



Métridom

The television and radio audience in the French West Indies September – November 2023 (from the 28th of August to the 19th of November)



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).

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

	September-November 2023				April-June 2023				September-November 2022			
	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn	CA%	CA	Audience share%	VTV h:mn
Total TV												
Guadeloupe	76.5	245 400	100	4:32	75.3	241 600	100	4:28	79.2	256 300	100	4:45
Martinique	74.6	231 700	100	4:31	74.9	232 600	100	4:38	78.6	246 000	100	4:30

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

	September-November 2023				January-June 2023				September-November 2022			
	CA%	CA	Audience share%	TSL h:mn	CA%	CA	Audience share%	TSL h:mn	CA%	CA	Audience share%	TSL h:mn
Total Radio												
Guadeloupe	73.2	235 000	100	4:14	72.7	233 300	100	4:24	75.1	243 000	100	4:15
Martinique	74.6	231 800	100	3:50	71.9	223 200	100	4:13	73.5	230 100	100	4:01

From the 28th of August to the 29th of October, the time difference between mainland France and the French West Indies was -6h. From the 30th of October to the 19th of November, it was -5h 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 2023 represents 3,209 people aged 13 years and older in Guadeloupe and 3,106 in Martinique.



TV results in Guadeloupe

Television results by aggregate

	September-November 2023				April-June 2023				September-November 2022			
	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn
Monday-Sunday 00:00-24:00												
By package												
Free DTT channels ⁽¹⁾	59.3	190 300	46.0	2:41	57.7	185 300	44.3	2:35	61.6	199 400	42.5	2:36
Chargeable broader channel offering ⁽²⁾	55.2	177 100	51.5	3:14	53.7	172 400	54.0	3:23	58.4	188 900	55.5	3:35
By theme⁽³⁾												
Cinéma	2.1	6 700	1.2	2:02	3.2	10 400	2.5	2:34	3.6	11 800	1.8	1:50
Entertainment	9.3	29 800	7.0	2:36	9.2	29 600	7.6	2:47	12.3	39 800	9.3	2:51
Documentaries/Discovery	2.7	8 500	1.6	2:04	3.2	10 300	1.6	1:40	3.6	11 800	2.4	2:30
General interest	68.4	219 600	72.5	3:40	66.4	213 000	70.3	3:34	70.7	228 700	69.5	3:42
News	12.1	38 700	6.1	1:46	13.1	42 200	7.0	1:47	13.6	43 900	6.3	1:45
Youth	4.3	13 800	2.6	2:03	3.5	11 300	1.5	1:27	4.0	12 800	2.3	2:11
Sport	6.9	22 300	4.6	2:18	8.7	28 000	6.1	2:21	7.3	23 700	4.1	2:08

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 2023 represents 3,209 people aged 13 years and older in Guadeloupe.



TV results in Guadeloupe

Television results by channel

	Septembre-Novembre 2023				Avril-Juin 2023				Septembre-Novembre 2022			
	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn
Monday-Sunday 00:00-24:00												
CANAL +	5.5	17 700	3.4	2:06	4.4	14 000	2.5	1:57	5.8	18 700	3.2	2:06
FRANCE 2	9.1	29 100	4.8	1:50	10.7	34 200	5.2	1:39	11.7	37 700	5.3	1:43
FRANCE 3	5.1	16 400	2.5	1:43	5.9	18 900	2.7	1:32	5.7	18 300	2.3	1:33
FRANCE 5	2.2	6 900	0.7	1:11	3.3	10 600	1.2	1:16	3.3	10 700	1.2	1:21
FRANCE INFO	4.1	13 100	1.4	1:09	3.9	12 500	1.1	0:56	4.4	14 100	1.1	0:59
GUADELOUPE LA 1 ^{ère}	51.7	165 900	30.4	2:02	49.1	157 600	27.9	1:55	53.9	174 400	27.1	1:53
NOVELAS TV	3.7	11 700	2.6	2:30	4.6	14 700	3.7	2:45	5.1	16 500	4.5	3:19

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 2023 represents 3,209 people aged 13 years and older in Guadeloupe.



TV results in Guadeloupe

Television results by advertising coupling

Monday-Sunday 00:00-24:00	September-November 2023				April-June 2023				September-November 2022			
	CA%	CA	Audie nce share %	VTV h:mn	CA%	CA	Audie nce share %	VTV h:mn	CA%	CA	Audie nce share %	VTV h:mn
COUPLAGE CANAL+ ⁽¹⁾	8.2	26 300	5.5	2:20	8.6	27 400	6.0	2:21	9.0	29 200	5.6	2:19
COUPLAGE SPORT CANAL+ ⁽²⁾	7.9	25 200	5.0	2:12	7.1	22 900	4.6	2:10	8.2	26 400	4.9	2:16
COUPLAGE CINEMA CANAL+ ⁽³⁾	5.9	18 900	3.9	2:16	5.8	18 600	3.8	2:13	6.9	22 300	3.8	2:06
CANAL+ + CANAL+ SERIES	5.5	17 800	3.4	2:06	4.4	14 000	2.5	1:57	5.8	18 900	3.3	2:06
GADELOUPE LA 1 ^{ère} + NOVELAS TV	52.9	169 900	33.0	2:10	50.7	162 600	31.6	2:06	55.5	179 600	31.6	2:08

⁽¹⁾ Advertising coupling CANAL+ : CANAL+ CANAL+ CINEMA + CANAL+ SERIES + CANAL+ SPORT + CANAL+ KIDS + CANAL+ DOCS + CANAL+ 360 + CANAL+ FOOT + CANAL+ FORMULA 1 + CANAL+ MOTO GP + CANAL+ PREMIER LEAGUE + CANAL+ TOP 14.

⁽²⁾ Advertising coupling SPORT CANAL+ : CANAL+ CANAL+ SPORT + CANAL+ FOOT + CANAL+ 360 + CANAL+ FORMULA 1 + CANAL+ PREMIER LEAGUE + CANAL+ TOP 14 + CANAL+ MOTO GP.

⁽³⁾ Advertising coupling 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 2023 represents 3,209 people aged 13 years and older in Guadeloupe.



TV results in Martinique

Television results by aggregate

	September-November 2023				April-June 2023				September-November 2022			
Monday-Sunday 00:00-24:00	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn
By package												
Free DTT channels ⁽¹⁾	55.8	173 300	46.1	2:47	55.1	171 100	47.9	3:01	60.6	189 500	48.1	2:49
Chargeable broader channel offering ⁽²⁾	51.4	159 700	50.6	3:19	51.1	158 800	49.2	3:21	54.3	169 800	50.4	3:17
By theme⁽³⁾												
Cinéma	3.3	10 200	1.9	1:58	2.4	7 400	1.7	2:27	3.8	11 800	1.9	1:49
Entertainment	8.1	25 100	6.2	2:36	9.3	28 800	7.0	2:38	8.7	27 400	5.7	2:19
Documentaries/Discovery	3.7	11 600	2.1	1:53	3.5	10 800	2.3	2:21	2.7	8 300	0.9	1:16
General interest	66.9	207 800	71.6	3:36	67.2	208 600	72.9	3:46	71.2	222 900	76.3	3:47
News	11.0	34 100	4.9	1:31	10.1	31 400	5.2	1:46	11.3	35 200	5.6	1:45
Youth	3.4	10 400	1.9	1:55	2.5	7 800	1.0	1:25	2.7	8 400	1.2	1:37
Sport	7.4	23 100	5.6	2:33	6.6	20 500	5.0	2:38	6.9	21 600	4.9	2:31

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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1% of cumulative audience in 2023 represents 3,106 people aged 13 years and older in Martinique.



TV results in Martinique

Television results by channel

	September-November 2023				April-June 2023				September-November 2022			
	CA%	CA	Audie nce share %	VTV h:mn	CA%	CA	Audie nce share %	VTV h:mn	CA%	CA	Audie nce share %	VTV h:mn
Monday-Sunday 00:00-24:00												
CANAL+	5.6	17 300	2.4	1:26	4.5	14 000	2.3	1:47	5.4	16 900	3.8	2:28
FRANCE 2	10.2	31 700	5.8	1:55	8.6	26 700	4.6	1:51	10.0	31 200	4.8	1:42
FRANCE 3	6.0	18 700	2.7	1:31	5.9	18 400	3.1	1:51	7.4	23 100	3.3	1:34
FRANCE 5	2.7	8 300	0.9	1:10	3.3	10 300	1.1	1:12	3.6	11 300	1.2	1:10
FRANCE INFO	2.9	9 100	0.9	1:02	2.3	7 200	0.7	1:00	2.9	9 200	0.8	0:59
MARTINIQUE LA 1 ^{ère}	39.1	121 400	19.7	1:42	34.5	107 000	18.1	1:49	37.9	118 600	18.1	1:42
NOVELAS TV	2.9	9 100	2.3	2:37	2.6	8 100	2.1	2:50	3.8	11 800	2.8	2:40
viàATV	23.3	72 500	13.2	1:54	27.0	83 900	17.1	2:12	29.8	93 300	17.1	2:02

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 2023 represents 3,106 people aged 13 years and older in Martinique.



TV results in Martinique

Television results by advertising coupling

Monday-Sunday 00:00-24:00	September-November 2023				April-June 2023				September-November 2022			
	CA%	CA	Audie nce share %	VTV h:mn	CA%	CA	Audie nce share %	VTV h:mn	CA%	CA	Audie nce share %	VTV h:mn
COUPLAGE CANAL+ ⁽¹⁾	8.9	27 700	5.0	1:54	7.0	21 700	4.2	2:06	8.9	27 800	6.1	2:27
COUPLAGE SPORT CANAL+ ⁽²⁾	8.1	25 200	4.4	1:51	6.6	20 500	3.9	2:02	7.8	24 400	5.7	2:37
COUPLAGE CINEMA CANAL+ ⁽³⁾	6.5	20 300	2.9	1:30	4.9	15 300	2.6	1:51	6.4	20 000	4.1	2:17
CANAL+ + CANAL+ SERIES	5.7	17 700	2.4	1:26	4.6	14 200	2.4	1:49	5.4	16 900	3.8	2:28
MARTINIQUE LA 1 ^{ère} + NOVELAS TV	40.6	126 000	22.0	1:49	36.0	111 800	20.2	1:57	40.2	125 800	21.0	1:51

⁽¹⁾ Advertising coupling CANAL+ : CANAL+ CANAL+ CINEMA + CANAL+ SERIES + CANAL+ SPORT + CANAL+ KIDS + CANAL+ DOCS + CANAL+ 360 + CANAL+ FOOT + CANAL+ FORMULA 1 + CANAL+ MOTO GP + CANAL+ PREMIER LEAGUE + CANAL+ TOP 14.

⁽²⁾ Advertising coupling SPORT CANAL+ : CANAL+ CANAL+ SPORT + CANAL+ FOOT + CANAL+ 360 + CANAL+ FORMULA 1 + CANAL+ PREMIER LEAGUE + CANAL+ TOP 14 + CANAL+ MOTO GP.

⁽³⁾ Advertising coupling 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 2023 represents 3,106 people aged 13 years and older in Martinique.



Radio results in Guadeloupe

Radio results by aggregate

Monday-Friday 05:00-24:00	September-November 2023				January-June 2023				September-November 2022			
	CA%	CA	Audience share%	TSL h:mn	CA%	CA	Audience share%	TSL h:mn	CA%	CA	Audience share%	TSL h:mn
Par format												
Radios généralistes	58.2	186 700	73.5	3:55	58.6	188 100	76.3	4:09	60.0	194 100	71.1	3:46
Radios musicales	30.3	97 300	22.2	2:16	29.0	93 100	18.8	2:04	33.4	108 200	25.7	2:27
Radios thématiques	3.6	11 500	2.7	2:19	4.1	13 200	3.3	2:34	3.2	10 500	2.1	2:04
Par statut												
Radios privées commerciales	57.4	184 100	66.8	3:37	55.7	178 600	67.8	3:53	60.0	194 200	67.1	3:34
Radios privées associatives	6.1	19 400	5.0	2:35	6.0	19 200	5.0	2:40	5.4	17 400	4.3	2:33
Radios de service public	27.6	88 500	26.5	2:59	28.7	92 000	25.6	2:51	29.0	93 800	27.5	3:01

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

Radio results by station

Monday-Friday 05:00-24:00	September-November 2023				January-June 2023				September-November 2022			
	CA%	CA	Audience share %	TSL h:mn	CA%	CA	Audience share %	TSL h:mn	CA%	CA	Audience share %	TSL h:mn
BEL RADIO Guadeloupe	3.7	11 800	2.5	2:05	4.2	13 600	3.0	2:16	4.3	14 000	3.4	2:29
GAUDELouPE LA 1 ^{ère}	23.9	76 600	23.6	3:04	24.5	78 500	21.6	2:49	24.7	79 800	23.5	3:02
MFM Guadeloupe	6.0	19 400	5.3	2:43	4.9	15 700	2.8	1:48	6.4	20 800	3.6	1:47
NOSTALGIE Guadeloupe	2.9	9 200	1.0	1:07	3.3	10 600	1.7	1:36	3.3	10 800	1.7	1:40
NRJ Antilles	11.6	37 400	5.1	1:22	9.3	30 000	4.3	1:29	10.5	33 900	6.5	1:58
RADIO MASSABIELLE	2.0	6 500	1.2	1:47	2.9	9 200	2.5	2:46	2.5	8 100	1.7	2:10
RCI Guadeloupe	39.1	125 600	46.0	3:39	39.8	127 600	50.3	4:02	40.5	131 100	42.6	3:21
TRACE FM Guadeloupe	7.7	24 800	3.3	1:20	7.1	22 800	2.6	1:11	8.5	27 600	4.2	1:34

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 2023 represents 3,209 people aged 13 years and older in Guadeloupe.



Radio results in Guadeloupe

Radio results by advertising coupling

Monday-Friday 05:00-24:00	September-November 2023				January-June 2023				September-November 2022			
	CA%	CA	Audie nce share %	TSL h:mn	CA%	CA	Audie nce share %	TSL h:mn	CA%	CA	Audie nce share %	TSL h:mn
CHERIE FM + NOSTALGIE Guadeloupe	4.0	12 700	1.7	1:18	5.2	16 800	2.4	1:28	5.4	17 600	3.4	1:59
GUADELOUPE LA 1 ^{ère} + TRACE FM Guadeloupe	29.6	95 000	26.9	2:49	29.3	93 900	24.2	2:39	31.8	102 700	27.7	2:47
NRJ + BEL RADIO	14.8	47 500	7.6	1:36	13.1	42 100	7.4	1:47	14.4	46 700	9.8	2:10
RCI + NRJ + BEL RADIO	47.7	153 000	53.6	3:29	47.7	153 200	57.6	3:51	49.0	158 700	52.4	3:24

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 2023 represents 3,209 people aged 13 years and older in Guadeloupe.



Radio results in Martinique

Radio results by aggregate

Monday-Friday 05:00-24:00	September-November 2023				January-June 2023				September-November 2022			
	CA%	CA	Audience share%	TSL h:mn	CA%	CA	Audience share%	TSL h:mn	CA%	CA	Audience share%	TSL h:mn
Par format												
Radios généralistes	51.9	161 100	64.8	3:35	52.2	162 200	61.0	3:33	55.2	172 800	65.9	3:31
Radios musicales	33.9	105 300	24.6	2:05	32.5	101 000	23.9	2:14	33.7	105 400	24.4	2:08
Radios thématiques	10.0	31 100	9.0	2:35	11.7	36 400	13.2	3:26	8.6	26 800	8.7	2:59
Par statut												
Radios privées commerciales	57.7	179 100	66.3	3:18	56.1	174 300	63.3	3:25	58.2	182 200	62.0	3:09
Radios privées associatives	13.0	40 500	12.6	2:46	15.0	46 700	16.7	3:22	13.8	43 200	13.5	2:53
Radios de service public	22.6	70 200	19.5	2:28	21.0	65 200	17.6	2:32	23.2	72 500	23.3	2:58

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

Radio results by station

Monday-Friday 05:00-24:00	September-November 2023				January-June 2023				September-November 2022			
	CA%	CA	Audience share %	TSL h:mn	CA%	CA	Audience share %	TSL h:mn	CA%	CA	Audience share %	TSL h:mn
BEL RADIO Martinique	2.4	7 400	1.1	1:23	3.0	9 300	2.0	2:02	2.9	9 000	2.1	2:10
CHERIE FM Martinique	3.5	10 800	1.5	1:15	2.7	8 300	1.9	2:11	3.4	10 700	2.0	1:42
ESPERANCE FM	2.1	6 600	1.3	1:48	3.3	10 200	3.3	3:04	Nd	Nd	Nd	nd
MARTINIQUE LA 1 ^{ère}	17.5	54 400	16.0	2:37	16.7	52 000	14.2	2:34	19.0	59 500	19.9	3:05
MAXXI FM	4.2	13 100	2.9	1:58	4.1	12 700	2.5	1:53	4.5	14 100	2.7	1:48
NOSTALGIE Martinique	4.7	14 700	2.6	1:33	4.6	14 400	1.6	1:03	6.2	19 300	2.2	1:03
NRJ Antilles	9.3	28 800	3.6	1:07	7.9	24 600	3.1	1:12	7.8	24 600	3.3	1:14
RADIO SAINT-LOUIS	4.1	12 800	3.3	2:17	4.3	13 200	5.0	3:34	4.5	14 000	4.3	2:49
RCI Martinique	37.6	116 700	45.0	3:26	38.8	120 600	43.2	3:22	39.8	124 600	42.5	3:09
TRACE FM Martinique	10.3	3 2000	4.8	1:19	9.9	30 600	5.0	1:32	8.3	26 000	3.3	1:10

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 2023 represents 3,106 people aged 13 years and older in Martinique.



Radio results in Martinique

Radio results by advertising coupling

Monday-Friday 05:00-24:00	September-November 2023				January-June 2023				September-November 2022			
	CA%	CA	Audie nce share %	TSL h:mn	CA%	CA	Audie nce share %	TSL h:mn	CA%	CA	Audie nce share %	TSL h:mn
CHERIE FM + MAXXI FM + NOSTALGIE Martinique	11.7	36 200	7.0	1:43	10.4	32 200	6.1	1:47	12.8	40 000	6.9	1:35
MARTINIQUE LA 1 ^{ère} + TRACE FM Martinique	27.2	84 400	20.7	2:11	25.5	79 300	19.1	2:16	26.5	82 900	23.2	2:35
NRJ + BEL RADIO	11.5	35 800	4.8	1:11	10.7	33 200	5.1	1:28	10.5	32 900	5.4	1:30
RCI + NRJ + BEL RADIO	45.4	140 900	49.7	3:09	44.4	137 800	48.3	3:18	45.7	143 000	47.8	3:05

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 2023 represents 3,106 people aged 13 years and older in Martinique.



Main events during the survey period

Over the survey period, from the 28th of August to the 19th of November, the news was marked by events likely to have an impact on listener behaviours :

On September 2nd, Martinique was placed under yellow alert for wave-submersion due to energetic swells generated by the post-tropical cyclone system Idalia.

On September 4th, the school year begins in the Antilles.

On September 5th, the parliamentary days of the LIOT group (Liberties, Independents, Overseas, and Territories) take place in Guadeloupe in the presence of Gérard Darmanin, Minister of the Interior and Overseas.

On September 6th, Guadeloupean Joël Mathurin is appointed prefect of Puy-de-Dôme.

On September 8th, the Rugby World Cup opens in France with the match France - New Zealand at the Stade de France in Saint Denis. France wins this first match. **On September 14th**, the French XV triumphs over Uruguay. **On September 21st**, The French won once again against Namibia. **On October 15th**, France is eliminated after losing to South Africa in the quarter-finals. **On October 28th**, South Africa wins its fourth title.

On September 9th, a powerful 6.8 magnitude earthquake hits Morocco, killing thousands.

On September 10th, Martiniquais win in Fort-de-France against their opponents from Curaçao, 1-0, at the end of the 2nd day of the Caribbean Nations League.

On September 11th, devastating floods in Libya in the wake of Cyclone Daniel leave over ten thousand deaths.

On September 16th, the inscription of Mount Pelée and the northern peaks of Martinique on the UNESCO World Heritage List is validated in Riyadh, Saudi Arabia, during the 45th session of the World Heritage Committee.

On September 19th, three years after the "44-day war," Azerbaijan launches a new bombing campaign against several cities in the Upper Karabakh, including Stepanakert, the capital. Negotiations regarding the reintegration of this territory into Azerbaijan trigger the exodus of Armenians from Upper Karabakh.

On September 22nd and 23rd, Pope Francis is on a visit to Marseille. The Holy Father will preside over a mass at the Vélodrome stadium.

On September 23rd, demonstrations take place in several cities in France at the call of the far left and various organizations "against systemic racism, police violence, and for public liberties."



Main events during the survey period

Over the survey period, from the 28th of August to the 19th of November, the news was marked by events likely to have an impact on listener behaviours :

On September 24th, the senatorial elections take place. Georges Naturel and Robert Xowie are chosen by the grand electors to represent New Caledonia in the Senate. **On September 27th**, Secretary of State Sonia Backès, defeated in the New Caledonia senatorial elections, resigns from the government.

President Emmanuel Macron speaks during a televised interview.

From October 2nd to 3rd, Guadeloupe is placed under red alert for "heavy rains and storms" due to the passage of Tropical Storm Philippe. Martinique is on orange alert for "heavy rains and storms" and "wave-submersion."

On October 5th, a Russian strike on a Ukrainian village kills 51.

On October 7th, Hamas carries out a terrorist attack against Israel: several hundred victims and hostages are reported.

On October 13th, the Israeli government orders civilians to evacuate the northern part of Gaza.

On October 13th, three years after the assassination of Samuel Paty, a new attack targets the teaching community. A teacher is killed, and three other people are injured in a high school in Arras. France raise its national threat level to its highest degree.

On October 16th, a terrorist attack in Brussels, Belgium, kills 2 people.

On October 17th, the Al-Ahli hospital in Gaza is bombed.

On October 20th, as Tropical Storm Tammy approaches the Antilles, Guadeloupe's airport is closed. All maritime connections between Martinique and Guadeloupe are also suspended. **On October 21st**, approximately 100,000 customers are left without electricity. The cause is the heavy rains and storms affecting Martinique in the wake of Hurricane Tammy.

On October 25th, a mass shooting in the United States kills 18 people. The perpetrator is on the run.

On October 25th, Hurricane Otis leaves 48 dead in Acapulco, Mexico.

On October 27th, the Israeli army launches a ground offensive on the Gaza Strip. The UN General Assembly calls for an immediate humanitarian ceasefire.

On October 30th, Lionel Messi wins his 8th Ballon d'Or.

On November 8th, the Israeli army enters the city of Gaza.

On November 18th, the French national team defeats Gibraltar 14-0. It is a historic success as Didier Deschamps' men break their record, previously a 10-0 victory against Azerbaijan in 1995.



Définitions

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:

- 320 900 people in Guadeloupe, the cumulative audience point represents 3 209 people
- 310 600 people in Martinique, the cumulative audience point represents 3 106 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.






Characteristics of the survey

The Métridom French West Indies survey over the September -November 2023 period for television and radio (from the 28th of August to the 19th of November 2023) was conducted on a sample of 3,480 people who were representative of the population aged 13 years and older, interviewed in French or Creole by means of computer-assisted telephone interviews.

35% of these interviews were conducted using a mobile phone.

About Médiamétrie, a trusted third party for fair and objective measurements

Médiamétrie is committed to providing its customers with joint and sovereign standard audience measurements. As a data leader and media expert, the company applies its know-how to video, audio and cross-media behaviour measurements, as well as advertising effectiveness measurement. Every day, some 1,000 employees design and produce the right measure for today and tomorrow to support the free decision-making of the company's customers in France and abroad. In 2022, the Médiamétrie Group achieved a turnover of nearly €104,2 million and processed over one billion data every day.

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