic, and more “à la carte” video universe



In 2025, French people spent **4 hours and 14 minutes** watching video content every day. In a year marked more than ever by the convergence of market players, the multiplicity of content, the rise of video on demand and digital uses, television remains the primary daily video contact for French people, while remaining at the heart of new consumption patterns.

A video universe undergoing rapid digital acceleration

Isabelle Maurice, Insight Director, says :

“ With an ever-increasing range of video content available each year, whether free (television, online video) or paid with the advent of SVoD platforms, French people's video habits are changing rapidly. By 2025, **60%** of households will subscribe to at least one paid service (SVoD and pay TV channels), up **8 points** from 2021. ”

At the same time, the use of connected multi-screens to access this diverse content continues to grow. Today, **94%** of French households have a smartphone and **72%** have a connected TV, up 5 and 3 points respectively from 2023. These changes have had a significant impact on usage patterns, which have become increasingly digital. Every day, **16%** of French people watch a TV program on a digital screen at home (**+20%** vs. 2024), and **10%** of video-on-demand subscribers watch their SVoD content on a digital screen (**+24%** vs. 2024) regardless of location.

Video “on demand” is becoming part of the daily routine

While the vast majority (**61%**) of daily video time is still devoted to live television, choosing what to watch and when to watch it, “on demand”, is now part of everyday life. In 2025, on-demand video on TV channel platforms (BVoD), SVoD, and online video on social media represents **39%** of French people's daily video viewing time, compared to **36%** a year earlier. Growth is particularly strong among 35–49 year-olds (**+17%** in two years) and 50+ audiences (**+21%**).

Video users say they appreciate having choice in this area. In fact, in 2025, the content available on SVoD platforms has increased by **31%** in three years, while that of TV channel BVoD platforms has doubled in one year.

Finally, fiction remains the main driver of this practice: **98%** of the Top 50 SVoD 2025 titles are fiction. Fiction accounts for **74%** of preview viewing on TV channels. And **44%** of replay viewing.

*live + personal time-shifting + personal recording



Content: sports and social issues capture attention

A winning bet in the video world, sports continue to stand out for their power to bring audiences together, not only on television but also increasingly on SVoD platforms, and online video.

The Champions League final PSG vs Inter Milan, broadcast on M6 and Canal+, was the most-watched broadcast of the year with **11.8 million** viewers, **22%** of whom were watching outside the home.

Summer 2025 confirmed the unifying power of women’s sports: **48.9 million** French people watched at least one of the following women’s competitions: Euro soccer tournament, Tour de France, Rugby World Cup.

On SVoD, **30%** of subscribers watch sports content via their platform (**+7 points** vs 2023).

Finally, france.tv and the social platform Twitch, for example, co-broadcast the *GP Explorer*, a car race organized by content creator Squeezie, with almost identical audience levels for both broadcasters.

Social issues also resonated strongly in 2025 in video content themes.

News, particularly political news, violence against women, and mental health played a major role in editorial offerings and audiences.

The Netflix series *Adolescence*, portraying a teenager accused of murder, became a social phenomenon, achieving the highest streaming audience ever in the UK and now serving as an educational tool in schools.

Laurence Deléchapt, Director of TV & Cross Médias, says :

“The video market has never been as fast-moving, innovative and dynamic as it is in 2025. Developments are rapid, and the boundaries between video players are porous. Médiamétrie’s cross-media video audience measurement tool, Watch, aims to shed light on the video ecosystem and report on the strategies of the various players. Today, Watch measures brand audiences. Very soon, in 2026, this measurement will also be possible for major SVoD content.”

About Médiamétrie, High trust data

Every day, Médiamétrie processes more than 1 billion data points to support its French and international clients in developing their strategies.

Our values and offers are built on transparent, fair, impartial, inclusive, comparable, and verifiable measurement. Médiamétrie puts all of its teams’ expertise to work in designing and producing common and authoritative audience measurement standards for media, platforms, and the advertising market, for both audio and video.

Médiamétrie has more than 700 employees and generated revenues of €103.5 million in 2024.

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