

Record television audience in France for Paralympic Games



PARIS 2024



Record television audience

Paris, Sep 9 (PL) Nearly 49 million French people spent at least one minute of their time watching the Paris 2024 Paralympic Games on television, twice as many as those reported for Tokyo 2020, the

Médiamétrie agency published today.

According to the entity specialized in audience measurement and media marketing studies, among the highlights of France Télévisions' broadcasts were logically the opening and closing ceremonies.

The opening of the Paralympics, on August 28, attracted 10.2 million viewers, 52.3 percent of the possible audience, while the closing ceremony drew 7.7 million viewers, 37.7 percent.

France's best performance in the last six games at Paris 2024, with 19 gold, 28 silver and 28 bronze medals, earned it eighth place, a performance that undoubtedly boosted interest in the 11-day event.

The blind soccer final on September 7 was a peak event for audiences, with 5.3 million French people enjoying Les Bleus' penalty shootout victory over Argentina.

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