



Métridom

The television and radio audience in Reunion September - November 2024 (from the 19th of August to the 17th 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

Table with 13 columns: Period, CA%, CA, Audience share%, VTV h:mn. Rows for September-November 2024, April-June 2024, and September-November 2023. Total TV row shows 67.3% CA% and 483,200 CA for 2024.

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

Table with 13 columns: Period, CA%, CA, Audience share%, TSL h:mn. Rows for September-November 2024, January-June 2024, and September-November 2023. Total Radio row shows 65.1% CA% and 467,400 CA for 2024.

From the 19th of August to the 26th of October, the time difference between mainland France and la Réunion was +2h.

From the 27th of October to the 17th of November, it was +3h 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 2024 represents 7,185 people aged 13 years and older.



## Television Results by aggregate

	September-November 2024				April-June 2024				September-November 2023			
Monday-Sunday 00:00-24:00	CA%	CA	Audie nce share %	VTV h:mn	CA%	CA	Audie nce share %	VTV h:mn	CA%	CA	Audie nce share %	VTV h:mn
<b>By package</b>												
Free DTT channels <sup>1</sup>	54,0	388 100	55,5	2:42	53,8	386 500	54,4	2:36	56,1	400 500	53,3	2:28
Chargeable broader channel offering <sup>2</sup>	37,9	272 100	41,6	2:53	43,0	309 300	43,1	2:35	40,4	288 600	44,2	2:50
<b>By theme<sup>3</sup></b>												
Cinéma	2,1	15 200	1,6	2:01	2,7	19 600	1,9	1:48	2,5	17 600	1,8	1:51
Entertainment	4,3	30 900	3,7	2:15	5,4	38 500	4,6	2:14	5,8	41 500	5,1	2:17
Documentaries/Discovery	2,9	20 600	2,3	2:09	2,7	19 700	1,7	1:35	3,7	26 600	2,7	1:53
General interest	60,4	434 200	75,8	3:17	62,2	446 900	76,7	3:11	63,4	452 700	74,0	3:01
News	10,9	78 200	8,7	2:05	10,4	74 500	5,6	1:23	10,6	76 000	6,2	1:31
Music	2,0	14 300	1,5	1:57	nd	nd	nd	nd	2,6	18 500	1,6	1:36
Sport	3,3	23 700	2,1	1:42	4,9	34 900	3,4	1:50	4,1	29 200	3,5	2:14

nd : non disponible (AC<2%)

<sup>1</sup> Free terrestrial, locally broadcast television channels, originally analogue, and channels broadcast over free DTT

<sup>2</sup> Devices requiring a subscription to a chargeable package (Canal+), to satellite or to a television service via broadband internet.

<sup>3</sup> 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 2024 represents 7185 people aged 13 years and older.



## Television Results by channel

	September-November 2024				April-June 2024				September-November 2023			
	CA%	CA	Audie nce share %	VTV h:mn	CA%	CA	Audie nce share %	VTV h:mn	CA%	CA	Audie nce share %	VTV h:mn
<b>Monday-Sunday 00:00-24:00</b>												
ANTENNE REUNION	37,6	269 900	29,9	2:05	37,3	268 100	29,4	2:02	40,0	285 900	29,7	1:55
CANAL+	3,4	24 300	2,4	1:54	4,0	28 500	3,0	1:57	3,9	27 800	3,2	2:06
FRANCE 2	6,5	46 500	4,6	1:51	5,6	40 200	3,4	1:35	6,8	48 600	3,8	1:26
FRANCE 3	3,1	22 400	1,6	1:20	3,0	21 400	1,8	1:33	4,3	30 600	1,9	1:10
FRANCE 5	2,2	16 200	1,5	1:43	2,1	14 800	0,9	1:04	2,0	14 500	1,0	1:15
FRANCE INFO	2,4	17 400	0,8	0:51	2,2	15 800	1,0	1:08	3,8	27 100	1,2	0:50
REUNION LA 1 <sup>ère</sup>	23,2	166 800	13,6	1:32	22,8	163 500	14,5	1:38	23,5	168 100	13,1	1:26

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 2024 represents 7185 people aged 13 years and older.



## Television Results by advertising coupling

Monday-Sunday 00:00-24:00	September-November 2024				April-June 2024				September-November 2023			
	CA%	CA	Audie nce share %	VTV h:mn	CA%	CA	Audie nce share %	VTV h:mn	CA%	CA	Audie nce share %	VTV h:mn
ADVERTISING COUPLING CANAL+ <sup>(1)</sup>	4,2	30 500	3,3	2:02	6,5	46 900	5,0	1:59	6,2	44 300	5,4	2:16
ADVERTISING COUPLING SPORT CANAL+ <sup>(2)</sup>	3,9	27 800	2,9	1:58	5,4	38 800	4,2	1:59	5,4	38 300	4,4	2:07
ADVERTISING COUPLING CINEMA CANAL+ <sup>(3)</sup>	3,7	26 800	2,8	1:58	4,9	35 200	3,7	1:56	4,9	34 800	4,0	2:09
CANAL+ + CANAL+ SERIES	3,4	24 300	2,4	1:54	4,1	29 500	3,1	1:58	4,0	28 800	3,3	2:07
REUNION LA 1 <sup>ère</sup> + NOVELAS TV	23,7	170 000	14,5	1:36	24,3	174 500	16,6	1:46	24,5	175 300	14,9	1:34

<sup>(1)</sup> 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 + CANAL+ BOX OFFICE.

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

<sup>(3)</sup> 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 2024 represents 7185 people aged 13 years and older.



## Radio Results by aggregate

Monday-Friday 05:00-24:00	Septembre-Novembre 2024				Janvier-Juin 2024				Septembre-Novembre 2023			
	CA%	CA	Audience share%	TSL h:mn	CA%	CA	Audience share%	TSL h:mn	CA%	CA	Audience share%	TSL h:mn
<b>By format</b>												
General-interest Radios	43,1	309 500	60,2	2:48	46,9	337 300	61,0	2:47	43,1	308 200	57,3	2:52
Music Radios	34,8	250 100	35,9	2:04	37,4	269 000	35,5	2:02	39,6	283 000	38,5	2:06
Theme Radios	2,3	16 400	2,7	2:20	2,2	15 500	2,1	2:03	2,8	20 200	2,5	1:53
<b>By status</b>												
Private commercial Radios	55,6	399 800	79,4	2:52	59,0	424 200	79,2	2:52	59,0	421 400	79,7	2:55
Private radio associations	3,2	22 700	3,6	2:16	3,8	27 200	2,8	1:36	5,1	36 300	4,4	1:53
Public service radio	16,5	118 500	15,7	1:54	18,7	134 300	16,6	1:54	16,3	116 300	14,1	1:52

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

## Radio Results by station

Monday-Friday 05:00-24:00	September-November 2024				January-June 2024				September-November 2023			
	CA%	CA	Audience share %	TSL h:mn	CA%	CA	Audience share %	TSL h:mn	CA%	CA	Audience share %	TSL h:mn
CHERIE FM Réunion	7,3	52 600	6,0	1:38	9,8	70 500	6,7	1:27	7,6	54 500	6,1	1:43
EXO FM	11,1	80 000	8,7	1:34	12,5	90 000	11,3	1:56	13,4	96 100	10,4	1:40
FREEDOM	27,4	196 800	39,3	2:53	28,2	202 400	37,8	2:52	26,7	190 400	34,4	2:47
FREEDOM 2	3,2	23 000	4,9	3:06	3,8	27 600	4,5	2:31	4,6	32 800	5,2	2:26
NRJ Réunion	7,3	52 100	4,6	1:17	8,2	59 100	4,8	1:15	12,1	86 500	7,2	1:17
RER	3,8	27 100	3,3	1:46	3,6	25 800	2,8	1:40	3,9	28 000	5,7	3:09
REUNION LA 1 <sup>ère</sup>	10,9	78 200	8,2	1:31	13,2	94 900	10,0	1:37	9,5	67 500	7,0	1:36
RIRE ET CHANSONS Réunion	5,9	42 100	2,2	0:45	5,5	39 600	2,7	1:02	4,3	30 400	2,3	1:11
RTL Réunion	3,1	22 600	1,8	1:09	4,5	32 000	3,0	1:28	4,1	29 500	3,2	1:40
nd : non disponible (AC<2%)												

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 2024 represents 7185 people aged 13 years and older.



## Radio Results by advertising coupling

Monday-Friday 05:00-24:00	September-November 2024				January-June 2024				September-November 2023			
	CA%	CA	Audience share %	TSL h:mn	CA%	CA	Audience share %	TSL h:mn	CA%	CA	Audience share %	TSL h:mn
Pack Formule 1	22,0	157 900	20,5	1:52	25,6	184 200	22,2	1:51	25,5	182 400	24,3	2:04
Pack Adultes	11,3	81 400	9,7	1:43	13,5	96 700	9,7	1:33	12,1	86 700	13,1	2:20
Pack CSP+	8,0	57 400	6,5	1:38	10,4	74 800	7,2	1:28	8,6	61 700	7,5	1:53
Pack Jeunes	12,6	90 800	10,8	1:43	14,4	103 200	12,5	1:52	15,2	108 700	11,2	1:36
Pack Péi	14,1	101 000	12,0	1:43	15,2	109 400	14,1	1:59	16,6	118 600	16,1	2:06
Puissance 5	28,8	206 900	23,3	1:37	32,7	234 800	28,5	1:52	34,9	249 400	29,2	1:48
Puissance 4	20,3	146 200	14,6	1:26	23,7	170 200	17,2	1:33	24,6	175 400	18,8	1:39
Puissance Réunion Jeune	17,0	122 000	13,4	1:35	18,6	133 800	16,1	1:51	23,6	168 500	17,6	1:37
Pack Love	17,6	126 400	14,7	1:40	21,2	152 100	18,0	1:49	20,4	145 400	16,5	1:45
Pack Soleil	20,3	145 500	18,0	1:47	23,6	169 600	20,8	1:53	23,4	167 300	22,2	2:03
Puissance Réunion	31,3	224 600	26,7	1:43	34,8	250 100	31,3	1:55	37,3	266 400	34,9	2:01
Puissance Réunion Adulte	18,1	130 200	13,3	1:28	20,4	146 600	15,2	1:36	17,7	126 200	17,3	2:07
Réunion la 1 <sup>ère</sup> + Freedom	34,7	249 300	47,5	2:45	37,3	268 100	47,8	2:44	33,2	237 300	41,4	2:41
Chérie FM Réunion + RFM Réunion	7,9	56 900	6,4	1:37	10,2	73 600	6,9	1:27	8,5	60 600	7,4	1:53

Pack Formule 1 : CHERIE FM Réunion + EXO FM + FUN RADIO Réunion + RER + RFM Réunion

Pack Adultes : CHERIE FM Réunion + RER + RFM Réunion

Pack CSP+ : CHERIE FM Réunion + RFM Réunion + 100% Jazz

Pack Jeunes : EXO FM + FUN RADIO Réunion

Pack Péi : EXO FM + RER

Puissance 5 : CHERIE FM Réunion + EXO FM + NRJ Réunion + Rire et Chansons Réunion + RTL Réunion

Puissance 4 : CHERIE FM Réunion + NRJ Réunion + Rire et Chansons Réunion + RTL Réunion

Puissance Réunion Jeune : EXO FM + NRJ Réunion

Pack Love : Exo FM + Chérie FM

Pack Soleil : Exo FM + Chérie FM + RER

Puissance Réunion : Chérie FM + Exo FM + NRJ Réunion + RER + Rires et chansons Réunion + RTL Réunion

Puissance Réunion Adulte : Chérie FM + RER + Rires et chansons Réunion + RTL Réunion

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 2024 represents 7185 people aged 13 years and older.



### Main events during the survey period

Over the survey period from 19th August to 17th November, the news was marked by events likely to have an impact on radio listening behaviours :

**19 August:** the school year starts in Reunion.

**25 and 26 August:** a double warning for heavy swell and strong winds is in force on the west coast and the south of Reunion.

**Since September,** Martinique has been gripped by protests against the high cost of living, initiated by a movement called the Rally for the Protection of Afro-Caribbean Peoples and Resources (RPPRAC), which have escalated into riots.

**4 September:** the Ministry of the Economy announces that the government is releasing 130 million euros in additional aid for businesses and public services in New Caledonia to deal with the crisis that broke out in mid-May 2024.

**5 September:** former minister Michel Barnier (LR - Les Républicains) is appointed Prime Minister by the President of the Republic, Emmanuel Macron.

**8 September:** the Paris 2024 Paralympic Games, which began on 28 August, come to an end. French athletes won 75 medals. This is the French delegation's best result since Sydney in 2000. These medals put France in 8<sup>th</sup> position in the ranking of nations.

**14 September:** an athletes' parade takes place on the Champs-Élysées and President Macron congratulates the medallists at the foot of the Arc de Triomphe.

**16 September:** 10 years after the January 2015 “Charlie Hebdo” attacks, jihadist Peter Cherif goes on trial.

In the night **of 18-19 September,** two men from Saint-Louis die during a GIGN operation in New Caledonia. These latest deaths bring the number of people killed in the archipelago since the start of the violence to thirteen, including two gendarmes.

**21 September:** the new Prime Minister, Michel Barnier, reveals his 39 members of government. It is a centre-right government.

LR senator François-Noël Buffet is appointed Minister for Overseas Territories. This ministry no longer reports to the Minister of the Interior, but to the Prime Minister.

**27 September:** following Israeli army attacks, Hezbollah confirms the death of Hassan Nasrallah, Hezbollah leader.

**30 September:** vice-captain and world football champion, Antoine Griezmann announces the end of his international career with the France team.



### Main events during the survey period

Over the survey period from 19th August to 17th November, the news was marked by events likely to have an impact on radio listening behaviours :

**1 October:** during his general policy statement to the National Assembly, Prime Minister Michel Barnier confirms the establishment of an Interministerial Committee for Overseas Territories (CIOM) for the 1<sup>st</sup> quarter of 2025.

Demonstrations in Saint-Denis and Saint-Pierre with approximately 500 people mobilised against the high cost of living and the new government. This movement is led by several unions, including CGTR, FSU, Saiper and Solidaires.

**2 October:** Guyanese Deputy, Davy Rimane, is re-elected as President of the Overseas Delegation to the National Assembly.

**10 October:** the Barnier government wants to reduce the budget dedicated to the Overseas mission by 250 million euros.

Tennis player Rafael Nadal announces his sporting retirement on social media.

**15 October:** François-Noël Buffet, the Minister for Overseas Territories, is on a 4-day visit to New Caledonia.

**17 October:** a strike begins in the Albioma power plants. It impacts the distribution of electricity and sugar cane deliveries.

**From 17 to 20 October,** the 32<sup>nd</sup> edition of the Grand Raid takes place in Reunion. A new race is offered this year, the “Méris Trail”, a 50 km event with 2,600 m of positive altitude difference.

**From 21 October to 1 November,** COP16 on biodiversity is held in Cali, Colombia. This summit brings together 196 signatory members.

24 October: an indefinite strike begins at the University Hospital Centre (CHU) of Reunion, at the call of the FO union, joined by the CGTR.

**From 25 to 27 October,** a general power cut affects the whole of Guadeloupe. This blackout was caused by the “illegal shutdown” of the engines of the archipelago's main power plant, the prefecture assures. The prefect activates the departmental operational centre in order to coordinate operations and enable a return to normal electricity distribution.

**26 October:** as part of the 2025 finance bill, the National Assembly adopts VAT exemption for a list of essential products in Martinique and Guadeloupe.

**28 October:** the International Day of Creole Language and Culture takes place.

**29 and 30 October:** a “cold drop” weather phenomenon causes deadly floods in the Valencia region, Spain.





### Main events during the survey period

Over the survey period from 19th August to 17th November, the news was marked by events likely to have an impact on radio listening behaviours :

**5 November:** Donald Trump is elected as the 47<sup>th</sup> President of the United States.

**6 November:** Albioma employees announce having reached an agreement with their management after three days of negotiations in Paris.

Artist and former Reunion surf champion Justine Mauvin, aka Sibou Manaï, is involved in a road traffic. She is hospitalised in a worrying state.

**13 November:** new Mauritian Prime Minister Navin Ramgoolam is sworn in after his coalition's resounding victory in the legislative elections, marking his return to power after 10 years in opposition.

**11 November:** the 106<sup>th</sup> anniversary of the armistice of the First World War is commemorated.

**From 11 to 14 November,** François-Noël Buffet, the Minister for Overseas Territories, visits Martinique.

**15 November:** the Comoros national football team's players secured their ticket for the African Cup of Nations at the end of December 2025 in Morocco after beating Gambia.



### 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 is 718 500 people in Réunion, the cumulative audience point represents 7,185 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.



## Press release

Métridom

The television and radio audience in Réunion  
September – November 2024

### Characteristics of the survey

The Métridom Reunion survey over the September - November 2024 period for television and radio (from the 19<sup>th</sup> of August to the 17<sup>th</sup> of November 2024) was conducted on a sample of 1 747 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, 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, nearly 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 €104.2 million and processed over one billion data every day.

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

#### Press contacts :

**Isabelle Lellouche Filliau**  
Tel : 01 47 58 97 26  
[ilellouche-filliau@mediametrie.fr](mailto:ilellouche-filliau@mediametrie.fr)

**Juliette Destribats**  
Tel : 01 47 58 97 55  
[jdestribats@mediametrie.fr](mailto:jdestribats@mediametrie.fr)



**Media Glossary**

Check out over 500 definitions