

Métridom

The television and radio audience in Guyane in October 2025-June 2026 (from October 6th to November 30th 2025 and 30th March to 7th June 2026)



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).

Since this publication is based on a new combination of survey periods, the results are not directly comparable to those of previous editions.

Television Results, average day, Monday-Sunday, 12 midnight-12 midnight

	October 2025-June 2026			
	CA%	CA	Audience share%	VTV h:mn
Total TV	53,0	114 500	100	3:40

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

	October 2025-June 2026			
	AC%	AC	PDA%	DEA h:mn
Total Radio	42,7	92 300	100	3:11

In 2025, from October 6 to 25, 2025, the time difference between mainland France and French Guiana was -5 hours. Starting on October 26, it was -4 hours compared to mainland France. In 2026, from March 30 to June 7, 2026, the time difference between mainland France and French Guiana was -5 hours.

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 October 2025-June 2026 represents 2 161 people aged 13 years and older.



Press Release

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Television Results by aggregate

Monday-Sunday 12 midnight-12 midnight	October 2025-June 2026			
	CA%	CA	Audience share%	VTV h:mn
By package				
Free digital TV channels ¹	36,3	78 400	46,2	2:29
Chargeable 2 broader channel offering ²	29,7	64 300	47,0	3:04
By theme³				
Entertainment	8,6	18 700	12,8	2:52
General interest	43,1	93 300	65,0	2:56
News	6,8	14 800	6,5	1:51
Sport	3,8	8 200	4,0	2:03

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

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	CA%	CA	Audience share%	VTV h:mn
Monday-Sunday 12 midnight-12 midnight				
CANAL +	4,0	8 700	4,5	2:10
FRANCE 2	3,3	7 200	3,4	1:57
FRANCE 4	3,1	6 800	3,1	1:56
FRANCE 5	2,2	4 700	2,1	1:54
FRANCE INFO	3,4	7 400	2,8	1:34
GUYANE LA 1 ^{ère}	30,5	65 900	32,1	2:03
NOVELAS TV	6,0	12 900	7,5	2:26

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Television Results by advertising coupling

Monday-Sunday 12 midnight-12 midnight	October 2025-June 2026			
	CA%	CA	Audience share%	VTV h:mn
COUPLAGE CANAL+ ⁽¹⁾	5,3	11 400	6,1	2:15
COUPLAGE SPORT CANAL+ ⁽²⁾	5,0	10 800	5,6	2:11
COUPLAGE CINEMA CANAL+ ⁽³⁾	4,3	9 300	4,6	2:04
CANAL+ + CANAL+ SERIES	4,1	8 800	4,5	2:10
GUYANE LA 1 ^{ère} + NOVELAS TV	33,7	72 900	39,6	2:17

⁽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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Radio Results by aggregate

	Octobre 2025-Juin 2026			
Monday-Friday 5 am-midnight	CA%	CA	Audience share%	TSL h:mn
By format				
General-interest Radios	27,4	59 100	62,1	3:05
Music Radios	18,9	40 800	27,0	1:57
Theme Radios	4,5	9 700	6,4	1:57
By status				
Private commercial Radios	18,4	39 900	29,3	2:10
Private radio associations	7,5	16 200	12,6	2:17
Public service radio	24,6	53 100	53,5	2:58

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

Radio Results by station

	Octobre 2025-Juin 2026			
Monday-Friday 5 am-midnight	CA%	CA	Audience share%	TSL h:mn
GUYANE LA 1 ^{ère}	21,3	46 100	46,3	2:57
METIS FM	3,4	7 300	4,1	1:40
NRJ Guyane	2,8	6 100	2,9	1:23
RADIO MOSAIQUE	4,7	10 100	7,4	2:09
RADIO PEYI	4,3	9 300	5,9	1:51
TRACE FM Guyane	5,1	11 000	5,8	1:33

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Radio Results by advertising coupling

	Octobre 2025-Juin 2026			
Monday-Friday 5 am-midnight	CA%	CA	Audience share%	TSL h:mn
GUYANE LA 1 ^{ère} + TRACE FM Guyane	24,5	52900	52,0	2:54
CHERIE FM Guyane + METIS FM + NRJ Guyane + RADIO PEYI + RADIO PUZZLE + RADIO MOSAIQUE	15,7	33900	24,0	2:05

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Events over the period October- November 2025

During the survey period, from October 6 to November 30, 2025, and from March 30 to June 7, 2026, current events included developments likely to have an impact on television and radio viewing and listening habits:

On October 6, 2025, Prime Minister Sébastien Lecornu submitted his resignation to President Emmanuel Macron, who accepted it. Sébastien Lecornu was reappointed Prime Minister by Emmanuel Macron on October 10.

On October 7, Tropical Storm Jerry formed off the Atlantic coast and threatened the Caribbean archipelago.

On October 10, Guadeloupe was placed under a red alert for heavy rain and thunderstorms due to the passage of Tropical Storm Jerry.

Internationally, a ceasefire agreement between Israel and Hamas went into effect in the Gaza Strip.

On October 12, the Élysée Palace announced the names of all the ministers in Sébastien Lecornu's new government. Naïma Moutchou succeeded Manuel Valls as Minister for Overseas Territories.

On October 13, Israeli authorities release 1,968 Palestinian prisoners, and Gaza hands over the last 20 surviving hostages as well as the bodies of four others.

On October 14, Prime Minister Sébastien Lecornu announces the suspension of the pension reform.

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 President Nicolas Sarkozy was incarcerated at La Santé Prison in Paris following his conviction in the case involving "Libyan funding" of his 2007 presidential campaign.

On October 24, in the middle of a Régionale 1 soccer match, a man wearing a helmet and armed with a rifle stormed the field at Dillon Stadium in Fort-de-France.

On October 26, all the sailboats in the 17th edition of the Transat Café L'Or set sail off the coast of 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, grew even more threatening and reached Category 5, with winds exceeding 295 km/h. On October 28, Melissa struck Jamaica with full force at its peak intensity. The hurricane then continued on toward Cuba, where it made landfall on the southeastern coast as a Category 3 storm on October 29, causing heavy rains and landslides. As of 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, a native of the Caribbean, returned to training with Inter Milan, exactly one month after suffering a left thigh injury.

On November 4, a strike began at La Poste to protest 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 hub.

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



Events over the period October- November 2025

During the survey period, from October 6 to November 30, 2025, and from March 30 to June 7, 2026, current events included developments likely to have an impact on television and radio viewing and listening habits:

On November 4, 2025, the European Commission announced a 20-million-euro investment to fund research into new treatments for dengue fever.

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

On November 10, Nicolas Sarkozy was released on probation after twenty days of pretrial 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” the pension reform.

On November 13, the National Assembly decided against reducing tax incentives for overseas companies.

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

On November 20, Gaston Émigré, a leading figure in the French Guiana music scene, passed away at the age of 79.

On the international stage, Donald released a 28-point peace plan for Ukraine that forces Kyiv to cede the entire Donbas region and calls for a 50% reduction in the Ukrainian military.

On November 23 and 24, following COP30, Minister of 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 policy, allowing parents to take up to two additional months each to care for their child starting January 1, 2027.

On November 25, after exhausting all his legal remedies, 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 due to a “high risk of flight.”



Events over the period April-June 2026

During the survey period, from October 6 to November 30, 2025, and from March 30 to June 7, 2026, current events included developments likely to have an impact on television and radio viewing and listening habits:

On April 8, former hostages Cécile Kohler and Jacques Paris arrived in Paris after three and a half years in detention in Iran, where they had been accused of espionage.

On April 10, Moody's affirmed France's sovereign rating at AA3 with a "negative" outlook.

On April 29, seven former elected officials from Guadeloupe and French Guiana stood trial in Martinique in a case involving more than 2 million euros.

On May 1, the traditional labor union parade took place.

On May 7, a press release reported a norovirus outbreak aboard a cruise ship in the Caribbean, with 115 people falling ill.

May 8 marked the 81st anniversary of Victory Day (May 8, 1945), celebrating the end of World War II in Europe.

On May 15, Senator Solanges Nadille denounced the unequal treatment of Sargassum in the Antilles compared to green algae in Brittany, calling on the government to "assume its responsibilities" in light of forecasts of new massive strandings.

On May 16, an earthquake with an estimated magnitude of 6 was felt in Martinique, Guadeloupe, and throughout the Caribbean.

On May 19, a major power generation incident affected Guadeloupe. At the height of the outage, approximately 100,000 customers were impacted.

On May 20, members of the National Assembly voted in committee to "symbolically" repeal the Code Noir, on the eve of the 25th anniversary of the Taubira Law. On May 28, the National Assembly unanimously approved the repeal of the Code Noir.

From May 24 to June 6, the French Open tennis tournament took place at Roland-Garros Stadium in Paris.

On May 24, a crisis meeting organized by the mayor was held in Petit-Bourg to discuss the current pollution caused by Sargassum.

On May 30, Paris Saint-Germain won its second UEFA Champions League title.

On June 1, sargassum strandings remained significant in Guadeloupe.

Authorities triggered a preliminary health alert in La Désirade and Goyave.

On June 2, Parliament passed a law recognizing the state's "share of responsibility" in the chlordecone scandal in the French West Indies.

The emergency agricultural bill was overwhelmingly approved by lawmakers on first reading.



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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 261 100 people in Guyane, the cumulative audience point represents 2 161 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 Study, October 2025 -June 2026 on television and radio in French Guiana was conducted **from October 6 to November 30, 2025, and from March 30 to June 7, 2026**, among a sample of **1,750 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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