



Médiamat'Thématik

From 1st January to 16th June 2024

The audience for special-interest channels among viewers aged 4 and over.



Audiences of special-interest channels: Key Figures

48,1 million

people aged 4 and over watch at least one special-interest channel **every month**, i.e. **77%** of the French population

12,3 million watch at least one special-interest channel **every day**

8,8%

Audience share for special-interest channels

It amounts to **22%** among the paid reception subscribers surveyed*

For the first time, Médiamat'Thématik includes the audience :

- of French people not equipped with a television set at home
- of TV content watched on an Internet screen at home
- of French people with TV sets at home without ADSL, cable, fibre or satellite reception

From now on, Médiamat'Thématik will show the television audience regardless of the location (*home, away from home*), the screen used (*TV set, computer, smartphone, tablet*) and the mode of consumption (*live, deferred, replay, preview*) for all French people aged 4 and over.

Please note: This methodological change makes it impossible to compare the results with previous waves of the study.

*Universe created from the observed consumption of paid special-interest channels and the equipment declared by panellists. See the full definition on page 6

Source : Médiamétrie - Médiamat'Thématik from January 1st to June 16th 2024.
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Reach and audience share for Special-interest channels
Average Monday-Sunday 3am-3am – Médiamat'Thématic universe
 Individuals 4 years and over

CHANNELS	Audience share in %* On a 100% basis = All theme channels	Coverage 4 weeks Number of individuals in thousands
Special-interest channels	100%	48 123
RTL9	8,1	11 704
PARIS PREMIÈRE	7,5	12 736
TV BREIZH	7,2	7 441
SÉRIE CLUB	3,9	4 972
CANAL+ FOOT	3,8	10 495
TÉVA	3,4	8 506
BEIN SPORTS 1	2,9	9 856
POLAR+	2,7	3 896
EUROSPORT 1	2,6	5 916
13ÈME RUE	2,5	2 004
HISTOIRE TV	1,8	3 439
EUROSPORT 2	1,7	4 916
CANAL+ SPORT	1,6	6 902
CANAL+ SPORT 360	1,5	7 287
CINÉ + FRISSON	1,5	4 947
NICKELODEON JUNIOR	1,5	2 354
AB 1	1,4	4 907
CANAL+ CINÉMA(S)	1,4	5 824
DISCOVERY INVESTIGATION	1,4	1 504
NRJ HITS	1,4	5 658
PLANÈTE + CRIME	1,4	2 575
PARAMOUNT CHANNEL	1,3	5 836
CANAL+ BOX OFFICE	1,2	5 363
CANAL+ GRAND ECRAN	1,2	5 390
TOUTE L'HISTOIRE	1,2	3 174
CINÉ + PREMIER	1,1	5 021
NATIONAL GEOGRAPHIC	1,1	3 475
USHUAÏA TV	1,1	3 221
AUTOMOTO	1,0	3 517

Audience share
 All theme channels: **8,8%**
 on a 100% basis = TOTAL TV

* Audience share calculated on the basis of all the special-interest channels marked



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Special-interest channels	100%	48 123
DISCOVERY TLC	1,0	2 473
PLANÈTE +	1,0	3 675
SYFY	1,0	2 121
DISCOVERY CHANNEL	0,9	1 768
GAME ONE	0,9	3 098
RFM TV	0,9	2 854
TV5 MONDE	0,9	6 555
BEIN SPORTS 2	0,8	4 753
CINÉ + FAMIZ	0,8	4 510
COMÉDIE +	0,8	5 381
PLANÈTE + AVENTURE	0,8	2 868
BEIN SPORTS 3	0,7	3 320
CINÉ + EMOTION	0,7	4 048
DISNEY JUNIOR	0,7	1 818
INFOSPORT +	0,7	4 078
NATIONAL GEOGRAPHIC WILD	0,7	2 980
CINÉ + CLASSIC	0,6	3 162
COMEDY CENTRAL	0,6	1 980
NICKELODEON	0,6	2 247
CINÉ + CLUB	0,5	3 540
EQUIDIA	0,5	2 579
MTV	0,5	2 608
TIJI	0,5	1 623
BOOMERANG	0,4	1 531
CANAL+ DOCS	0,4	3 587
DISNEY CHANNEL	0,4	1 944
MANGAS	0,4	1 576
MTV HITS	0,4	1 978
NICKELODEON TEEN	0,4	1 177

*) Audience share calculated on the basis of all the special-interest channels marked



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Special-interest channels	100%	48 123
TCM CINÉMA	0,4	1 232
WARNER TV NEXT	0,4	977
BET	0,3	2 713
CANAL J	0,3	1 503
E!	0,3	1 231
GAME ONE +1	0,3	1 544
J-ONE	0,3	1 803
M6 MUSIC	0,3	2 180
MCM	0,3	2 053
NICKELODEON +1	0,3	1 299
NOVELAS TV	0,3	1 612
PARAMOUNT CHANNEL DÉCALÉ	0,3	1 892
RMC SPORT 1	0,3	2 114
DISNEY CHANNEL +1	0,2	1 257
PIWI +	0,2	1 405
SCIENCE ET VIE TV	0,2	676
SPORT EN FRANCE	0,2	2 153
TRACE URBAN	0,2	1 235
WARNER TV	0,2	863
BOOMERANG +1	0,1	553
CANAL+ KIDS	0,1	2 093
CARTOON NETWORK	0,1	562
CARTOONITO	0,1	608
DREAMWORKS	0,1	737
MGG TV	0,1	1 206
RMC SPORT 2	0,1	1 194
TÉLÉTOON +	0,1	1 214
TÉLÉTOON +1	0,1	699

(*) Audience share calculated on the basis of all the special-interest channels marked



Reach and audience share for Special-interest channels
Average Monday-Sunday 3am-3am – Médiamat'Thématic universe

Individuals 4 years and over

CHANNELS	Audience share in %* On a 100% basis = All theme channels	Coverage 4 weeks Number of individuals in thousands
Special-interest channels	8,8%	48 123
National channels	90,6%	60 922
TF1	18,7	57 878
FRANCE 2	14,7	55 613
FRANCE 3	8,7	49 514
CANAL+	1,4	35 877
FRANCE 5	3,5	45 525
M6	8,0	53 104
ARTE	3,0	42 129
C8	3,1	43 858
W9	2,3	43 121
TMC	2,9	43 672
TFX	1,7	38 567
NRJ12	0,9	32 339
LCP-ASSEMBLÉE NATIONALE / PUBLIC SÉNAT	0,4	25 671
FRANCE 4	0,7	33 242
BFM TV	2,9	45 524
CNEWS	2,8	34 484
CSTAR	1,1	33 223
GULLI	1,1	30 791
TF1 SERIES FILMS	2,0	31 362
L'EQUIPE	1,6	34 227
6TER	1,7	32 475
RMC STORY	1,9	33 327
RMC DÉCOUVERTE	1,8	31 993
CHÉRIE 25	1,2	25 210
LCI	1,8	28 360
FRANCEINFO	0,8	25 583



Survey features

Médiamat'Thématik, the benchmark automatic measurement of **the audience for special-interest channels** in France, shows the audience for these channels **everywhere, on all screens and viewed live, deferred, replay or preview** by all French people aged 4 and over, i.e. **62.5 million** individuals.

Interpretation of the audience results from the **Médiamat'Thématik** study must take into account the diversity of the audience for each channel (some channels are aimed at specific audiences), the competitive environment, whether the channel is available on one or more platforms as a basic or optional service, and the length of time each channel has been available on satellite, ADSL, cable or fibre optic. An individual who does not subscribe to a channel over the whole period may have watched the channel during part of the period (promotional offers, subscription or unsubscription during the period, multiple subscriptions, cast function, away from home, etc.)..



Definitions

Audience share as a percentage: share that represents the viewing time for a channel over the total viewing time for television media among people receiving television in their homes via satellite, broadband internet, cable or optical fibre. The results are provided in an average of Monday to Sunday, throughout the day (3 am to 3 am). The reference is the audience share calculated on a Total TV base.




Four-week coverage: the number of people aged 4 years + - from among the people receiving television by satellite, broadband, cable or optical fibre - having watched the channel for at least 10 consecutive seconds on average over four consecutive weeks.

« Established Pay-TV reception »: This universe is built from the established special-interest channels consumption and the reported equipment of the panelists. It includes people living in households receiving a TV offer via an Internet service provider (Orange, Free, Bouygues, SFR) where at least 5 Pay-TV special-interest channels have been watched within one month and the reported Canalsat / Family+ Package from Canal+ subscribers.

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 2023, the Médiamétrie Group achieved a turnover of nearly €104.1 million and processed over one billion data every day.

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