

Meltwater

Why do marketers use social listening?
according to Meltwater's State of Social Media 2024

- 55% To better understand my target audience
- 43% To manage brand reputation
- 30% To benchmark against competitors
- 34% To raise brand awareness
- 29% To gather and analyze consumer insights
- 23% To identify and manage crises

See how your strategy compares to responses from several thousand marketing professionals in Meltwater's report.

Meltwater

State of Social Media 2024

Download the report

QR code

Digital 2024 France
16 sur 135Sure, here is the textual transcription of the image:

We are Social
Think Forward
The Social Reckoning

IN A NEW ERA OF SOCIAL, EVERY BRAND WILL BE JUDGED
Dive into We Are Social's latest trends report.

Attention layering
Everyday fandom

Mischief Mode
The Offline Internet
Post Representation

Explore the trends:
ThinkForward.WeAreSocial.com

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Additionally, there is a QR code in the bottom right corner of the image. JAN 2024
FRANCE

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

NOTE: SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS. SEE THE IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS.

TOTAL POPULATION

64.82 MILLION

YEAR-ON-YEAR CHANGE

+0.2%

+128 THOUSAND

URBANISATION

81.9%

CELLULAR MOBILE CONNECTIONS

75.02 MILLION

YEAR-ON-YEAR CHANGE

+0.7%

+528 THOUSAND

TOTAL VS. POPULATION

115.7%

INDIVIDUALS USING THE INTERNET

60.80 MILLION

YEAR-ON-YEAR CHANGE

+0.2%

+120 THOUSAND

TOTAL VS. POPULATION

93.8%

SOCIAL MEDIA USER IDENTITIES

50.70 MILLION

YEAR-ON-YEAR CHANGE

-2.7%

-1.4 MILLION

TOTAL VS. POPULATION

78.2%

SOURCES: UN; GOVERNMENT AUTHORITIES; GSMA INTELLIGENCE; ITU; EUROSTAT; CIM; KANTAR & IMMAR; PLATFORM REGULATORS; EDED; KATRI RESEARCH CENTER; PERIODIC ANALYSIS; ADVISORY; SOCIAL MEDIA USER

ESTIMATES MET BY KEPOSLY AND INDIVIDUAL ADVISORY COOPERATIVELY
ALTERED INTO A DIGITALLY INFLUENCED SYSTEM OF COMPUTATIONAL
ADOPTION RESULTANTS.

NOTE: SIGNIFICANT EVERSIONS TO SOURCE DATA MEAN THAT FIGURES
SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS RECORDS. GLOBAL
DEMAT NEEDED FOR THIS STRUCTURED FOUNDATION.

DATE WILL INCLUDE INACCESSIBLE RATES.

SEE NOTES ON DATA.

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anglais—g ançais
Texte retranscrit de l'image :

****POPULATION ESSENTIALS****

En bas à gauche :
****Digital 2024 France****

En bas au centre :
****18 sur 135****

En bas à droite :
****français****

Description de l'image :

L'image présente un cercle rouge avec trois figures humaines blanches à l'intérieur,
symbolisant des personnes. En dessous du cercle, le texte "POPULATION
ESSENTIALS" est écrit en lettres majuscules dorées. JAN 2024

POPULATION ESSENTIALS
DEMOGRAPHICS AND OTHER KEY INDICATORS

FRANCE (présenté par le drapeau français)

TOTAL POPULATION
64.82 MILLION

FEMALE POPULATION
51.7%

MALE POPULATION
48.3%

YEAR-ON-YEAR CHANGE IN TOTAL POPULATION
+0.2%
+128 THOUSAND

MEDIAN AGE OF THE POPULATION
42.1

URBAN POPULATION
81.9%

POPULATION DENSITY (PEOPLE PER KM²)
117.6

OVERALL LITERACY (ADULTS AGED 15+)
99.0%

FEMALE LITERACY (ADULTS AGED 15+)
99.0%

MALE LITERACY (ADULTS AGED 15+)
99.0%

Sources: KEPOS ANALYSIS, UNITED NATIONS, LOCAL GOVERNMENT
AUTHORITIES, WORLD BANK, UNESCO, CIA WORLD FACTBOOK, OUR WORLD IN
DATA, INDIEMAUMIE, KINDERM.

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POPULATION OVER TIME

POPULATION BY YEAR, WITH YEAR-ON-YEAR CHANGE

63.5 M
JAN 2014
+0.4%

63.7 M
JAN 2015
+0.3%

63.9 M
JAN 2016
+0.3%

64.1 M
JAN 2017
+0.2%

64.2 M
JAN 2018
+0.2%

64.3 M
JAN 2019
+0.2%

64.5 M
JAN 2020
+0.07%

64.5 M
JAN 2021
+0.09%

64.6 M
JAN 2022
+0.2%

64.7 M
JAN 2023
+0.2%

64.8 M
JAN 2024

SOURCES: (UNITED NATIONS; LOCAL GOVERNEMENT AUTHORITIES; KEPIO'S ANALYSIS). NOTE: WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. 123.4 K = 123,400), "M" DENOTES MILLIONS (E.G. 123.4 M = 123,400,000), AND "B" DENOTES BILLIONS (E.G. 123.4 B = 123,400,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. COMPARABILITY: SOURCE CHANGES AND BASE REVISIONS: FIGURES MAY NOT CORRELATE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

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AGE DISTRIBUTION OF THE POPULATION THE NUMBER OF PEOPLE IN EACH AGE GROUP, AND ASSOCIATED SHARE OF THE POPULATION

- Age 0-4: 3.31 M (5.1%)
- Age 5-9: 3.86 M (5.7%)
- Age 10-14: 4.01 M (6.2%)
- Age 15-19: 3.94 M (6.1%)
- Age 20-24: 3.69 M (5.7%)
- Age 25-29: 3.64 M (5.6%)
- Age 30-34: 3.74 M (5.8%)
- Age 35-39: 3.99 M (6.2%)
- Age 40-44: 4.14 M (6.4%)
- Age 45-49: 3.99 M (6.2%)
- Age 50-54: 4.33 M (6.7%)
- Age 55-59: 4.17 M (6.4%)
- Age 60-64: 4.01 M (6.2%)
- Age 65-69: 3.76 M (5.8%)
- Age 70-74: 3.60 M (5.5%)
- Age 75-79: 2.89 M (4.5%)
- Age 80-84: 1.80 M (2.8%)
- Age 85-89: 1.34 M (2.1%)
- Age 90-94: 726 K (1.1%)
- Age 95-99: 224 K (0.3%)
- Age 100+: 34.2 K (<0.1%)

Sources: Extrapolation of data published by the United Nations and local government authorities. Notes: Percentage values below each bar represent the respective age group's share of the total population. Where these are shown next to figures above bars, 'M' denotes millions (e.g., '12.3M' = 12,300,000), and 'K' denotes thousands (e.g., '12.3K' = 12,300). Where no letter is present, values are shown as is. Comparability: Source changes and base revisions. Figures may not compare with values published in previous editions.

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FrançaisINTERNET

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DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN EACH KIND OF DEVICE

FRANCE

ANY KIND OF MOBILE PHONE

97.7%

YEAR-ON-YEAR CHANGE

+0.6% (+60 BPS)

GWI.

SMART PHONE

97.2%

YEAR-ON-YEAR CHANGE

+1.0% (+100 BPS)

K.

FEATURE PHONE

5.3%

YEAR-ON-YEAR CHANGE

-19.7% (-130 BPS)

GWI.

LAPTOP OR DESKTOP COMPUTER

74.5%

YEAR-ON-YEAR CHANGE

+1.1% (+80 BPS)

K.

TABLET DEVICE

42.1%

YEAR-ON-YEAR CHANGE

-7.1% (-320 BPS)

GWI.

GAMES CONSOLE
41.4%
YEAR-ON-YEAR CHANGE
+0.2% (+10 BPS)

D.

SMART WATCH OR SMART WRISTBAND
26.5%
YEAR-ON-YEAR CHANGE
+6.4% (+160 BPS)

GW.

TV STREAMING DEVICE
14.2%
YEAR-ON-YEAR CHANGE
-6.0% (-90 BPS)

K.

SMART HOME DEVICE
14.7%
YEAR-ON-YEAR CHANGE
-2.0% (-30 BPS)

GW.

VIRTUAL REALITY DEVICE
4.6%
YEAR-ON-YEAR CHANGE
-13.2% (-70 BPS)

GW.

SOURCE: GWI Q3 2023 | FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTES: PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE. E.G. AN INCREASE OF 50% FROM A STARTING VALUE OF 50% WOULD EQUATE TO 75%, NOT 100%. BPS VALUES REPRESENT BASIS POINTS AND INDICATE ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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MEDIA USE

THE PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH MEDIA TYPE

USING THE INTERNET VIA A MOBILE PHONE

95.8%

Year-on-Year Change

+1.4% (+136 BPS)

USING THE INTERNET VIA A LAPTOP, DESKTOP, OR TABLET

94.6%

Year-on-Year Change

-1.1% (-104 BPS)

USING SOCIAL MEDIA

90.6%

Year-on-Year Change

+0.7% (+61 BPS)

WATCHING LINEAR AND BROADCAST TV

93.7%

Year-on-Year Change

-0.3% (-29 BPS)

WATCHING STREAMING AND ON-DEMAND TV

62.1%

Year-on-Year Change

+0.3% (+17 BPS)

READING ONLINE PRESS CONTENT

66.7%

Year-on-Year Change

-2.2% (-150 BPS)

READING PHYSICAL PRESS CONTENT

60.9%

Year-on-Year Change

-3.9% (-245 BPS)

LISTENING TO BROADCAST RADIO

80.2%

Year-on-Year Change
-1.9% (-151 BPS)

LISTENING TO MUSIC STREAMING SERVICES

55.5%

Year-on-Year Change
+2.7% (+147 BPS)

LISTENING TO PODCASTS

53.9%

Year-on-Year Change
+3.8% (+197 BPS)

SOURCE: GWI Q4 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64 (SEE GWI.COM). NOTES [sic]: PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE IN THE NUMBER OF RESPONDENTS WHO SAY THAT THEY DO EACH ACTIVITY. BPS = BASIS POINTS. 'WATCHING LINEAR AND BROADCAST TV DOES NOT INCLUDE TIME-SHIFTED VIEWING, VIDEO-ON-DEMAND, OR STREAMING TV. PERCENTAGES MAY VARY. READING FIGURES. CONTENT OF SAMPLE SURVEY AND SOCIAL ANALYSIS OF. FIRM GENERALISES. METHODOLOGIES [sic]. ADDITIONAL NOTE READERS +18/13 'THE INTERNET. COMPARE. SPEND CONSUMING EACH MEDIA TYPE, AND THAT DIFFERENCES IN MEDIA USAGE MAY BE SIGNIFICANT EVEN WITH PROMINENT FIGURES SUCH AS THOSE ABOVE.

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FINANCIAL AND DEVELOPMENTAL INDICATORS

WORLD BANK INDICATORS FOR FINANCIAL DEVELOPMENT, ACCESS TO ESSENTIAL SERVICES, AND DEVICE OWNERSHIP

[Flag of France]

- GROSS DOMESTIC PRODUCT (CURRENT U.S. DOLLARS)
\$3.05 TRILLION

PERCENTAGE OF THE POPULATION EARNING LESS THAN \$3.65 (2017 PPP)
PER DAY
0.2%

- GROSS DOMESTIC PRODUCT (PPP, CURRENT INTERNATIONAL DOLLARS)
\$3.87 TRILLION

PERCENTAGE OF THE POPULATION WITH ACCESS TO BASIC DRINKING WATER
100%

- GROSS DOMESTIC PRODUCT PER CAPITA (CURRENT U.S. DOLLARS)
\$46.3 THOUSAND

PERCENTAGE OF THE POPULATION WITH ACCESS TO BASIC SANITATION
98.6%

- GROSS DOMESTIC PRODUCT PER CAPITA (PPP, CURRENT INTERNATIONAL DOLLARS)
\$58.8 THOUSAND

PERCENTAGE OF THE POPULATION WITH ACCESS TO ELECTRICITY
100%

- NET NATIONAL INCOME PER CAPITA (CURRENT U.S. DOLLARS)
\$36.5 THOUSAND

PERCENTAGE OF THE POPULATION THAT OWNS A MOBILE PHONE (ANY TYPE)
86.7%

SOURCES: IMF; WORLD BANK (MOST LATEST PUBLISHED DATA UP TO 2021).
DEFINITIONS: \$3.65 (2017 PPP) REFLECTS LOCAL PURCHASING POWER PARITY, BASED ON THE WORLD BANK'S 2017 EXCHANGE RATES. BASIC DRINKING WATER: PERCENTAGE OF THE TOTAL POPULATION USING IMPROVED DRINKING WATER FROM AN IMPROVED SOURCE, PROVIDED COLLECTION TIME IS NOT MORE THAN 30 MINUTES FOR A ROUND TRIP. BASIC SANITATION: PERCENTAGE OF THE TOTAL POPULATION USING IMPROVED SANITATION FACILITIES THAT ARE NOT SHARED WITH OTHER HOUSEHOLDS. COMPARABILITY: FIGURES LIKE-LIKE COMPARISONS THROUGH THE TIME ARE NOT AVAILABLE. DATA FOR REGIONAL AND/OR NATIONAL VALUES WILL BE NOT MATCH VALUES AS SHOWN ELSEWHERE IN THIS REPORT.

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[Icons for sharing and translation tools.]Voici la retranscription textuelle de l'image :

JAN 2024
DAILY TIME SPENT WITH MEDIA
THE AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES

Time spent using the internet

5H 22M

Year-on-year change: -1.4% (-4 mins)

Time spent watching television (broadcast and streaming)

3H 23M

Year-on-year change: -3.7% (-7 mins)

Time spent using social media

1H 48M

Year-on-year change: -5.7% (-6 mins)

Time spent reading press media (online and physical print)

1H 06M

Year-on-year change: -14.7% (-11 mins)

Time spent listening to music streaming services

1H 11M

Year-on-year change: -5.7% (-4 mins)

Time spent listening to broadcast radio

0H 58M

Year-on-year change: -7.1% (-4 mins)

Time spent listening to podcasts

0H 33M

Year-on-year change: -8.3% (-2 mins)

Time spent using a games console

1H 00M

Year-on-year change: +1.4% (+1 min)

Source: GWI Q4 2023 figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.com. Note: People may consume different media concurrently. Television includes time spent watching broadcast and cable television and time spent watching video on-demand services. Press includes both online and physical print media. Broadcast radio does not include internet radio. Comparability: Methodology changes mean that figures are not comparable to previous years.

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---JAN 2024

OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE

TOTAL NUMBER OF INTERNET USERS

60.80 MILLION

INTERNET USERS vs. TOTAL POPULATION

93.8%

YEAR-ON-YEAR CHANGE IN TOTAL INTERNET USERS

+0.2%

+120 THOUSAND

YEAR-ON-YEAR CHANGE IN INTERNET USERS vs. POPULATION

0%

[UNCHANGED]

INDEXED INTERNET ADOPTION vs. GLOBAL AVERAGE

141.8

PERCENTAGE OF INTERNET USERS ACCESSING VIA MOBILE PHONES

94.0%

AVERAGE DAILY TIME SPENT USING THE INTERNET

5H 22M

YEAR-ON-YEAR CHANGE IN DAILY TIME SPENT USING THE INTERNET

-1.4%

-4 MINS

FRANCE

SOURCES: KEPLOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; CIA WORLD FACTBOOK; GWI; ONIN; KANTAR; & IAMAI LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS; TIME SPENT AND MOBILE SHARE DATA FROM GWS Q4 2023: BASED ON A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM/ADVISORY; FIGURES FOR INTERNET USER GROWTH MAY UNDER-REPRESENT ACTUAL TRENDS. SEE NOTES ON DATA COMPARABILITY, SOURCE AND BASE CHANGES.

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INTERNET USER PERSPECTIVES
INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES

Internet Users: ITU
55.31 MILLION
vs. Population
85.3%

Internet Users: CIA World Factbook
55.90 MILLION
vs. Population
86.2%

Internet Users: InternetWorldStats
60.42 MILLION
vs. Population
93.2%

SOURCES: AS STATED ABOVE EACH ICON. NOTES: WHERE SOURCES PUBLISH INTERNET ADOPTION AS A PERCENTAGE OF PENETRATION, WE COMPARE THE LATEST PUBLISHED ADOPTION RATES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE ABSOLUTE USER NUMBERS; WHERE SOURCES PUBLISH ABSOLUTE USER NUMBERS, WE COMPARE THESE ABSOLUTE USER FIGURES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE VALUES FOR '% OF POPULATION'. COMPARABILITY: POTENTIAL MISMATCHES: INTERNET USER FIGURES QUOTED ELSEWHERE IN THIS REPORT ARE BASED ON DATA FROM MULTIPLE SOURCES, INCLUDING SOURCES NOT LISTED ON THIS SLIDE.

*Digital 2024 France*** JAN 2024**

INTERNET USE OVER TIME (YOY)
NUMBER OF INDIVIDUALS USING THE INTERNET, AND YEAR-ON-YEAR CHANGE

JAN 2014	JAN 2015	JAN 2016	JAN 2017	JAN 2018	JAN 2019	
JAN 2020	JAN 2021	JAN 2022	JAN 2023	JAN 2024		
-----	-----	-----	-----	-----	-----	-----
-----	-----	-----				
54.4M	55.6M	55.9M	56.5M	57.4M	58.3M	58.4M
59.7M	59.3M	60.7M	60.8M			
+2.2%	+0.6%	+1.0%	+1.5%	+1.7%	+0.2%	
+2.3%	-0.8%	+2.3%	+0.2%			

****SOURCES:**** KPCOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CINIC; KANTAR & IMAR; GOVERNMENT RESOURCES; UNITED NATIONS. ****NOTE:**** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE, SEE DOCUMENT FOR DETAILS ON HOW FIGURES WERE ESTIMATED. 1 = U.N. 2020 & 2021; 2 = KPCOS ANALYSIS; 3 = EU 2021; 4 = FROM SOURCES LIS. ALL FIGURES REPRESENT THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES FOR RECENT PERIODS MAY UNDERREPRESENT ACTUAL USE. ****SEE NOTES ON DATA****.

! [28 Digital 2024 France] (#)

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****français**** [icons]

****we are social**** ****Meltwater****

Voici la retranscription textuelle de l'image :

JAN 2024

DAILY TIME SPENT USING THE INTERNET

AMOUNT OF TIME THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY

Ø<ÝëØ<Ý÷ FRANCE

DAILY TIME SPENT USING THE INTERNET ACROSS ALL DEVICES

5H 22M

TIME SPENT USING THE INTERNET ON MOBILE PHONES

2H 34M

TIME SPENT USING THE INTERNET ON COMPUTERS AND TABLETS

2H 47M

MOBILE'S SHARE OF TOTAL DAILY INTERNET TIME

47.9%

Source: GWI (Q3 2021) Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.COM Comparability: Methodology changes. See notes on data.

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JAN 2024

INTERNET ADOPTION RATE OVER TIME (YOY)
NUMBER OF INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL
POPULATION, AND YEAR-ON-YEAR RELATIVE CHANGE

JAN 2014

85.7%

+1.8%

JAN 2015

87.3%

+0.3%

JAN 2016

87.5%

+0.8%

JAN 2017

88.2%

+1.3%

JAN 2018

89.3%

+1.5%

JAN 2019

90.6%

0%

JAN 2020

90.6%

****+2.2%****

****JAN 2021****

92.6%

**** -0.9%****

****JAN 2022****

91.8%

****+2.1%****

****JAN 2023****

93.8%

****0%****

****JAN 2024****

93.8%

****SOURCES:****

*KFPG ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CHINC; KANTAR & IMMAR; GOVERNMENT RESOURCES; UNITED NATIONS

****NOTES:****

*DATA IS FOR PERIODS OF 12 MONTHS; WE USE DATA FROM THE MOST RECENT REPORTED PERIOD IN EACH INSTANCE; COMPARABILITY: GUIDES SHOW THE RELATIVE CHANGES IN INTERNET ADOPTION - THE DATA REFERS TO THE PERCENT OF THE TOTAL POPULATION USING THE INTERNET; WE PREFER PERCENTAGES FROM THE LATEST UPDATES; ALL FIGURES USE THE RELATIVE CHANGE DATA, BUT SOME SOURCES MAY NOT PUBLISH EXPLICIT CHANGE STATS, FIGURES FOR SOME COUNTRIES MAY REPRESENT ACTUAL ADOPTION INSTEAD OF AN ESTIMATION.

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****LANGUAGE:**** Français (French)

****PUBLISHERS:****

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****PUBLICATION TITLE:****

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MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE THE INTERNET

1. FINDING INFORMATION - 69.1%
2. STAYING IN TOUCH WITH FRIENDS AND FAMILY - 61.4%
3. KEEPING UP TO DATE WITH NEWS AND EVENTS - 60.2%
4. RESEARCHING HOW TO DO THINGS - 59.5%
5. ACCESSING AND LISTENING TO MUSIC - 51.7%
6. RESEARCHING PLACES, VACATIONS AND TRAVEL - 50.7%
7. WATCHING VIDEOS, TV SHOWS OR MOVIES - 46.0%
8. FINDING NEW IDEAS OR INSPIRATION - 45.2%
9. FILLING UP SPARE TIME AND GENERAL BROWSING - 45.0%
10. RESEARCHING PRODUCTS AND BRANDS - 41.1%
11. MANAGING FINANCES AND SAVINGS - 40.6%
12. RESEARCHING HEALTH ISSUES AND HEALTHCARE PRODUCTS - 34.1%
13. BUSINESS-RELATED RESEARCH - 31.9%
14. GAMING - 30.3%
15. ORGANISING DAY-TO-DAY LIFE - 24.4%

SOURCE: GWI (Q3 2023) FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

Digital 2024 France - 32 sur 135 JAN 2024 INTERNET CONNECTION SPEEDS MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET CONNECTIONS

MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS

Download (Mbps): 79.60

Upload (Mbps): 7.85

Latency (ms): 30

YEAR-ON-YEAR CHANGE IN MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS

Download: +33.4%

Upload: +6.1%

Latency: -6.3%

MEDIAN SPEED OF FIXED INTERNET CONNECTIONS

Download (Mbps): 207.41

Upload (Mbps): 157.77

Latency (ms): 10

YEAR-ON-YEAR CHANGE IN MEDIAN SPEED OF FIXED INTERNET CONNECTIONS

Download: +38.0%
Upload: +46.8%
Latency: -9.1%

SOURCE: OOKLA, NOTE: Figures represent median download and upload speeds in megabits per second, and median connection latency in milliseconds in November 2023.

TIP: A negative value for year-on-year change in latency represents an improvement, because lower latency should result in faster content delivery.

Logos: we are social | OOKLA | Meltwater

Flag: FRANCE

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****JAN 2024****

SHARE OF WEB TRAFFIC BY DEVICE

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING
ON EACH KIND OF DEVICE

****Mobile Phones****

49.08%

YEAR-ON-YEAR CHANGE

-9.4% (-510 BPS)

****Laptop and Desktop Computers****

48.02%

YEAR-ON-YEAR CHANGE

+11.7% (+502 BPS)

****Tablet Devices****

2.84%

YEAR-ON-YEAR CHANGE

+3.3% (+9 BPS)

****Other Devices****

0.06%

YEAR-ON-YEAR CHANGE

-14.3% (-1 BP)

[En bas à gauche]

Source: Statcounter. Notes: Figures represent the number of web pages served to browsers running on each type of device compared with the total number of web pages served to browsers running on any device in December 2023. Percentage change figures represent the change in % year-on-year. BPS (basis points) are a unit of measure. 100 basis points = 1 percent point. For example: a change of 50 BPS would equal 0.5%. And "-1 BP" would represent basis points, and indicates the absolute change. Figures may not sum to 100 due to rounding.

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Icons (left to right): desktop computer, laptop, tablet, smartphone, search, translate, and download, followed by the word "français"

Logo: We Are Social

Logo: MeltwaterJan 2024

Mobile's Share of Web Traffic (YoY)

Percentage of Total Web Pages served to web browsers running on mobile phones

Flag of France (France)

Bars representing web traffic by percentage for each year:

- Dec 2013: 8.77%
- Change: +158%
- Dec 2014: 22.65%
- Change: -13.7%
- Dec 2015: 19.54%
- Change: +16.1%
- Dec 2016: 22.69%
- Change: +48.8%
- Dec 2017: 33.76%
- Change: -2.5%
- Dec 2018: 32.91%
- Change: +30.3%
- Dec 2019: 42.88%
- Change: +5.8%
- Dec 2020: 45.35%
- Change: +7.8%
- Dec 2021: 48.87%
- Change: +10.9%
- Dec 2022: 54.18%
- Change: -9.4%
- Dec 2023: 49.08%

Source: StatCounter. Notes: Figures represent the number of web pages served to web browsers running on mobile phones compared with the total number of web pages served to web browsers running on any device. Percentage change values in the white circles represent relative change (i.e. an increase of 20% from a starting value of 30% would equal 6%, not 10%).

Logos: We Are Social, Meltwater

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Icons: Navigation, settings, view options (thumbnails and full screen), language setting (Français).JAN 2024

SHARE OF WEB TRAFFIC BY BROWSER PERCENTAGE OF TOTAL WEB PAGES SERVED TO EACH BRAND OF WEB BROWSER RUNNING ON ANY DEVICE

CHROME: 59.2%
SAFARI: 19.9%
FIREFOX: 9.3%
EDGE: 5.1%
SAMSUNG INTERNET: 2.8%
OPERA: 1.9%
UC BROWSER: 0.5%
OTHERS: 1.2%

Source: StatCounter

Notes: Figures represent the number of page views served to each browser as a percentage of total page views served to web browsers running on any kind of device in December 2023.

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Language: français (with flag of France).Texte de l'image retranscrit :

****JAN 2024****

****DEVICES USED TO ACCESS THE INTERNET****

****PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH KIND OF
DEVICE TO ACCESS THE INTERNET****

****France****

****MOBILE PHONE (ANY)****

- 94.0%
- YEAR-ON-YEAR CHANGE
- +6.1% (+540 BPS)

****LAPTOP OR DESKTOP (ANY)****

- 77.2%
- YEAR-ON-YEAR CHANGE
- +0.1% (+10 BPS)

****SMART PHONE****

- 91.9%
- YEAR-ON-YEAR CHANGE
- +5.6% (+490 BPS)

****FEATURE PHONE****

- 3.8%
- YEAR-ON-YEAR CHANGE
- -20.8% (-100 BPS)

****TABLET DEVICE****

- 33.1%
- YEAR-ON-YEAR CHANGE
- -6.0% (-210 BPS)

****PERSONAL LAPTOP OR DESKTOP****

- 68.8%
- YEAR-ON-YEAR CHANGE
- -3.5% (-250 BPS)

****WORK LAPTOP OR DESKTOP****

- 21.8%
- YEAR-ON-YEAR CHANGE
- -8.4% (-200 BPS)

****CONNECTED TELEVISION****

- 25.6%
- YEAR-ON-YEAR CHANGE
- +0.4% (+10 BPS)

****SMART HOME DEVICE****

- 14.0%
- YEAR-ON-YEAR CHANGE
- +9.4% (+120 BPS)

****GAMES CONSOLE****

- 18.4%

- YEAR-ON-YEAR CHANGE
- +8.9% (+150 BPS)

SOURCE: GWI Q4 2023

FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64, SEE GWI.COM/FAQS FOR DETAILS. NOTES: "MOBILE PHONE (ANY)" INCLUDES USERS WHO ACCESS VIA A SMARTPHONE OR FEATURE PHONE; "LAPTOP OR DESKTOP (ANY)" INCLUDES USERS WHO ACCESS VIA EITHER WORK OR PERSONAL COMPUTER; "CONNECTED TELEVISION INCLUDES BOTH SMART TV AND OTHER INTERNET-CONNECTED TV DEVICES; "SMART HOME DEVICE" INCLUDES DEVICES SUCH AS AMAZON ECHO OR GOOGLE HOME; PERCENTAGE CHANGE VALUES REFLECT RELATIVE CHANGE; "BPS" VALUES SHOW THE CHANGE IN BASIS POINTS, AND REFLECT ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGED; SEE NOTES ON DATA.

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Digital 2024 France

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---Voici la retranscription textuelle de l'image:

JAN 2024

TOP TYPES OF WEBSITES VISITED AND APPS USED

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE VISITED OR USED EACH KIND OF DIGITAL PROPERTY IN THE PAST MONTH

1. Social Networks - 92.3%
2. Chat and Messaging - 88.3%
3. Search Engines or Web Portals - 87.1%
4. Shopping, Auctions, or Classifieds - 76.8%
5. Maps, Parking, or Location-Based Services - 64.3%
6. Weather - 58.2%
7. Email - 47.5%
8. Music - 41.8%
9. News - 35.3%
10. Banking, Investing, or Insurance - 33.6%
11. Games - 33.0%
12. Entertainment - 28.5%

- 13. Travel - 25.8%
- 14. Sports - 23.9%
- 15. Coupons, Deals, or Price Comparisons - 21.5%

****SOURCE:**** GWI (Q3 2023) FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY METHODOLOGY CHANGES: SEE NOTES ON DATA.

Logos présents dans l'image :

- We Are Social
- Meltwater
- GWI

Cette transcription retranscrit les données et le contenu de l'image de manière textuelle.JAN 2024

SHARE OF SEARCH ENGINE REFERRALS

PERCENTAGE OF TOTAL WEB TRAFFIC REFERRED BY SEARCH ENGINES THAT ORIGINATED FROM EACH SEARCH SERVICE

FRANCE

GOOGLE: 91.2%
BING: 4.7%
YAHOO!: 1.3%
YANDEX: 0.8%
ECOSIA: 0.7%
DUCKDUCKGO: 0.5%
BAIDU: 0.2%
OTHERS: 0.6%

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF PAGE VIEW REFERRALS ORIGINATING FROM EACH SERVICE AS A PERCENTAGE OF TOTAL PAGE VIEW REFERRALS ORIGINATING FROM SEARCH ENGINES IN DECEMBER 2023. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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françaisJAN 2024
ACCESSING ONLINE INFORMATION

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN EACH KIND OF ONLINE ACTIVITY

- USE A SEARCH ENGINE (E.G. GOOGLE, BING, DUCKDUCKGO) EACH MONTH:
87.1%
- USE VOICE ASSISTANTS (E.G. SIRI, GOOGLE ASSISTANT) TO FIND INFORMATION EACH WEEK:
13.2%
- VISIT SOCIAL NETWORKS TO LOOK FOR INFORMATION ABOUT BRANDS AND PRODUCTS:
32.1%
- USE IMAGE SEARCH TOOLS (E.G. GOOGLE LENS, PINTEREST LENS) ON MOBILE EACH MONTH:
10.9%
- SCAN A QR CODE ON A MOBILE PHONE EACH MONTH:
35.3%
- USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES EACH WEEK:
29.6%

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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we are social

Meltwater#### JAN 2024 TOP GOOGLE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023

Search Query | Index vs. Top Query

1. MÉTÉO - 100
2. TV - 69
3. MÉTÉO - 67
4. GOOGLE - 63
5. TRADUCTION - 63

6. PROGRAMME TV - 47
7. FACEBOOK - 46
8. YOUTUBE - 41
9. AMAZON - 39
10. RESTAURANT - 38

Search Query | Index vs. Top Query

11. BON COIN - 37
12. LE BON COIN - 35
13. ORANGE - 30
14. GMAIL - 22
15. ENT - 21
16. LECLERC - 21
17. FREE - 19
18. GOOGLE TRADUCTION - 18
19. YAHOO - 18
20. CRÉDIT AGRICOLE - 18

****Source****: Google Trends, based on searches conducted between 01 January 2023 and 31 December 2023.

****Notes****: Any spelling errors or language inconsistencies in search queries are as reported by Google Trends and are shown "as is" to enable readers to identify potential changes in how people use language in digital environments. Google does not publish absolute search volumes, but the index of "top query" compares relative search volumes for each query compared with the search volume of the top query.

****Advisory****: Google Trends uses dynamic sampling, so rank order and index values may vary depending on when the tool is accessed, both for the same search query and query time period.

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Logos: We Are Social, MeltwaterJAN 2024

TOP WEBSITES: SIMILARWEB RANKING

SIMILARWEB'S RANKING OF THE MOST VISITED WEBSITES, BASED ON
WEBSITE TRAFFIC BETWEEN DECEMBER 2022 AND NOVEMBER 2023

FRANCE

# WEBSITE AVERAGE	TOTAL	UNIQUE	AVERAGE
----------------------	-------	--------	---------

	VISITS (MONTHLY AVG.)	VISITORS (MONTHLY AVG.)	TIME PER VISIT	PAGES PER VISIT
01 GOOGLE.COM	2.25 B	483.8 M	11M 19S	8.9
02 YOUTUBE.COM	738 M	32.5 M	19M 32S	10.9
03 FACEBOOK.COM	446 M	26.0 M	9M 45S	8.1
04 GOOGLE.FR	211 M	14.1 M	8M 33S	11.9
05 ORANGE.FR	175 M	17.4 M	7M 41S	7.4
06 WIKIPEDIA.ORG	154 M	24.1 M	3M 57S	3.0
07 AMAZON.FR	151 M	23.8 M	7M 23S	9.6
08 TWITTER.COM	144 M	19.3 M	11M 08S	10.3
09 INSTAGRAM.COM	125 M	20.5 M	7M 03S	10.7
10 LEBONCOIN.FR	123 M	12.8 M	11M 25S	10.8

# WEBSITE AVERAGE	TOTAL	UNIQUE	AVERAGE	
	VISITS (MONTHLY AVG.)	VISITORS (MONTHLY AVG.)	TIME PER VISIT	PAGES PER
VISIT				
11 PORNHUB.COM	114 M	14.8 M	9M 35S	9.9
12 YAHOO.COM	101 M	8.62 M	8M 23S	5.8
13 LEMONDE.FR	98.7 M	14.6 M	7M 03S	3.4
14 LIVE.COM	98.2 M	7.11 M	8M 37S	9.2
15 LEFIGARO.FR	96.4 M	18.2 M	3M 45S	2.7
16 PROGRAMME-TV.NET	93.5 M	15.1 M	4M 01S	2.3
17 OUEST-FRANCE.FR	85.6 M	18.1 M	3M 06S	2.4
18 BFMTV.COM	75.3 M	14.9 M	2M 28S	2.1
19 LEQUIPE.FR	63.4 M	7.12 M	3M 10S	3.6
20 LINKEDIN.COM	63.2 M	9.22 M	7M 12S	6.9

SOURCE: SIMILARWEB. RANKING AND VALUES BASED ON TRAFFIC BETWEEN DECEMBER 2022 AND NOVEMBER 2023. NOTES: VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT INTERNET ACCESSING EACH SITE, BUT MAY NOT REPRESENT INDIVIDUALS. SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. VALUES FOR "TOTAL VISITS" AND "UNIQUE VISITORS" BASED ON 4-WEEK PERIOD ENDING 27 NOV 2023. WE EXCLUDE ANY TRAFFIC THAT SIMILARWEB CATEGORIZES AS "BOTTOMS-UP MEASUREMENT." SITE AND PLATFORM INCLUSIONS AND VALUES ARE BASED ON THE TRAFFIC TO THE REGISTERED URL AS DEFINED BY EACH DOMAIN IN THE SIMILARWEB PLATFORM. VISITS AND TIME INCLUDES ANY TRAFFIC FROM EITHER BROWSERS OR APPS. AVERAGE TIME CALCULATED AS HOURS, MINUTES, SECONDS. ADVISORY: SOME SITES APPEARING IN THIS RANKING MAY CONTAIN ADULT CONTENT, IMAGES, NAMES, OR OTHER OFFENSIVE CONTENT. READERS SHOULD AVOID VISITING UNKNOWN DOMAINS.

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we are social
BY Meltwater Jan 2024

TV CONSUMPTION AND STREAMING

Exploring the TV viewing behaviours of internet users aged 16 to 64

Ø<ÝëØ<Ý÷ (France)

Percentage of internet users who watch any kind of TV each month
%¶ 97.8%

Year-on-year change in internet users who watch any kind of TV
+\$ 0%
[UN CHANGED]

Daily time that internet users spend watching any kind of TV
#ð 3H 23M

Year-on-Year change in daily TV viewing time (all forms of content delivery)
+\$ -3.7%
-7 mins

Internet users who stream TV content vs. internet users who watch any kind of TV
%¶ 91.2%

Daily time spent watching TV content streamed over the internet
#ð 0H 56M

Year-on-year change in daily time spent watching streaming TV content
+\$ -6.1%
-3 mins

Time spent watching streaming TV content as a percentage of total TV time
&– 27.5%

Source: GWI !9 (Q3 2023). Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.COM. Comparability methodology changes: see Notes on Data.

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We Are Social Ø=Ü; MeltwaterJAN 2024
WATCHING ONLINE VIDEO CONTENT
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH EACH KIND
OF VIDEO CONTENT VIA THE INTERNET EACH WEEK
FRANCE

ANY KIND OF VIDEO
85.0%
YOY: -0.8% (-70 BPS)

MUSIC VIDEO
32.2%
YOY: -6.7% (-230 BPS)

COMEDY, MEME, OR VIRAL VIDEO
19.5%
YOY: -4.4% (-90 BPS)

VIDEO LIVESTREAM
19.4%
YOY: -8.5% (-180 BPS)

TUTORIAL OR HOW-TO VIDEO
23.9%
YOY: -11.5% (-310 BPS)

EDUCATIONAL VIDEO
10.5%
YOY: -12.5% (-150 BPS)

PRODUCT REVIEW VIDEO
10.2%
YOY: -11.3% (-130 BPS)

SPORTS CLIP OR HIGHLIGHTS VIDEO
15.8%
YOY: -1.3% (-20 BPS)

INFLUENCER VIDEOS AND VLOGS
15.0%
YOY: -12.3% (-210 BPS)

GAMING VIDEO
17.6%
YOY: +3.5% (+60 BPS)

SOURCE: GWI (Q4 2023 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM/QUOTED. NOTES: "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE PERCENTAGE CHANGE VALUES REPRESENT THE CHANGE IN THE NUMBER OF ADULTS PERFORMING A STATED ACTIVITY. IF 10% OF 2023 PERFORMING THE ACTIVITY IN 2024 THE YOY WOULD APPEAR AS 0%, NOT +10%. "BPS" VALUES REPRESENT BASIS POINTS AND INDICATE THE ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES SEE.)

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We Are Social

MeltwaterSure, voici la transcription textuelle de l'image :

JAN 2024

TOP WEBSITES: SEMRUSH RANKING

SEMRUSH'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
---	-----	-----	-----	-----	-----
01	GOOGLE.COM	4.33 B	2.27 M	20M	
53S		3.3			
02	YOUTUBE.COM	2.33 B	132 M	33M	
14S		5.2			
03	FACEBOOK.COM	459 M	74.1 M	23M	
26S		2.5			
04	VOIRANIME.COM	434 M	29.3 M	34M	
49S		3.7			
05	PORNHUB.COM	424 M	52.4 M	9M	
44S		7.4			
06	AMAZON.FR	248 M	56.8 M	12M	
04S		4.9			
07	WIKIPEDIA.ORG	246 M	53.9 M	10M	
54S		1.8			
08	GOOGLE.FR	232 M	28.6 M	15M	
42S		3.5			
09	ANIME-SAMA.FR	171 M	15.6 M	14M	
35S		2.3			
10	JAPSCAN.LOL	170 M	7.87 M	27M	

03S | 5.0

| WEBSITE | TOTAL VISITS (MONTHLY AVE.) | UNIQUE VISITORS
(MONTHLY AVE.) | AVERAGE TIME PER VISIT | AVERAGE PAGES PER VISIT

----- ----- ----- ----- -----					

11	LEBONCOIN.FR	164 M	31.1 M	17M	
37S		2.6			
12	BING.COM	161 M	28.3 M	14M 12S	
		2.9			
13	INSTAGRAM.COM	157 M	42.0 M	18M	
56S		2.0			
14	YAHOO.COM	152 M	20.0 M	20M	
47S		3.3			
15	TWITTER.COM	141 M	36.5 M	9M	
15S		4.3			
16	XVVIDEOS.COM	114 M	21.3 M	13M	
00S		8.3			
17	LEMONDE.FR	110 M	19.5 M	19M	
01S		2.5			
18	TIKTOK.COM	110 M	32.6 M	9M	
28S		1.8			
19	LEQUIPE.FR	103 M	11.3 M	4M 33S	
		1.5			
20	WEATHER.COM	93.6 M	25.3 M	6M	
17S		1.5			

SOURCE: SEMRUSH FIGURES REPRESENT TRAFFIC VALUES BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. NOTE: VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT INTERNET ACCESSING PEOPLE BUT MAY NOT REPRESENT INDIVIDUALS AS SOME PEOPLE MAY USE MULTIPLE DEVICES. SOME WEBSITES FIGURES BEGINNING "XN" ARE IN ENGLISH; FIGURES BEGINNING "JB" ARE IN FRENCH; FIGURES BEGINNING "AP" REPRESENT POLYNESIAN ISLANDS AND SOME OTHERS ARE AMBIGUOUS; SOME WEBSITES PRESENTED IN THIS RANKING MAY CONTAIN ADULT CONTENT, VIRUSES, MALWARE OR OFFENSIVE CONTENT. READERS SHOULD AVOID VISITING UNKNOWN DOMAINS. COMPARABILITY: SOURCE METHODOLOGY CHANGES.

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MOST STREAMED CONTENT ON NETFLIX

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON NETFLIX FOR FULL-YEAR 2023

JAN 2024

FRANCE

MOST STREAMED MOVIES ON NETFLIX

1. **GLASS ONION: A KNIVES OUT MYSTERY** - Index: 100
2. **AKA** - Index: 89
3. **MINIONS: THE RISE OF GRU** - Index: 85
4. **SING 2** - Index: 84
5. **LEAVE THE WORLD BEHIND** - Index: 82
6. **WINGWOMEN** - Index: 80
7. **EXTRACTION 2** - Index: 78
8. **THE BAD GUYS** - Index: 78
9. **THE GRINCH** - Index: 75
10. **HEART OF STONE** - Index: 75

MOST STREAMED TV SHOWS ON NETFLIX

1. **THE NIGHT AGENT** - Index: 100
2. **THE WITCHER** - Index: 99
3. **LUPIN** - Index: 89
4. **GINNY & GEORGIA** - Index: 88
5. **YOU** - Index: 73
6. **ONE PIECE** - Index: 71
7. **LIEBES KIND** - Index: 70
8. **THE LINCOLN LAWYER** - Index: 69
9. **TERZI** - Index: 69
10. **TAPIE** - Index: 64

****SOURCE:**** FLIXPATROL.COM. NOTES: THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED ON FLIXPATROL'S ANALYSIS OF VIEWING ACTIVITY FOR FULL-YEAR 2023. "INDEX" VALUES CONTINUE THE FLIXPATROL "POINTS" VALUE FOR EACH TITLE IN THE

FLIXPATROL "POINTS" VALUE OF THE TOP-RANKED TITLE IN EACH PLATFORM'S RANKINGS.

****Page 46 of 135****

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We Are Social / MeltwaterVoici la retranscription textuelle de l'image fournie :

****JAN 2024****

****MOST STREAMED CONTENT ON DISNEY+****

****FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON DISNEY+ FOR FULL-YEAR 2023****

MOST STREAMED MOVIES ON DISNEY+

#	MOVIE NAME	INDEX
01	MOANA	100
02	FROZEN	31
03	ENCANTO	21
04	FROZEN II	18
05	AVATAR	17
06	STRANGE WORLD	14
07	SPIDER-MAN: INTO THE SPIDER-VERSE	12
08	TURNING RED	11
09	HOME ALONE	11
10	PETER PAN & WENDY	10

MOST STREAMED TV SHOWS ON DISNEY+

#	TV SHOW NAME	INDEX
01	GREY'S ANATOMY	100
02	THE SIMPSONS	92
03	DESPERATE HOUSEWIVES	84
04	MALCOLM IN THE MIDDLE	63
05	CRIMINAL MINDS	41
06	MODERN FAMILY	36
07	THE MANDALORIAN	20
08	AHSOKA	13
09	HPI	13
10	LOKI	12

Notes:

* SOURCE: FLIXPATROL, SEE FLIXPATROL.COM.

* THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED ON FLIXPATROL'S ANALYSIS OF VIEWING ACTIVITY FOR FULL-YEAR 2023. "INDEX" VALUES COMPARE THE FLIXPATROL "POINTS" VALUE FOR EACH TITLE TO THE FLIXPATROL "POINTS" VALUE OF THE TOP-RANKED TITLE IN EACH PLATFORM'S RANKING.

* Logos and icons: we are social, Meltwater

* Page indicator: Digital 2024 France - 47 sur 135

* Language option: français

* Navigation icons

---JAN 2024

ONLINE AUDIO

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH KIND OF AUDIO CONTENT VIA THE INTERNET EACH WEEK

Watch or listen to online music videos

32.2%

Year-on-year change

-6.7% (-230 BPS)

Listen to music streaming services

35.0%

Year-on-year change

+1.7% (+60 BPS)

Listen to online radio shows or stations

19.8%

Year-on-year change

-7.5% (-160 BPS)

Listen to podcasts

15.8%

Year-on-year change

+9.7% (+140 BPS)

Listen to audio books

6.4%

Year-on-year change

-15.8% (-120 BPS)

SOURCE: GWI Q3 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTES: YEAR-ON-

YEAR CHANGE VALUES REPRESENT THE RELATIVE CHANGE IN A PERCENTAGE OF 7%. FROM A STARTING VALUE OF 50%. WOULD EQUAL 0.07. NOT 7%. BPS VALUES REPRESENT THE ABSOLUTE CHANGE IN BASIS POINTS. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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Français icon** JAN 2024 MOST STREAMED CONTENT ON AMAZON PRIME**
FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON AMAZON PRIME VIDEO FOR FULL-YEAR 2023

MOST STREAMED MOVIES ON AMAZON PRIME VIDEO:

#	MOVIE NAME	INDEX
01	CULPA MÍA	100
02	MEDELLÍN	39
03	OPÉRATION FORTUNE: RUSE DE GUERRE	38
04	BEAUTIFUL DISASTER	34
05	WRATH OF MAN	33
06	SPIDER-MAN: NO WAY HOME	29
07	SENTINELLE	27
08	SHOTGUN WEDDING	26
09	NO TIME TO DIE	25
10	UNCHARTED	23

MOST STREAMED TV SHOWS ON AMAZON PRIME VIDEO:

#	TV SHOW NAME	INDEX
01	LOL: QUI RIT, SORT !	100
02	THE LAST OF US	87
03	THE SUMMER I TURNED PRETTY	64
04	TOM CLANCY'S JACK RYAN	49
05	THE WHEEL OF TIME	46
06	REACHER	46
07	GEN V	42
08	THE LORD OF THE RINGS: THE RINGS OF POWER	40
09	CITADEL	39
10	CARNIVAL ROW	33

Sources:

- FLIXPATROL: SEE FLIXPATROL.COM

- NOTES: THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED ON FLIXPATROL'S ANALYSIS OF VIEWING ACTIVITY FOR FULL-YEAR 2023. "INDEX" VALUES COMPARE THE PLATFORM "POINTS" VALUE OF THE TITLE TO THE PLATFORM "POINTS" VALUE OF THE TOP-RANKED ITEM IN EACH PLATFORM'S RANKING.

****Footer:****

MELTWATER and *We Are Social* logos

****Digital 2024 France 48 sur 135**** Sure, here is the textual transcription of the image:

****JAN 2024****

****DEVICES USED TO PLAY VIDEO GAMES****

****PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PLAY VIDEO GAMES ON EACH KIND OF DEVICE****

****Any Device****

84.0%

YOY: +4.0% (+320 BPS)

****Smartphone** (GWI)**

60.4%

YOY: +4.9% (+280 BPS)

****Laptop or Desktop****

29.8%

YOY: -9.7% (-320 BPS)

****Games Console** (GWI)**

39.0%

YOY: +11.1% (+390 BPS)

****Tablet****

22.4%

YOY: +7.7% (+160 BPS)

****Hand-Held Gaming Device****

20.7%

YOY: +20.3% (+350 BPS)

****Media Streaming Device** (GWI, KANTAR)**

6.8%

YOY: +36.0% (+180 BPS)

****Virtual Reality Headset****

4.8%

YOY: -9.4% (-50 BPS)

****SOURCE:****

GWQI Q4 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTES: "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE. AN INCREASE OF 30% FROM A STARTING VALUE OF 10% WOULD EQUAL 13%, NOT 40%. "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA

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****we are social** **Meltwater****

Flag: FranceJAN 2024

SMART HOME MARKET OVERVIEW

(VALUE OF THE MARKET FOR SMART HOME DEVICES (U.S. DOLLARS))

NUMBER OF HOMES WITH SMART HOME DEVICES

7.05 MILLION

YEAR-ON-YEAR CHANGE

+17.3% (+1.10 MILLION)

TOTAL ANNUAL VALUE OF THE SMART HOME DEVICES MARKET

\$3.10 BILLION

YEAR-ON-YEAR CHANGE

+25.0% (+\$620 MILLION)

VALUE OF SMART HOME APPLIANCES MARKET

\$1.30 BILLION

YEAR-ON-YEAR CHANGE

+27.5% (+\$280 MILLION)

VALUE OF SMART HOME CONTROL & CONNECTIVITY DEVICE MARKET

\$590.0 MILLION

YEAR-ON-YEAR CHANGE

+28.3% (+\$130 MILLION)

VALUE OF SMART HOME SECURITY DEVICE MARKET

\$350.0 MILLION

YEAR-ON-YEAR CHANGE

+25.0% (+\$70 MILLION)

VALUE OF SMART HOME ENTERTAINMENT DEVICE MARKET

\$340.0 MILLION

YEAR-ON-YEAR CHANGE

+13.3% (+\$40 MILLION)

VALUE OF SMART HOME COMFORT & LIGHTING MARKET

\$340.0 MILLION

YEAR-ON-YEAR CHANGE

+25.9% (+\$70 MILLION)

VALUE OF SMART HOME ENERGY MANAGEMENT MARKET

\$180.0 MILLION

YEAR-ON-YEAR CHANGE

+20.0% (+\$30 MILLION)

SOURCE statista DIGITAL MARKET OUTLOOK: SEE [statista.com](https://www.statista.com) NOTES: "SMART HOME DEVICES" INCLUDE DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONNECTED. SMART HOME DEVICES INCLUDE INTERNET-CAPABLE HOME APPLIANCE CONNECTIONS, CLIMATE CONTROL, AND LIGHTING SYSTEMS, AND HOME SECURITY CONTROLS AND MONITORS. DUE TO DATA CREATION, ENVIRONMENT WIRELESS DATA SOURCE (E.G., Wi-Fi, BLUETOOTH, GSM), SMART HOME REQUIRES METER CONNECTION NUMBERS THAT CONNECT SERVICES AND SENSORS TO EACH OTHER FOR EDGE COMPUTING AND DATA TO EACH. WE ADVISE TO COMPARE ONLY DIRECT VALUE EFFECTS AND ESTIMATES THAT INDICATE MAIN SUPPLIER AND DISTRIBUTOR ANNUAL REVENUES, BUT DO NOT ACCOUNT FOR DILUTED REVENUES FOR 2023 IN LONG-TERM IMPACTS AND ESTIMATED GROWTH CONSTRAINTS. VALUE ESTIMATES HAVE NO COMPARABILITY (INC DEVELOPED MARKETS)

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USE OF ONLINE FINANCIAL SERVICES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN OR USE EACH KIND OF DIGITAL FINANCIAL SERVICE

[Illustration: Banking icon in green circle]

USE A BANKING, INVESTMENT, OR INSURANCE WEBSITE OR MOBILE APP EACH MONTH

33.6%

YOY: +0.9% (+30 BPS)

[Illustration: Mobile payment icon in blue circle]

USE A MOBILE PAYMENT SERVICE (E.G. APPLE PAY, SAMSUNG PAY) EACH MONTH

17.1%

YOY: +10.3% (+160 BPS)

[Illustration: Cryptocurrency icon in red circle]

OWN ANY FORM OF CRYPTOCURRENCY (E.G. BITCOIN, ETHER)

7.0%

YOY: -9.1% (-70 BPS)

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTES: "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE VALUES REPRESENT THE CHANGE IN PERCENTAGE POINTS, OR P.P., FROM A STARTING VALUE OF 10% WOULD EQUAL 64%, NOT 74%. "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES, SEE NOTES ON DATA.

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AVERAGE ANNUAL REVENUE PER SMART HOME

AVERAGE ANNUAL SPEND ON SMART HOME DEVICES PER SMART HOME (U.S. DOLLARS)

Penetration of Smart Home Devices:

23.1%

Year-on-Year Change: +16.5% (+328 BPS)

ARPU: Spend on All Smart Home Devices:

\$440

Year-on-Year Change: +6.6% (+\$27.30)

ARPU: Smart Home Appliances:

\$385

Year-on-Year Change: -9.5% (-\$40.40)

ARPU: Smart Home Control & Connectivity Devices:

\$152

Year-on-Year Change: -7.9% (-\$13.10)

ARPU: Smart Home Security Devices:
\$85.18

Year-on-Year Change: -7.2% (-\$6.57)

ARPU: Smart Home Entertainment Devices:
\$85.13

Year-on-Year Change: -16.2% (-\$16.47)

ARPU: Smart Home Comfort & Lighting:
\$95.17

Year-on-Year Change: -4.8% (-\$4.83)

ARPU: Smart Home Energy Management:
\$52.61

Year-on-Year Change: -12.7% (-\$7.63)

Source: Statista Digital Market Outlook. See Statista.com. Notes: "Smart Home Devices" include digitally connected and controlled home devices that can be remotely controlled, monitored, automated and deliver services that create intelligent automation environments adaptable to human needs. ARPU refers to average revenue per user. CAGR refers to compound annual growth rate. BPS represents basis points. Year-on-year change measures rate changes and adjustments to economic conditions and to each other. Penetration refers to the proportion of households using smart home devices. ARPU is a measure of the total spend per smart home for 2024 in U.S. dollars. This source data is in alignment with EU regulations and provides insights into market shifts and consumer behavior.

Comparability: Base changes from YoY in Statista Global Consumer Survey

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SOCIAL MEDIA

Digital 2024 France 55 sur 135 françaisCertainement! Voici la transcription textuelle de l'image:

JAN 2024

ONLINE PRIVACY AND SECURITY

PERSPECTIVES AND ACTIVITIES OF ONLINE ADULTS RELATING TO THEIR
ONLINE DATA PRIVACY AND SECURITY

**EXPRESS CONCERN ABOUT WHAT IS REAL vs. WHAT IS FAKE ON THE
INTERNET**

50.2%

WORRY ABOUT HOW COMPANIES MIGHT USE THEIR ONLINE DATA

42.4%

DECLINE COOKIES ON WEBSITES AT LEAST SOME OF THE TIME

50.8%

**USE A TOOL TO BLOCK ADVERTISEMENTS ON THE INTERNET AT LEAST
SOME OF THE TIME**

31.8%

**USE A VIRTUAL PRIVATE NETWORK (VPN) TO ACCESS THE INTERNET AT
LEAST SOME OF THE TIME**

21.0%

Sources: **DATA FOR "CONCERNS ABOUT WHAT IS REAL vs. WHAT IS FAKE ON
THE INTERNET" VIA REUTERS INSTITUTE 2023 DIGITAL NEWS REPORT.
FIGURES REPRESENT THE FINDINGS OF A STUDY OF ONLINE NEWS
CONSUMERS AGED 18+. SEE DETAILS AT DIGITALNEWSREPORT.ORG. DATA FOR
ALL OTHER DATA POINTS VIA GWI Q3 2023. FIGURES REPRESENT THE
FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE
GWI.COM.**

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JAN 2024

OVERVIEW OF SOCIAL MEDIA USE

*HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USER IDENTITIES
MAY NOT REPRESENT UNIQUE INDIVIDUALS)*

FRANCE

1. **NUMBER OF SOCIAL MEDIA USER IDENTITIES**

- 50.70 **Million**
- 2. **QUARTER-ON-QUARTER CHANGE IN SOCIAL MEDIA USER IDENTITIES**
 - 0% **[UNCHANGED]**
- 3. **YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USER IDENTITIES**
 - -2.7%
 - -1.4 **Million**
- 4. **AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA**
 - 1H 48M **YoY: -6 mins**
- 5. **AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH**
 - 5.8
- 6. **SOCIAL MEDIA USER IDENTITIES VS. TOTAL POPULATION**
 - 78.2%
- 7. **SOCIAL MEDIA USER IDENTITIES AGED 18+ VS. POPULATION AGED 18+**
 - 86.9%
- 8. **SOCIAL MEDIA USER IDENTITIES VS. INDIVIDUALS USING THE INTERNET**
 - 83.4%
- 9. **FEMALE SOCIAL MEDIA USER IDENTITIES VS. TOTAL SOCIAL MEDIA USER IDENTITIES**
 - 51.0%
- 10. **MALE SOCIAL MEDIA USER IDENTITIES VS. TOTAL SOCIAL MEDIA USER IDENTITIES**
 - 49.0%

****SOURCES:****

Overview of Social Media Use:

- KPCR4 Analysis
- Company Advertising Resources
- GWI Core Research Sheet
- Crowd DNA Digital Influence Index 2022
- Note: ...
 - Average number of platforms includes data for YouTube, Facebook
 - Social media user identities may not represent unique individuals
 - Comparisons with population and internet users are made based on official census data

****Digital 2024 France****

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DEMOGRAPHIC PROFILE OF META'S AD AUDIENCE

**SHARE OF COMBINED, DEDUPLICATED POTENTIAL ADVERTISING REACH
ACROSS FACEBOOK, INSTAGRAM, AND MESSENGER, BY AGE AND GENDER**

France

- **18 - 24 YEARS OLD:**

- Female: 11.4%

- Male: 9.8%

- **25 - 34 YEARS OLD:**

- Female: 12.8%

- Male: 12.4%

- **35 - 44 YEARS OLD:**

- Female: 10.2%

- Male: 8.9%

- **45 - 54 YEARS OLD:**

- Female: 7.8%

- Male: 6.9%

- **55 - 64 YEARS OLD:**

- Female: 5.8%

- Male: 4.6%

- **65+ YEARS OLD:**

- Female: 5.3%

- Male: 4.0%

Sources: Kepios analysis, Meta's advertising resources. Note: Meta only permits people aged 13 and above to use its platforms, so while there may be users below the age of 13, they do not feature in the available data. Meta's advertising resources only publish gender data for 'female' and 'male'. Comparability: Important base data revisions and source reporting changes mean that figures are not comparable with values published in our previous reports.

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MOST USED SOCIAL MEDIA PLATFORMS
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM
EACH MONTH

NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS
QUESTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING

[FRANCE FLAG]
FRANCE

1. FACEBOOK - 72.3%
2. WHATSAPP - 63.7%
3. INSTAGRAM - 60.3%
4. FACEBOOK MESSENGER - 57.1%
5. SNAPCHAT - 43.2%
6. TIKTOK - 39.4%
7. X (TWITTER) - 30.2%
8. PINTEREST - 28.1%
9. IMESSAGE - 27.6%
10. LINKEDIN - 25.3%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD
SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM/NOTES](https://www.gwi.com/notes).

NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS
QUESTION IN GWI'S SURVEY. COMPARABILITY: A VERSION OF THIS CHART
THAT APPEARED IN OUR PREVIOUS REPORTS WAS BASED ON A PREVIOUS
QUESTION IN GWI'S SURVEY THAT INCLUDED YOUTUBE AS AN ANSWER
OPTION. GWI HAVE REMOVED YOUTUBE AS AN ANSWER OPTION IN ORDER TO
INCREASE THE FOCUS OF ITS MAIN SURVEY ON SOCIAL MEDIA. CHANGES TO
THE QUESTION'S WORDING MAY MEAN THAT THE VALUES AND RANK ORDERS
SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH THOSE SHOWN IN
SIMILAR CHARTS IN PREVIOUS REPORTS.

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[Français]Voici la retranscription textuelle de l'image:

****JAN 2024****

****MAIN REASONS FOR USING SOCIAL MEDIA****

****PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS****

1. ****KEEPING IN TOUCH WITH FRIENDS AND FAMILY**** - 55.9%
2. ****FILLING SPARE TIME**** - 46.9%
3. ****READING NEWS STORIES**** - 31.0%
4. ****FINDING INSPIRATION FOR THINGS TO DO AND BUY**** - 23.6%
5. ****FINDING CONTENT (e.g., ARTICLES, VIDEOS)**** - 23.5%
6. ****SHARING AND DISCUSSING OPINIONS WITH OTHERS**** - 21.2%
7. ****SEEING WHAT'S BEING TALKED ABOUT**** - 20.1%
8. ****FINDING LIKE-MINDED COMMUNITIES AND INTEREST GROUPS**** - 17.4%
9. ****WATCHING OR FOLLOWING SPORTS**** - 16.9%
10. ****FOLLOWING CELEBRITIES OR INFLUENCERS**** - 16.0%
11. ****POSTING ABOUT YOUR LIFE**** - 15.0%
12. ****FINDING PRODUCTS TO PURCHASE**** - 14.9%
13. ****SEEING CONTENT FROM YOUR FAVOURITE BRANDS**** - 14.4%
14. ****MAKING NEW CONTACTS**** - 14.2%
15. ****WATCHING LIVE STREAMS**** - 12.5%

****SOURCE:**** GWI (JAN 2023 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM.

NOTE: FIGURES REPRESENT THE SHARE OF INTERNET USERS AGED 16 TO 64 WHO REPORT USING AT LEAST ONE SOCIAL MEDIA OR MESSENGER PLATFORM IN THE PAST MONTH.

COMPARABILITY, METHODOLOGY CHANGES: SEE NOTES ON DATA.

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****GWI****

(Logo de la France)

****français****

C'est la retranscription textuelle complète de l'image fournie. Voici la retranscription textuelle de l'image :

****JAN 2024****

****TIME SPENT USING SOCIAL MEDIA APPS****

****AVERAGE TIME PER MONTH THAT ACTIVE USERS SPENT USING EACH PLATFORM'S ANDROID APP BETWEEN 01 JULY AND 30 SEPTEMBER 2023****

France

****TIKTOK** 38H 38M**

****YOUTUBE** 16H 50M**

****FACEBOOK** 14H 09M**

****SNAPCHAT** 12H 14M**

****INSTAGRAM** 12H 13M**

****WHATSAPP** 4H 19M**

****FACEBOOK MESSENGER** 4H 12M**

****X (TWITTER)** 3H 45M**

****LINE** 2H 35M**

****TELEGRAM** 2H 05M**

****PINTEREST** 1H 20M**

****LINKEDIN** 0H 54M**

***SOURCE: DATAREPORTAL, SEE DATA.AI.**

***NOTE: FIGURES REPRESENT AVERAGE NUMBER OF *HOURS* SPENT PER USER, PER MONTH USING EACH PLATFORM'S MOBILE APP ON ANDROID PHONES BETWEEN 01 JULY AND 30 SEPTEMBER 2023.**

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****JAN 2024****

****MONTHLY SOCIAL MEDIA APP SESSIONS****

Average number of times that active users of each platform's Android app open the respective app each month

****France****

- ****Snapchat****: 325.8
- ****TikTok****: 298.4
- ****Instagram****: 286.9
- ****Whatsapp****: 241.1
- ****Facebook****: 209.8
- ****Facebook Messenger****: 167.2
- ****YouTube****: 137.6
- ****LINE****: 113.3
- ****X (Twitter)****: 109.8
- ****Telegram****: 86.4
- ****LinkedIn****: 37.6
- ****Pinterest****: 34.5

Source: Data.ai Intelligence. See Data.ai. Notes: "Active users" denote users who open the respective platform's app on an Android phone at least once in a given calendar month. Figures represent the average number of times that active users of the respective platform's Android app opened that app each month between 01 July and 30 September 2023.

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****JAN 2024****

****FAVOURITE SOCIAL MEDIA PLATFORMS****

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM

****France**** _(drapeau français)_

1. ****Facebook****: 22.8%
2. ****Instagram****: 19.3%
3. ****WhatsApp****: 13.8%
4. ****TikTok****: 9.9%
5. ****Snapchat****: 7.3%
6. ****Facebook Messenger****: 6.4%
7. ****X (Twitter)****: 4.0%
8. ****Pinterest****: 2.7%
9. ****iMessage****: 2.4%
10. ****Discord****: 2.1%

Source: GWI (Q1 2023) *See* GWI.COM *Notes:* Only includes internet users aged 16 to 64 who have used at least one social media platform in the past month. Survey respondents could choose from other options not shown on this chart, so values may not sum to 100%. YouTube is not available as an answer to this question in GWI's survey. We report GWI's global total for China separately as "South East Asia" to ensure comparable reporting of user numbers for each platform. *Comparability: Methodology changes. See Notes on Data.*

Digital 2024 France - 60 sur 135 - *(Icônes diverses incluant un appareil photo, paramètres, bookmark, liste, téléphone, fichier, etc.)* - français

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JAN 2024

WEB TRAFFIC REFERRALS FROM SOCIAL MEDIA

SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED IN SOCIAL MEDIA PLATFORMS (ANY DEVICE)

FACEBOOK 58.4%
INSTAGRAM 16.2 %
PINTEREST 12.0 %
X (TWITTER) 6.0 %
YOUTUBE 4.1 %
LINKEDIN 1.7 %
TUMBLR 0.6 %
OTHERS 0.9 %

SOURCE: STATCOUNTER. NOTES: SHARE DOES NOT INCLUDE TRAFFIC FROM MESSENGER PLATFORMS. DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS AND PERCENTAGES REFLECT SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED ON EACH PLATFORM, AS A PERCENTAGE OF TOTAL WEB TRAFFIC ARRIVING FROM THE AVAILABLE SELECTION OF SOCIAL PLATFORMS IN DECEMBER 2023.

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****JAN 2024****

USE OF SOCIAL MEDIA FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH SOCIAL MEDIA CHANNEL TO FIND INFORMATION ABOUT BRANDS AND PRODUCTS.

- ****ANY KIND OF SOCIAL MEDIA PLATFORM****
 - 55.7%
 - YOY: -3.1% (-180 BPS)
- ****SOCIAL NETWORKS****
 - 32.1%
 - YOY: +1.6% (+50 BPS)
- ****QUESTION & ANSWER SITES (E.G. QUORA)****
 - 14.7%
 - YOY: -6.4% (-100 BPS)
- ****MESSAGING AND LIVE CHAT SERVICES****
 - 7.2%
 - YOY: -11.1% (-90 BPS)
- ****FORUMS AND MESSAGE BOARDS****
 - 10.6%
 - YOY: -17.2% (-220 BPS)
- ****MICRO-BLOGS (E.G. X / TWITTER)****
 - 4.8%
 - YOY: -7.7% (-40 BPS)
- ****VLOGS (BLOGS IN A VIDEO FORMAT)****

- 4.8%
- YOY: -12.7% (-70 BPS)
- **ONLINE PINBOARDS (E.G. PINTEREST)**
- 4.4%
- YOY: -2.2% (-10 BPS)

Source: GWI. January 2024 Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.COM. Note: Values for "Any kind of social media platform" include at least 1 of social networks, question and answer sites (e.g. Quora), forums and message boards, messaging and live chat services, micro-blogs (e.g. Twitter), blogs (of any kind), vlogs (i.e. blogs recorded in a video format), and online pinboards (e.g. Pinterest). Comparability methodology changes. See notes on data.

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Les pourcentages indiqués correspondent aux utilisateurs d'Internet âgés de 16 à 64 ans en France qui utilisent chaque canal de médias sociaux pour trouver des informations sur les marques et les produits. Les variations en pourcentage (% YOY) indiquent les changements par rapport à l'année précédente. SOCIAL MEDIA PLATFORMS

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****FACEBOOK'S SHARE OF SOCIAL MEDIA REFERRALS****
WEB TRAFFIC REFERRED BY FACEBOOK AS A PERCENTAGE OF WEB TRAFFIC REFERRED BY SOCIAL MEDIA PLATFORMS (ANY DEVICE)

France

- DEC 2013 - 72.40% / +26.4%
- DEC 2014 - 91.52% / -16.9%
- DEC 2015 - 76.05% / -17.7%
- DEC 2016 - 62.58% / +3.3%
- DEC 2017 - 64.65% / -6.9%
- DEC 2018 - 60.22% / +18.1%
- DEC 2019 - 71.09% / -0.6%
- DEC 2020 - 70.66% / +14.6%
- DEC 2021 - 80.95% / -18.4%
- DEC 2022 - 66.05% / -11.6%
- DEC 2023 - 58.39%

SOURCE: DataReportal Notes: Data are only available for a selection of platforms, and percentages reflect Facebook's share of 'available' platforms only. Figures represent the share of web traffic arriving onto third-party websites via links on social networks, based on an analysis of data from all referral sources that Ditto has classified as being 'social media'. Percentages shown at the bottom represent year-on-year changes in the actual number of web traffic referrals from social media platforms, not the percentage share of social media traffic. For example, if Facebook's share of social media traffic was "50%" in both years, but the actual volume of traffic doubled in line with overall traffic, the change would be shown as "100%".

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FACEBOOK ENGAGEMENT RATES: LOCOWISE

FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF TOTAL PAGE FANS, AS REPORTED BY LOCOWISE

(Avec la même disposition des éléments graphiques représentant les informations suivantes:)

- Icône de publication Facebook : 0.19%

AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: ALL POST TYPES

- Icône de photo : 0.22%

AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: PHOTO POSTS

- Icône de vidéo : 0.13%

AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: VIDEO POSTS

- Icône de liens : 0.13%

AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: LINK POSTS

- Icône de statut : 0.06%

AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: STATUS POSTS

SOURCE: LOCOWISE FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 1 SEPTEMBER AND 30 NOVEMBER 2023. NOTES: PERCENTAGES COMPARE THE COMBINED TOTAL OF REACTIONS, COMMENTS, AND SHARES WITH THE TOTAL NUMBER OF PAGE FANS. FIGURES ARE AVERAGES BASED ON

A WIDE VARIETY OF DIFFERENT KINDS OF PAGE, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS COUNTRIES AROUND THE WORLD.

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(Logos de We Are Social & Meltwater)

Bien sûr, voici la transcription textuelle de l'image :

**JAN 2024

SOCIAL MEDIA ACCOUNT TYPES FOLLOWED

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO FOLLOW EACH TYPE OF ACCOUNT ON SOCIAL MEDIA (FRANCE)**

1. FRIENDS, FAMILY, OR OTHER PEOPLE YOU KNOW - 57.9%
2. BANDS, SINGERS, OR OTHER MUSICIANS - 27.3%
3. ACTORS, COMEDIANS, OR OTHER PERFORMERS - 23.2%
4. SPORTS PEOPLE AND TEAMS - 22.3%
5. ENTERTAINMENT, MEMES, OR PARODY ACCOUNTS - 21.4%
6. INFLUENCERS OR OTHER EXPERTS - 20.4%
7. RESTAURANTS, CHEFS, OR FOOD PERSONALITIES - 18.7%
8. COMPANIES AND BRANDS YOU PURCHASE FROM - 16.1%
9. TV SHOWS OR CHANNELS - 15.9%
10. EVENTS YOU'RE ATTENDING - 13.5%
11. CONTACTS RELEVANT TO YOUR WORK - 13.4%
12. COMPANIES AND BRANDS YOU'RE CONSIDERING PURCHASING FROM - 13.0%
13. GAMING EXPERTS OR GAMING STUDIOS - 12.7%
14. JOURNALISTS OR NEWS COMPANIES - 12.5%
15. MAGAZINES OR PUBLICATIONS YOU READ - 12.4%

Source: GWI (Q3 2023). Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.COM. Comparability: Methodology changes; see notes on data.

Les éléments de l'image ont été transcrits fidèlement au texte original.JAN 2024

FACEBOOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH

PREVIOUS REPORTS.

TOTAL POTENTIAL REACH OF ADS ON FACEBOOK
29.95 MILLION

FACEBOOK AD REACH VS. TOTAL POPULATION
46.2%

FACEBOOK AD REACH VS. TOTAL INTERNET USERS
49.3%

QUARTER-ON-QUARTER CHANGE IN REPORTED FACEBOOK AD REACH
-8.3%
-2.7 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED FACEBOOK AD REACH
-1.5%
-450 THOUSAND

SHARE: FEMALE FACEBOOK AD REACH VS. OVERALL FACEBOOK AD REACH
51.6%

SHARE: MALE FACEBOOK AD REACH VS. OVERALL FACEBOOK AD REACH
48.4%

ADOPTION: OVERALL FACEBOOK AD REACH AGED 18+ VS. OVERALL
POPULATION AGED 18+
58.2%

ADOPTION: FEMALE FACEBOOK AD REACH AGED 18+ VS. FEMALE POPULATION
AGED 18+
56.2%

ADOPTION: MALE FACEBOOK AD REACH AGED 18+ VS. MALE POPULATION
AGED 18+
58.1%

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SOURCES: Meta's advertising resources; Kepios analysis. NOTES: Based on data published in Meta's advertising tools in January 2024.

NOTE: Gender data only available for "female" and "male"; source data for reach by gender may not sum to published total. ADVISORY: Meta's advertising audience numbers may be based on definitions and methodologies that are different from those used for other data points in this report. IMPORTANT: the figures shown here are based

on potential ad reach. Because of this, these page figures are not comparable with the figures from previous reports, even if the aggregated page numbers were exactly the same.

Adoption figures presented here may exceed 100% due to the inclusion of significant numbers of duplicate accounts, discrepancies in base populations, and changes in reported population comparability.

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FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER

FACEBOOK PAGE POST ENGAGEMENTS, AS REPORTED BY SOCIALINSIDER

[France Flag] - FRANCE

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: OVERALL AVERAGE

[Icon: Facebook Like hand symbol]

Engagements vs. page followers

0.27%

Engagements vs. post reach

6.54%

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: PAGES WITH FEWER THAN 10,000 FANS

[Icon: Person symbol]

Engagements vs. page followers

0.61%

Engagements vs. post reach

4.50%

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: PAGES WITH 10,000 TO 100,000 FANS

[Icon: Three people symbol]

Engagements vs. page followers

0.33%

Engagements vs. post reach

5.78%

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: PAGES WITH MORE THAN 100,000 FANS

[Icon: Four people symbol]

Engagements vs. page followers

0.09%

Engagements vs. post reach

7.92%

SOURCE: SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. NOTES: FIGURES FOR

ENGAGEMENTS vs. PAGE FOLLOWERS COMPARE THE COMBINED NUMBER OF REACTIONS, COMMENTS, AND SHARES WITH THE TOTAL NUMBER OF PAGE FOLLOWERS. FIGURES FOR *ENGAGEMENTS vs. POST REACH COMPARE THE COMBINED NUMBER OF REACTIONS, COMMENTS, AND SHARES WITH THE NUMBER OF USERS TO WHO THE RELEVANT POSTS WERE ACTUALLY SERVED. FIGURES ARE AVERAGED BASED ON A WIDE VARIETY OF DIFFERENT TYPES OF PAGES, WITH DIFFERENT AUDIENCES, IN VARIOUS COUNTRIES AROUND THE WORLD.

[Bottom logos]

we are social

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Digital 2024 France

70 sur 135Voici la retranscription textuelle de l'image fournie :

JAN 2024

****FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER****

FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF TOTAL PAGE FOLLOWERS, AS REPORTED BY SOCIALINSIDER

****FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: REELS POSTS****

0.19%

****FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: PHOTO POSTS****

0.33%

****FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: VIDEO POSTS****

0.25%

****FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: ALBUM POSTS****

0.33%

****FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: STATUS POSTS****

0.20%

****FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: LINK POSTS****

0.23%

SOURCE: SOCIALINSIDER. FIGURES REPRESENT AVERAGE FOR THE PERIOD BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. NOTE: FIGURES COMPARE THE COMBINED NUMBER OF POST REACTIONS, COMMENTS, AND SHARES WITH THE TOTAL NUMBER OF PAGE FOLLOWERS. FIGURES ARE AVERAGES

BASED ON A WIDE VARIETY OF DIFFERENT NICHEs OF PAGES, WITH
DIFFERENT AUDIENCE SIZES.

Digital 2024 France

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Logos:

France flag

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MeltwaterD'accord, voici la retranscription textuelle de l'image :

****Jan 2024****

****Facebook Engagement Rates: Socialinsider****

Facebook page post engagements as a percentage of post reach, as reported by
Socialinsider

****Facebook post engagements vs. post reach: Reels posts****

! [Reels icon]

11.22%

****Facebook post engagements vs. post reach: Photo posts****

! [Photo icon]

5.77%

****Facebook post engagements vs. post reach: Video posts****

! [Video icon]

4.11%

****Facebook post engagements vs. post reach: Album posts****

! [Album icon]

6.12%

****Facebook post engagements vs. post reach: Status posts****

! [Status icon]

13.35%

****Facebook post engagements vs. post reach: Link posts****

![[Link icon]]
7.33%

Source: Socialinsider. Figures represent averages for the period between 01 September and 30 November 2023. *Note*: Figures compare the combined number of post reactions, comments, and shares with the number of users to whom the relevant posts were actually served. Figures are averages based on a wide variety of different kinds of page, with different audience sizes.

Digital 2024 France ![[page icon]] 72 sur 135 ![[icons of download, print, share and language selection : français]]

Note: Les icônes ont été ajoutées pour compléter le texte et clarifier les sections correspondantes. JAN 2024

TOP YOUTUBE SEARCHES QUERIES WITH THE GREATEST VOLUME OF YOUTUBE SEARCH ACTIVITY BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023

#	SEARCH QUERY	INDEX
01	MUSIQUE	100
02	FILM	58
03	MUSIC	42
04	CHANSON	41
05	ASMR	36
06	JUL	33
07	SQUEEZIE	33
08	FORTNITE	28
09	MICHOU	26
10	MINECRAFT	22
11	TIKTOK	22
12	ROBLOX	20
13	RAP	19
14	BANDE ANNONCE	18
15	NINHO	18
16	INOXTAG	17
17	SPEED	13
18	FOOT	13
19	FURIOUS JUMPER	13
20	DESSIN ANIMÉ	12

SOURCE: GOOGLE TRENDS BASED ON SEARCHES CONDUCTED ON YOUTUBE BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023. NOTE: ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS

PUBLISHED BY GOOGLE TRENDS, AND ARE REPRODUCED "AS IS" TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE ENTER WRITTEN LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES. THE INDEX "100=" DENOTES THE SEARCH QUERIES WHICH RECORDED THE HIGHEST SCORES FOR SEARCH VOLUME; INDEX VALUES FOR SEARCH QUERIES WITH LOWER SEARCH VOLUME ARE EXPRESSED IN PROPORTION TO TOP QUERY. ADVISORY: GOOGLE TRENDS USES ANONYMIZED SAMPLES, SO DATA ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

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français

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MeltwaterBien sûr, voici la transcription textuelle de l'image :

****Jan 2024****

****YouTube: Advertising Audience Overview****

The potential audience that marketers can reach with ads on YouTube

****Note:**** Please read the important notes on comparing data at the start of this report before comparing data on this chart with previous reports.

****Total Potential Reach of Ads on YouTube****

50.70 million

(Kepios)

****YouTube Ad Reach vs. Total Population****

78.2%

(Kepios, We Are Social)

****YouTube Ad Reach vs. Total Internet Users****

83.4%

(Kepios, Meltwater)

****Quarter-on-Quarter Change in Reported YouTube Ad Reach****

0% [Unchanged]

(Meltwater)

****Year-on-Year Change in Reported YouTube Ad Reach****

-2.7% (-1.4 million)

(Meltwater)

****Share: Female YouTube Ad Reach Aged 18+, vs. Overall YouTube Ad Reach Aged 18+****

51.0%

(Kepios, Meltwater)

****Share: Male YouTube Ad Reach Aged 18+, vs. Overall YouTube Ad Reach Aged 18+****

49.0%

(Kepios, Meltwater)

****Adoption: Overall YouTube Ad Reach Aged 18+, vs. Overall Population Aged 18+****

86.9%

(Kepios)

****Adoption: Female YouTube Ad Reach Aged 18+, vs. Female Population Aged 18+****

84.5%

(Kepios, We Are Social)

****Adoption: Male YouTube Ad Reach Aged 18+, vs. Male Population Aged 18+****

89.6%

(Kepios, We Are Social)

Sources:

- Google's advertising resources
- Kepios analysis
- Notes: Data are not available for all locations
- Values based on available data only
- Age and gender data are only available for "female" and "male" users aged 18 and above
- Some figures may not add up to 100% due to rounding
- Year-on-year change figures represent differences in ad reach between January 2023 and January 2024
- Quarter-on-quarter change figures represent differences in ad reach between October 2023 and January 2024
- Numbers K and mn - millions
- Unless otherwise indicated, all values refer to users aged 18 and above
- Factors such as data updates, audience segments re-assessment, new tools and methodologies, revised base dates, and changes in reported information may impact comparability across time.

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****Sources:** We Are Social | MeltwaterJAN 2024**

INSTAGRAM ENGAGEMENT RATES: SOCIALINSIDER

Average engagement rates for posts published by Instagram business accounts, as reported by Socialinsider

FRANCE

Average Instagram Post Engagement Rate: Overall Average for Business Accounts

Engagements vs. Followers: 1.22%

Engagements vs. Post Reach: 5.85%

Average Instagram Engagement Rate: Business Accounts with Fewer Than 10,000 Followers

Engagements vs. Followers: 1.40%

Engagements vs. Post Reach: 5.90%

Average Instagram Engagement Rate: Business Accounts with 10,000 to 100,000 Followers

Engagements vs. Followers: 1.22%

Engagements vs. Post Reach: 4.95%

Average Instagram Engagement Rate: Business Accounts with More Than 100,000 Followers

Engagements vs. Followers: 1.11%

Engagements vs. Post Reach: 6.65%

Source: Socialinsider. Figures represent averages for the period between September and November 2023. Notes: Figures for "Engagements vs. Followers" compare the combined number of likes or comments with the total number of account followers. Figures for "Engagements vs. Post Reach" compare the combined number of post likes and comments with post impressions. All averages weighted by the size of account follower bases served. Figures are averages based on a wide variety of different kinds of Instagram business accounts, with different audience sizes and across different regions of the world.

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Meilleures pages du document

Page crop

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Information

français

Meltwater

We are socialVoici la retranscription textuelle de l'image :

**** JAN 2024 ****

**** INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW ****

*** The potential audience that marketers can reach with ads on Instagram ***

**** FRANCE ****

1. **** Total Potential Reach of Ads on Instagram ****

- **! [Instagram Icon] (Instagram Icon)**

- **** 25.90 MILLION ****

2. **** Instagram Ad Reach vs. Total Population ****

- !Population Icon
- **40.0%**

3. **Instagram Ad Reach vs. Total Internet Users**

- !Internet Users Icon
- **42.6%**

4. **Quarter-on-Quarter Change in Reported Instagram Ad Reach**

- !Quarter Icon
- **-5.6%**
- **-1.6 MILLION**

5. **Year-on-Year Change in Reported Instagram Ad Reach**

- !Year Icon
- **+9.1%**
- **+2.2 MILLION**

Share: Female Instagram Ad Reach Aged 18+ vs. Overall Instagram Ad Reach Aged 18+

- !Female Icon
- **55.4%**

Share: Male Instagram Ad Reach Aged 18+ vs. Overall Instagram Ad Reach Aged 18+

- !Male Icon
- **44.6%**

Adoption: Overall Instagram Ad Reach Aged 18+ vs. Overall Population Aged 18+

- !Overall Population Icon
- **50.4%**

Adoption: Female Instagram Ad Reach Aged 18+ vs. Female Population Aged 18+

- !Female Adoption Icon
- **53.2%**

Adoption: Male Instagram Ad Reach Aged 18+ vs. Male Population Aged 18+

- !Male Adoption Icon
- **47.2%**

Sources, notes, advisory, and logos:

- **SOURCES:** META ADVERTISING RESOURCES, KEPIOS ANALYSIS *NOTES:* BASED ON Q4 2023 POPULATION DATA FROM UNITED NATIONS *PUBLISHED RANGES; GENDER DATA ONLY AVAILABLE FOR 'FEMALE' AND 'MALE'; SOURCE DATA FOR REACH REFERENT SET USERS TO PLATFORMS, NOT TOTAL USERS

OF EACH PLATFORM; REPORT VALUES CURRENT AS OF DECEMBER 2023;
BASE VALUES SUBJECT TO REVISIONS *COMPARABILITY:* PLATFORMS
FREQUENTLY UPDATE REPORTED AUDIENCE FIGURES AND BASE VALUES, SO
COMPARISONS OFTEN INCLUDED BREAKS TO BASE VALUES; AUDIENCE
REACH MAY INCLUDE OVERLAPS *COMPLIANCE:* VALUES INCLUDE DUPLICATE
ACCOUNTS, SERVICABLE VALUES WITH ENDUSERS LIABILITY, AND CHANGES
IN REPORTED POPULATIONS *ADOPTION ADVISORY:* INSTAGRAM MAY
INCLUDE UNIQUE ACCOUNTS, INCLUDING BUSINESS ACCOUNTS,
DESTINATIONS (COUNTRY/CITY), AND OTHER ACCOUNTS.

****Digital 2024 France****

- Page: 75 sur 135

- Logos: ****We Are Social**** !Meltwater JAN 2024

INSTAGRAM ENGAGEMENT RATES: SOCIALINSIDER
AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM
BUSINESS ACCOUNTS, AS REPORTED BY SOCIALINSIDER

[FRANCE FLAG] FRANCE

Average Instagram engagement rate for business accounts: ALL POSTS TYPES

[Instagram logo]

ENGAGEMENTS vs. FOLLOWERS

1.22%

ENGAGEMENTS vs. POST REACH

5.85%

Average Instagram engagement rate for business accounts: IMAGE POSTS

[Image logo]

ENGAGEMENTS vs. FOLLOWERS

1.02%

ENGAGEMENTS vs. POST REACH

6.02%

Average Instagram engagement rate for business accounts: REELS POSTS

[Reels logo]

ENGAGEMENTS vs. FOLLOWERS

1.38%

ENGAGEMENTS vs. POST REACH

6.10%

Average Instagram engagement rate for business accounts: CAROUSEL POSTS

[Carousel posts logo]

ENGAGEMENTS vs. FOLLOWERS

1.36%

ENGAGEMENTS vs. POST REACH

5.25%

SOURCE: SOCIALINSIDER FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN SEPTEMBER AND NOVEMBER 2023. NOTES: FIGURES FOR 'ENGAGEMENTS vs. FOLLOWERS' COMPARE THE COMBINED NUMBER OF LIKES AND COMMENTS WITH THE TOTAL NUMBER OF ACCOUNT FOLLOWERS. FIGURES FOR 'ENGAGEMENTS vs. POST REACH' COMPARE THE COMBINED NUMBER OF LIKES AND COMMENTS WITH THE POST REACH, OR NUMBER OF UNIQUE ACCOUNTS THAT WERE REACHED. DUE TO VARIATIONS BETWEEN REGIONS AND AUDIENCES, RESULTS MAY NOT BE UNIVERSALLY REPRESENTATIVE OF INDIVIDUAL ACCOUNT. DATA PRESENTED IN THIS VISUAL MAY DIFFER SIGNIFICANTLY FROM OTHER SOURCES FOR SEVERAL REASONS, INCLUDING DIFFERENCES IN AUDIENCE BEHAVIOR. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF INSTAGRAM BUSINESS ACCOUNTS, WITH DIFFERENT AUDIENCES AND LOCATIONS AROUND THE WORLD.

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[Various icons]

français

[We are social logo] [Meltwater logo]Bien sûr, voici la transcription textuelle de l'image:

**JAN 2024

LINKEDIN: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN**

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

TOTAL POTENTIAL REACH OF ADS ON LINKEDIN

29.00 MILLION

LINKEDIN AD REACH VS. TOTAL POPULATION

44.7%

LINKEDIN AD REACH VS. TOTAL INTERNET USERS

47.7%

****QUARTER-ON-QUARTER CHANGE IN REPORTED LINKEDIN AD REACH****

+3.6%

+ 1.0 MILLION

****YEAR-ON-YEAR CHANGE IN REPORTED LINKEDIN AD REACH****

+11.5%

+ 3.0 MILLION

****SHARE: FEMALE LINKEDIN AD REACH AGED 18+ VS. OVERALL LINKEDIN AD REACH AGED 18+****

48.1%

****SHARE: MALE LINKEDIN AD REACH AGED 18+ VS. OVERALL LINKEDIN AD REACH AGED 18+****

51.9%

****ADOPTION: OVERALL LINKEDIN AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+****

56.4%

****ADOPTION: FEMALE LINKEDIN AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+****

48.2%

****ADOPTION: MALE LINKEDIN AD REACH AGED 18+ VS. MALE POPULATION AGED 18+****

57.2%

French flag icon

Sources: LinkedIn's advertising resources; Ekosystem data.

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icônes du document et du partage

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L'image contient les éléments suivants :

1. Une icône blanche d'un smartphone dans un cercle vert.
2. Le mot "MOBILE" écrit en orange sous l'icône.
3. En bas de l'image, il y a du texte blanc indiquant :
"Digital 2024 France"
"83 sur 135"
4. Il y a des flèches blanches à gauche et à droite de l'image pour naviguer.

Les icônes de navigation et partage, ainsi que l'option de langue "français" sont présentes en bas de l'image. **Jan 2024**

TikTok: Advertising Audience Overview

The potential audience aged 18+ that marketers can reach with ads on TikTok

(Note: Please read the important notes on comparing data at the start of this report before comparing data on this chart with previous reports.)

Total Potential Reach of Ads on TikTok

- 25.42 million

TikTok Ad Reach vs. Total Population

- 39.2%

TikTok Ad Reach vs. Total Internet Users

- 41.8%

Quarter-on-Quarter Change in Reported TikTok Ad Reach

- +20.9% (+4.4 million)

Year-on-Year Change in Reported TikTok Ad Reach

- +21.3% (+4.5 million)

Share: Female TikTok Ad Reach Aged 18+ vs. Overall TikTok Ad Reach Aged 18+

- 52.1%

Share: Male TikTok Ad Reach Aged 18+ vs. Overall TikTok Ad Reach Aged 18+

- 47.9%

Adoption: Overall TikTok Ad Reach Aged 18+ vs. Overall Population Aged 18+

- 49.4%

Adoption: Female TikTok Ad Reach Aged 18+ vs. Female Population Aged 18+

- 49.1%

****Adoption: Male TikTok Ad Reach Aged 18+ vs. Male Population Aged 18+****
- 49.8%

****Sources:**** TikTok's advertising resources; Kepios analysis.

****Notes:**** Does not include Douyin. Reach data only available for "female" and "male" users aged 18+. Data are not available for "non-binary" genders. TikTok's self-service advertising tools do not report total potential advertising reach values for all possible audience options. Values based on midpoints of ad reach figures published in TikTok's self-service tools at the start of the reported month.

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X: ADVERTISING AUDIENCE OVERVIEW

**THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON X
(TWITTER)**

FRANCE

**NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE
START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH
PREVIOUS REPORTS**

TOTAL POTENTIAL REACH OF ADS ON X (TWITTER)
17.46 MILLION

X AD REACH % TOTAL POPULATION
26.9%

X AD REACH % TOTAL INTERNET USERS
28.7%

QUARTER-ON-QUARTER CHANGE IN REPORTED X AD REACH
+8.4%
+1.4 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED X AD REACH
+27.4%
+3.8 MILLION

SHARE FEMALE X AD REACH AGED 18+ VS. OVERALL X AD REACH AGED 18+
33.9%

SHARE MALE X AD REACH AGED 18+ VS. OVERALL X AD REACH AGED 18+
66.1%

ADOPTION: OVERALL X AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+
30.0%

ADOPTION: FEMALE X AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+
19.4%

ADOPTION: MALE X AD REACH AGED 18+ VS. MALE POPULATION AGED 18+
41.8%

SOURCES: IT'S ADVERTISING RESOURCES; KEPIOS ANALYSIS NOTES: VALUES USE MIDPOINTS OF PUBLISHED RANGES; GENDER DATA ARE ONLY AVAILABLE FOR 'FEMALE' AND 'MALE' ADVISORY: SIGNIFICANT ANOMALIES VS SOURCE DATA MAY RESULT IN MINOR DISCREPANCIES VS. PREVIOUS REPORTS; INTERNET USER FIGURES PUBLISHED IN LATE 2023; INTERNET USER AND POPULATION FIGURES AND INTERNET USERS AND POPULATION FOR AGED 18+ NONSPECIFIED; UNDERLYING SOURCES DATED BETWEEN JAN 2023 AND JAN 2024; INTERNET USERS INCLUDES PROFESSIONALLY-PRODUCED ONLINE CONTENT; EXCLUDES SPONSORED ACTIVITIES; NO IDENTIFIED

Comparability issues

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****MOBILE CONNECTIVITY****

USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS

****NUMBER OF CELLULAR MOBILE CONNECTIONS (EXCLUDING IOT)****
75.02 MILLION

****NUMBER OF CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION****
115.7%

****YEAR-ON-YEAR CHANGE IN THE NUMBER OF CELLULAR MOBILE CONNECTIONS****

+0.7% +528 THOUSAND

****SHARE OF CELLULAR MOBILE CONNECTIONS THAT ARE BROADBAND (3G, 4G, 5G)****

98.9%

****SOURCE:**** GSMA INTELLIGENCE

****NOTES:**** TOTAL CELLULAR CONNECTIONS INCLUDE DEVICES OTHER THAN MOBILE PHONES, BUT EXCLUDE CELLULAR IOT CONNECTIONS. FIGURES MAY SIGNIFICANTLY EXCEED FIGURES FOR POPULATION DUE TO MULTIPLE CONNECTIONS AND CONNECTED DEVICES PER PERSON.

****COMPARABILITY**** BASIC CHANGE VERSIONS OF THIS CHART PUBLISHED IN SOME OF OUR PREVIOUS REPORTS FEATURED CELLULAR CONNECTION FIGURES THAT INCLUDED CELLULAR IOT CONNECTIONS. FIGURES SHOWN HERE DO NOT INCLUDE CELLULAR IOT CONNECTIONS.

****84**** ****we are social**** [Visual icon] [Visual icon] ****Meltwater****

****Digital 2024 France**** 84 sur 135 [Visual icons] ****français****## Retranscription textuelle de l'image :

JAN 2024

****CELLULAR MOBILE CONNECTIONS OVER TIME**

****NUMBER OF MOBILE CELLULAR CONNECTIONS OVER TIME****

France

****Q4 2021****

- 71.8 M

- +0.4%

****Q1 2022****

- 72.1 M

- +2.4%

****Q2 2022****

- 73.8 M

- +0.8%

****Q3 2022****

- 74.5 M
- +0.05%

****Q4 2022****
- 74.5 M
- +0.2%

****Q1 2023****
- 74.6 M

****Q2 2023****
- 74.8 M
- +0.6%

****Q3 2023****
- 75.3 M
- -0.3%

****Q4 2023****
- 75.0 M

Source

****SOURCE: GSMA INTELLIGENCE****

****NOTE: EXCLUDES CELLULAR IOT CONNECTIONS. WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS: 'K' DENOTES THOUSANDS (E.G. 123.1K = 123,000), 'M' DENOTES MILLIONS (E.G. 123.1M = 123,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS.****

****COMPARABILITY: BASE CHANGES, SEE NOTES ON DATA.****

****We are social****

****Meltwater** JAN 2024**

PINTEREST: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON PINTEREST

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS.

TOTAL POTENTIAL REACH OF ADS ON PINTEREST

16.34 MILLION

PINTEREST AD REACH vs. TOTAL POPULATION
25.2%

QUARTER-ON-QUARTER CHANGE IN REPORTED PINTEREST AD REACH
+38.8%
+4.6 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED PINTEREST AD REACH
+53.4%
+5.7 MILLION

PINTEREST AD REACH vs. TOTAL INTERNET USERS
26.9%

PINTEREST AD REACH vs. POPULATION AGED 13+
29.5%

FEMALE PINTEREST AD REACH vs. TOTAL PINTEREST AD REACH
71.1%

MALE PINTEREST AD REACH vs. TOTAL PINTEREST AD REACH
23.1%

SOURCES: PINTEREST ADVERTISING RESOURCES; KEPOS ANALYSIS. NOTE: DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. GENDER DATA ARE ALSO AVAILABLE FOR "UNSPECIFIED," SO VALUES FOR "FEMALE" AND "MALE" MAY NOT SUM TO 100%. ALSO NOTE THAT AD REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS: SOME PLATFORMS USE ACTIVE USER BASES.

DIFFERENCES VS. KEPOS REPORTED VALUES MAY DERIVE FROM VARIATIONS IN PUBLISHER ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN INVESTIGATION COMMISSIONS. VALUES FOR KEPOS REACH ARE BASED ON JANUARY 2024 AD AUDIENCE DATA.

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[Icons represent the Pinterest logo, user demographic icons, calendar icons for quarterly and yearly changes, a globe for internet users, gender symbols for female and male audience percentages, and logos for We Are Social and Meltwater.]JAN 2024

SNAPCHAT: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON SNAPCHAT

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

(Total Potential Reach of Ads on Snapchat)
27.35 MILLION

(Snapchat Ad Reach vs. Total Population)
42.2%

(Snapchat Ad Reach vs. Total Internet Users)
45.0%

(Quarter-on-Quarter Change in Reported Snapchat Ad Reach)
-0.5%
-125 THOUSAND

(Year-on-Year Change in Reported Snapchat Ad Reach)
+7.7%
+1.9 MILLION

(Share: Female Snapchat Ad Reach Aged 18+ vs. Overall Snapchat Ad Reach Aged 18+)
51.7%

(Share: Male Snapchat Ad Reach Aged 18+ vs. Overall Snapchat Ad Reach Aged 18+)
47.3%

(Adoption: Overall Snapchat Ad Reach Aged 18+ vs. Overall Population Aged 18+)
47.0%

(Adoption: Female Snapchat Ad Reach Aged 18+ vs. Female Population Aged 18+)
46.4%

(Adoption: Male Snapchat Ad Reach Aged 18+ vs. Male Population Aged 18+)
46.8%

SOURCES: (Snaps): Advertising Resources; (Kepios Analysis): Notes: Data Are Not Available for All Locations. Values Based on Interpolations of Available Data Only. Gender Data Are Only Available for Users Aged 18+. The Usage Values in This Report Reflect Active Snapchat Users Aged 18+ Only. This Report Does Not Include Users Age Under 18, Users Who Do Not Identify as Either Male or Female, But Future Reports Will Include These Populations Where the Requisite Data is Available. Unless

Stated Otherwise, this Report Only Includes Users Age 18 and Above and Considers the Population Aged 18+ When Calculating Adoption Figures.

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA IN THIS CHART WITH THAT published IN EARLIER REPORTS. INTERPERATIVE INDICATORS, DIGITAL 2024 REPORTAGES, USE diversité. MELTWATER

(Social Media Logos) We Are Social

FLAG (French)
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MOBILE APP MARKET OVERVIEW

HEADLINES FOR MOBILE APP DOWNLOADS AND CONSUMER SPEND (IN U.S. DOLLARS) BETWEEN 01 JANUARY AND 31 DECEMBER 2023

[Image of French flag] FRANCE

TOTAL NUMBER OF MOBILE APP DOWNLOADS

2.16 BILLION

YEAR-ON-YEAR CHANGE IN THE TOTAL NUMBER OF MOBILE APP DOWNLOADS

+1.2%
+26 MILLION

ANNUAL CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES (USD)

\$2.48 BILLION

YEAR-ON-YEAR CHANGE IN CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES

+16.0%
+\$342 MILLION

SOURCE: data.ai INTELLIGENCE. SEE DATA.AI NOTES: FIGURES REPRESENT COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE, APPLE IOS APP STORE, AND THIRD-PARTY ANDROID APP STORES BETWEEN JANUARY AND DECEMBER 2023. "CONSUMER SPEND" ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE

REVENUES FROM ECOMMERCE TRANSACTIONS OR MOBILE ADVERTISING.
CONSUMER SPEND FIGURES ARE IN U.S. DOLLARS.

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[Icons for report navigation, social media options, and language settings]
JAN 2024

SHARE OF MOBILE TIME BY APP CATEGORY
TIME SPENT USING APPS IN EACH APP CATEGORY AS A PERCENTAGE OF
TOTAL TIME SPENT USING ANDROID PHONES OVERALL

TOTAL TIME SPENT USING SMARTPHONES EACH DAY
3H 37M

SHARE OF SMARTPHONE TIME: SOCIAL MEDIA APPS
27.9%

SHARE OF SMARTPHONE TIME: ENTERTAINMENT APPS
30.8%

SHARE OF SMARTPHONE TIME: UTILITY & PRODUCTIVITY
18.7%

SHARE OF SMARTPHONE TIME: MOBILE GAMES (ALL GENRES)
15.0%

SHARE OF SMARTPHONE TIME: SHOPPING APPS
1.7%

SHARE OF SMARTPHONE TIME: ALL OTHER APPS
5.8%

SHARE OF SMARTPHONE TIME: WEB BROWSERS & SEARCH ENGINES*
8.1%

SOURCE: DATA.AI INTELLIGENCE.

NOTES: FIGURES REPRESENT SHARE OF TIME SPENT USING ANDROID
PHONES BETWEEN 01 JANUARY AND 31 DECEMBER 2023. CATEGORY
DEFINITIONS REPRESENT DATA.AI'S (Q4) CATEGORIES. DATA MAY NOT MATCH
INDIVIDUAL APP STORE DEFINITIONS. *WEB BROWSERS AND SEARCH
ENGINES IS A SUB-CATEGORY OF THE 'UTILITY & PRODUCTIVITY' PRIMARY
(A.I.) CLASSIFICATION. COMPARABILITY: SIGNIFICANT CHANGES IN THE
DEFINITIONS USED FOR EACH APP CATEGORY. FIGURES ARE NOT
COMPARABLE WITH PREVIOUS REPORTS.

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Digital 2024 France JAN 2024 APP RANKING: MONTHLY ACTIVE USERS
MOBILE APPS AND GAMES RANKED BY AVERAGE MONTHLY ACTIVE USERS
BETWEEN 01 JANUARY AND 31 DECEMBER 2023

#	MOBILE APP	COMPANY
01	WHATSAPP MESSENGER	META
02	YOUTUBE	GOOGLE
03	GOOGLE	GOOGLE
04	GOOGLE MAPS	GOOGLE
05	FACEBOOK	META
06	CHROME BROWSER	GOOGLE
07	GMAIL	GOOGLE
08	FACEBOOK MESSENGER	META
09	INSTAGRAM	META
10	TIKTOK	BYTEDANCE

#	MOBILE GAME	COMPANY
01	ROBLOX	ROBLOX
02	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
03	CLASH ROYALE	TENCENT
04	SUBWAY SURFERS	TENCENT
05	MONOPOLY GO: FAMILY BOARD GAME	SCOPELY
06	BRAWL STARS	TENCENT
07	WATERMELON GAME: MONKEY LAND	G.SSUM STUDIO
08	POKÉMON GO	NIANTIC
09	COIN MASTER	MOON ACTIVE
10	ROYAL MATCH	DREAM GAMES

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI. NOTES: RANKINGS BASED ON
COMBINED MONTHLY ACTIVE USERS ACROSS PHONES AND ANDROID PHONES
BETWEEN 01 JANUARY AND 31 DECEMBER 2023.

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APP RANKING: DOWNLOADS

Ranking of mobile apps and mobile games by total number of downloads between 01 January and 31 December 2023.

France

Mobile App Company

- 01 TEMU PDD Holdings
- 02 WhatsApp Messenger Meta
- 03 TikTok ByteDance
- 04 CapCut ByteDance
- 05 Shein Shein
- 06 Telegram Telegram
- 07 Instagram Meta
- 08 Doctolib Doctolib
- 09 Google Google
- 10 Google Maps Google

Mobile Game Company

- 01 Monopoly GO: Family Board Game Scopely
- 02 Royal Match Dream Games
- 03 Roblox Roblox
- 04 Block Blast Adventure Master Hungry Studio
- 05 Watermelon Game: Monkey Land Q-ssum Studio
- 06 Subway Surfers Tencent
- 07 BitLife Stillfront
- 08 My Perfect Hotel SayGames
- 09 Magic Tiles 3 Amanotes
- 10 Gardenscapes by Playrix Playrix

Source: Data.ai Intelligence, see Data.ai.

Notes: Rankings based on combined consumer activity across the Google Play Store and Apple iOS App Store between 01 January and 31 December 2023.

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Digital 2024 France

90 sur 135Voici la transcription textuelle de l'image :

ECOMMERCE

Digital 2024 France 92 sur 135 français

---Entendu, voici la retranscription textuelle de l'image :

JAN 2024

SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE
HANDSETS RUNNING EACH MOBILE OPERATING SYSTEM IN DECEMBER 2023

(drapeau de France)

FRANCE

1. **SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES**

- **66.67%**

- YEAR-ON-YEAR CHANGE: **+7.3% (+455 BPS)**

2. **SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE iOS DEVICES**

- **32.78%**

- YEAR-ON-YEAR CHANGE: **-12.1% (-451 BPS)**

3. **SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS
DEVICES**

- **0.47%**

- YEAR-ON-YEAR CHANGE: **-6.0% (-3 BPS)**

4. **SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES**

- **0.01%**

- YEAR-ON-YEAR CHANGE: **[MINIMAL]**

5. **SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES**

- **0.07%**

- YEAR-ON-YEAR CHANGE: **-12.5% (-1 BP)**

SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER
OF WEB PAGES SERVED TO BROWSERS ON MOBILE PHONES RUNNING EACH
OPERATING SYSTEM COMPARED WITH THE TOTAL NUMBER OF WEB PAGES
SERVED TO MOBILE BROWSERS IN DECEMBER 2023. FIGURES SHOW CHANGE
IN WEB TRAFFIC FOR DEVICES RUNNING AN OPERATING SYSTEM DEVELOPED
BY SAMSUNG (E.G., BADA & TIZEN).

WEB PAGES: THE VALUES REPRESENTED IN THIS REPORT AND IN FIGURES
ARE CALCULATED USING A BASELINE OF 1000 POINTS, WHERE THE BASELINE
IS A HYPOTHETICAL VALUE THAT RESOLVES AS A UNIT AGGREGATING THE
RELATIVE CHANGE AND THE ABSOLUTE CHANGE. FOR EXAMPLE,
INCREMENTS OF 100 POINTS TO A STARTING VALUE OF 500, WOULD LEAD

RELATIVE CHANGE OF 20%.

(drapeau de France) ****Digital 2024 France****

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(pictogrammes divers : maison, boussole, imprimante, cadenas, icône de commentaire, loupe)

****français****

Logo: ****we are social****

Logo: ****Meltwater****

---Voici la retranscription textuelle de l'image :

****JAN 2024****

****APP RANKING: CONSUMER SPEND****

Ranking of mobile apps and mobile games by total consumer spend between 01 January and 31 December 2023

****# MOBILE APP / COMPANY****

01. TikTok / ByteDance
02. Deezer / Deezer
03. Disney+ / Disney
04. Tinder / Match Group
05. Google One / Google
06. YouTube / Google
07. Crunchyroll / Sony
08. LinkedIn / Microsoft
09. Adoptaguy / GEB Adoptaguy
10. Le Monde / Le Monde

****# MOBILE GAME / COMPANY****

01. Coin Master / Moon Active
02. Candy Crush Saga / Activision Blizzard
03. Monopoly Go: Family Board Game / Scopely
04. Gardenscapes by Playrix / Playrix
05. Royal Match / Dream Games
06. Clash of Clans / Tencent
07. Dragon Ball Z Dokkan Battle / Bandai Namco
08. Roblox / Roblox
09. Homescapes / Playrix
10. Dragon Ball Legends / Bandai Namco

****Source:**** Data AI Intelligence. Rankings based on combined consumer activity across the Google Play Store and Apple iOS App Store between 01 January and 31 December 2023. "Consumer Spend" only includes spend on apps and in-app purchases via app stores, and does not include revenues from eCommerce or mobile advertising.

****Digital 2024 France****

On y voit les logos de "We Are Social" et "Meltwater" en bas à droite.JAN 2024

WEEKLY ONLINE SHOPPING ACTIVITIES PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN SELECTED ECOMMERCE ACTIVITIES EACH WEEK

France (with flag)

1. PURCHASED A PRODUCT OR SERVICE ONLINE

- Icon: Shopping cart with a checkmark
- Percentage: 52.4%

2. ORDERED GROCERIES VIA AN ONLINE STORE

- Icon: Pear
- Percentage: 22.3%

3. BOUGHT A SECOND-HAND ITEM VIA AN ONLINE STORE

- Icon: Two arrows in a circle
- Percentage: 18.0%

4. USED AN ONLINE PRICE COMPARISON SERVICE

- Icon: Dollar symbol and arrows
- Percentage: 18.3%

5. USED A BUY NOW, PAY LATER SERVICE

- Icon: Calendar with dollar symbol
- Percentage: 12.3%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM COMPARABILITY. METHODOLOGY CHANGES: SEE NOTES ON DATA

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ONLINE PURCHASE DRIVERS
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY EACH FACTOR
WOULD ENCOURAGE THEM TO COMPLETE AN ONLINE PURCHASE

France

FREE DELIVERY
62.0%

COUPONS AND DISCOUNTS
39.7%

LOYALTY POINTS
38.4%

EASY RETURNS POLICY
32.2%

NEXT-DAY DELIVERY
31.5%

CUSTOMER REVIEWS
23.8%

SIMPLE ONLINE CHECKOUT
17.9%

ECO-FRIENDLY CREDENTIALS
16.6%

INTEREST-FREE PAYMENTS
16.3%

CLICK AND COLLECT
15.9%

GUEST CHECKOUT
15.4%

SOCIAL LIKES & COMMENTS
12.6%

SOCIAL BUY BUTTONS
5.9%

EXCLUSIVE CONTENT OR SERVICES

5.4%

Source: GWI (Q3 2023). Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.com. Comparability: Methodology changes; see notes on data.

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PAYMENT METHODS USED FOR ECOMMERCE

PERCENTAGE OF ALL B2C ECOMMERCE TRANSACTIONS IN 2022 COMPLETED USING EACH TYPE OF PAYMENT METHOD

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO DIGITAL AND MOBILE WALLETS

27.0%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO DEBIT AND CREDIT CARDS

52.0%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO BANK TRANSFERS

11.0%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO CASH-ON-DELIVERY

2.0%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO OTHER PAYMENT METHODS

8.0%

Source: PPRO. Note: Figures represent share of the total number of B2C ecommerce transactions in 2022.

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MeltwaterBien sûr, voici la retranscription textuelle de l'image :

****JAN 2024****

****ECOMMERCE: CONSUMER GOODS CATEGORIES****

****ESTIMATED ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE CATEGORY (B2C ONLY, U.S. DOLLARS, FULL-YEAR 2023)****

****France****

****Electronics****

\$15.99 BILLION

Year-on-Year Change +6.4% (+\$960 MILLION)

****Fashion****

\$19.49 BILLION

Year-on-Year Change +10.2% (+\$1.8 BILLION)

****Food****

\$5.89 BILLION

Year-on-Year Change +23.2% (+\$1.1 BILLION)

****Beverages****

\$2.13 BILLION

Year-on-Year Change +8.1% (+\$160 MILLION)

****DIY & Hardware****

\$3.37 BILLION

Year-on-Year Change -2.9% (-\$100 MILLION)

****Furniture****

\$4.83 BILLION

Year-on-Year Change +16.4% (+\$680 MILLION)

****Physical Media****

\$1.87 BILLION

Year-on-Year Change -8.8% (-\$180 MILLION)

****Beauty & Personal Care****

\$3.89 BILLION

Year-on-Year Change +2.6% (+\$100 MILLION)

****Tobacco Products****

[N/A]

Year-on-Year Change [N/A]

****Toys & Hobby****

\$2.22 BILLION

Year-on-Year Change -2.2% (-\$50 MILLION)

****Household Essentials****

\$870.0 MILLION

Year-on-Year Change +14.5% (+\$110 MILLION)

****Over-the-Counter Pharmaceuticals****

\$930.0 MILLION

Year-on-Year Change +3.9% (+\$30 MILLION)

****Luxury Goods****

\$2.83 BILLION

Year-on-Year Change +15.0% (+\$370 MILLION)

****Eye-wear****

\$1.09 BILLION

Year-on-Year Change +8.4% (+\$50 MILLION)

****SOURCE****: STATISTA ECOMMERCE MARKET. SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUE FOR 2023 IN U.S. DOLLARS, AND COMPARISONS WITH THE PREVIOUS CALENDAR YEAR. THE ELECTRONICS SECTOR DOES NOT INCLUDE DIGITAL DOWNLOADS OR STREAMING. COMPARABILITY: SIGNIFICANT BASE REVISIONS AND MAJOR CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

[Logos of Statista, We Are Social, Meltwater]

****Digital 2024 France****

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[Logos of search, document, translate, and language settings icons]JAN 2024
TOP GOOGLE SHOPPING SEARCHES
SHOPPING QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH
ACTIVITY BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023

France

#	SEARCH QUERY	INDEX vs. TOP QUERY
01	NIKE	100
02	AMAZON	79

03	IPHONE	54
04	SAMSUNG	51
05	CHAUSSURE	41
06	JORDAN	35
07	PC	33
08	SWITCH	33
09	BUREAU	31
10	ADIDAS	30

#	SEARCH QUERY	INDEX vs. TOP QUERY
11	LEGO	30
12	LECLERC	28
13	IKEA	28
14	PS5	27
15	TAPIS	26
16	CHAISE	26
17	LEROY MERLIN	25
18	DECATHLON	22
19	CARREFOUR	20
20	APPLE	18

SOURCE: GOOGLE TRENDS BASED ON SHOPPING SEARCHES CONDUCTED ON GOOGLE SEARCH BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023.

NOTES: ANY LANGUAGE ANAMOLIES OR SPELLING ERRORS IN QUERIES ARE AS PUBLISHED IN GOOGLE TRENDS AND ARE SHOWN 'AS IS' TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN THEIR SEARCH ACTIVITIES.

GOOGLE DOESN'T PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE INDEX FOR EACH QUERY SHOWS RELATIVE SEARCH VOLUME FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. ADVISORY GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

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ONLINE RIDE-HAILING OVERVIEW
HEADLINES FOR THE ADOPTION AND USE OF ONLINE RIDE-HAILING SERVICES

FRANCE

NUMBER OF PEOPLE USING ONLINE RIDE-HAILING SERVICES

10.16 MILLION

YEAR-ON-YEAR CHANGE IN THE NUMBER OF ONLINE RIDE-HAILING SERVICE USERS

+2.6%

+260 THOUSAND

TOTAL ANNUAL VALUE OF ONLINE RIDE-HAILING BOOKINGS (USD, 2023)

\$1.61 BILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE: ONLINE RIDE-HAILING BOOKINGS

+11.8%

+\$170 MILLION

AVERAGE ANNUAL VALUE PER USER: ONLINE RIDE-HAILING BOOKINGS (USD, 2023)

\$158

Source: Statista Mobility Market Outlook. See [statista.com](https://www.statista.com). Note: In this context, "ride-hailing" encompasses on-demand transportation facilitated via mobile apps and online platforms. Values include the booking of private-hire vehicles (e.g., Uber, Grab) and traditional taxi services. Only includes bookings that are made via online services. Figures represent estimates for full-year 2024. Values are in U.S. dollars. Comparability: Base and category definition changes; figures are not comparable with previous reports.

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ONLINE TRAVEL AND TOURISM

ANNUAL ONLINE SPEND ON TRAVEL AND TOURISM SERVICES (U.S. DOLLARS, FULL-YEAR 2023)

FRANCE

FLIGHTS

\$14.53 BILLION

YEAR-ON-YEAR CHANGE

+32.1% (+\$3.5 BILLION)

TRAINS

\$4.16 BILLION

YEAR-ON-YEAR CHANGE

+37.8% (+\$1.1 BILLION)

CAR RENTALS
\$1.25 BILLION
YEAR-ON-YEAR CHANGE
+13.5% (+\$149 MILLION)

LONG-DISTANCE BUSES
\$200.4 MILLION
YEAR-ON-YEAR CHANGE
+39.8% (+\$57 MILLION)

HOTELS
\$8.30 BILLION
YEAR-ON-YEAR CHANGE
+12.6% (+\$931 MILLION)

PACKAGE HOLIDAYS
\$1.86 BILLION
YEAR-ON-YEAR CHANGE
+25.0% (+\$372 MILLION)

VACATION RENTALS
\$3.15 BILLION
YEAR-ON-YEAR CHANGE
+12.9% (+\$360 MILLION)

CRUISES
\$108.3 MILLION
YEAR-ON-YEAR CHANGE
+38.3% (+\$30 MILLION)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK; STATISTA MOBILITY MARKET OUTLOOK; SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2023 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. VALUES DO NOT INCLUDE REVENUES ASSOCIATED WITH PUBLIC TRANSPORT, NON-COMMERCIAL FLIGHTS, FERRIES, TAXIS, RIDE-SHARING, RIDE-HAILING OR COMMUTER SERVICES. COMPARABILITY: B2C AND CATEGORY DEFINITION CHANGES: FIGURES ARE NOT COMPARABLE WITH PREVIOUS ESTIMATES.

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DIGITAL HEALTH TREATMENT & CARE OVERVIEW
HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED
HEALTHCARE TREATMENTS AND CARE

NUMBER OF PEOPLE USING DIGITAL HEALTH TREATMENT & CARE

24.36 MILLION

****YEAR-ON-YEAR CHANGE IN USERS OF DIGITAL TREATMENT & CARE****
+5.5% +1.3 MILLION

****TOTAL ANNUAL VALUE OF THE DIGITAL TREATMENT & CARE MARKET (USD, 2023)****
\$1.70 BILLION

****YEAR-ON-YEAR CHANGE IN MARKET VALUE: DIGITAL TREATMENT & CARE MARKET****
+4.9% +\$80 MILLION

****AVERAGE ANNUAL VALUE PER USER: DIGITAL TREATMENT & CARE (USD, 2023)****
\$69.92

****SOURCE:**** STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM
****NOTES:**** INCLUDES DIGITAL TOOLS THAT ARE USED TO DIAGNOSE, TREAT, AND MANAGE MEDICAL CONDITIONS, INCLUDING BIOMETRIC SENSORS AND DIGITAL CARE MANAGEMENT. DOES NOT INCLUDE SMARTPHONES, SMART WATCHES, OR SMART EYEWEAR. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN US DOLLARS; PERCENTAGE CHANGE VALUES ARE RELATIVE; "VALUE" VALUES SHOW ABSOLUTE CHANGE.
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****Digital 2024 France**** JAN 2024
FINANCIAL INCLUSION FACTORS
PERCENTAGE OF THE TOTAL POPULATION AGED 15+ THAT OWNS OR USES EACH PRODUCT OR SERVICE

- ACCOUNT WITH A FINANCIAL INSTITUTION

- 99.2%
- FEMALE: 100.0%
- MALE: 98.4%

- CREDIT CARD OWNERSHIP

- 39.8%
- FEMALE: 37.5%
- MALE: 42.2%

- DEBIT CARD OWNERSHIP

- 86.3%
- FEMALE: 86.0%
- MALE: 86.8%

- MOBILE MONEY ACCOUNT (E.G., M-PESA, G-CASH)
 - [N/A]
 - FEMALE: [N/A]
 - MALE: [N/A]
- MADE A DIGITAL PAYMENT (PAST YEAR)
 - 98.4%
 - FEMALE: 99.0%
 - MALE: 97.7%
- MADE A PURCHASE USING A MOBILE PHONE OR THE INTERNET (PAST YEAR)
 - 52.6%
 - FEMALE: 55.8%
 - MALE: 49.1%
- USED A MOBILE PHONE OR THE INTERNET TO SEND MONEY (PAST YEAR)
 - 28.5%
 - FEMALE: 29.7%
 - MALE: 27.3%
- USED A MOBILE PHONE OR THE INTERNET TO PAY BILLS (PAST YEAR)
 - 43.7%
 - FEMALE: 42.7%
 - MALE: 44.7%

Source: World Bank. Notes: Some figures have not been updated in the past year, so may be less representative of current behaviors. Percentages are of adults aged 15 and above, not of total population. Mobile money accounts only refer to services that require using an independent wallet (and do not refer to a phone number), such as M-PESA, G-Cash, and Tigo Pesa. Figures for "Mobile Money Accounts" do not include "Mobile Wallet" services, such as Apple Pay, Google Pay, or Samsung Pay.

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Icons:

- We Are Social
- MeltwaterVoici la retranscription textuelle de l'image :

JAN 2024

ONLINE DOCTOR CONSULTATIONS OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE DOCTOR CONSULTATION SERVICES

[Image de drapeau français]

- **NUMBER OF PEOPLE USING ONLINE DOCTOR CONSULTATION SERVICES**

! [Image d'un stéthoscope]

1.75 MILLION

- **YEAR-ON-YEAR CHANGE IN USERS OF ONLINE DOCTOR CONSULTATION SERVICES**

! [Image de flèches vers le haut et vers le bas]

+8.0%

+130 THOUSAND

- **TOTAL ANNUAL VALUE OF ONLINE DOCTOR CONSULTATIONS (USD, 2023)**

! [Image de symbole dollar]

\$500.0 MILLION

- **YEAR-ON-YEAR CHANGE IN MARKET VALUE, ONLINE DOCTOR CONSULTATIONS**

! [Image de flèches en cercle]

+11.1%

+50 MILLION

- **AVERAGE ANNUAL VALUE PER USER, ONLINE DOCTOR CONSULTATIONS (USD, 2023)**

! [Image d'une personne avec un symbole dollar]

\$287

Sources: Statista, Digital Market Outlook. See [statista.com](https://www.statista.com). Notes: Includes telemedicine and other digital tools that enable patients to consult with doctors remotely. Figures represent estimates for full-year 2023, and comparisons to equivalent values for the previous calendar year. Financial values are in US dollars. Percentage change values are relative. "000" values show absolute change.

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françaisJAN 2024 DIGITAL FITNESS & WELL-BEING OVERVIEW
HEADLINES FOR THE ADOPTION AND USE OF DIGITAL FITNESS & WELL-BEING
DEVICES AND SERVICES

[France flag] FRANCE

NUMBER OF PEOPLE USING DIGITAL FITNESS & WELL-BEING DEVICES AND
SERVICES
20.58 MILLION

YEAR-ON-YEAR CHANGE IN THE NUMBER OF DIGITAL FITNESS & WELL-BEING
USERS
+10.0%
+1.9 MILLION

TOTAL ANNUAL VALUE OF THE DIGITAL FITNESS & WELL-BEING MARKET (USD,
2023)
\$1.60 BILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE, DIGITAL FITNESS & WELL-BEING
MARKET
+9.6%
+\$140 MILLION

AVERAGE ANNUAL VALUE PER USER, DIGITAL FITNESS & WELL-BEING (USD,
2023)
\$77.50

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. NOTES:
INCLUDES SMARTWATCHES, FITNESS AND ACTIVITY TRACKING WEAR/HEAR,
SMART SCALES, FITNESS APPS THAT TRACK PARAMETERS, NUTRITION APPS
(E.G. CALORIE COUNTERS), AND MEDITATION AND MINDFULNESS APPS. DOES
NOT INCLUDE SMART CLOTHING, SMART SHOES, SMART EYEWEAR, HEALTH
TRACKING APPS, OR MENTAL WELL-BEING APPS. FIGURES EXCLUDE
COMMISSION ON IN-APP AD SPEND AND SALES OF PHYSICAL GOODS. VALUES
SHOW NOMINAL GROWTH AND ARE COMPARISONS TO EQUIVALENT VALUES
FOR THE PREVIOUS YEAR. FINANCIAL VALUES ARE IN US DOLLARS.
REFERENCE CALENDAR YEAR (2023). VALUES SHOW ANNUAL CHANGE.

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[Icons for digital interaction at the bottom.]

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©MeltwaterL'image contient les éléments suivants :

- Un cercle vert avec un symbole de haut-parleur blanc à l'intérieur, situé au centre de l'image.
- En dessous du cercle et du symbole, le texte "DIGITAL MARKETING" est affiché en majuscules avec une couleur orange.
- En bas de l'image, en petite taille :
 - À gauche : "Digital 2024 France"
 - Au centre : "106 sur 135"
 - À droite : Une icône d'engrenage (paramètres), une icône de loupe (zoom), une icône de partage, et une icône de bascule de langue indiquant "français".JAN 2024

DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PAY FOR EACH TYPE OF DIGITAL CONTENT EACH MONTH

Movier or TV Streaming Service - 35.1%
Music Streaming Service - 22.6%
Music Download - 8.3%
Mobile App - 7.8%
Mobile Game - 7.7%
Premium Web Service - 5.3%
E-Book - 5.2%
News Service - 4.6%
Study Programs and Learning Materials - 4.6%
Online Magazine Subscription - 4.1%
Software Package - 4.1%
Dating Service - 3.8%
In-App Purchases - 3.8%
Digital Gifts - 2.7%

SOURCE: GWI Q3 2023. FIGURES REPRESENT THE FINDINGS OF A GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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DATABPORTAL

Meltwater

we are socialJAN 2024

DIGITAL MEDIA SPEND
FULL-YEAR 2023 SPEND ON DIGITAL MEDIA SUBSCRIPTIONS AND DOWNLOADS
(IN U.S. DOLLARS)

Total
\$10.11 BILLION
YEAR-ON-YEAR CHANGE
+18.0% (+\$1.5 BILLION)

Video Games
\$3.45 BILLION
YEAR-ON-YEAR CHANGE
+17.7% (+\$520 MILLION)

Video-On-Demand
\$3.35 BILLION
YEAR-ON-YEAR CHANGE
+25.5% (+\$680 MILLION)

Epublishing
\$2.04 BILLION
YEAR-ON-YEAR CHANGE
+11.5% (+\$210 MILLION)

Digital Music
\$1.28 BILLION
YEAR-ON-YEAR CHANGE
+12.3% (+\$140 MILLION)

Source: Statista Digital Market Outlook. See [statista.com](https://www.statista.com) NOTES: Figures represent estimates for full-year spend in 2023 in U.S. dollars, and comparisons with equivalent values for the previous calendar year. Figures cover the spend on digital media content such as subscriptions to streaming services and online publishing. Does not include physical media or user-generated content. Comparability: Base and category definition changes; figures are not comparable with previous reports.

[Footer]
Digital 2024 France

Icons at the bottom: grid view, search, page fit, download, bookmark, share, full screen, language (French)

Logos: We Are Social, Meltwater

Flag: FranceJan 2024 - SOURCES OF BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM (France)

1. SEARCH ENGINES - 41.4%
2. WORD-OF-MOUTH - 28.6%
3. PRODUCT SAMPLES OR TRIALS - 26.6%
4. RETAIL WEBSITES - 26.4%
5. TV ADS - 23.8%
6. BRAND WEBSITES - 21.8%
7. PRODUCT COMPARISON WEBSITES - 21.4%
8. IN-STORE PROMOS - 20.9%
9. PRODUCT BROCHURES - 18.9%
10. CONSUMER REVIEW SITES - 18.6%
11. TV SHOWS AND FILMS - 16.2%
12. EMAILS OR PHYSICAL MAIL - 14.7%
13. SOCIAL MEDIA ADS - 12.7%
14. SOCIAL MEDIA COMMENTS - 12.6%
15. ADS ON WEBSITES - 11.5%

107 Source: GWI (Q3 2021). Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.COM. Comparability: Methodology changes. See notes on data.

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JAN 2024

****MAIN CHANNELS FOR ONLINE BRAND RESEARCH****

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS

****Search Engines** 59.7%**

****Social Networks** 32.1%**

****Product & Brand Websites** 31.1%**

****Consumer Reviews** 29.1%**

****Price Comparison Sites** 24.3%**

****Discount Voucher Sites** 18.9%**

****Q&A Sites**** 14.7%

****Specialist Review Sites**** 13.9%

****Mobile Apps**** 13.5%

****Video Sites**** 11.0%

****Forums & Message Boards**** 10.6%

****Brand & Product Blogs**** 8.8%

****Messenger Services**** 7.2%

****Micro-Blogs**** 4.8%

****Online Pinboards**** 4.4%

Source: GWI Q3 2023. Figures represent the findings of a broad survey of Internet users aged 16 to 64. See GWI.COM. Comparability: Methodology changes: See notes on data.

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ENGAGEMENT WITH DIGITAL MARKETING
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY ENGAGE IN
EACH KIND OF ONLINE ACTIVITY

FRANCE

1. RESEARCH BRANDS ONLINE BEFORE MAKING A PURCHASE

- 49.1%
- YOY: -2.8% (-140 BPS)

2. VISITED A BRAND'S WEBSITE IN THE PAST 30 DAYS

- 49.1%
- YOY: -2.4% (-120 BPS)

3. CLICKED OR TAPPED ON A BANNER AD ON A WEBSITE IN THE PAST 30 DAYS

- 9.0%
- YOY: -8.2% (-80 BPS)

4. CLICKED OR TAPPED ON A SPONSORED SOCIAL MEDIA POST IN THE PAST 30 DAYS

- 10.9%

- YOY: -2.7% (-30 BPS)

5. DOWNLOADED OR USED A BRANDED MOBILE APP IN THE PAST 30 DAYS

- 13.6%

- YOY: -7.5% (-110 BPS)

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM/FAQS.

NOTES: "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE PERCENTAGE CHANGE VALUES REPRESENT THE CHANGE IN THE ENGAGEMENT OR ACTION FROM A STARTING VALUE OF 0 TO 49% WOULD EQUAL 49%, NOT 98%. "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGES. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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ADVERTISING SPEND: TOTAL vs. DIGITAL

TOTAL AD SPEND ACROSS ALL CHANNELS, WITH DETAIL FOR DIGITAL AD SPEND (U.S. DOLLARS, FULL-YEAR 2023)

France (flag)

TOTAL AD SPEND

(INCLUDING ONLINE AND OFFLINE CHANNELS)

\$19.90 BILLION

YEAR-ON-YEAR CHANGE IN TOTAL AD SPEND (ALL CHANNELS)

+5.0%

+\$950 MILLION

DIGITAL AD SPEND

(INCLUDING SEARCH AND SOCIAL MEDIA)

\$11.69 BILLION

YEAR-ON-YEAR CHANGE IN DIGITAL AD SPEND

+9.1%

+\$979 MILLION

DIGITAL AD SPEND AS A PERCENTAGE OF TOTAL AD SPEND

58.8%

SOURCE: STATISTA MARKET OUTLOOKS. SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES IN U.S. DOLLARS. PERCENTAGE CHANGES VALUES ARE BASED ON AD SPEND VALUES IN CONSTANT U.S. DOLLARS. COMPARABILITY: BASE NOTE: DIGITAL SEGMENTS ARE OUT OF HOME MARKET SEGMENTS ARE PRESENTED FOR INFORMATION PURPOSES, AND DO NOT IN THIS CHART INCLUDE A BROADER VARIETY OF CHANNELS AND ACTIVITIES THAT MEET THE DEFINITION OF SUCH SEGMENTS, AND THUS VALUES MAY NOT DIRECTLY BE COMPARABLE

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KEPOSJAN 2024

SEARCH ADVERTISING OVERVIEW
SPEND ON ONLINE SEARCH ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET

ANNUAL SPEND ON ONLINE SEARCH ADVERTISING (USD)
\$5.44 BILLION

YEAR-ON-YEAR CHANGE IN ONLINE SEARCH ADVERTISING SPEND
+9.5% +\$470 MILLION

ONLINE SEARCH'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND
46.5%

YEAR-ON-YEAR CHANGE IN ONLINE SEARCH'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND
+0.3% +14 BPS

Source: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. FOREIGN EXCHANGE RATES ARE BASED IN THE AVERAGE OF 200 YMA. A STARTING VALUE OF 50% WOULD EQUAL 40%, NOT 75%. "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. COMPARABILITY: BASE CHANGES FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

FRANCEJAN 2024
PROGRAMMATIC ADVERTISING OVERVIEW
SPEND ON PROGRAMMATIC ADVERTISING AND ITS SHARE OF THE DIGITAL
ADVERTISING MARKET

[France Flag] FRANCE

ANNUAL SPEND ON PROGRAMMATIC ADVERTISING (USD)
\$9.84 BILLION

YEAR-ON-YEAR CHANGE IN PROGRAMMATIC ADVERTISING SPEND (USD)
+8.7% +\$788 MILLION

PROGRAMMATIC'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND
84.2%

YEAR-ON-YEAR CHANGE IN PROGRAMMATIC'S SHARE OF TOTAL DIGITAL
ADVERTISING SPEND
-0.4%-34 BPS

SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM
NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND
COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR
YEAR.

FINANCIAL VALUES ARE IN U.S. DOLLARS. FOREIGN EXCHANGE RATES ARE
BASED ON THE XE ANNUAL AVERAGE EXCHANGE RATE FOR EQUIVALENT
PERIOD.

A BASIS POINT VALUE OF 50BPS WOULD EQUAL 0.5%, AND 100 BPS WOULD
EQUAL 1%.

BPS VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE.
COMPARABILITY BASE CHANGE FIGURES ARE NOT COMPARABLE WITH
PREVIOUS REPORTS.

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