

Total Internet Audience in France in February 2026

More than two-thirds of French people use sports websites and apps



During the 2026 Winter Olympics, sports-related websites and apps attracted **39.5 million** internet users, representing **more than two-thirds of the French population (68%)**.

Every day, **12.1 million** people visited brands in this category.

Sunday, February 8, marked by France's first gold medal, saw a peak in traffic with **13.5 million** unique visitors.

Particularly active in this universe, **more than three-quarters (76%)** of 35- to 49-year-olds, as well as those in higher socioeconomic categories, visited it during the month. They are also the most frequent visitors, as **more than a quarter of these same groups (25%)** visited it every day.

In February 2026, 55.6 million individuals connected to the Internet during the month, representing 96% of the French population aged 11 and over. Every day, 49.6 million of them surfed the Internet.

On average, French people aged 11 and over, spent 3 hours and 21 minutes per day on the Internet.



Top 5 in the Sports subcategory

Total Internet Audience – February 2026 – Copyright Médiamétrie//NetRatings

	Brands (B) / Channels (C)	Monthly Unique Visitors	Monthly Coverage (% of French people)	Daily Unique Visitors
1	L Equipe - T ACPM (B)	13 507 000	23,3	2 742 000
2	BFM RMC Sport - T ACPM (C)	9 239 000	15,9	848 000
3	Eurosport (B)	6 297 000	10,8	902 000
4	Sports.fr (B)	5 846 000	10,1	503 000
5	Olympic Channel (B)	5 737 000	9,9	644 000

Top 50 most visited Groups in France

	Group 	Unique Visitors per month	Average Unique Visitors per day
1	Google	55 183 000	46 457 000
2	Meta Platforms	54 078 000	44 413 000
3	Microsoft	44 292 000	19 368 000
4	Amazon	42 176 000	11 658 000
5	WEB66	35 868 000	10 448 000
6	Groupe Figaro CCM Benchmark	33 228 000	6 980 000
7	La Poste	32 709 000	7 773 000
8	Louis Hachette Group	32 509 000	6 562 000
9	ReWorld Media	32 135 000	5 070 000
10	Adevinta	31 337 000	8 316 000
11	Wikimedia Foundation	29 911 000	4 477 000
12	francetélévisions	29 045 000	5 572 000
13	Apple Inc.	27 779 000	12 039 000
14	Groupe Auchan	27 554 000	3 631 000
15	Groupe Canal+	27 448 000	3 991 000
16	Snap Inc.	26 938 000	20 669 000
17	Doctolib	26 360 000	3 691 000
18	OpenAI	26 297 000	7 399 000
19	Webedia	25 842 000	3 601 000
20	Bytedance	25 507 000	10 997 000
21	Gouvernement Francais	25 372 000	2 364 000
22	Groupe Credit Agricole	25 155 000	7 174 000
23	Orange	24 607 000	9 158 000
24	Assurance Maladie	24 116 000	2 696 000
25	PDD Holdings	24 029 000	5 778 000
26	CMA Media	22 777 000	3 851 000
27	Societe Generale	21 436 000	5 629 000
28	Booking Holdings	21 250 000	2 421 000
29	Radio France	21 234 000	3 030 000
30	Groupe Le Monde	21 061 000	4 074 000
31	Samsung Group	20 957 000	6 804 000
32	Groupe Fnac Darty	20 510 000	1 712 000
33	Groupe Les Echos - Le Parisien	20 500 000	3 304 000
34	Carrefour	20 060 000	2 868 000
35	E.Leclerc	19 977 000	3 022 000
36	Altice France	19 787 000	4 307 000
37	Publihebdos	19 256 000	2 854 000
38	Vinted	19 151 000	6 272 000
39	Groupe TF1	18 998 000	2 529 000
40	NetFlix	18 704 000	4 774 000
41	Ministere de l Economie et des Finances	18 696 000	1 436 000
42	Spotify	18 617 000	6 394 000
43	PayPal	18 560 000	1 923 000
44	Lidl+Schwarz	17 371 000	2 609 000
45	Yahoo	17 309 000	5 525 000
46	20 Minutes France	17 282 000	2 345 000
47	Groupe Casino	16 933 000	1 577 000
48	M6	16 920 000	2 186 000
49	Credit Mutuel	16 466 000	4 514 000
50	Groupe Ouest France	16 201 000	1 523 000

Device breakdown for the Top 50 most visited Groups in France

	Group 	Unique Visitors per month	% of unique visitors who used a computer	% of unique visitors who used a mobile phone
1	Google	55 183 000	56,4	97,7
2	Meta Platforms	54 078 000	30,5	98,3
3	Microsoft	44 292 000	53,7	81,3
4	Amazon	42 176 000	36,4	86,9
5	WEB66	35 868 000	25,2	92,0
6	Groupe Figaro CCM Benchmark	33 228 000	27,9	87,9
7	La Poste	32 709 000	36,9	81,8
8	Louis Hachette Group	32 509 000	25,5	88,5
9	ReWorld Media	32 135 000	20,0	91,1
10	Adevinta	31 337 000	25,5	87,4
11	Wikimedia Foundation	29 911 000	26,3	87,1
12	francetélévisions	29 045 000	24,6	88,1
13	Apple Inc.	27 779 000	12,9	93,4
14	Groupe Auchan	27 554 000	31,4	82,5
15	Groupe Canal+	27 448 000	15,1	92,0
16	Snap Inc.	26 938 000	1,5	99,6
17	Doctolib	26 360 000	22,8	87,6
18	OpenAI	26 297 000	22,7	88,0
19	Webedia	25 842 000	21,6	88,1
20	Bytedance	25 507 000	10,8	92,9
21	Gouvernement Francais	25 372 000	35,2	78,4
22	Groupe Credit Agricole	25 155 000	27,4	83,4
23	Orange	24 607 000	33,9	81,4
24	Assurance Maladie	24 116 000	42,8	71,9
25	PDD Holdings	24 029 000	14,2	90,9
26	CMA Media	22 777 000	20,7	88,1
27	Societe Generale	21 436 000	23,2	85,2
28	Booking Holdings	21 250 000	27,5	82,8
29	Radio France	21 234 000	15,1	90,7
30	Groupe Le Monde	21 061 000	21,2	86,5
31	Samsung Group	20 957 000	7,5	95,0
32	Groupe Fnac Darty	20 510 000	29,2	78,3
33	Groupe Les Echos - Le Parisien	20 500 000	15,3	90,6
34	Carrefour	20 060 000	23,6	84,1
35	E.Leclerc	19 977 000	21,3	85,8
36	Altice France	19 787 000	22,6	85,4
37	Publihebdos	19 256 000	12,1	92,3
38	Vinted	19 151 000	14,3	91,1
39	Groupe TF1	18 998 000	19,8	86,4
40	NetFlix	18 704 000	19,3	86,6
41	Ministere de l Economie et des Finances	18 696 000	52,4	59,7
42	Spotify	18 617 000	9,9	92,9
43	PayPal	18 560 000	29,4	78,7
44	Lidl+Schwarz	17 371 000	11,3	92,8
45	Yahoo	17 309 000	43,3	66,6
46	20 Minutes France	17 282 000	15,6	89,3
47	Groupe Casino	16 933 000	23,8	81,3
48	M6	16 920 000	19,3	86,5
49	Credit Mutuel	16 466 000	30,0	77,8
50	Groupe Ouest France	16 201 000	11,3	92,2

Top 50 most visited Brands in France

	Brand 	Unique Visitors per month	Average Unique Visitors per day
1	Google	55 040 000	45 198 000
2	Facebook	51 539 000	34 826 000
3	WhatsApp	49 268 000	33 579 000
4	YouTube	49 044 000	20 238 000
5	Instagram	43 892 000	26 221 000
6	Amazon	40 336 000	10 476 000
7	Messenger	36 949 000	19 522 000
8	Leboncoin.fr - T ACPM	30 543 000	8 111 000
9	Microsoft / Microsoft 365	29 884 000	6 606 000
10	Wikipedia	29 631 000	4 429 000
11	Snapchat - T ACPM	26 716 000	20 623 000
12	Doctolib	26 360 000	3 691 000
13	OpenAI	26 297 000	7 399 000
14	TikTok	24 665 000	10 804 000
15	franceinfo - T ACPM	24 188 000	4 181 000
16	Temu	24 029 000	5 778 000
17	Orange	23 530 000	9 002 000
18	Apple	22 937 000	11 381 000
19	Waze	22 668 000	5 655 000
20	Le Figaro - T ACPM	22 238 000	3 909 000
21	BFM TV - T ACPM	21 929 000	3 530 000
22	Assurance Maladie	20 862 000	2 182 000
23	LA POSTE	20 583 000	2 868 000
24	Ouest France - T ACPM	20 482 000	3 741 000
25	Samsung	20 326 000	6 762 000
26	Outlook (Outlook.com)	20 175 000	9 072 000
27	Booking.com	20 067 000	2 249 000
28	E.Leclerc	19 597 000	2 988 000
29	Actu.fr - T ACPM	19 241 000	2 840 000
30	Vinted	19 092 000	6 257 000
31	Carrefour	18 842 000	2 701 000
32	Netflix	18 690 000	4 773 000
33	Spotify	18 542 000	6 390 000
34	PayPal	18 525 000	1 914 000
35	Service Public	18 512 000	1 322 000
36	Windows Live	18 467 000	2 426 000
37	LinkedIn	18 215 000	4 669 000
38	Le Parisien - T ACPM	17 675 000	2 404 000
39	Le Monde - T ACPM	17 519 000	3 200 000
40	Lidl	16 992 000	2 581 000
41	Credit Agricole	16 968 000	5 444 000
42	Dailymotion	16 611 000	1 516 000
43	Yahoo	16 606 000	5 065 000
44	ici - T ACPM	16 499 000	1 900 000
45	Tele Loisirs - T ACPM	16 178 000	3 259 000
46	SHEIN	15 991 000	4 056 000
47	AlloCine	15 815 000	1 484 000
48	impots.gouv.fr	15 786 000	1 154 000
49	Cdiscount	15 678 000	1 453 000
50	Boursorama - T ACPM	15 606 000	3 490 000

Device breakdown for the Top 50 most visited Brands in France

	Brand 	Unique visitors per month	% of unique visitors who used a computer	% of unique visitors who used a mobile phone
1	Google	55 040 000	55,4	97,7
2	Facebook	51 539 000	28,3	97,2
3	WhatsApp	49 268 000	4,2	99,5
4	YouTube	49 044 000	33,4	93,0
5	Instagram	43 892 000	16,0	95,7
6	Amazon	40 336 000	36,6	85,7
7	Messenger	36 949 000	1,0	99,8
8	Leboncoin.fr - T ACPM	30 543 000	25,1	87,6
9	Microsoft / Microsoft 365	29 884 000	39,0	77,6
10	Wikipedia	29 631 000	25,9	87,4
11	Snapchat - T ACPM	26 716 000	1,5	99,6
12	Doctolib	26 360 000	22,8	87,6
13	OpenAI	26 297 000	22,7	88,0
14	TikTok	24 665 000	10,3	93,1
15	franceinfo - T ACPM	24 188 000	18,6	89,1
16	Temu	24 029 000	14,2	90,9
17	Orange	23 530 000	33,5	81,6
18	Apple	22 937 000	15,6	90,3
19	Waze	22 668 000	-	99,7
20	Le Figaro - T ACPM	22 238 000	24,7	85,2
21	BFM TV - T ACPM	21 929 000	20,2	88,1
22	Assurance Maladie	20 862 000	45,1	67,2
23	LA POSTE	20 583 000	36,5	74,7
24	Ouest France - T ACPM	20 482 000	16,7	89,8
25	Samsung	20 326 000	7,6	95,0
26	Outlook (Outlook.com)	20 175 000	31,0	78,4
27	Booking.com	20 067 000	28,2	81,5
28	E.Leclerc	19 597 000	21,4	85,6
29	Actu.fr - T ACPM	19 241 000	12,1	92,2
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31	Carrefour	18 842 000	22,8	84,0
32	Netflix	18 690 000	19,3	86,6
33	Spotify	18 542 000	9,9	92,9
34	PayPal	18 525 000	29,5	78,7
35	Service Public	18 512 000	33,3	76,5
36	Windows Live	18 467 000	52,7	58,5
37	LinkedIn	18 215 000	28,6	79,9
38	Le Parisien - T ACPM	17 675 000	11,4	91,9
39	Le Monde - T ACPM	17 519 000	18,3	87,5
40	Lidl	16 992 000	10,1	93,4
41	Credit Agricole	16 968 000	25,9	80,1
42	Dailymotion	16 611 000	6,6	95,3
43	Yahoo	16 606 000	43,4	65,7
44	ici - T ACPM	16 499 000	11,9	92,3
45	Tele Loisirs - T ACPM	16 178 000	13,2	90,4
46	SHEIN	15 991 000	8,0	94,2
47	AlloCine	15 815 000	18,1	87,1
48	impots.gouv.fr	15 786 000	55,9	53,9
49	Cdiscount	15 678 000	24,3	80,6
50	Boursorama - T ACPM	15 606 000	16,4	88,2



Definitions

Group or Parent: the Parent level encompasses the audiences of a whole set of Brands. A Brand can only be counted in one sole Parent. The Parent is the company which is the principal shareholder of the Brands (and not the URLs) that are associated with it.

Brand: Brand is the “brand” level. A Brand is an aggregate of fields, sub-fields and/or pages identified by the same logo in a coherent and homogeneous manner.

The brands present in the measurement's site-centric hybridisation base are notified either by “T”, or by “TACPM” when their data is certified by the ACPM (Press and Media Statistics Alliance).

Unique visitors per month: total number of Internet users who visited a group or a brand at least once in the month in question, regardless of their connection location: home, workplace, other locations. Internet users who visited the same group (or the same brand) more than once are only counted once.

Average unique visitors per day: average number of Internet users who visited a group or a brand at least once during a day for the month in question. Internet users who visited the same website more than once in the day are only counted once.

Total Internet Audience is part of Médiamétrie's **MediaWeb** offering.

The Total Internet Audience measurement is based on **nearly 10,000 panellists aged 11 years and over** : 6,000 Mobile phone panellists and 4,000 Computers panellists, allowing the total audience of over **3,000 brands and 500 applications to be measured “natively”**. The measurement benefits from innovative hybridisation methodologies developed by Médiamétrie which combine panel data and Big Data. This total measurement provides audience results for computers and mobile phones. **The measurement takes into account the web browsing of Internet users regardless of the location, connection method (3G/4G/5G/WiFi) or protocol (http/https), for all of the websites and applications.**

About Médiamétrie, High trust data

Every day, Médiamétrie processes over one billion pieces of data to support its French and international customers in developing their strategies. At the core of our values and offerings: transparent, correct, 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.

Médiamétrie//NetRatings is a company which was established and owned jointly by Médiamétrie and Nielsen. Médiamétrie//NetRatings develops and markets Internet audience and online efficacy reference measurements in France.

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