



Côte d'Ivoire: TV audiences and Internet uses in Abidjan, Bouaké, Korhogo, Daloa and San Pedro in the 1st quarter of 2024

By Médiamétrie, the leader in media audience measurement



Médiamétrie has been supporting the Ivorian market since 2020 by **conducting quarterly surveys**, which are now based on a sample of 2,000 people aged 15 and over living in Abidjan, Bouaké, Korhogo, Daloa and San Pedro.

Médiamétrie is publishing the audience results for the fourth quarter of 2023 for this regular, reporting-based measurement, which it **carried out with its field partner Omedia** from 14 to 29 January 2024, from 11 to 26 February 2024 and from 10 to 25 March 2024.

This approach allows study clients to analyse the results for specific targets and per day.

This measurement aims to provide television channels, communication agencies and advertisers with the data necessary for the advertising and editorial management of their offers.

Television TV daily coverage



Cumulative audience from Monday to Sunday

		1st trimester 2024
Coverage	15 years +	99,3%
	15-34 years	99,4%
	35-49 years	99,6%
	50 years +	98,9%
	Women	98,8%
	Men	99,7%
	CSP Moyenne SUP	99,2%

TNT

Côte d'Ivoire started its transition to digital television in 2019. Over the period from 14 January to 25 March 2024, **65.5%** of people aged 15 and over living in Abidjan, Bouaké, Korhogo, Daloa and San Pedro were familiar with DTT, and **64.2%** receive it, by whatever means.



Internet

68.4% of those surveyed said they had logged in to the Internet the day before. Social media use remains high, with **80%** of individuals registered on at least one social media network ; Facebook still leads the way followed by TikTok, and then Instagram and X (formerly Twitter). Of those registered on a social media network, **66.9%** report using it almost every day.

Regular audience measurement

The TV audience and Internet usage survey based on a bi-monthly collection provides information about public awareness, listening/viewing habits of TV channels four times a year, and of radio stations twice a year, in Côte d'Ivoire in Abidjan, Bouaké, Korhogo, Daloa and San Pedro. It also includes data on the multimedia equipment and Internet usage habits of residents. **Médiamétrie and its field partner Omedia conducted this survey from 14/01/2024 to 29/01/2024, from 11/02/2024 to 26/02/2024 and from 10/03/2024 to 25/03/2024.** The surveys were conducted in person, in 3 waves lasting 48 days, with 2,000 people aged 15 and older, representative of the population living in the 5 cities covered by the survey.

The qualified staff at **Omedia directed the data collection efforts.** Médiamétrie provided its expertise and know-how for the **survey methodology, the statistical adjustments, the production of the results and their provision** by means of its analysis and consultation software. In Africa, Médiamétrie conducts reporting-based surveys of TV & Radio audiences and internet usage in Côte d'Ivoire, Senegal and Cameroon with Omedia.

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 800 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 €104.2 million and processed over one billion data every day.

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