



Mediametrie

## Press release

3th December 2024

### Audience of online advertising



Drawing on the Total Internet Audience measurement among a panel of 20,000 web users, Médiamétrie assesses the performances of the internet media brokers and advertising networks which subscribe to Total Internet Audience.

These advertising results, which are not exhaustive, can be used to develop the audiences for groups of websites and apps marketed by media brokers and publishers, and the results are provided to agencies for use in media planning tools.

**Based on the data on subscribers measured in October 2024, Médiamétrie has published the audience figures, affinity and usage data for 43 advertising offerings** across 70 benchmark socio-demographic targets.



**31  
principal  
Media  
Brokers**

The Principal Media Broker category represents display advertising offerings that are **exclusive to one publisher**.



**1 partner  
Media  
Broker**

Partner Media Broker represent offers already declared in a principal media broker that can be included in another media broker **by agreement with the publisher**.



**7 Packs**

Packs represent the different display advertising offerings of media brokers that focus **on a theme or a target**.



**4  
Networks**

Networks are advertising offerings whose **confidential composition** includes **programme-based** purchasing offerings.

**Main audience of principal and partner media brokers**  
Total Internet Audience, October 2024

Only players subscribed to audience measurement of advertisement offers are present on the following ranking

	Principal and partner media brokers	Unique users monthly reach	Unique users average daily reach
1	Azerion (Madvertise Adverline) (Regie principale)	39 004 000	8 802 000
2	366 (Regie principale)	37 027 000	9 958 000
3	Prisma Media Solutions (Regie principale)	35 642 000	8 555 000
4	MEDIA.figaro (Regie principale)	34 430 000	7 148 000
5	ReWorld Media (Regie principale)	32 546 000	4 787 000
6	Leboncoin (Regie principale)	31 165 000	7 780 000
7	Orange Advertising (Regie principale)	30 072 000	9 813 000
8	Webedia (Regie principale)	29 643 000	4 355 000
9	France Televisions Publicite (Regie principale)	28 149 000	5 594 000
10	M Publicité (Regie principale)	25 644 000	4 590 000
11	Unlimitail (Regie principale)	24 387 000	3 161 000
12	TF1 Publicite Digital (Regie principale)	23 363 000	3 913 000
13	CANAL+ Brand Solutions Digital (Regie principale)	20 826 000	3 255 000
14	RMC BFM Ads (Regie principale)	20 102 000	3 148 000
15	Les Echos Le Parisien Médias (Regie principale)	20 068 000	2 629 000
16	Retailink (Regie principale)	19 514 000	1 561 000
17	Groupe EBRA - Humanoid (Regie partenaire)	18 975 000	2 840 000
18	Dailymotion Advertising (Regie principale)	17 265 000	1 746 000
19	CMI Media (Regie principale)	16 406 000	1 753 000
20	Cdiscount Advertising (Regie principale)	15 695 000	1 335 000
21	Groupe Marie Claire Adnetwork (Regie principale)	14 682 000	1 181 000
22	M6 Publicite Digital (Regie principale)	12 909 000	1 566 000
23	Boursorama Médias (Regie principale)	10 369 000	1 915 000
24	Rakuten Advertising (Regie principale)	10 157 000	903 000
25	Lagardere Publicite News (Regie principale)	9 904 000	790 000
26	Deezer Advertising Network (Regie principale)	8 721 000	2 761 000
27	Uni-Médias (Regie principale)	8 576 000	483 000
28	Drive Media (Regie principale)	8 424 000	830 000
29	Le Point Communication (Regie principale)	6 508 000	517 000
30	Bayard Media Développement (Regie principale)	5 586 000	349 000
31	Groupe Challenges (Regie principale)	3 893 000	219 000
32	NRJ Adnetwork (Regie principale)	3 430 000	256 000

**Packs & Networks**

Total Internet Audience, October 2024

Thematic packs	Unique users monthly reach	Unique users average daily reach
Groupe EBRA - Presse régionale	14 520 000	2 274 000
Groupe Humanoid - Hi-Tech	8 615 000	664 000
Keleops Hi-Tech	8 142 000	529 000
Les Numériques Tech & gaming	6 899 000	411 000
WEB66 - Actualites	35 636 000	9 283 000

Target Packs	Unique users monthly reach	Unique users average daily reach
CMI MEDIA - Pack FEMMES	10 538 000	755 000

Standard Packs	Unique users monthly reach	Unique users average daily reach
PHR	19 760 000	2 932 000

Networks	Unique users monthly reach	Unique users average daily reach
Audion	46 440 000	18 120 000
Azerion (Sublime Madvertise Adverline)	46 861 000	16 562 000
Dailymotion Network	50 991 000	26 889 000
Teads	50 723 000	26 424 000



## Definitions

**Unique monthly visitors:** Total number of individuals having visited a website at least once during the month in question, regardless of their connection location: home, workplace, or other locations. Individuals who visited the same website several times are only counted once.

**Unique daily visitors:** The number of individuals having visited a website at least once during an average day in the month in question. Individuals who visited the same website several times are only counted once for that day.

## Methodology



The Total Internet Audience measurement is based on a unique panel of **more than 20,000 individuals aged 2 years and older**, of whom 6,200 are web users with two or three screens (computer and/or mobile phone and/or tablet), allowing the total audience of **over 5,000 brands and 1,000 apps** to be measured “natively”. The measurement benefits from innovative hybridization methodologies developed by Médiamétrie which combine panel data and Big Data. This total measurement provides audience results for each screen: computer, telephone, mobile and tablet. **The measurement takes into account the internet browsing of web users regardless of the location, connection method (3G/4G/5G/Wi-Fi) or protocol (http/https) for all of the websites and apps.**

## 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 €104.1 million and processed over one billion data every day.

Médiamétrie//NetRatings was established and is owned jointly by Médiamétrie and Nielsen. Médiamétrie//NetRatings develops and markets Internet audience and online efficacy reference measurements in France.

Further information : [www.mediametrie.fr](http://www.mediametrie.fr)  @Mediametrie  Mediametrie.official  Médiamétrie

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**Media Glossary**

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