

AFRICASCOPE MAGHREB

Results 2023

KANTAR



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international

TV REMAINS THE LEADING MEDIA IN THE MAGHREB ZONE, DESPITE THE RISE OF DIGITAL MEDIA

TV

3h07*

DIGITAL

2h43* +36min
vs n-1

5h50

daily listening time
per person



*: people watch an average of 3 hours 07 minutes of television a day



+1h11



+16min



+7min

TV5MONDE AND FRANCE 24 TOP THE RANKING FOR THE GENERAL PUBLIC** TARGET

Data on the general public



NO. 1 INTERNATIONAL NEWS
CHAIN**



NO.1 FRANCOPHONE
CHANNEL**

73%

of notoriety (+2pts in one year)

3M

viewers every week (20% weekly
audience)

56%

of notoriety (+1pt in one year)

1,4M

viewers every week (9% weekly
audience)

**: In weekly coverage

Source: KANTAR Sofres - Africascope Maghreb - Annual results 2023

The survey covers the 12 main regional metropolises of Algeria, Morocco and Tunisia, and is representative of the population aged 15 and over residing there, i.e. 15,226,000 individuals.

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A STRONG POSITION IN THE MAGHREB FOR EXECUTIVES & MANAGERS

96% of notoriety



A STRONG FOLLOWING AMONG EXECUTIVES AND MANAGERS IN ALL THREE COUNTRIES



INDEX194*



12th place**



Marocco

22% of weekly audience



Tunisia

39% of weekly audience



Algeria

18% of weekly audience

*Index vs. average of news channels in the Maghreb among executives and managers.

**International generalist channels in the Maghreb among executives and managers.

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