

Global Audio 2026

With 96% of listeners each month and rising digital usage, audio is becoming firmly established in France



The **Global Audio** study analyzes all audio uses and provides a consolidated and precise view of audio consumption in France among 15-80 year-olds.

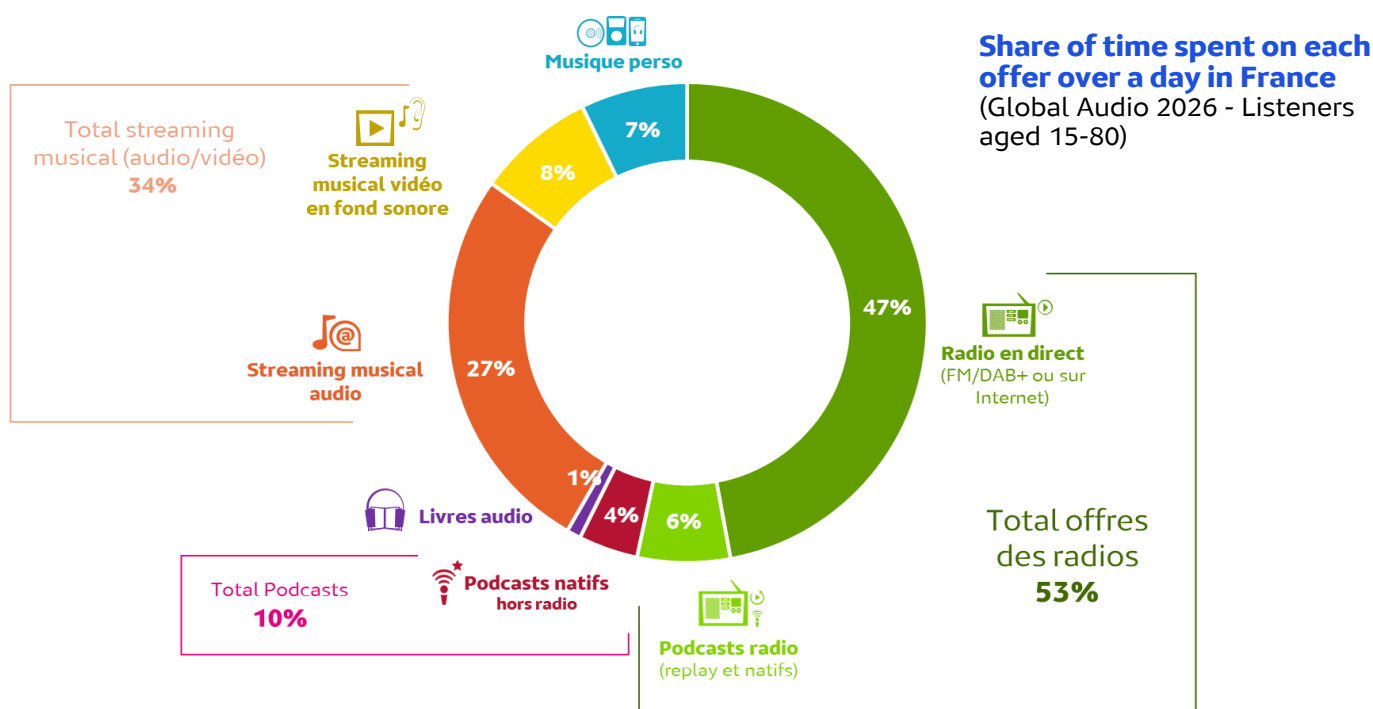


A powerful audio ecosystem that benefits from the widespread adoption of digital technology

With nearly **50 million** listeners (**96%** of 15- to 80-year-olds) each month in France, **audio** is reaffirming its **central role** in media consumption while continuing to **evolve**.

On an average day, **radio** accounts for **53% of total audio listening time**, a share that has remained largely stable. At the same time, **podcasts (radio and native)** continue to grow, reaching **10% of total listening volume** (+2 points in one year). **Audio music streaming** accounts for **27% of listening time** (+1 point), while **music video streaming** declines to **8%** (-2 points).

The structure of usage is evolving **without challenging the hierarchy: radio remains central and strong**, while **digital formats are becoming firmly established**.





Press Release

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In this context, digital audio is becoming a **standard across generations: 85%** of listeners use it every month (+4 points in one year). This growth now **extends to all demographics** and is **accelerating particularly among 35- to 64-year-olds (90%; +6 points in one year)**, a sign of **widespread adoption**. This trend is accompanied by a **shift toward mobile devices**, which have become the **primary platform for listening, accounting for 40% of the total time spent listening to audio** in general (+5 points in one year). Mobile devices are thus establishing themselves as the **main gateway** to audio consumption.

“In an ever-evolving audio landscape, characterized both by the stability of its usage patterns and by the accelerating pace of digital transformation, Global Audio aims to provide a clear picture of the market. Who consumes what, when, and in what proportions? In an audio ecosystem that has become deeply hybrid, this study also demonstrates the opportunities that digital technology creates for live radio—the heart of the audio experience.”

Cécile Bertrand, Audio Director

Global Audio is part of Médiamétrie's **MediaEar** offering.

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

The scope studied includes live radio (FM/DAB+ or via the Internet) radio podcasts (replay and original podcasts), and other than radio, audio books, music streaming services (free and subscription-based), background music streaming on video platforms and personal music libraries (CD, MP3, purchase of titles, vinyl, etc.).

The study was conducted online (CAWI) in **February/March 2026**, among a sample of **4,152 individuals aged 15 to 80**, representative of the French population across the socio-demographic criteria of sex, age, socio-professional category and geographic distribution.

About Médiamétrie, High trust data

Every day, Médiamétrie processes over one billion data to support its French and international customers in developing their strategies. At the core of our values and offerings: transparent, right, impartial, inclusive, comparable and verifiable measurement. Médiamétrie places the full expertise of its teams at the service of the design and production of joint and sovereign standard audience measurements for media, platforms and the advertising market, across both audio and video universes. Médiamétrie employs over 700 people and achieved a turnover of €102.2 million in 2025.

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