



Métridom

The television and radio audience in Guyane in October -December 2024 (from October 7<sup>th</sup> to December 1<sup>st</sup> 2024)



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: CA%, CA, Audience share%, VTV h:mn for October-December 2024, April-May 2024, and October-December 2023. Row for Total TV shows values like 60,3, 131 800, 100, 3:26 for 2024.

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

Table with 13 columns: CA%, CA, Audience share%, TSL h:mn for October-December 2024, April-May 2024, and October-December 2023. Row for Total Radio shows values like 47,0, 102 600, 100, 3:08 for 2024.

From the 7th to 26th october, the time difference between mainland France and the French West Indies was -5h. From the 27th of October to the 1st of December, it was -4h 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 2 185 people aged 13 years and older.



Television Results by aggregate

Monday-Sunday 12 midnight-12 midnight	October-December 2024				April-May 2024				October-December 2023			
	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn	CA%	CA	Audience share %	VTV h:mn
<b>By package</b>												
Free digital TV channels <sup>1</sup>	44,7	97 600	51,5	2:23	43,0	94 000	44,4	2:41	46,4	100 400	46,3	2:27
Chargeable 2 broader channel offering <sup>2</sup>	30,7	67 200	45,1	3:02	38,7	84 600	51,1	3:26	40,2	86 900	50	3:04
<b>By theme<sup>3</sup></b>												
Entertainment	8,8	19 200	10,6	2:30	7,8	17 000	8,6	2:52	8,7	18 800	8,4	2:22
General interest	48,0	104 900	64,8	2:48	53,7	117 400	68,0	3:17	52,0	112 500	66,3	3:09
News	10,4	22 800	9,1	1:48	10,0	21 800	5,4	1:25	12,3	26 700	8,8	1:46
Children's programmes	4,2	9 100	3,0	1:28	6,2	13 600	4,0	1:40	4,0	8 700	3,2	1:58
Music	2,2	4 800	1,1	1:03	0,9	1 900	0,5	1:30	2,1	4 500	1,3	1:30
Sport	5,3	11 500	5,7	2:16	6,3	13 700	7,0	2:54	6,8	14 800	5,7	2:03

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

<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).

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### Television Results by channel

	October-December 2024				April-May 2024				October-December 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 12 midnight-12 midnight</b>												
CANAL +	2,9	6 300	3,1	2:15	4,5	9 700	3,8	2:15	4,0	8 700	5,4	3:20
FRANCE 2	4,9	10 700	3,4	1:27	7,0	15 400	3,7	1:21	5,9	12 700	3,6	1:30
FRANCE 3	2,8	6 200	3,1	2:18	3,2	7 000	2,1	1:44	2,9	6 300	1,3	1:06
FRANCE 4	6,4	14 000	6,6	2:08	4,3	9 500	5,0	3:01	4,5	9 700	3,7	2:01
FRANCE 5	4,9	10 600	3,1	1:19	5,2	11 400	1,4	0:43	4,8	10 300	2,8	1:27
FRANCE INFO	37,7	82 300	32,6	1:48	38,1	83 300	28,0	1:55	38,5	83 300	32,9	2:06
GUYANE LA 1 <sup>ère</sup>	6,3	13 700	7,3	2:24	4,0	8 800	4,4	2:50	5,3	11 500	4,8	2:14

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Television Results by advertising coupling

Monday-Sunday 12 midnight-12 midnight	October-December 2024				April-May 2024				October-December 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
CANAL+ COUPLING <sup>(1)</sup>	3,4	7 400	3,9	2:24	5,3	11 600	5,1	2:31	5,5	12 000	6,9	3:05
SPORT CANAL+ COUPLING <sup>(2)</sup>	2,9	6 400	3,5	2:28	4,8	10 500	4,4	2:23	4,8	10 400	6,3	3:13
CINEMA CANAL+ COUPLING <sup>(3)</sup>	3,0	6 500	3,3	2:20	4,9	10 800	4,6	2:24	4,6	10 000	5,9	3:09
CANAL+ + CANAL+ SERIES	3,1	6 700	3,3	2:12	4,5	9 700	3,8	2:15	4,0	8 700	5,4	3:20
GUYANE LA 1 <sup>ère</sup> + NOVELAS TV	41,4	90 600	39,9	2:00	40,5	88 500	32,4	2:05	40,7	88 100	37,7	2:17

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

<sup>(3)</sup> CINEMA CANAL+ Coupling : CANAL+ + CANAL+ CINEMA + CANAL+ BOX OFFICE.

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### Radio Results by aggregate

Monday-Friday 5 am-midnight	October-December 2024				April-May 2024				October-December 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	28,4	62 100	57,2	2:58	32,6	71 200	63,6	2:46	31,7	68 600	57,2	2:51
Music Radios	21,0	46 000	31,8	2:14	19,2	41 900	26,4	1:57	25,7	55 700	31,3	1:55
Theme Radios	5,5	12 100	7,2	1:56	3,4	7 500	5,1	2:07	6,2	13 300	7,7	1:59
<b>By status</b>												
Private commercial Radios	21,5	46 900	26,8	1:50	21,2	46 400	25,6	1:43	22,6	48 900	30,6	2:09
Private radio associations	8,8	19 300	17,5	2:55	8,1	17 600	13,7	2:24	11,5	24 800	15,6	2:10
Public service radio	26,0	56 800	51,9	2:56	29,1	63 600	55,8	2:43	29,2	63 300	49,9	2:42

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

### Radio Results by station

Monday-Friday 5 am-midnight	October-December 2024				April-May 2024				October-December 2023			
	CA%	CA	Audience share %	TSL h:mn	CA%	CA	Audience share %	TSL h:mn	CA%	CA	Audience share %	TSL h:mn
GUYANE LA 1 <sup>ère</sup>	22,5	49 100	46,2	3:02	26,6	58 100	52,7	2:49	25,2	54 400	43,0	2:42
METIS FM	4,9	10 700	3,3	1:00	3,1	6 800	3,5	1:36	3,0	6 500	3,5	1:52
NRJ Guyane	3,2	7 000	3,7	1:41	2,2	4 800	2,1	1:20	5,0	10 900	2,8	0:52
RADIO MOSAÏQUE	4,8	10 500	9,0	2:45	4,2	9 100	8,1	2:44	6,0	13 000	8,1	2:08
RADIO PEYI	5,8	12 600	4,7	1:12	8,0	17 600	7,3	1:17	6,3	13 600	7,9	2:00
RADIO PUZZLE Guyane	2,6	5 600	4,2	2:24	nd	nd	nd	nd	2,7	5 900	3,9	2:16
TRACE FM Guyane	6,8	14 800	6,8	1:29	5,6	12 300	5,9	1:30	6,5	14 100	7,6	1:51

nd : non disponible (AC<2%)

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Monday-Friday 5 am-midnight	October-December 2024				April-May 2024				October-December 2023			
	CA%	CA	Audie nce share %	TSL h:mn	CA%	CA	Audie nce share %	TSL h:mn	CA%	CA	Audie nce share %	TSL h:mn
GUYANE LA 1 <sup>ère</sup> + TRACE FM Guyane	27,7	60 600	53,0	2:49	31,0	67 600	58,6	2:41	29,7	64 300	50,6	2:42
CHERIE FM Guyane + METIS FM + NRJ Guyane + RADIO PEYI + RADIO PUZZLE + RADIO MOSAIQUE	18,7	40 800	25,8	2:02	18,1	39 600	25,5	2:00	21,3	46 000	28,1	2:06

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### Events over the period

Over the survey period, running from 7th October to 1st December 2024, the news was marked by events likely to have an impact on radio listening behaviours:

**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.

During the night of **7-8 October**, street violence occurs, with several vehicles set on fire in Martinique. Further urban violence, with roadblocks and burning vehicles, take place during the night of **9-10 October** in Martinique.

**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.

The night of **15-16 October** is again marked by fires in Ducos and Lamentin, in Martinique.

**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.

**18 October**: Cuba's largest power plant is shut down. 10 million households are without electricity.

**21 October**: the Cuban president says at least six people died when Hurricane Oscar hit Cuba.

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

**22 October**: the prefect of Martinique extends the curfew until 28 October with reduced hours.

**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.



### Events over the period

Over the survey period, running from 7th October to 1st December 2024, the news was marked by events likely to have an impact on radio listening behaviours:

**On 29 October**, faced with the extreme drought in French Guiana, the prefecture urgently triggers the ORSEC “Water” plan. It aims to guarantee the health security of the population and ensure continuity of supply of essential goods.

Since the start of the dry season, French Guiana has indeed been experiencing a historic drought. The Maroni River is so dry that many companies have decided to stop river transport.

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

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

**7 November:** local elected representatives come together for an extraordinary meeting to supplement the systems in place and stem the crisis caused by the drought affecting the two major rivers bordering French Guiana.

**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.

**13-19 November:** the regional health agency (ARS) recommends that people living in the western Guiana urban area not drink tap water, due to high salt levels. The drought of recent weeks has increased the salinity of coastal waters.

**18 November:** the day dedicated to Overseas Territories takes place during the 106<sup>th</sup> Congress of Mayors of France.

Hundreds of French and German farmers block the Europe Bridge in Strasbourg in protest against the free trade plan with Mercosur. They are calling for fair rules in the face of competition that they consider unfair, threatening European farming.

**23 November:** the Vatican announces that Pope Francis will visit Corsica for the first time to attend a conference on 15 December.

**26 November:** the National Assembly rejects the free trade agreement between the European Union and Mercosur, but not unanimously.





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### 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 218 500 people in Guyane, the cumulative audience point represents 2 185 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.



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### Survey features

The Métridom survey October - December 2024 on television and radio in Guyane was carried out between 7<sup>th</sup> October and 1st December 2024 using a sample of 1 013 individuals who were representative of the population ages 13 years and older, interviewed in french or creole by 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, 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.

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)



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