Mediametrie
High trust data

Press release

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Audio Year 2025-2026

Audio: A daily choice for 83% of French people



In a world where media choices have never been more abundant, audio continues to hold a unique place. Radio, podcasts, audiobooks and music streaming are deeply embedded in the daily lives of the French. From the moment they wake up until they go to bed, audio accompanies them throughout the day, generating substantial consumption and fostering a uniquely strong, intentional and highly engaged relationship with audiences.
This new edition of L'Année Audio highlights a universal medium that connects with the French every day, regardless of age, lifestyle or listening preferences.

Massive consumption, driven by radio

Every day, **83%** of the French population listens to audio content. This widespread engagement spans all generations, including the youngest audiences: nearly **9 in 10 people** aged 15 to 24 listen to audio on a daily basis.
Within this ever-expanding audio landscape, radio continues to play a central role, accounting for more than half of all audio listening time (**53%**), ahead of music streaming (**34%**). Its leading position is reflected in its exceptional reach: two-thirds of the French population (**66%**) listen to radio every day, while **96%** tune in at least once a month. On average, listeners spend **2 hours and 47 minutes** per day with the medium.
Radio also remains the medium of choice for major shared moments. Every morning at 8 a.m., it attracts nearly **12 million** listeners, including **7 million** who tune in to a national station's breakfast news programme.

> *"In an increasingly fragmented media landscape, radio retains a rare strength: it accompanies the French public throughout the day, builds retention, and brings people together around major events. It adapts to all uses; 27% of its listening time now takes place on digital mediums, with smartphones leading the way. To reflect this reality as accurately as possible, Audience Measurement is constantly evolving."*
>
> **Emmanuelle Le Goff**, Director of Radio & Total Audio

Listeners who tailor their own audio experience

Audio allows everyone to tailor their experience to their preferences, life circumstances, and interests. Over the course of a day, listeners now devote **53%** of their listening time to on-demand content and **47%** to live content. Far from being at odds, these usage patterns complement each other: **77%** of listeners combine live and on-demand offerings over the course of a month.

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This complementarity is evident across the entire audio universe: Over the course of a month, **79%** of listeners combine digital and offline offerings, **78%** combine music and spoken-word content, and **67%** use both free and paid offerings.
Audio is also pushing its boundaries: **47%** of daily Podcast listeners say they often choose the video version of this content, a sign of the rise of hybrid consumption patterns where sound is increasingly paired with video.

> *French people don't choose just one audio service; they build their own listening experience. Live radio, Podcasts, Streaming, free or paid content: these formats complement rather than replace one another. This approach to combining services is now one of the defining tags of audio consumption.*
>
> **Cécile Bertrand**, Director of Audio

A medium that fosters engagement and loyalty

Because it is a chosen medium, audio creates a particularly strong connection with its audiences. Radio remains a medium of habit and loyalty: on average, listeners tune in **13 out of 20** workdays per month.
Podcasts are seeing steadily rising engagement: nearly one in two French people (**48%**) listen to them every month, an increase of **9 percentage points** over three years. This engagement is also reflected in listening habits: **68%** of listeners do not skip sections, and **77%** do not speed up playback.
Another sign of this engagement: paid subscriptions are on the rise and now account for **25%** of audio listening time, an increase of **4 percentage points** over three years.
Finally, music drives engagement among younger listeners. **86%** of the audio listening time among 15- to 24-year-olds is devoted to music.

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: right, impartial, 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.
As a Mission-Driven Company, Médiamétrie is committed to advancing rigorous, transparent and collectively governed audience measurement, supporting a balanced media ecosystem, a cornerstone of our democratic society.
Médiamétrie employs close to 700 people and achieved a turnover of €102.2 million in 2025.

Discover our Press Room, audience measurement results and expertise on www.mediametrie.fr

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Press contacts:
Stéphanie Haoun
Tel : +33 (0)1 71 09 93 18
shaoun@mediametrie.fr

Juliette Destribats
Tel : +33 (0)1 47 58 97 55
jdestribats@mediametrie.fr

Measure's words
Our glossary

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