

Métridom

The television and radio audience in the French West Indies

- Wave January-June 2026 for the television (from 5th January to 7th June)

- Wave September 2025 - June 2026 for the radio (from 1st September to 16th November and 5th January to 7th June)



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

	January-June 2026				September-November 2025			
	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn
Total TV								
Guadeloupe	67,5	224 800	100	4:22	71,5	234 200	100	4:13
Martinique	67,9	211 800	100	4:19	69,7	213 900	100	4:14

Radio Results, average day, Monday-Friday, 5 am -12 midnight

	September 2025-June 2026			
	CA%	CA	Audience share%	TSL h:mn
Total Radio				
Guadeloupe	66,5	221 300	100	4:15
Martinique	68,6	214 000	100	4:02

From September 1 to October 25, the time difference between mainland France and the French West Indies was -6 hours. From October 26 to November 16, it was -5 hours compared to mainland France. From January 5 to March 30, the time difference between mainland France and the French West Indies was -5 hours.

Starting March 31, it is -6 hours compared to mainland France.

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 3,329 people aged 13 years and older in Guadeloupe and 3,118 in Martinique.



Press Release

Métridom

The television audience in January-June 2026
and radio in September 2025-June 2026 in the French West Indies

TV results in Guadeloupe

Television results by aggregate

Monday-Sunday 00:00-24:00	January- June 2026				September-November 2025			
	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn
By package								
Free DTT channels ⁽¹⁾	49,8	165 700	46,7	2:46	54,0	176 700	43,4	2:26
Chargeable broader channel offering ⁽²⁾	46,1	153 300	49,1	3:08	48,9	160 100	52,7	3:15
By theme⁽³⁾								
Entertainment	6,3	21 000	5,5	2:33	7,4	24 300	6,7	2:43
General interest	58,9	196 100	72,1	3:36	63,7	208 600	70,6	3:21
News	12,7	42 300	8,6	2:00	12,9	42 300	9,6	2:14
Youth	6,2	20 700	6,0	2:49	5,0	16 500	3,8	2:19

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).

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 3,329 people aged 13 years and older in Guadeloupe.



Press Release

Métridom

The television audience in January-June 2026
and radio in September 2025-June 2026 in the French West Indies

TV results in Guadeloupe

Television results by channel

	January- June 2026				September-November 2025			
	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn
Monday-Sunday 00:00-24:00								
CANAL+	4,1	13 600	3,3	2:22	5,1	16 600	3,7	2:12
FRANCE 2	8,3	27 500	4,7	1:42	9,3	30 500	5,0	1:37
FRANCE 3	3,8	12 800	2,1	1:38	4,8	15 800	2,0	1:16
FRANCE 5	2,8	9 300	1,6	1:44	3,6	11 700	1,6	1:22
FRANCE INFO	3,9	13 000	2,2	1:42	4,3	14 100	2,3	1:38
GUADELOUPE LA 1 ^{ère}	41,6	138 600	30,0	2:08	46,2	151 300	28,2	1:51
NOVELAS TV	2,7	9 100	2,4	2:39	3,4	11 200	4,0	3:30

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 3,329 people aged 13 years and older in Guadeloupe.



Press Release

Métridom

The television audience in January-June 2026
and radio in September 2025-June 2026 in the French West Indies

TV results in Guadeloupe

Television results by advertising coupling

Monday-Sunday 00:00-24:00	January- June 2026				September-November 2025			
	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn
COUPLAGE CANAL+ ⁽¹⁾	6,2	20 700	5,3	2:32	6,1	20 000	4,6	2:17
COUPLAGE SPORT CANAL+ ⁽²⁾	5,8	19 400	5,0	2:32	6,0	19 600	4,5	2:16
COUPLAGE CINEMA CANAL+ ⁽³⁾	4,5	15 000	3,6	2:20	5,2	16 900	3,8	2:12
CANAL+ + CANAL+ SERIES	4,1	13 800	3,3	2:22	5,1	16 600	3,7	2:12
GUADELOUPE LA 1 ^{ère} + NOVELAS TV	42,6	141 800	32,5	2:15	47,7	156 300	32,2	2:02

⁽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.

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 3,329 people aged 13 years and older in Guadeloupe.



Press Release

Métridom

The television audience in January-June 2026
and radio in September 2025-June 2026 in the French West Indies

TV results in Martinique

Television results by aggregate

Monday-Sunday 00:00-24:00	January- June 2026				September-November 2025			
	CA%	CA	Audienc e share%	VTV h:mn	CA%	CA	Audienc e share%	VTV h:mn
By package								
Free DTT channels ⁽¹⁾	50,6	157 700	46,7	2:42	53,2	163 300	49,4	2:44
Chargeable broader channel offering ⁽²⁾	44,0	137 200	48,9	3:15	43,3	133 000	45,5	3:06
By theme⁽³⁾								
Entertainment	5,2	16 200	4,2	2:23	4,7	14 300	4,6	2:54
General interest	61,2	191 000	74,0	3:32	63,3	194 200	74,4	3:28
News	11,3	35 100	8,0	2:05	10,9	33 400	8,0	2:11
Youth	4,9	15 300	4,2	2:31	4,8	14 800	3,6	2:14

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.

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 3,118 people aged 13 years and older in Martinique.



TV results in Martinique

Television results by channel

	January- June 2026				September-November 2025			
	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn
Monday-Sunday 00:00-24:00								
ATV	16,1	50 300	10,3	1:52	18,5	56 600	12,5	2:00
CANAL+	4,7	14 600	3,7	2:17	5,5	17 000	5,5	2:55
FRANCE 2	7,5	23 200	4,4	1:45	6,4	19 800	3,3	1:31
FRANCE 3	4,8	15 100	2,9	1:44	3,9	11 900	2,4	1:50
FRANCE 5	2,5	7 900	1,2	1:23	2,1	6 600	0,9	1:14
FRANCE INFO	3,9	12 000	1,6	1:14	4,8	14 800	2,4	1:30
MARTINIQUE LA 1 ^{ère}	36,9	115 000	22,7	1:48	38,5	118 300	23,3	1:47

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 3,118 people aged 13 years and older in Martinique.



Press Release

Métridom

The television audience in January-June 2026
and radio in September 2025-June 2026 in the French West Indies

TV results in Martinique

Résultats Télévision par couplage publicitaire

Monday-Sunday 00:00-24:00	January- June 2026				September-November 2025			
	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn
COUPLAGE CANAL+ ⁽¹⁾	7,3	22 700	5,6	2:15	6,5	20 000	6,2	2:48
COUPLAGE SPORT CANAL+ ⁽²⁾	6,8	21 300	5,3	2:16	6,2	19 000	6,1	2:53
COUPLAGE CINEMA CANAL+ ⁽³⁾	5,1	15 800	4,0	2:18	5,8	17 900	5,6	2:49
CANAL+ + CANAL+ SERIES	4,8	14 900	3,7	2:16	5,6	17 100	5,5	2:54
MARTINIQUE LA 1 ^{ère} + NOVELAS TV	37,4	116 700	23,8	1:52	39,6	121 600	24,8	1:51

⁽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.

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 3,118 people aged 13 years and older in Martinique.



Radio results in Guadeloupe

Radio results by aggregate

Monday-Friday 05:00-24:00	September 2025-June 2026			
	CA%	CA	Audience share%	TSL h:mn
By format				
General-interest Radios	50,8	169 100	72,7	4:03
Music Radios	27,8	92 400	23,0	2:21
Theme Radios	2,8	9 200	2,6	2:37
By status				
Private commercial Radios	52,5	174 600	71,5	3:51
Private radio associations	3,5	11 800	3,4	2:42
Public service radio	24,1	80 200	23,3	2:44

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

Radio results by station

Monday-Friday 05:00-24:00	September 2025-June 2026			
	CA%	CA	Audience share%	TSL h:mn
BEL RADIO Guadeloupe	4,6	15 300	3,5	2:09
GADELOUPE LA 1 ^{ère}	19,8	66 000	19,6	2:48
NRJ Antilles	9,0	30 100	6,9	2:10
RCI Guadeloupe	33,1	110 200	48,2	4:07
TRACE FM Guadeloupe	6,3	21 100	3,5	1:35

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 3,329 people aged 13 years and older in Guadeloupe.



Radio results in Guadeloupe

Radio results by advertising coupling

	September 2025-June 2026			
Monday-Friday 05:00-24:00	CA%	CA	Audience share%	TSL h:mn
GUADELOUPE LA 1 ^{ère} + TRACE FM Guadeloupe	24,9	82 900	23,1	2:38
NRJ + BEL RADIO	13,2	44 000	10,4	2:14
RCI + NRJ + BEL RADIO	42,0	139 700	58,6	3:57

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 3,329 people aged 13 years and older in Guadeloupe.



Radio results in Martinique

Radio results by aggregate

	September 2025-June 2026			
Monday-Friday 05:00-24:00	CA%	CA	Audience share%	TSL h:mn
By format				
General-interest Radios	49,4	154 100	66,0	3:42
Music Radios	29,0	90 400	22,4	2:08
Theme Radios	8,6	27 000	10,0	3:13
By status				
Private commercial Radios	53,8	167 700	62,7	3:14
Private radio associations	13,0	40 700	13,8	2:56
Public service radio	20,3	63 300	21,6	2:57

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

Radio results by station

	September 2025-June 2026			
Monday-Friday 05:00-24:00	CA%	CA	Audience share%	TSL h:mn
BEL RADIO Martinique	2,1	6 700	1,4	1:50
MARTINIQUE LA 1 ^{ère}	16,5	51 600	17,9	3:00
MAXXI Martinique	3,1	9 700	1,7	1:33
NRJ Antilles	7,6	23 800	3,4	1:15
RADIO SAINT-LOUIS	3,1	9 800	4,5	3:59
RCI Martinique	37,3	116 200	44,2	3:17
TRACE FM Martinique	8,6	26 800	4,0	1:17

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 3,118 people aged 13 years and older in Martinique.



Radio results in Martinique

Radio results by advertising coupling

Monday-Friday 05:00-24:00	September 2025-June 2026			
	CA%	CA	Audience share%	TSL h:mn
MARTINIQUE LA 1 ^{ère} + TRACE FM Martinique	24,1	75 200	21,9	2:31
NRJ + BEL RADIO	9,6	29 800	4,9	1:24
RCI + NRJ + BEL RADIO	43,5	135 500	49,1	3:08

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 3,118 people aged 13 years and older in Martinique.



Main events during the survey period September- November 2025

During the survey period, which ran from September 1 to November 16, 2025, and from January 5 to June 7, 2026, current events included developments likely to have an impact on television and radio viewing and listening habits:

On September 1, Manuel Valls, Minister for Overseas Territories, made an official visit to Mayotte.

On September 2, the United States claimed to have bombed a ship in the Caribbean as part of its efforts to combat drug trafficking.

On September 7, at the Vatican, Pope Leo XIV canonized the first saint to embody the 21st century.

On September 8, Prime Minister François Bayrou failed to win a vote of confidence in the National Assembly, leading to the fall of his government.

On September 9, François Bayrou submits his resignation to President Emmanuel Macron. Sébastien Lecornu, who served as Minister for Overseas Territories from July 2020 to May 2022, is appointed Prime Minister.

On September 10, a social protest called "Let's Block Everything" takes place in mainland France and the overseas territories.

Internationally, Russian drones illegally fly over Poland before being shot down by NATO, leading to the temporary closure of airports.

On September 11, former Brazilian President Jair Bolsonaro is sentenced to 27 years in prison by the Brazilian Supreme Court for attempting a coup in 2022.

On September 12, the rating agency Fitch downgrades France's credit rating from "AA-" to "A+," citing its deteriorating public finances.

On September 16, actor Robert Redford died at the age of 89.

On September 18, labor unions called for a one-day strike to protest the "austerity" budget measures announced by the government this summer.

On September 22, France officially recognized the State of Palestine.

Ousmane Dembélé wins the Ballon d'Or.

On September 23, actress Claudia Cardinale dies at the age of 87.

On September 25, former President Nicolas Sarkozy is sentenced to five years in prison, to be served immediately, for criminal conspiracy in connection with the Libyan financing of his 2007 presidential campaign.

On September 29, Donald Trump presented Israeli Prime Minister Benjamin Netanyahu with a peace plan for Gaza, which the Israeli government accepted with conditions.

On October 6, 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.



 **Main events
during the
survey period
September-
November
2025**

During the survey period, which ran from September 1 to November 16, 2025, and from January 5 to June 7, 2026, current events included developments likely to have an impact on television and radio viewing and listening habits:

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 released 1,968 Palestinian prisoners, and Gaza handed over the last 20 surviving hostages as well as the bodies of four others.

On October 14, Prime Minister Sébastien Lecornu announced 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 French West Indies, returned to training with Inter Milan, exactly one month after suffering a left thigh injury.

On November 4, the European Commission announced a 20-million-euro investment to fund research into new treatments for dengue fever. In French Guiana, one year after entering service, the European Ariane 6 launch vehicle successfully completed its third launch.

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 16, Martinique was placed on an orange alert for heavy rain and thunderstorms.



Main events during the survey period January-June 2026

During the survey period, which ran from September 1 to November 16, 2025, and from January 5 to June 7, 2026, current events included developments likely to have an impact on television and radio viewing and listening habits:

On January 13, in the face of a backlash led by Guadeloupean Senator Victorin Lurel, the government withdrew its proposal to increase taxes on rum in the overseas territories.

On January 15, the arrest of several farmers from the Confédération Paysanne during a protest in Paris reignited concerns and anger within the farming community. Farmers are apprehensive about the implementation of the free trade agreement between Mercosur and the European Union, which was signed two days later, on January 17, for provisional application beginning May 1.

On January 18, the prefect of Guadeloupe announced several security measures for the Pointe-à-Pitre market.

On January 22, a case of smallpox B (mpox) was detected in a resident of Réunion who had returned from Madagascar, according to the Regional Health Agency (ARS).

On January 25, the first edition of the “Elles du vélo Gwadeloup” took place on the Alliance circuit in Baie-Mahault.

On January 29, French President Emmanuel Macron chaired another meeting focused on drug trafficking. Following the example set in Marseille, he called for “human, technical, and interministerial resources commensurate” with the high number of “drug-related homicides” in 2025, particularly in Fort-de-France, Martinique.

On January 29, against the government’s advice, the Senate voted to resume hydrocarbon extraction in the overseas territories.

On January 29, the National Assembly unanimously adopted a bill providing reparations for the “children of Creuse.”

From February 6 to 22, the Winter Olympics took place in Milan-Cortina, Italy, followed by the Paralympics from March 6 to 15.

From February 11 to 14, the Minister for Overseas Territories, Naïma Moutchou, visited French Guiana.

On February 13, an earthquake measuring 3.6 on the Richter scale is recorded by the Martinique Volcanological and Seismological Observatory.

From February 15 to 18, the Carnival festivities take place.

On February 19, the government announces a “Marshall Plan” to combat drug trafficking in the Antilles and French Guiana.

On February 28, the United States, in coalition with Israel, launched a large-scale offensive on Iranian soil, dubbed “Operation Epic Fury,” during which Supreme Leader Ali Khamenei was killed. In retaliation, Iran announced a blockade of the Strait of Hormuz. On March 4, a missile fired from Iran toward Turkey is intercepted by NATO. On March 14, the United States strikes the Iranian island of Kharg, a strategic site. This situation leads to severe tensions regarding fuel supplies worldwide and in France, marked by rising prices and shortages at some gas stations.

On March 15 and 22, the first and second rounds of the municipal elections were held, respectively.



Main events during the survey period January-June 2026

During the survey period, from September 1 to November 16, 2025, and from January 5 to June 7, 2026, current events included developments likely to have an impact on television and radio viewing and listening habits:

On March 19, according to data from regional monitoring and international researchers, Sargassum algal blooms had already reached high levels in the tropical Atlantic.

On April 8, former hostages Cécile Kohler and Jacques Paris arrived in Paris after three and a half years of 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.

On June 2, the emergency agricultural bill was overwhelmingly approved by lawmakers on its first reading.



Press Release

Métridom

The television audience in January-June 2026
and radio in September 2025-June 2026 in the French West Indies



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:

- 332,900 people in Guadeloupe, the cumulative audience point represents 3,329 people
- 311,800 people in Martinique, the cumulative audience point represents 3,118 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/radio stations by all of the viewers/listeners of the device being studied.

The **Métridom French West Indies** is part of Médiamétrie's **MediaFrOm** offering. **The Métridom TV Antilles study covering the period January-June 2026 (January 5 through June 7, 2026) and the Radio study covering the period September 2025-June 2026 (September 1 through November 16, 2025, and January 5 through June 7)** was conducted on a sample of 2,400 people who were representative of the population aged 13 years and older, interviewed in French or Creole by means of 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.

Further information : www.mediametrie.fr  @Mediametrie  Mediametrie.official  Médiamétrie

Press contacts :
Juliette Destribats
Stéphanie Haoun

rex@mediametrie.fr

Juliette Destribats
Tel : 01 47 58 97 55
jdestribats@mediametrie.fr



Media Glossary
Check out over 500 definitions