

Global Audio

96% of web users listen to audio content every month



Preliminary results from Global Audio, Médiamétrie's new study that analyses all audio usage by web users: radio, original podcasts, audio books, music streaming and personal music.

“The audio universe has grown significantly more populous in recent years with digital technology: radio has enriched its content and new offerings have emerged, such as music streaming, and most recently original podcasts. The Global Audio study puts these various activities into perspective to better grasp this multifaceted offer”, announced Emmanuelle Le Goff, Director of Médiamétrie's Radio Department.

Which audio practices stand out and which audio uses dominate? Here are a few major lessons from the study.

Radio at the forefront, the audio ecosystem diversifying

Alongside trans-generational radio media that reaches over **9 in 10 web users** every month, and over **80% of 15-24-year-olds**, the audio landscape is getting crowded.

Some activities, such as music streaming, are already well established, with **37.5% of monthly users**. Others are still for a rather limited audience, such as listening to original podcasts and even audio books.

Altogether, these audio uses involve **96% of web users** every month.

Audiences for music streaming, original podcasts and audio books offers are often younger than the average, in higher SPCs, and in some cases, more concentrated in Greater Paris Region. These audio content types attract audiences that more closely resemble those for catch-up radio.

* original audio content not broadcast over the air, and produced by radio stations or by other producers

PRESS RELEASE

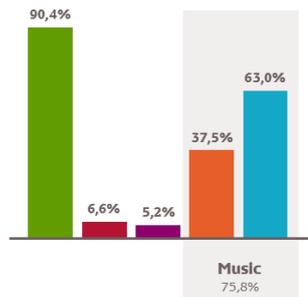


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On average over a day, radio represents **65%** of the amount of listening dedicated to various audio content types, with music at **34%**, original podcasts **0.7%** and audio books **0.5%**.

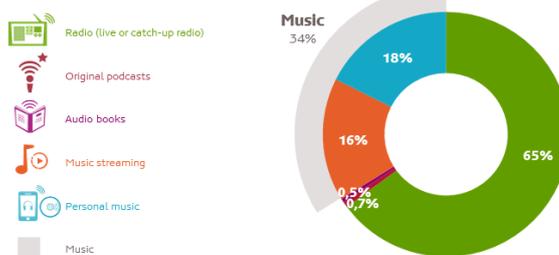


% of web users listening to at least one audio content type each month



Source : GlobalAudio - March 2019 - Copyright Médiamétrie

Distribution in amount of listening to audio content types over one day



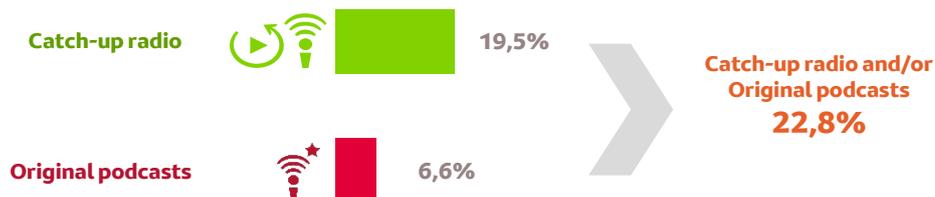
The listening period takes into account the number of listeners and the time allotted to the audio each day.

In general, audio is mainly listened to at home (**87.7%**) and in the car (**82.1%**). Radio wins by a large margin in the car, with **74%** of web users listening to it in their vehicle. At work, in mass transit / public places, music dominates, with **16.3%** and **22.3%** of listeners respectively, whether through a music streaming service or a personal library (CD, MP3, etc.).

Over 1 out of 5 web users listens to catch-up radio content and/or to original podcasts

Of web users, **22.8%** listen to catch-up radio content every month, broadcast previously over the air (**19.5%**) and/or to original podcasts (**6.6%**).

% of web users listening every month to catch-up radio content and/or to original podcasts



Médiamétrie - Global Audio - March 2019 - Copyright Médiamétrie

Although a recent phenomenon, original podcasts are familiar to nearly **40% of web users 15 years and older**. They are even more so among the younger group: **62.5% of 15-24-year-olds**.

Social networks and media are the major vectors for awareness of original podcasts. Culture, fiction, music and history are listeners' 4 favourite content topics in this type of offer. The youngest listen most often to podcasts about music.

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About Global Audio

The study was conducted online (CAWI) from 24 January to 12 February 2019, among a sample of 4,395 web users aged 15 and older, representative of the web user population across the socio-demographic criteria of sex, age, SPC and geographic distribution.

The scope studied included radio (FM, via internet either live or as catch-up/podcast), original podcasts, audio books, music streaming services (free and subscription-based), personal music libraries (CD, MP3, purchase of titles, vinyl, etc.).

The Global Audio study provides indicators on Audio usage (awareness, coverage, duplication, profile, habits and amount of listening), contexts for listening (locations, situation, times for listening) and reasons for listening.

About Médiamétrie

The leader in media research, Médiamétrie monitors, measures and analyses audience behaviour and market trends, and is encouraging the emergence of a media data reference in France. Created in 1985, Médiamétrie is expanding its activities in television, radio, Internet (computer, smartphone and tablet), cinema and the cross-media sector in France and abroad. The Médiamétrie Group generated a turnover of €102.7 million in 2018.
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