

Audience of online advertising



Drawing on the Total Internet Audience measurement among a panel of 10,000 web users, Médiamétrie assesses the performances of the internet media brokers and advertising networks which subscribe to Total Internet Audience.

These advertising results, which are not exhaustive, can be used to develop the audiences for groups of websites and apps marketed by media brokers and publishers, and the results are provided to agencies for use in media planning tools.

Based on the data on subscribers measured in April 2026, Médiamétrie has published the audience figures, affinity and usage data for 41 advertising offerings across 70 benchmark socio-demographic targets.



**30
principal
Media
Brokers**

The Principal Media Broker category represents display advertising offerings that are **exclusive to one publisher.**



**1 partner
Media
Broker**

Partner Media Broker represent offers already declared in a principal media broker that can be included in another media broker **by agreement with the publisher.**



7 Packs

Packs represent the different display advertising offerings of media brokers that focus **on a theme or a target.**



**3
Networks**

Networks are advertising offerings whose **confidential composition** includes **programme-based** purchasing offerings.

Main audience of principal and partner media brokers
Total Internet Audience, April 2026

Only players subscribed to audience measurement of advertisement offers are present on the following ranking

	Principal and partner media brokers	Unique users monthly reach	Unique users average daily reach
1	Azerion (Madvertise Adverline) (Regie principale)	41 032 000	8 952 000
2	366 (Regie principale)	37 700 000	10 859 000
3	Valiuz (Regie principale)	34 120 000	5 286 000
4	Prisma Media Solutions (Regie principale)	32 835 000	7 082 000
5	MEDIA.figaro (Regie principale)	32 740 000	6 656 000
6	Leboncoin (Regie principale)	32 366 000	8 510 000
7	ReWorld Media (Regie principale)	31 745 000	4 799 000
8	France Televisions Publicite (Regie principale)	31 196 000	6 247 000
9	Orange Advertising (Regie principale)	30 604 000	9 881 000
10	Unlimitail (Regie principale)	26 562 000	3 800 000
11	Webedia (Regie principale)	24 436 000	2 931 000
12	M Publicité (Regie principale)	22 402 000	4 310 000
13	Les Echos Le Parisien Médias / Paris Match Médias (Regie principale)	21 466 000	3 111 000
14	TF1 Publicite Digital (Regie principale)	21 181 000	3 386 000
15	RMC BFM Ads (Regie principale)	20 593 000	3 341 000
16	Groupe EBRA - Humanoid (Regie partenaire)	20 293 000	3 160 000
17	CANAL+ Brand Solutions Digital (Regie principale)	19 749 000	3 003 000
18	Retailink (Regie principale)	18 961 000	1 431 000
19	Cdiscount Advertising (Regie principale)	14 496 000	1 262 000
20	M6 Publicite Digital (Regie principale)	14 098 000	1 636 000
21	Boursorama Médias (Regie principale)	13 502 000	3 133 000
22	Groupe Marie Claire Adnetwork (Regie principale)	12 637 000	1 096 000
23	CMI Media (Regie principale)	8 855 000	883 000
24	Drive Media (Regie principale)	7 446 000	705 000
25	Infopro Digital (Regie principale)	5 615 000	359 000
26	Groupe Challenges (Regie principale)	4 886 000	283 000
27	Uni-Médias (Regie principale)	4 839 000	247 000
28	Lagardere Publicite News (Regie principale)	4 782 000	422 000
29	Bayard Media Développement (Regie principale)	4 420 000	304 000
30	Le Point Communication (Regie principale)	4 335 000	351 000
31	NRJ Adnetwork (Regie principale)	3 173 000	285 000

Packs & Networks

Total Internet Audience, April 2026

Thematic packs	Unique users monthly reach	Unique users average daily reach
Groupe EBRA - Presse régionale	15 798 000	2 560 000
Groupe Humanoid - Hi-Tech	8 756 000	701 000
Keleops Hi-Tech	7 867 000	587 000
Les Numériques Tech & gaming	6 220 000	411 000
WEB66 - Actualites	37 786 000	10 851 000

Target Packs	Unique users monthly reach	Unique users average daily reach
CMI MEDIA - Pack FEMMES	4 868 000	319 000

Standard Packs	Unique users monthly reach	Unique users average daily reach
PHR	20 874 000	3 028 000

Networks	Unique users monthly reach	Unique users average daily reach
Audion	46 905 000	19 160 000
Azerion (Sublime Madvertise Adverline)	49 011 000	18 350 000
Teads	51 974 000	27 460 000



Definitions

Unique monthly visitors : Total number of individuals having visited a website at least once during the month in question, regardless of their connection location: home, workplace, or other locations. Individuals who visited the same website several times are only counted once.

Unique daily visitors : The number of individuals having visited a website at least once during an average day in the month in question. Individuals who visited the same website several times are only counted once for that day.

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 €102.2 million in 2025.

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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