

DIGITAL & TRENDS

Television consumption in France

Table of Contents

01 Overview

Share of French households owning a television 2017-2020	
Average daily television viewing time in France 2005-2021	
Impact of the lockdown caused by coronavirus on TV show consumption in France 2020	
TV penetration in France 2015-2020, by broadcasting technology	
Number of television sets sold in France 2016-2019	
Daily television viewing time in European countries 2020	
Daily television usage penetration in European countries 2022	

02 Consumption

Overall consumption of online TV shows in France 2011-2021	
Number of hours per week spent watching television in France 2021, by age	
Ranking of the most-used smart TV features in France 2020	
Television set usage frequency during holiday season in France 2020	
TV set usage frequency during the holiday season due to lockdowns in France 2020	

03 Television channels and programs

Audience share of the leading TV channels in France 2021	
Number of new TV series premiered by free TV channels in France 2017-2021, by channel	
Most popular TV series among French viewers 2020	
Most popular TV programs in France 2021, by audience	

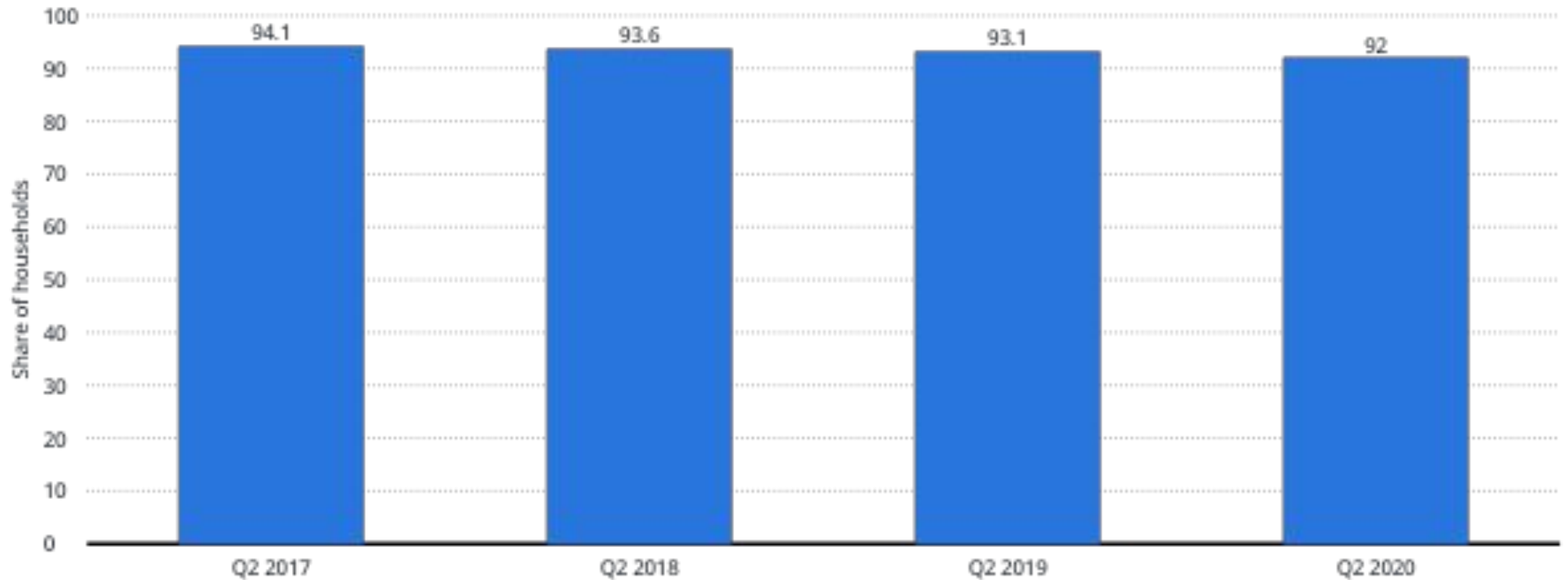
	Most popular French TV series among French viewers 2020	21
03	Broadcasting hours of reality TV programs in France 2010-2019	22
04	Broadcasting hours of cohabitation-type reality TV programs in France 2010-2019	23
05	TV subscription by brand in France 2022	24
06		
07	04 Catch-up TV	
08	Catch-up TV penetration in France 2011-2022	26
09	Online catch-up TV penetration among men and women in France 2011-2021	27
	Replay TV usage penetration in France 2011-2021, by device	28
	Volume of online catch-up TV consumption monthly in France 2015-2021	29
11	Breakdown of replay TV usage frequency in France 2011-2021	30
12		
13	05 Video on demand	
14	Distribution of online television consumption in France 2011-2021, by genre	32
15	Ranking of video-on-demand platforms in France 2021, by usage	33
	AVoD platforms watched by French CTV users in 2021	34
	TV VOD: consumer spending in France 2008-2021	35
17	Paid subscription to a VOD service during lockdown in France April 2020	36
18	Pay-per-view revenues in France 2012-2021, by fee-for-service type	37
19		
20		

CHAPTER 01

Overview

Share of French households owning at least one television set from 2017 to 2020

Share of French households owning a television 2017-2020



Average television viewing time per day in France from 2005 to 2021 (in minutes)

Average daily television viewing time in France 2005-2021



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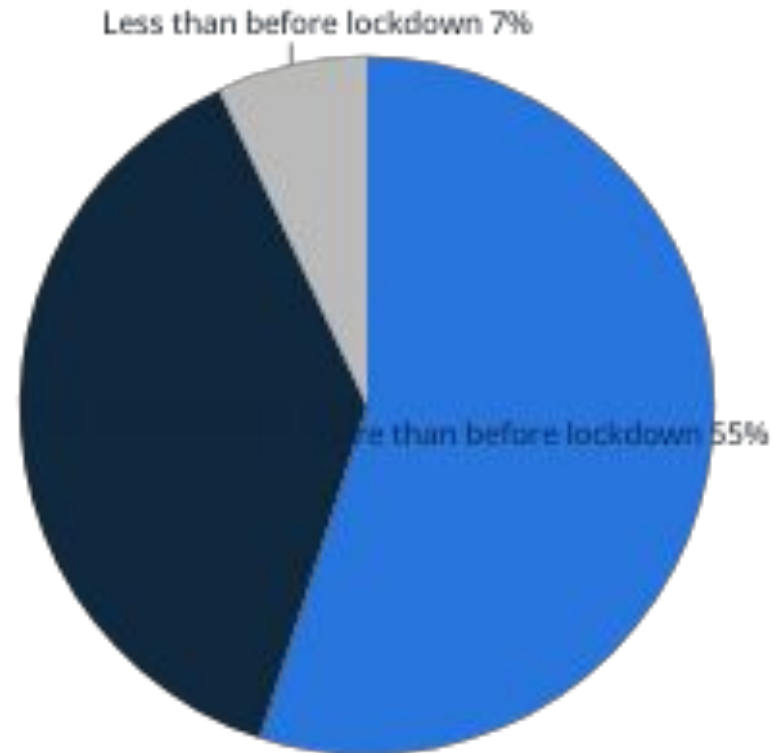
Description: In 2021, the average daily television viewing time in France came to a total of 219 minutes, or three hours and 39 minutes, which represents a decrease of 15 minutes compared to the previous year. The average viewing time has been continuously declining since 2015 before peaking in 2020 at 234 minutes in total. [Read more](#)

Note(s): France; 2005 to 2021; 4 years and older; television owners in metropolitan France

Source(s): Conseil supérieur de l'audiovisuel; Médiamétrie

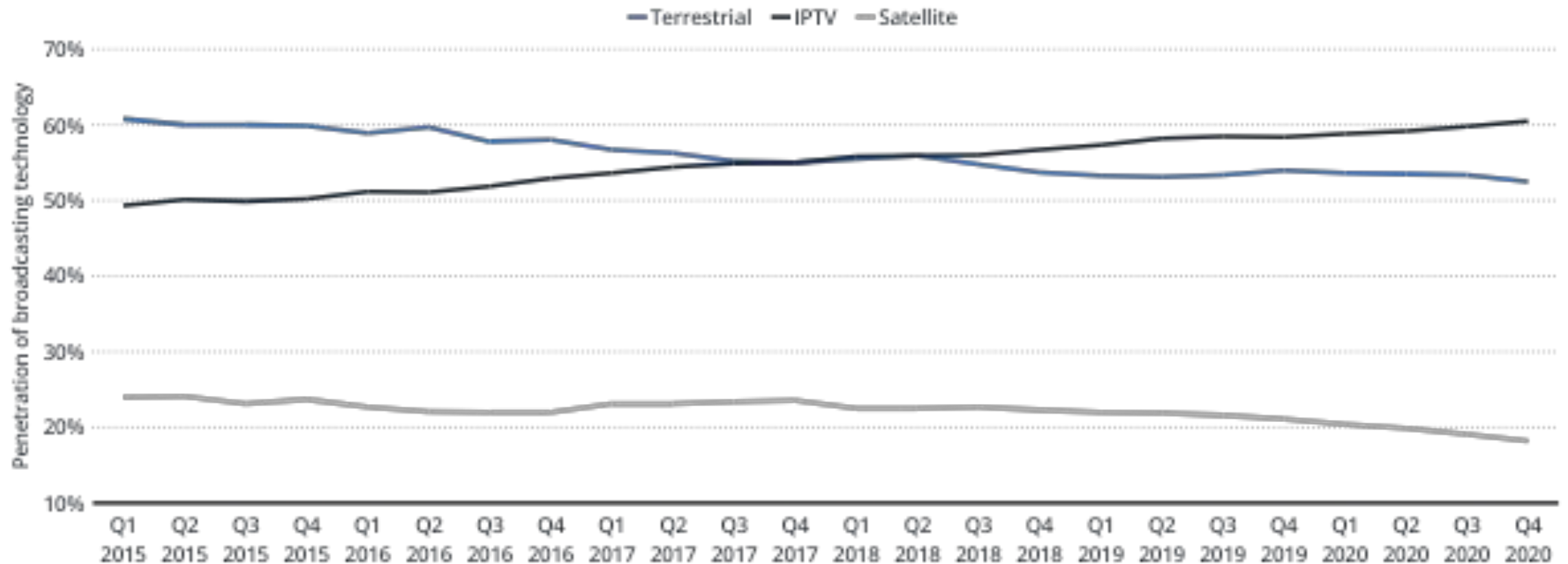
Would you say that you watch more TV shows during lockdown?

Impact of the lockdown caused by coronavirus on TV show consumption in France 2020



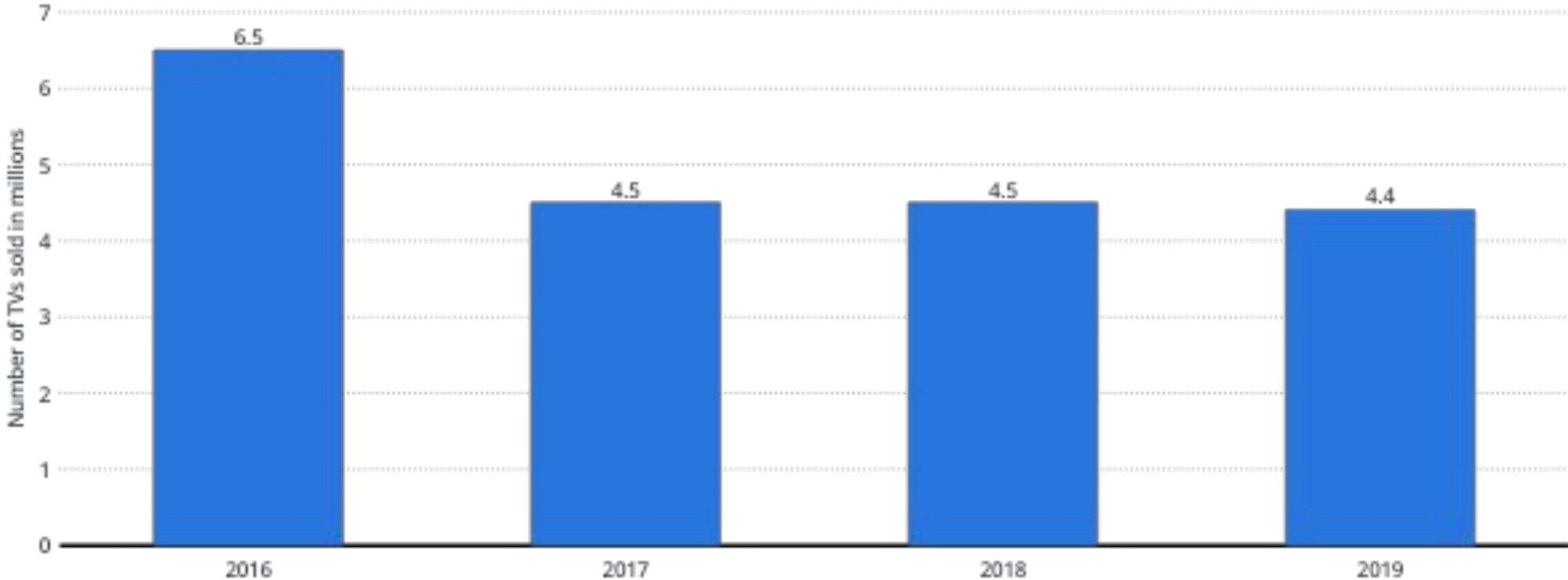
Household penetration of television reception in France from 1st quarter 2015 to 4th quarter 2020, by broadcasting technology

TV penetration in France 2015-2020, by broadcasting technology



Number of television sets sold in France from 2016 to 2019 (in millions)

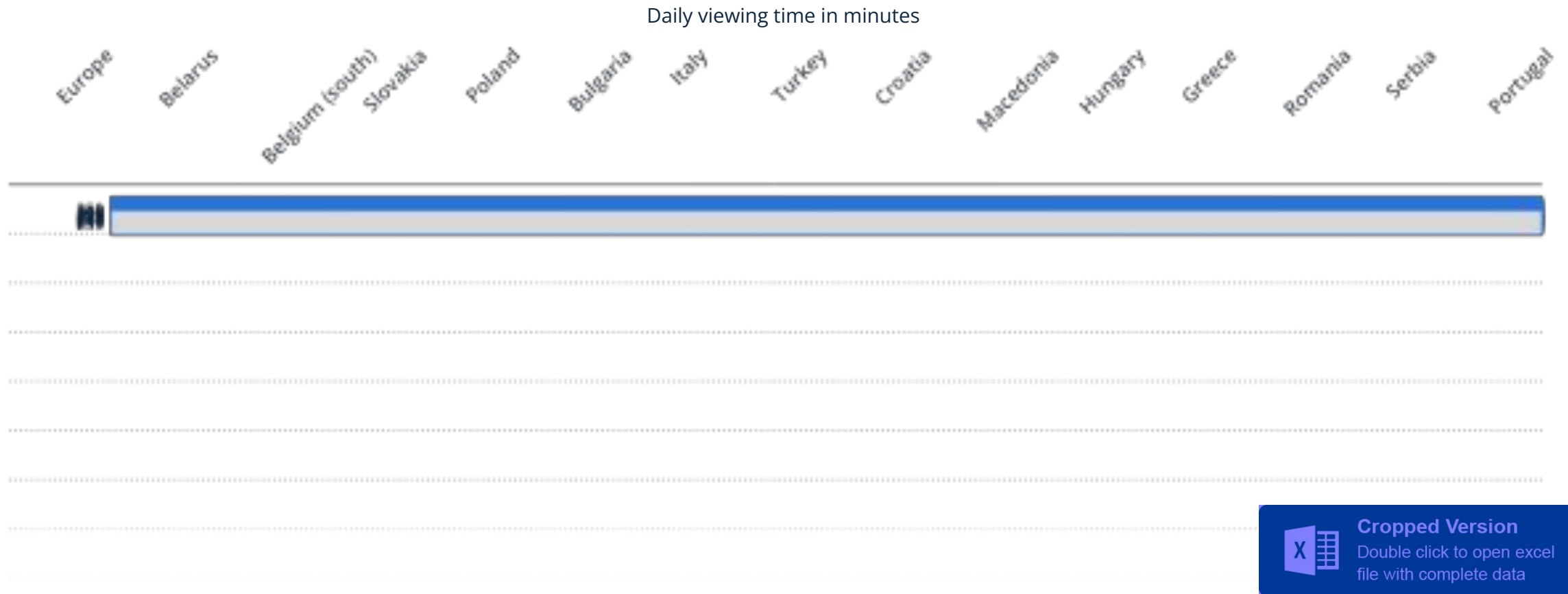
Number of television sets sold in France 2016-2019



7 | **Description:** This statistic shows the volume sales of television sets in France from 2016 to 2019. According to the source, television sales fell by two million units between 2016 and 2017. In 2019, the French bought 4.4 million television sets. [Read more](#)
Note(s): France; 2016 to 2019
Source(s): GfK; Syndicat National de la Publicité Télévisée

Average time spent watching television daily in European countries in 2020 (in minutes)

Daily television viewing time in European countries 2020




Share of people watching TV on a TV set every day or almost every day in the European Union countries in 2022

Daily television usage penetration in European countries 2022

Share of respondents



 **Cropped Version**
Double click to open excel file with complete data

9 **Description:** A survey conducted for the Eurobarometer 96 in January and February 2022 found that 88 percent of people in Bulgaria, Romania, Italy and Portugal reported watching TV every day or almost every day. This was the highest share among all countries in the European Union. The lowest percentages of people who watched TV on a daily basis were revealed in the Czech Republic and Luxemburg, both countries with a share of daily TV users of below 60 percent. [Read more](#)
Note(s): EU; January 18 to February 14, 2022; 26,696 respondents; 15 years and older
Source(s): European Commission; Kantar; Kantar Belgium

CHAPTER 02

Consumption

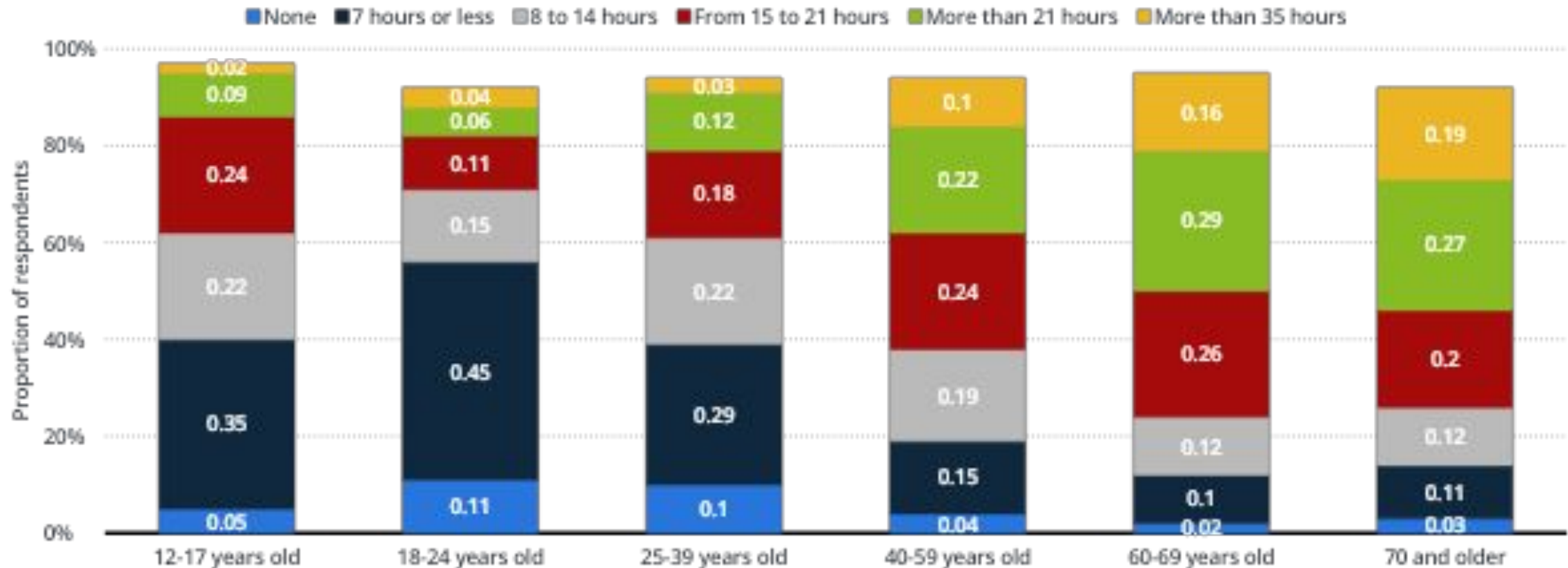
Overall consumption of online TV shows in France between 2011 and 2021

Overall consumption of online TV shows in France 2011-2021



Distribution of the French population according to the number of hours spent watching television per week in 2021, by age

Number of hours per week spent watching television in France 2021, by age



What features of your smart TV do you use the most?

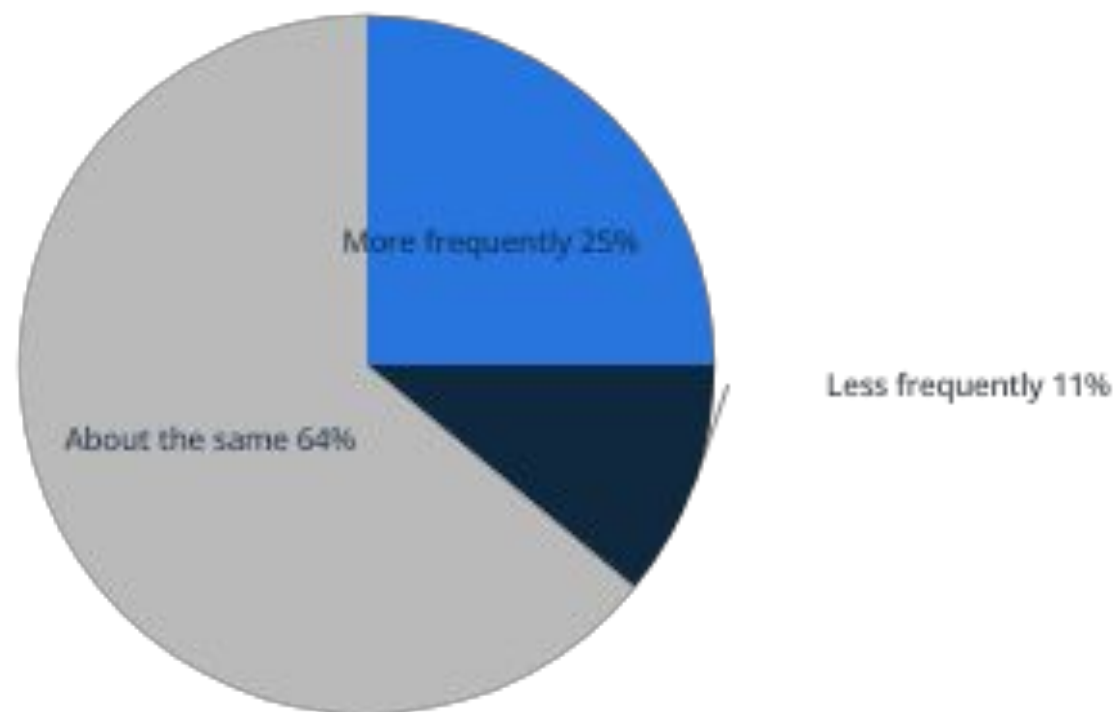
Ranking of the most-used smart TV features in France 2020

Share of respondents



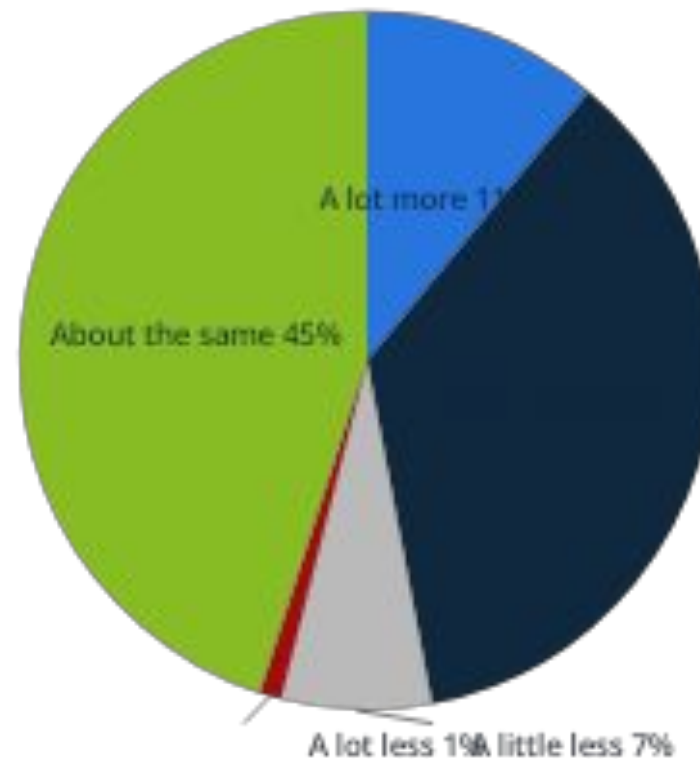
Do you use your TV more often during the holiday season?

Television set usage frequency during holiday season in France 2020



Do you think you will use your television set more during the holiday season than you did in previous years due to the coronavirus pandemic?

TV set usage frequency during the holiday season due to lockdowns in France 2020

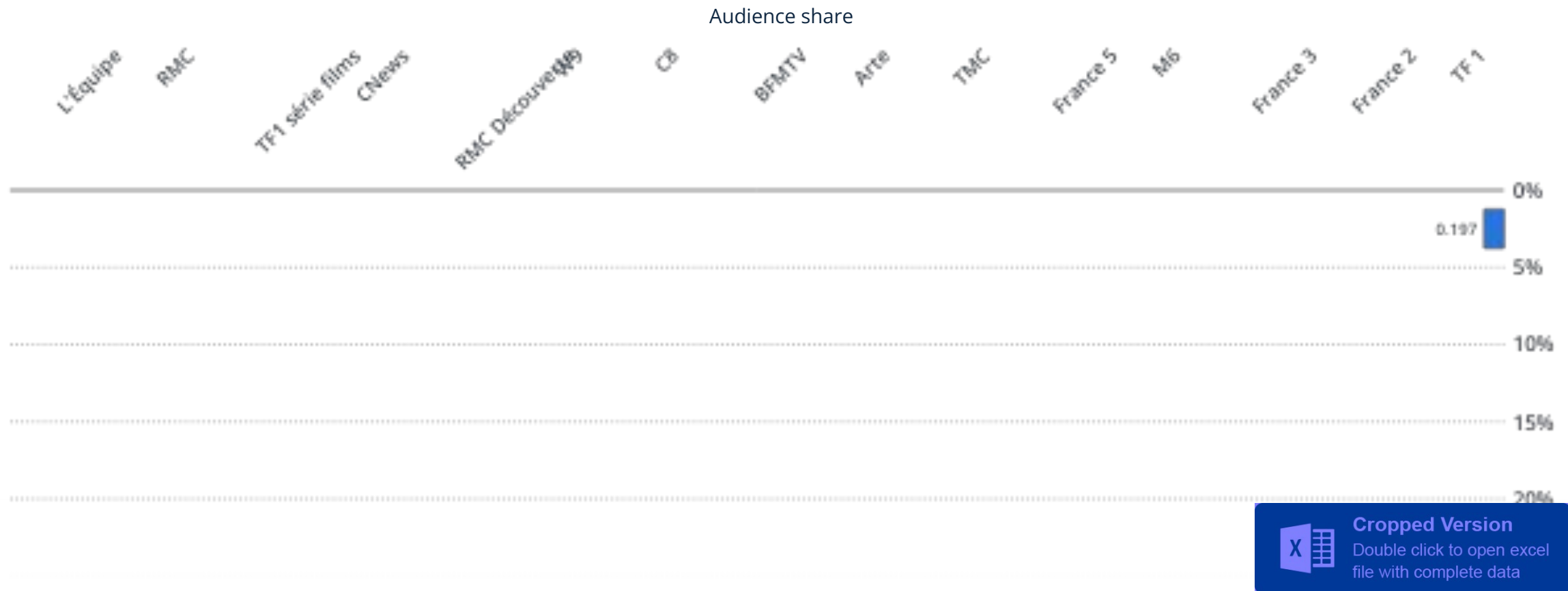



CHAPTER 03

Television channels and programs

Audience distribution among the leading television channels in France in 2021

Audience share of the leading TV channels in France 2021



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Number of new television series premiered by free TV channels in France from 2017 to 2021, by channel

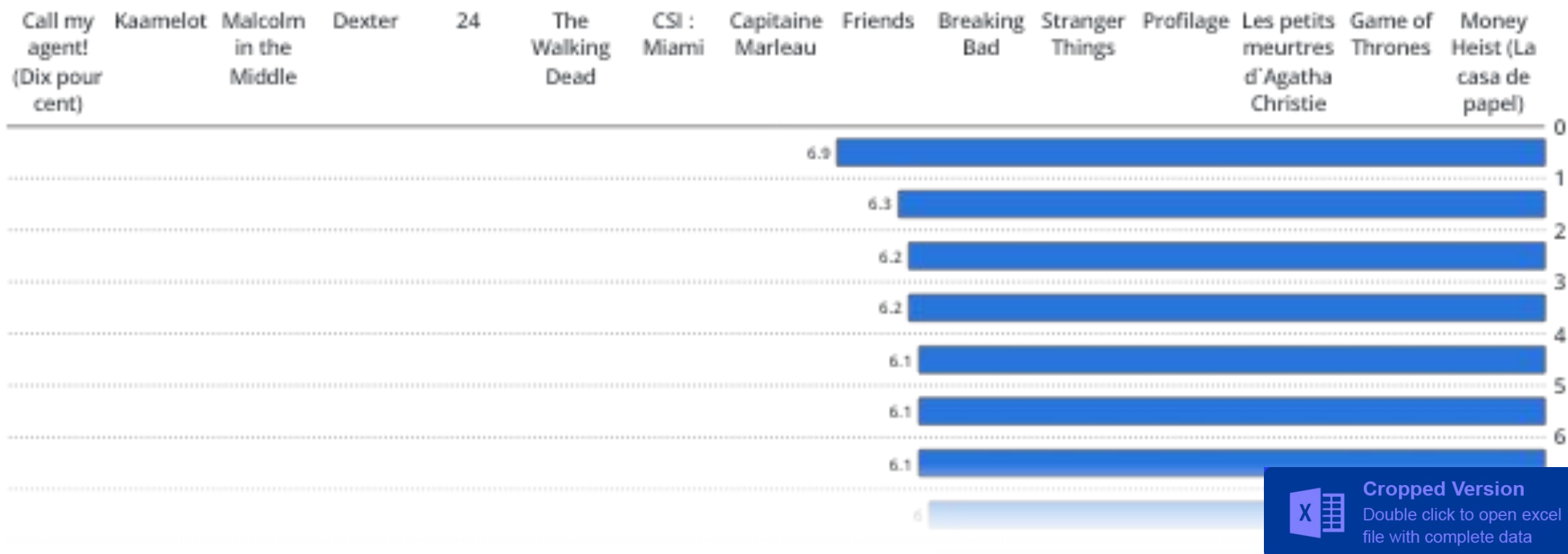
Number of new TV series premiered by free TV channels in France 2017-2021, by channel

	TF1	M6	France TV	SALTO
2017	5	3		
2018	4	6	1	
2019	8	5	3	
2020 (before SALTO)	3	7	1	
2020 (after SALTO)		2		11
2021	1	2		9

Ranking of favorite TV shows in France in 2020, by show

Most popular TV series among French viewers 2020

Note out of 10



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Ranking of most watched TV programs in France in 2021, by number of viewers (in millions)

Most popular TV programs in France 2021, by audience

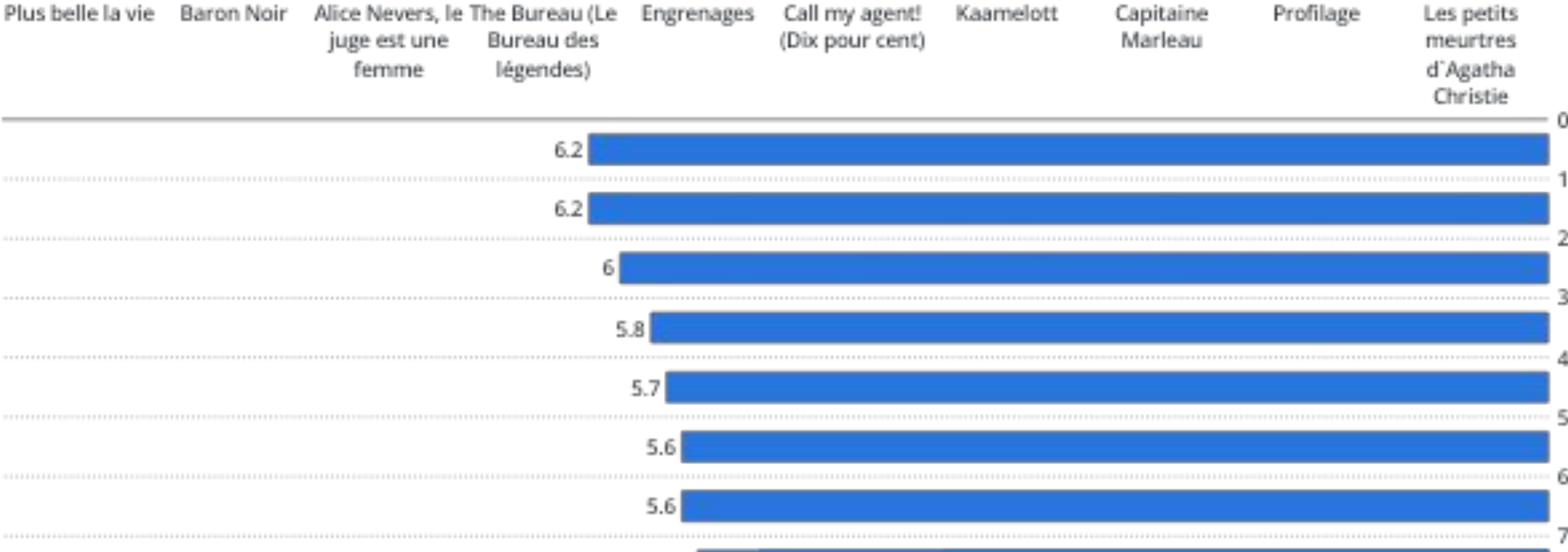
Number of viewers in millions



Ranking of favorite French TV shows in France in 2020, by show

Most popular French TV series among French viewers 2020

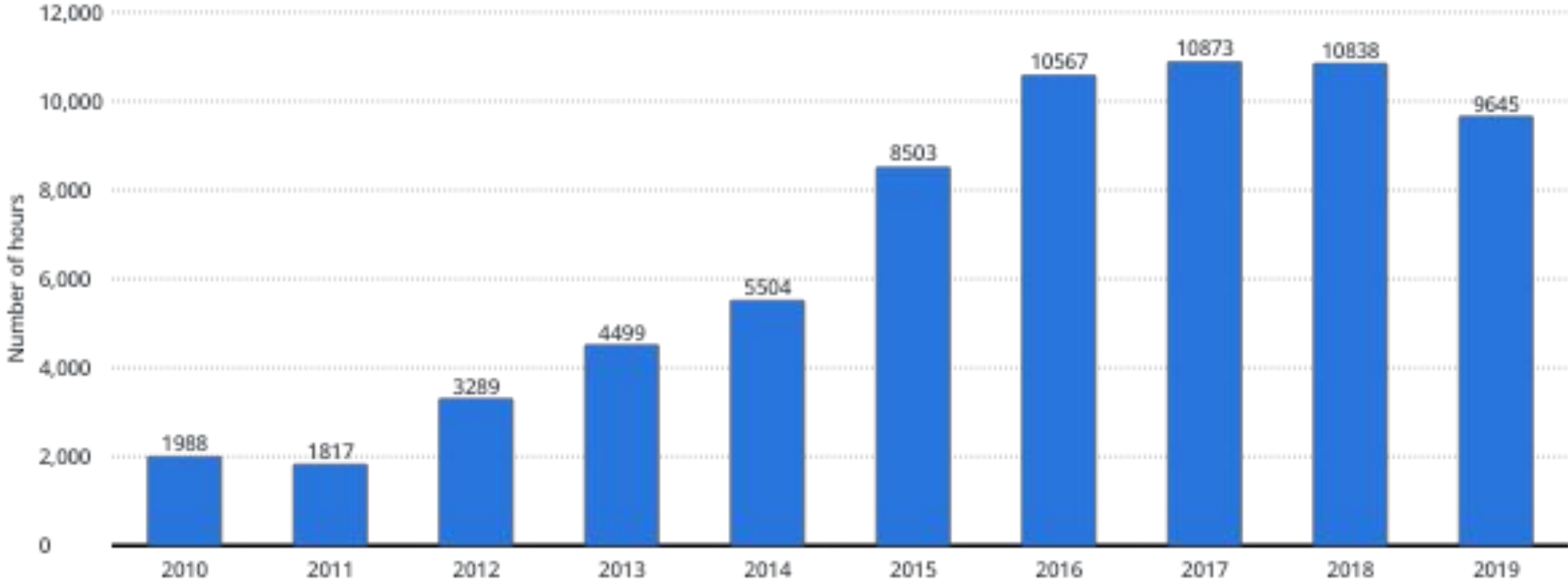
Note out of 10



21 **Description:** When it comes to the TV series French viewers enjoy, many among them turn to French productions. Les petits meurtres d'Agatha Christie, which ranked third in the ranking of most popular shows in France, shared the first position with Profilage as favorite French TV series in 2020. Capitaine Marleau and Kaamelott followed closely with a total score of around 6 out of 10. [Read more](#)
Note(s): France; September 3 to 7, 2020; 3,013 respondents; 18 years and older
Source(s): IFOP; Le Point

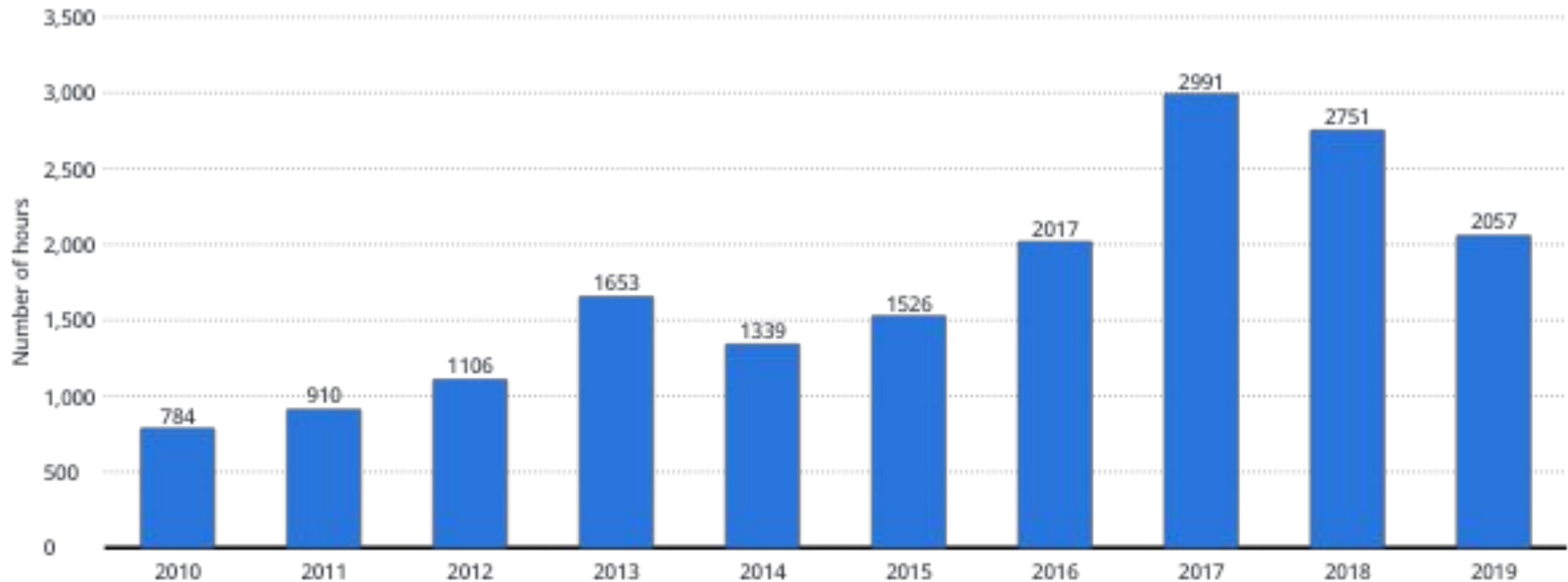
Number of hours of general reality TV shows in France from 2010 to 2019

Broadcasting hours of reality TV programs in France 2010-2019



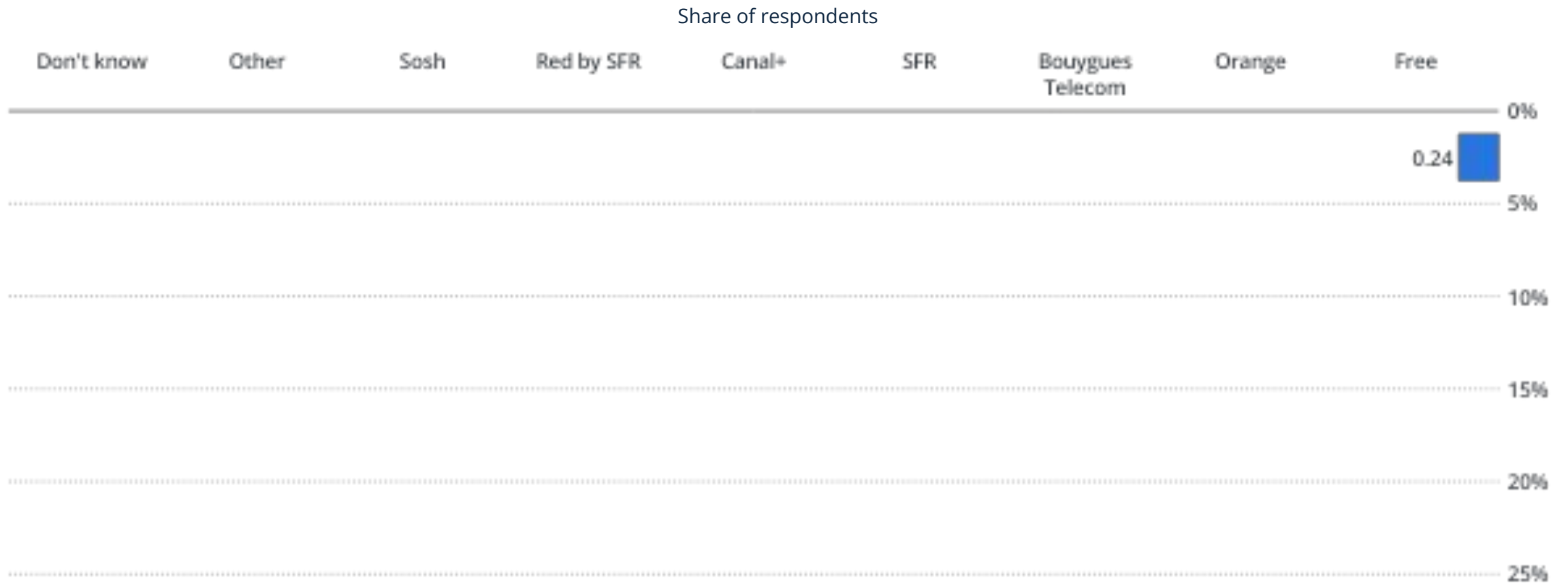
Number of hours of "cohabitation" reality TV shows in France from 2010 to 2019

Broadcasting hours of cohabitation-type reality TV programs in France 2010-2019



TV subscription by brand in France in 2022

TV subscription by brand in France 2022

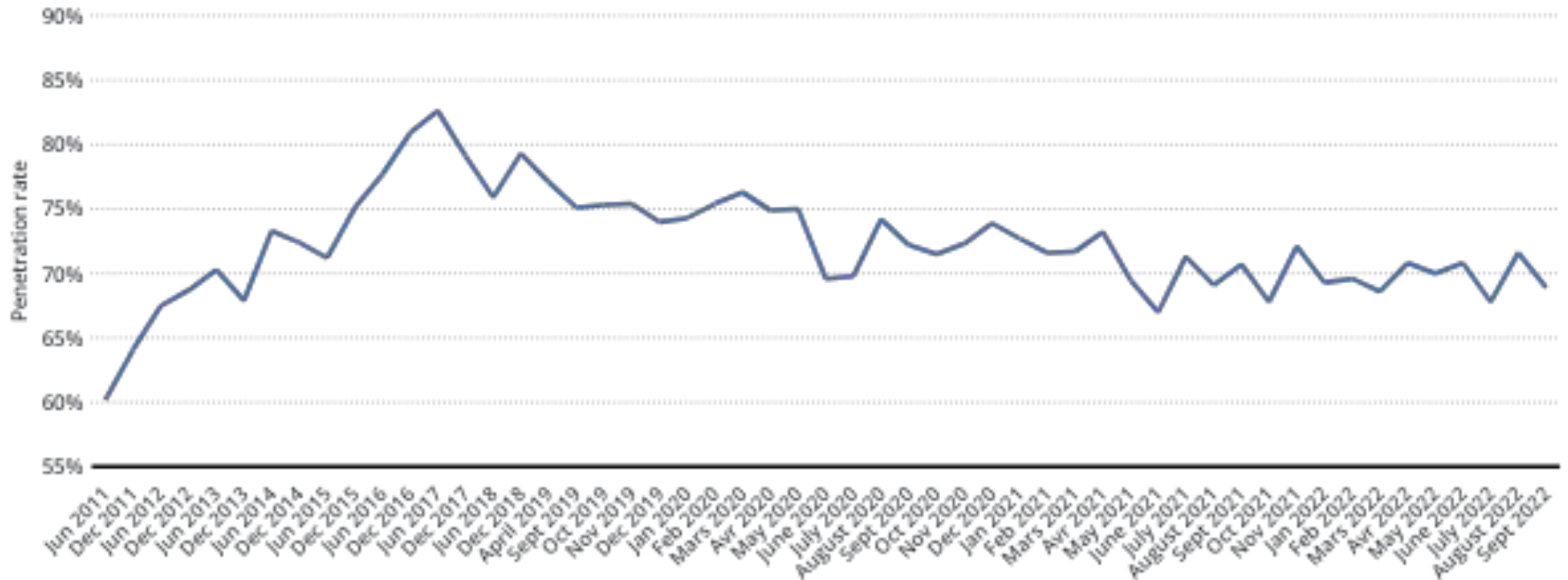


CHAPTER 04

Catch-up TV

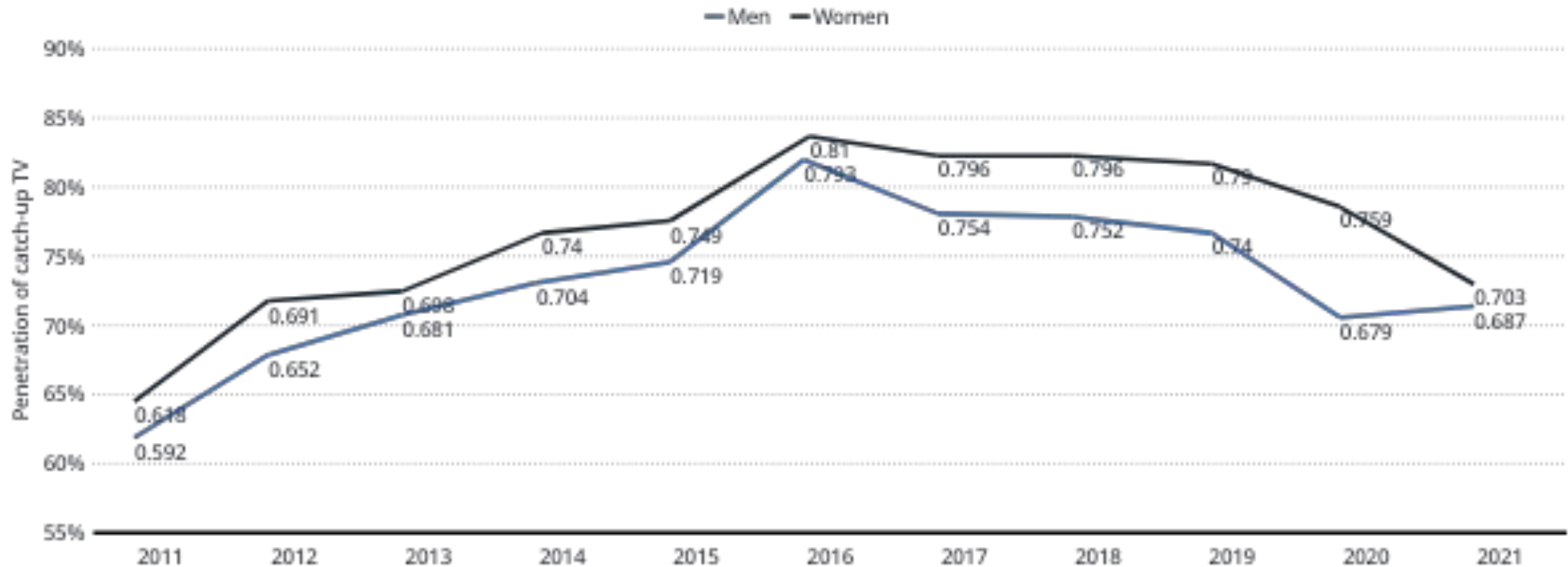
Penetration of catch-up television viewing in France from June 2011 to September 2022

Catch-up TV penetration in France 2011-2022



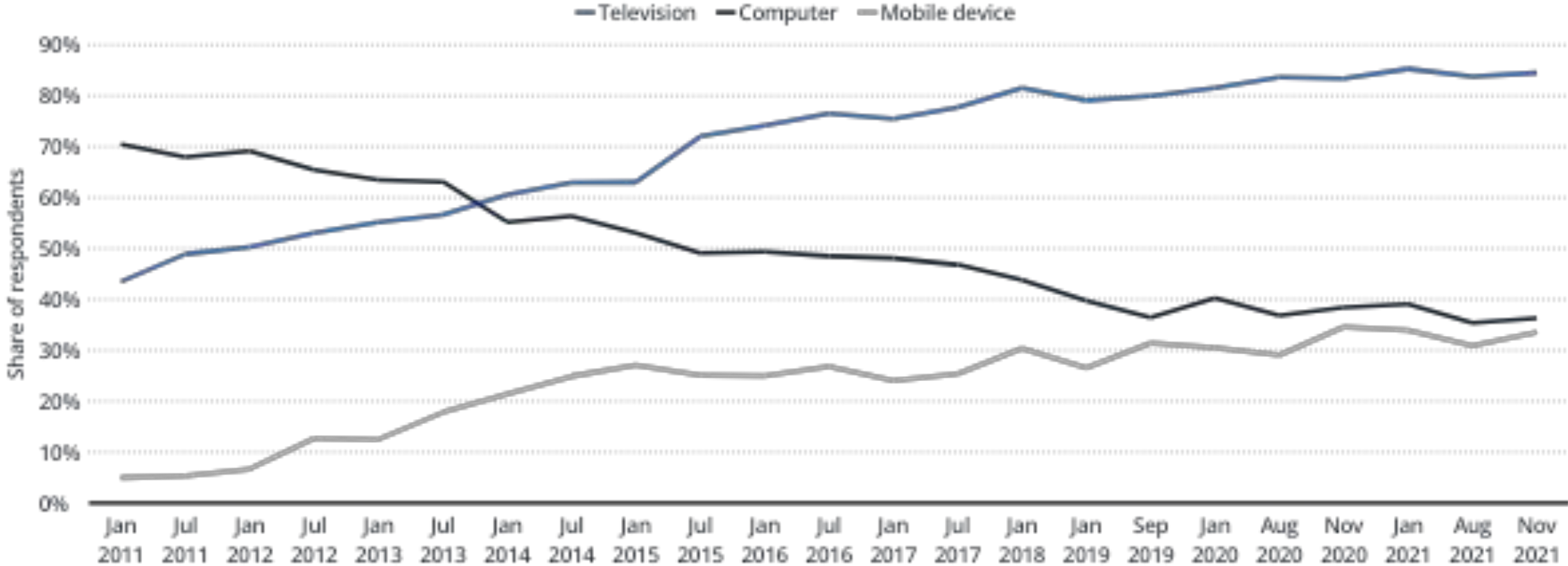
Penetration of online catch-up television consumption among men and women in France from 2011 to 2021

Online catch-up TV penetration among men and women in France 2011-2021



Usage penetration of catch-up television in France from January 2011 to November 2021, by device used

Replay TV usage penetration in France 2011-2021, by device



28 **Description:** In January 2011, five percent of respondents had watched a catch-up TV program on a mobile device in the last 30 days, whereas that value increased to reached 33.5 percent as of November 2021. While computer and mobile devices both experienced a consumption increase over the past decade, computers were increasing less used to watch catch-up television. [Read more](#)
Note(s): France; January 2011 to November 2021; 1,000 respondents; 3 years and more; usage in the last 30 days
Source(s): Centre national du cinéma et de l'image animée; Vertigo Research

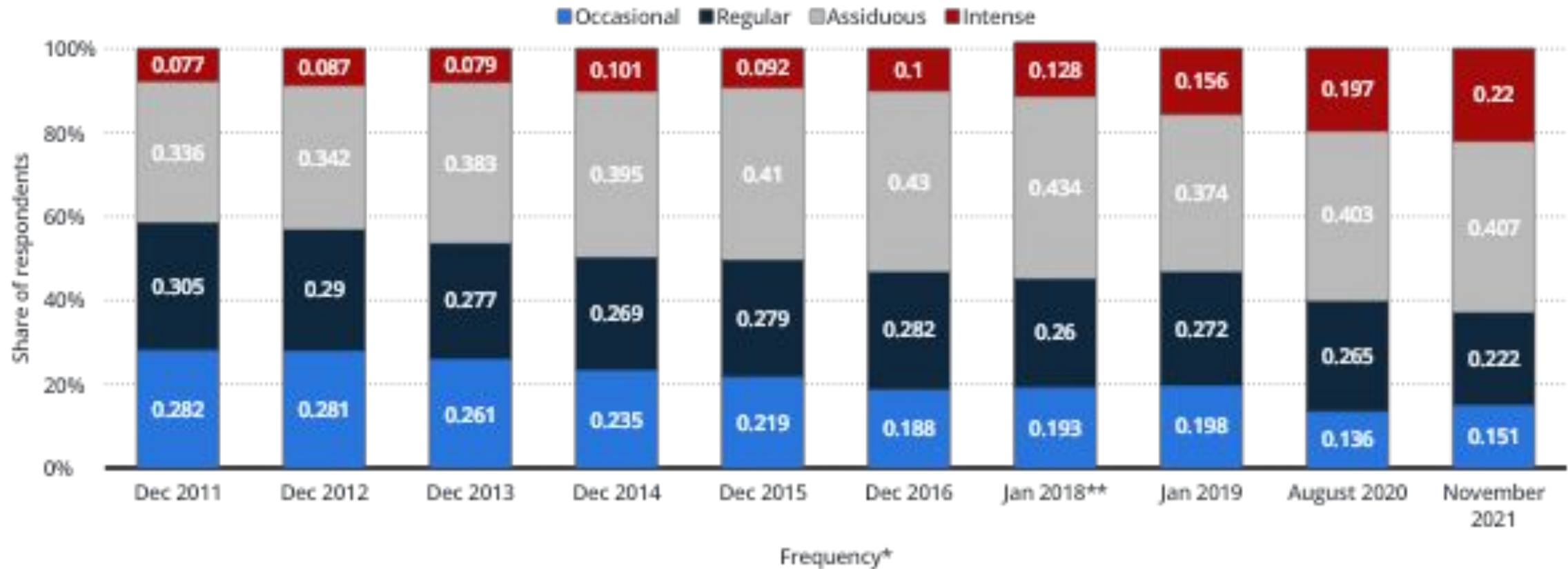
Number of catch-up TV videos watched monthly in France from March 2015 to September 2021 (in million of video views)

Volume of online catch-up TV consumption monthly in France 2015-2021



Usage frequency distribution of catch-up television in France from December 2011 to November 2021

Breakdown of replay TV usage frequency in France 2011-2021

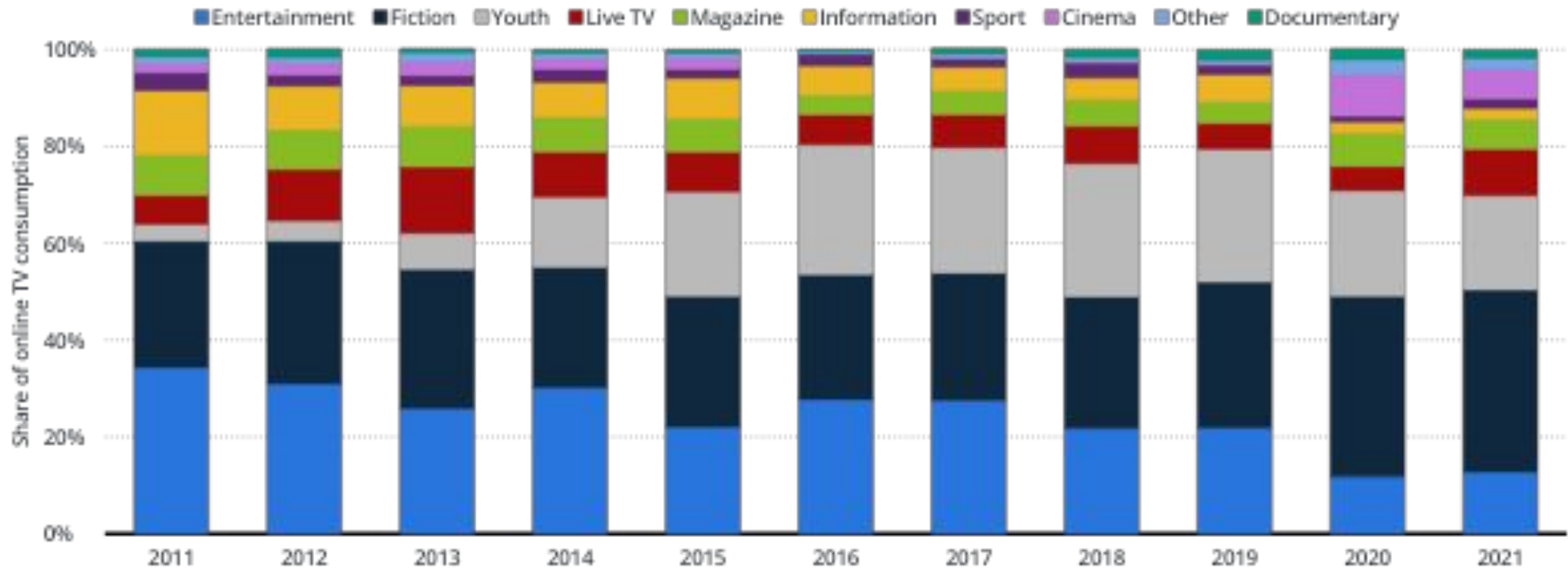


CHAPTER 05

Video on demand

Breakdown of online television consumption in France from 2011 to 2021, by genre

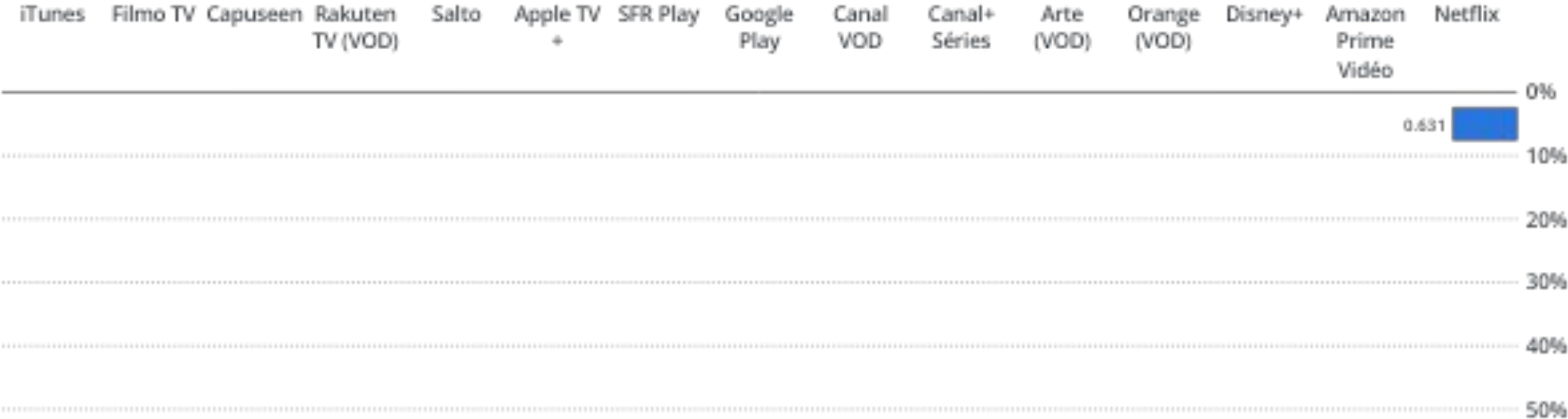
Distribution of online television consumption in France 2011-2021, by genre



Ranking of video-on-demand platforms in France in December 2021, by usage

Ranking of video-on-demand platforms in France 2021, by usage

Share of respondents



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33 **Description:** As of November 2021, 63.1 percent of consumers who watched a video program on a video-on-demand platform did it on Netflix. Amazon Prime came in second position with 41.7 percent of respondents, while Disney+ managed to obtain the third position a little more than a year after its launch in France in April 2020. [Read more](#)
Note(s): France; December 2021; 1,000 respondents; 15 years and older; consumers who have paid to watch movies or TV programs on VOD
Source(s): Centre national du cinéma et de l'image animée; Vertigo Research

Share of Connected Television (CTV) users watching ad-supported video-on-demand in France in 2021

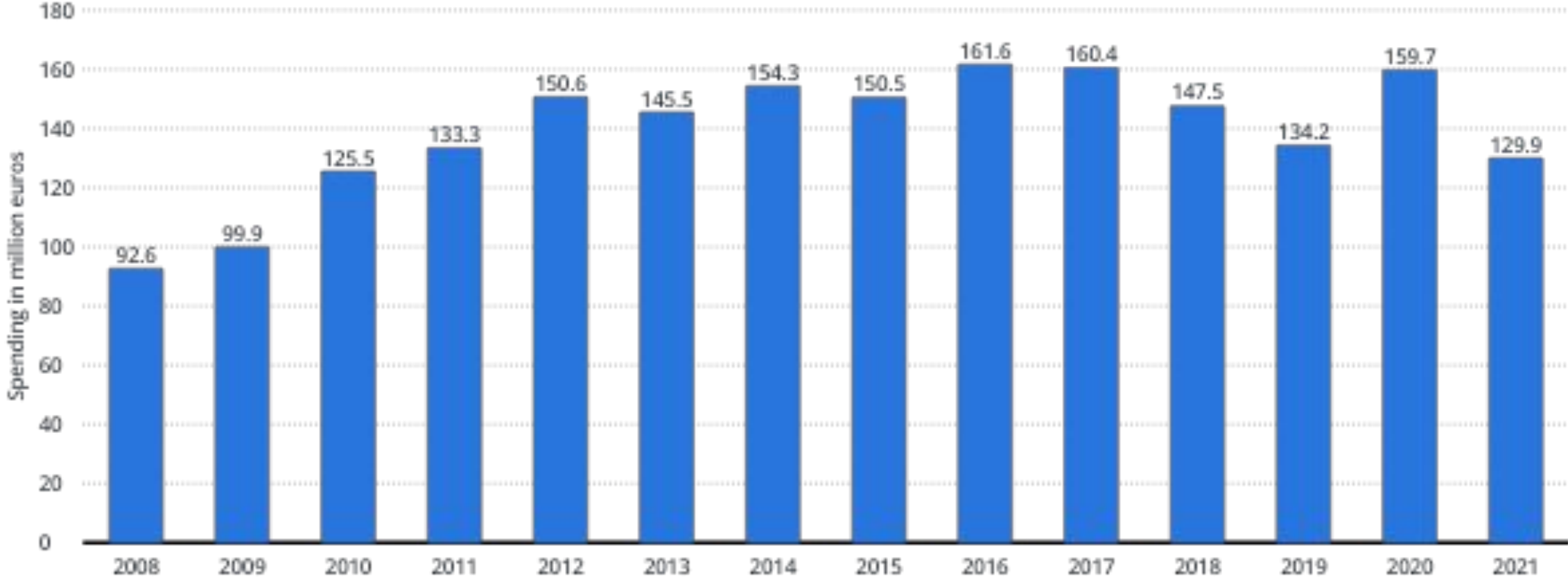
AVoD platforms watched by French CTV users in 2021

Share of respondents



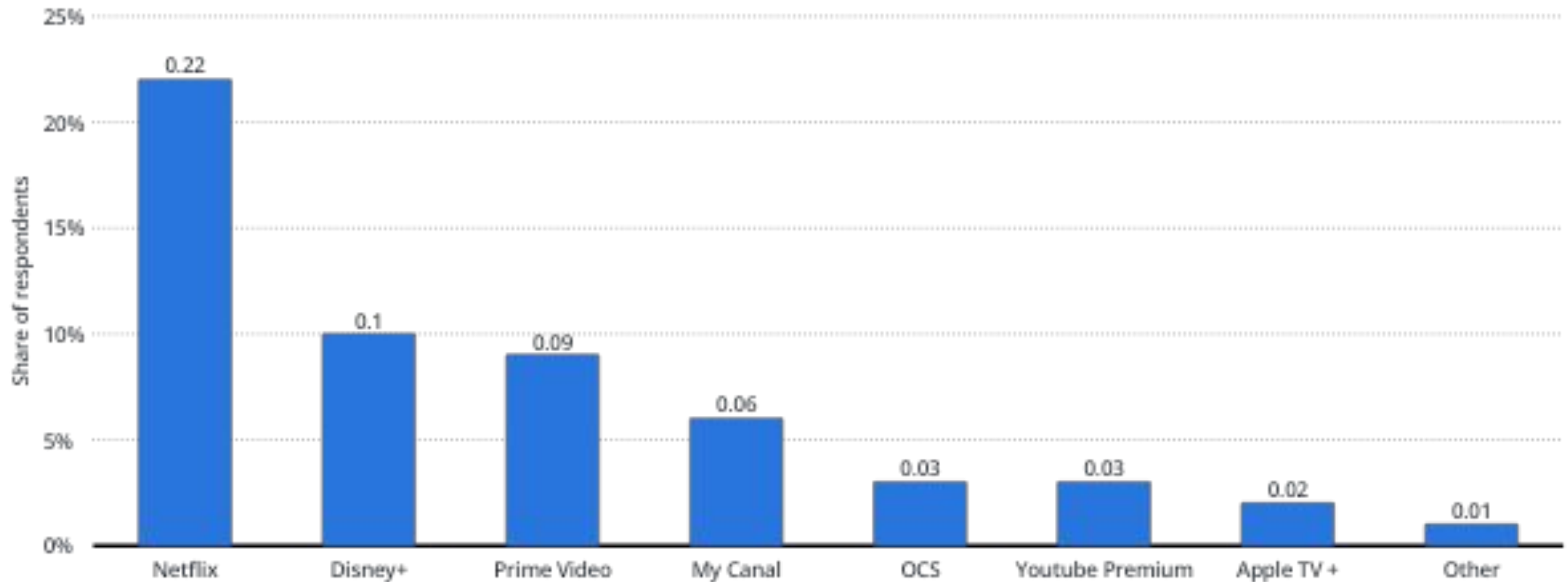
Consumer spending on TV video on demand in France from 2008 to 2021 (in million euros)

TV VOD: consumer spending in France 2008-2021



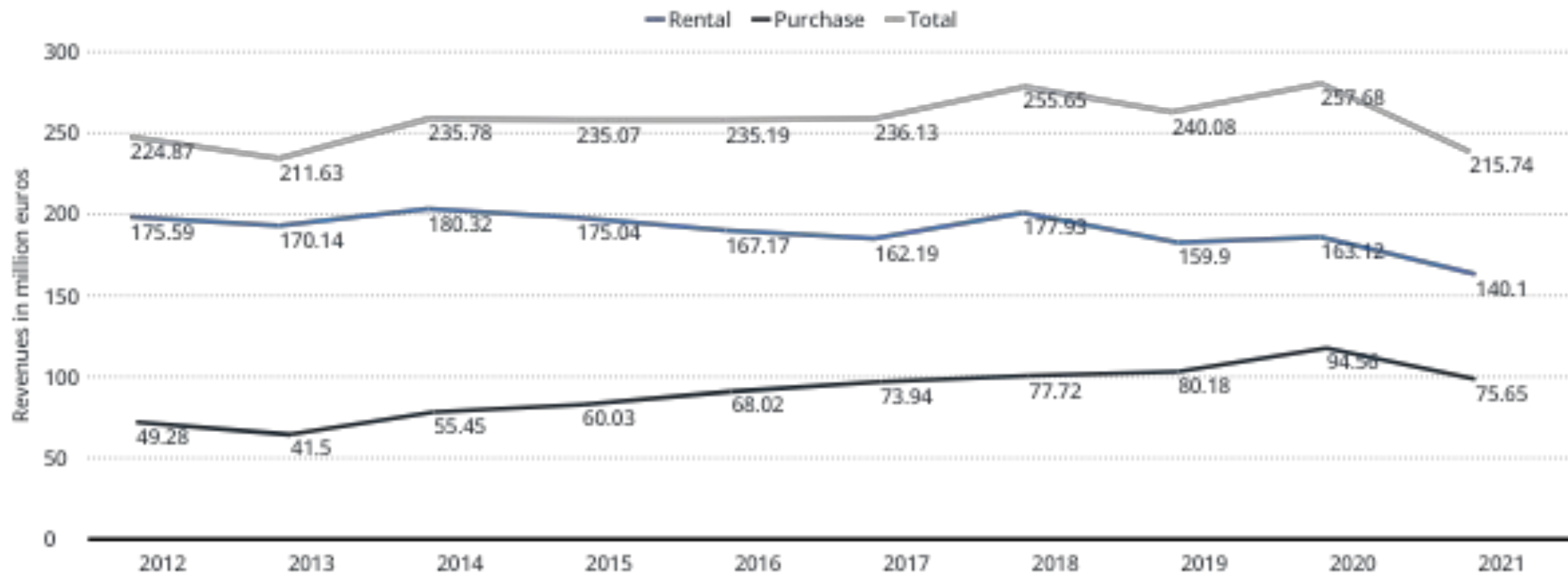
Which paid video-on-demand (VOD) service did you subscribe to during lockdown?

Paid subscription to a VOD service during lockdown in France April 2020



Revenues of the transaction video-on-demand (TVoD) sector in France between 2012 and 2021, by type of fee-for-service payment (in million euros)

Pay-per-view revenues in France 2012-2021, by fee-for-service type



Sources

3Vision
ARCEP
Centre national du cinéma et de l'image animée
Conseil supérieur de l'audiovisuel
CRÉDOC
CSA Research
Délégation nationale de la lutte contre la fraude
European Commission
GfK
Glance
Hadopi
IFOP
Integral Ad Science
IVF
Kantar
Kantar Belgium
Le Point
Les Échos
Médiamétrie
NPA Conseil
Offremedia
Omdia

Puremédias (ozap.com)
RTL Adconnect
Statista
Statista Consumer Insights
Syndicat National de la Publicité Télévisée
TCL
Various sources (local institutes)
VAUNET
Vertigo Research
YouGov