

Métridom

The television and radio audience in Mayotte in April 2026

(from March 30th to April 26th 2026)



All of the devices are measured within the framework of the ad hoc survey in Mayotte. 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

	April 2026				April 2025				April-May 2024			
	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn
Total TV	66,4	136 800	100	3:31	57,7	115 800	100	3:37	77,7	150 200	100	4:02

Radio Results, average day, Monday-Friday, 05:00-24:00

	April 2026				April 2025				April-May 2024			
	CA%	CA	Audience share%	TSL h:mn	CA%	CA	Audience share%	TSL h:mn	CA%	CA	Audience share%	TSL h:mn
Total Radio	43,8	90 200	100	2:10	45,1	90 400	100	2:54	50,2	97 000	100	3:06

From 30th March to 26th April, the time difference between mainland France and Mayotte was +1h.

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 2026 represents 2 060 people aged 13 years and older.



Television Results by aggregate

	April 2026				April 2025				April-May 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	50,5	104 000	52,1	2:25	46,4	93 100	51,8	2:20	60,9	117 700	47,7	2:27
Chargeable 2 broader channel offering ²	36,6	75 400	43,9	2:48	32,5	65 300	44,5	2:52	47,7	92 100	49,6	3:15
By theme³												
Cinema	4,2	8 600	3,4	1:55	2,0	4 000	1,6	1:41	3,0	5 700	1,4	1:31
Entertainment	12,9	26 500	14,4	2:37	8,2	16 500	9,3	2:22	15,1	29 200	14,1	2:55
General interest	54,2	111 600	61,4	2:39	50,5	101 400	65,3	2:42	69,0	133 200	61,3	2:47
News	10,9	22 500	9,4	2:01	9,4	18 900	7,7	1:42	15,0	28 900	8,9	1:51
Children's programmes	2,7	5 600	2,2	1:54	3,6	7 300	4,3	2:29	6,5	12 600	4,3	2:05
Sport	6,1	12 700	3,9	1:30	7,0	14 000	7,5	2:15	7,2	14 000	5,6	2:26

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).

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Television Results by channel

	April 2026				April 2025				April-May 2024			
	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn
Monday-Sunday 12 midnight-12 midnight												
CANAL +	5,5	11 300	4,2	1:46	5,6	11 300	5,8	2:08	6,2	12 000	4,2	2:08
FRANCE 3	2,4	4 900	1,3	1:14	nd	nd	nd	nd	2,4	4 600	0,8	1:00
FRANCE 4	8,8	18 100	7,3	1:56	5,5	11 100	3,9	1:28	9,1	17 500	5,1	1:47
FRANCE INFO	2,3	4 800	1,5	1:31	3,0	6 100	1,9	1:17	5,5	10 600	2,9	1:38
MAYOTTE LA 1 ^{ère}	44,1	90 800	38,5	2:02	42,0	84 200	39,2	1:57	54,5	105 400	32,3	1:51
NOVELAS TV	10,5	21 700	10,7	2:23	5,3	10 500	6,0	2:23	9,5	18 300	7,9	2:38

nd : non available (CA<2%)

Television Results by advertising coordination

	April 2026				April 2025				April-May 2024			
	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn
Monday-Sunday 12 midnight-12 midnight												
COUPLAGE CANAL+ ⁽¹⁾	7,4	15 300	5,6	1:46	7,5	15 100	7,6	2:07	7,3	14 200	5,2	2:14
COUPLAGE SPORT CANAL+ ⁽²⁾	7,1	14 700	5,4	1:46	6,9	13 900	7,1	2:08	6,9	13 400	5,1	2:19
COUPLAGE CINEMA CANAL+ ⁽³⁾	5,5	11 300	4,2	1:46	6,2	12 300	6,3	2:08	6,1	11 900	4,2	2:07
CANAL+ + CANAL+ SERIES	5,8	12 000	4,4	1:45	5,6	11 300	5,8	2:08	6,1	11 900	4,2	2:07
MAYOTTE LA 1 ^{ère} + NOVELAS TV	49,1	101 200	49,2	2:21	44,5	89 200	45,1	2:07	59,6	115 200	40,3	2:07

⁽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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Press Release

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April 2026

Radio Results by station

Monday-Friday 05:00-24:00	April 2026				April 2025				April-May 2024			
	CA%	CA	Audience share%	TSL h:mn	CA%	CA	Audience share%	TSL h:mn	CA%	CA	Audience share%	TSL h:mn
MAYOTTE LA 1 ^{ère}	35,4	73 000	69,6	1:52	36,1	72 500	61,1	2:12	40,9	79 100	61,4	2:20

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 2026 represents 2 060 people aged 13 years and older.



Main events during the survey period

During the survey period, from March 30 to April 26, current events included developments that may have influenced television and radio viewing and listening habits:

On March 30, two departments of the Mayotte Assembly exercised their right to withdraw from work in protest of working conditions deemed unacceptable since Cyclone Chido struck.

On March 31, fifteen years ago, Mayotte became France's 101st department.

On April 1, the first Local Committee for Victim Assistance in Mayotte was held in Mamoudzou. This body aims to strengthen the department's efforts in the fight against violence against women.

The revision of fuel prices takes into account the surge in international oil prices linked to the war in the Middle East. The Mayotte Prefecture announced a 46-centime increase for diesel (1.90 euros per liter) and a price for premium unleaded gasoline close to two euros (1.97 euros).

Mayotte's member of parliament, Estelle Youssouffa, resigns from the commission of inquiry into public broadcasting, denouncing "showboating hearings" that "bring dishonor" to the National Assembly.

On April 2, the public prosecutor announced that a senior official from the Mayotte education authority is under investigation for sexual assault as well as psychological and sexual harassment.

On April 3, in Réunion, volcanologists announced that the eruption of Piton de la Fournaise, which began on March 28, has officially ended.

On April 5, Abdilwahedou Soumaila, the only candidate in the race and recently re-elected mayor of Mamoudzou, was elected president of the Dembéni-Mamoudzou Urban Community (CADEMA).

The Mayotte Bar Association called for a total strike from April 7 to 13 to protest the "SURE" bill.

On April 7, the department was placed on a yellow alert for heavy rain and thunderstorms.

On April 8, government agencies, under the authority of the Mayotte Prefecture, carried out an operation to dismantle illegal and substandard housing in Koumbini, in the municipality of Sada, marking the launch of Operation Kingia.

The Mayotte Water Company announced that some villages in the southern part of the island would be without water after a pipeline was damaged by an outside contractor.

A case of smallpox B (Mpox), imported from Madagascar, is reported to the Mayotte Regional Health Agency (ARS).

Former hostages Cécile Kohler and Jacques Paris have arrived in Paris after three and a half years of detention in Iran, where they were accused of espionage.

On April 9, Théophile Narayanin, known as "Guito," was released on probation. He had been sentenced to five years in prison for assaulting a lawyer in 2015.

On April 10, Moody's affirmed France's sovereign rating at Aa3 with a "negative" outlook.



Main events during the survey period

During the survey period, from March 30 to April 26, current events included developments that may have influenced television and radio viewing and listening habits:

On April 11, a 4.2-magnitude earthquake south of Anjouan Island was felt as far north as Mayotte.

Wirdani Djae took the helm of the Southern Community of Communes (CCSud), while Mohamadi Madi Oussené was elected president of the Central-Western Community of Communes (3CO).

On April 12, Charaffoudine Ramadani Toto was elected head of the Petite-Terre intermunicipal community. Roukia Kassidi became the first president of the Grand Nord metropolitan area.

The mayor of Tsingoni, Issilamou Hamada, was scheduled to appear in court **on April 14** on charges of favoritism. The hearing was postponed until December.

On April 18, Air Austral flights between Mayotte and Paris were disrupted after a Boeing 787 was grounded.

Following Tsingoni the day before, all municipalities in central and southern Grande-Terre were affected by water quality issues. In the Comoros, a gas station strike disrupted fuel supplies.

French Staff Sergeant Florian Montorio was killed and three other people were wounded in southern Lebanon during an ambush targeting UNIFIL soldiers.

From April 18 to 20, the International Games Committee (CIJ) meets in the Comoros to discuss the 2027 Games.

On April 21, Benoît Hamon, president of ESS France (Social and Solidarity Economy), visits Mayotte to meet with stakeholders in the social and solidarity economy.

Five police officers are awarded medals for their response to the sinking of a kwassa-kwassa in the north of the island in late March.

On April 22, Frédéric Poisot becomes the new prefect of Mayotte, succeeding François-Xavier Bieuville.

A second French UNIFIL soldier, Master Corporal Anicet Girardin, succumbs to his injuries in Lebanon.

On April 23, ten school buses were pelted with stones in Koungou, leaving several people injured.

A national tribute was held in Montauban for Staff Sergeant Florian Montorio.

On April 24, the Mayotte Prefecture confirmed that a network of smugglers facilitating the crossing of undocumented foreigners is under investigation by the Office for Combating Illegal Migrant Trafficking (OLTIM). Four of its members were tried and convicted by the Mamoudzou Criminal Court.



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 206 000 people in Mayotte, the cumulative audience point represents 2 060 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) / listener (TSL) in minutes: average time spent viewing to programmes broadcast by TV channels/radio stations by all of the viewers/listeners of the device being studied.

The **Métridom Mayotte** is part of Médiamétrie's **MediaFrOm** offering. **The Métridom TV & Radio survey in Mayotte for the period of April 2026 (March 30 through April 26, 2026)** was conducted among a sample of 650 people, representative of the population aged 13 and older, who were interviewed via 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 €102.2 million in 2025.

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