

# PRESS RELEASE

Levallois, 15 November 2018



## Médiametrie 126 000 Radio Survey

### Radio Audience in France in September-October 2018

Médiamétrie publishes radio audience results in metropolitan France over the period from 3 September to 28 October 2018, measured in a population of 30,079 individuals aged 13 and older.

The audience results focus on the “Monday-Friday” time base created by excluding Low Activity Days (LAD), days for which the national activity rate is less than 55%.

No LADs were recorded over the September-October 2018 period.

The cumulative audience results in thousands of listeners (Monday-Friday) are shown on page 3.

### Characteristics of the period during the week (Monday-Friday)

	September - October 2018	April-June 2018	September - October 2017
Number of weekdays of the wave (including LADs)	40	65	40
Number of Low Activity Days	0	6	0
Number of school holidays	5	10	5
Activity rate excluding LADs (in %) <sup>(1)</sup>	77.5	75.5	76.1

<sup>(1)</sup> Activity rate: share of employed individuals having carried out their professional activity on the same day as the interview.

### Media Radio audience, population ages 13 and older (5am-12 midnight)

	September - October 2018					April - June 2018					September - October 2017				
	AA %	AA 000	CA %	CA 000	LTL hrs/min	AA %	AA 000	CA %	CA 000	LTL hrs/min	AA %	AA 000	CA %	CA 000	LTL hrs/min
Monday-Friday	11.6	6,271	78.6	42,674	2h48	11.8	6,392	78.9	42,814	2h50	11.9	6,452	79.5	42,992	2h51
Saturday - Sunday	8.4	4,537	65.6	35,609	2h25	8.5	4,613	64.9	35,207	2h29	8.7	4,720	66.2	35,783	2h30

This press release only mentions the stations, networks and advertising coordinations subscribed to the survey and having achieved a 1% cumulative audience share Monday-Friday (5am-12 midnight).

## RADIO AUDIENCE FROM MONDAY TO FRIDAY (5am-12 midnight)

<sup>(1)</sup> The composition of Les Indés Radios is shown on page 7

		September - October 2018			April-June 2018			September - October 2017		
		CA %	LTL hrs/min	AUDIENCE SHARE %	CA %	LTL hrs/min	AUDIENCE SHARE %	CA %	LTL hrs/min	AUDIENCE SHARE %
<b>RADIO IN GENERAL</b>		<b>78.6</b>	<b>2h48</b>	<b>100.0</b>	<b>78.9</b>	<b>2h50</b>	<b>100.0</b>	<b>79.5</b>	<b>2h51</b>	<b>100.0</b>
<b>General-interest programmes</b>	<b>Total</b>	<b>36.8</b>	<b>2h27</b>	<b>41.1</b>	36.5	2h31	41.1	37.8	2h32	42.1
<i>including</i>										
EUROPE 1		6.2	1h42	4.8	6.5	1h49	5.3	7.2	1h46	5.6
FRANCE BLEU		6.6	2h00	6.0	6.4	2h03	5.8	7.1	2h08	6.7
FRANCE INTER		11.5	2h10	11.4	10.7	2h12	10.5	11.1	2h04	10.1
RMC		7.3	1h55	6.4	7.8	1h57	6.8	7.8	2h01	6.9
RTL		11.8	2h19	12.5	11.8	2h25	12.7	12.0	2h25	12.8
<b>Music programmes</b>	<b>Total</b>	<b>37.8</b>	<b>1h51</b>	<b>31.8</b>	38.5	1h53	32.4	38.7	1h50	31.1
<i>including</i>										
CHERIE		3.5	1h20	2.1	3.6	1h24	2.3	4.0	1h21	2.4
FUN RADIO		5.4	1h24	3.4	5.8	1h32	4.0	5.6	1h29	3.7
M RADIO		1.3	1h36	0.9	1.1	1h31	0.8	1.0	1h23	0.6
NOSTALGIE		6.3	1h37	4.7	6.1	1h43	4.7	5.9	1h36	4.1
NRJ		9.8	1h23	6.2	10.2	1h21	6.1	10.7	1h19	6.2
RFM		4.1	1h51	3.5	4.1	1h47	3.3	4.3	1h44	3.3
RIRE ET CHANSONS		3.1	0h55	1.3	3.0	0h59	1.3	3.1	0h55	1.2
RTL2		4.3	1h27	2.8	4.3	1h36	3.1	4.3	1h34	3.0
SKYROCK		6.5	1h14	3.7	6.8	1h12	3.6	6.3	1h08	3.2
VIRGIN RADIO		4.1	1h16	2.4	4.5	1h16	2.6	4.8	1h15	2.7
<b>Special-interest programmes</b>	<b>Total</b>	<b>13.7</b>	<b>1h30</b>	<b>9.4</b>	13.1	1h31	8.9	13.7	1h28	8.8
<i>including</i>										
FRANCE CULTURE		2.8	1h41	2.1	2.4	1h46	1.9	2.2	1h42	1.7
FRANCE INFO		8.1	1h04	3.9	8.0	1h02	3.7	8.5	1h01	3.8
FRANCE MUSIQUE		1.7	1h44	1.3	1.6	1h47	1.3	1.6	1h46	1.3
RADIO CLASSIQUE		1.9	1h42	1.4	1.8	1h53	1.5	1.9	1h47	1.5
<b>Local programmes</b>	<b>Total</b>	<b>18.7</b>	<b>1h42</b>	<b>14.5</b>	19.1	1h40	14.2	19.2	1h45	14.9
<i>including</i>										
PRIVATE ASSOCIATION RADIO STATIONS		2.0	1h37	1.5	2.2	1h37	1.6	1.9	1h45	1.5
Comprising (number of stations)		(564 stations)			(567 stations)			(567 stations)		
GROUPEMENT LES INDÉS RADIOS <sup>(1)</sup>		15.2	1h39	11.4	15.4	1h36	11.0	16.0	1h38	11.5
Comprising (number of stations)		(131 stations)			(131 stations)			(130 stations)		



## Radio Audience from Monday to Friday (5am-12midnight)

Population 13 years +: 54,287,000 in 2018,  
54,045,000 in 2017.

<sup>(1)</sup> The composition of Les Indés Radios is shown on

	September - October 2018 CA thousands	April - June 2018 CA thousands	September - October 2017 CA thousands
<b>RADIO IN GENERAL</b>	<b>42,674</b>	<b>42,814</b>	<b>42,992</b>
<b>General-interest programmes</b> <b>Total</b>	<b>19,995</b>	<b>19,826</b>	<b>20,450</b>
<i>including</i>			
EUROPE 1	3,381	3,503	3,899
FRANCE BLEU	3,596	3,453	3,838
FRANCE INTER	6,258	5,801	5,998
RMC	3,952	4,251	4,193
RTL	6,419	6,381	6,496
<b>Music programmes</b> <b>Total</b>	<b>20,528</b>	<b>20,891</b>	<b>20,918</b>
<i>including</i>			
CHERIE	1,883	1,947	2,163
FUN RADIO	2,908	3,171	3,046
M RADIO	699	612	531
NOSTALGIE	3,444	3,311	3,169
NRJ	5,302	5,533	5,779
RFM	2,251	2,242	2,337
RIRE ET CHANSONS	1,696	1,632	1,651
RTL2	2,317	2,312	2,310
SKYROCK	3,539	3,675	3,427
VIRGIN RADIO	2,249	2,464	2,597
<b>Special-interest programmes</b> <b>Total</b>	<b>7,437</b>	<b>7,121</b>	<b>7,386</b>
<i>including</i>			
FRANCE CULTURE	1,506	1,326	1,187
FRANCE INFO	4,423	4,318	4,614
FRANCE MUSIQUE	921	876	881
RADIO CLASSIQUE	1,009	977	1,028
<b>Local programmes</b> <b>Total</b>	<b>10,139</b>	<b>10,351</b>	<b>10,379</b>
<i>including</i>			
PRIVATE ASSOCIATION RADIO STATIONS Comprising (number of stations)	<b>1,104</b> <b>(564 stations)</b>	1,219 (567 stations)	1,046 (567 stations)
GROUPEMENT LES INDÉS RADIOS <sup>(1)</sup> Comprising (number of stations)	<b>8,271</b> <b>(131 stations)</b>	8,358 (131 stations)	8,623 (130 stations)



## Radio Station Audience from Saturday to Sunday (5am-12 midnight)

<sup>(1)</sup> % = 542,870 individuals aged 13 years and older

<sup>(2)</sup> % = 540,450 individuals aged 13 years and older

<sup>(3)</sup> The composition of Les Indés Radios is shown on page 7

	September - October 2018			April - June 2018			September - October 2017		
	CA <sup>(1)</sup> %	LTL hrs/min	AUDIENCE SHARE %	CA <sup>(1)</sup> %	LTL hrs/min	AUDIENCE SHARE %	CA <sup>(2)</sup> %	LTL hrs/min	AUDIENCE SHARE %
<b>RADIO IN GENERAL</b>	<b>65.6</b>	<b>2h25</b>	<b>100.0</b>	<b>64.9</b>	<b>2h29</b>	<b>100.0</b>	<b>66.2</b>	<b>2h30</b>	<b>100.0</b>
<b>General-interest programmes</b> <b>Total</b>	<b>29.0</b>	<b>2h18</b>	<b>41.9</b>	28.4	2h19	40.8	30.4	2h11	39.9
<i>including</i>									
EUROPE 1	5.4	1h44	5.9	4.8	1h48	5.3	5.6	1h44	5.8
FRANCE BLEU	4.8	2h16	6.9	5.0	2h07	6.6	5.7	1h55	6.5
FRANCE INTER	8.9	2h11	12.3	9.1	2h13	12.4	8.5	2h05	10.6
RMC	4.8	1h29	4.4	4.8	1h29	4.4	5.5	1h29	4.9
RTL	9.1	2h09	12.4	8.2	2h22	12.0	9.1	2h11	12.0
<b>Music programmes</b> <b>Total</b>	<b>29.9</b>	<b>1h34</b>	<b>29.5</b>	28.5	1h42	30.1	29.7	1h44	30.9
<i>including</i>									
CHERIE	2.3	1h18	1.9	2.8	1h28	2.5	2.9	1h23	2.4
FUN RADIO	3.7	1h14	2.9	3.4	1h31	3.2	3.9	1h17	3.0
M RADIO	0.8	2h08	1.0	0.8	1h24	0.7	0.8	1h35	0.8
NOSTALGIE	4.6	1h35	4.6	4.8	1h36	4.7	5.0	1h45	5.2
NRJ	7.0	1h08	5.0	7.2	1h19	5.8	7.7	1h15	5.7
RFM	3.3	1h23	2.9	3.1	1h34	3.0	3.2	1h48	3.5
RIRE ET CHANSONS	2.0	1h04	1.3	1.7	1h07	1.2	1.9	1h02	1.2
RTL2	3.8	1h13	2.9	3.2	1h31	3.1	3.0	1h19	2.4
SKYROCK	5.9	1h04	3.9	4.9	1h02	3.2	5.2	1h10	3.7
VIRGIN RADIO	2.9	1h10	2.1	2.9	1h05	1.9	3.4	1h03	2.1
<b>Special-interest programmes</b> <b>Total</b>	<b>10.2</b>	<b>1h27</b>	<b>9.3</b>	11.2	1h29	10.2	11.1	1h34	10.5
<i>including</i>									
FRANCE CULTURE	2.2	1h31	2.1	1.9	1h19	1.6	2.0	1h37	1.9
FRANCE INFO	6.4	1h03	4.3	6.7	1h00	4.1	7.2	1h04	4.6
FRANCE MUSIQUE	1.2	2h13	1.7	1.6	1h48	1.8	1.3	1h52	1.4
RADIO CLASSIQUE	1.2	1h22	1.0	1.7	2h21	2.4	1.6	1h53	1.9
<b>Local programmes</b> <b>Total</b>	<b>15.8</b>	<b>1h38</b>	<b>16.2</b>	14.6	1h41	15.2	15.4	1h42	15.8
<i>including</i>									
PRIVATE ASSOCIATION RADIO STATIONS Comprising (number of stations)	1.7	1h48	1.9	1.4	2h02	1.8	1.6	1h38	1.6
		<b>(564 stations)</b>			<b>(567 stations)</b>			<b>(567 stations)</b>	
LES INDÉS RADIOS GROUP <sup>(3)</sup> Comprising (number of stations)	12.6	1h32	12.1	11.2	1h31	10.5	12.7	1h33	11.9
		<b>(131 stations)</b>			<b>(131 stations)</b>			<b>(130 stations)</b>	



## Advertising coordinations audience <sup>(3)</sup> (5am-12 midnight)

<sup>(1)</sup>% = 542,870 individuals aged 13 years and older

<sup>(2)</sup>% = 540,450 individuals aged 13 years and older

	September - October 2018	April- June 2018	September - October 2017	CA <sup>(1)</sup> %	LTL hrs/min	AUDIENC E SHARE %	CA <sup>(2)</sup> %	LTL hrs/min	AUDIENC E SHARE %
<b>MONDAY - FRIDAY</b>									
<b>RADIO IN GENERAL</b>	<b>78.6</b>	<b>2h48</b>	<b>100.0</b>	78.9	2h50	100.0	79.5	2h51	100.0
NRJ GLOBAL	20.7	1h31	14.3	20.9	1h32	14.4	21.5	1h28	13.9
ADULTS ONLY	12.0	1h29	8.1	11.8	1h34	8.2	12.0	1h28	7.8
PRIORITE IDF	3.4	1h21	2.1	3.7	1h30	2.5	3.5	1h14	1.9
M6 PUBLICITE RADIO	20.3	2h01	18.7	20.9	2h07	19.8	20.9	2h07	19.5
FIRST MUSIC	9.4	1h27	6.2	9.9	1h36	7.1	9.7	1h33	6.6
LAGARDÈRE PUBLICITÉ	13.9	1h42	10.7	14.5	1h43	11.1	15.6	1h41	11.6
LAGARDÈRE MÉTROPOLIS IDF	1.6	1h31	1.1	1.7	1h12	0.9	1.6	1h35	1.1
LIP!	2.3	1h33	1.6	2.4	1h30	1.6	2.4	1h40	1.8
TF1 PUBLICITÉ RADIOS	16.3	1h40	12.4	16.3	1h37	11.8	16.8	1h39	12.1
LES INDÉS RADIOS	15.2	1h39	11.4	15.4	1h36	11.0	16.0	1h38	11.5
LES INDÉS CAPITALE	4.4	1h36	3.2	4.5	1h23	2.8	4.4	1h27	2.8
NOVA AND FRIENDS	1.2	1h32	0.8	1.1	1h31	0.8	1.2	1h18	0.7
<b>SATURDAY - SUNDAY</b>									
<b>RADIO IN GENERAL</b>	<b>65.6</b>	<b>2h25</b>	<b>100.0</b>	64.9	2h29	100.0	66.2	2h30	100.0
NRJ GLOBAL	14.8	1h23	12.8	15.3	1h30	14.3	16.4	1h29	14.6
ADULTS ONLY	8.4	1h29	7.8	8.9	1h32	8.4	9.3	1h35	8.9
PRIORITE IDF	2.7	1h16	2.1	2.6	1h42	2.7	2.5	1h51	2.8
M6 PUBLICITE RADIO	15.9	1h49	18.2	14.5	2h02	18.2	15.6	1h51	17.4
FIRST MUSIC	7.3	1h16	5.8	6.5	1h33	6.2	6.9	1h19	5.4
LAGARDÈRE PUBLICITÉ	11.3	1h32	10.9	10.5	1h34	10.3	11.7	1h37	11.4
LAGARDÈRE MÉTROPOLIS IDF	1.1	1h40	1.2	1.1	1h14	0.8	1.1	1h16	0.9
LIP!	2.0	1h22	1.7	1.6	1h28	1.5	1.6	1h19	1.3
TF1 PUBLICITÉ RADIOS	13.3	1h34	13.1	11.8	1h31	11.2	13.4	1h34	12.7
LES INDÉS RADIOS	12.6	1h32	12.1	11.2	1h31	10.5	12.7	1h33	11.9
LES INDÉS CAPITALE	3.5	1h27	3.2	2.8	1h34	2.7	3.8	1h23	3.1
NOVA AND FRIENDS	0.9	1h31	0.8	1.0	1h37	1.0	1.0	1h50	1.1

<sup>(3)</sup>The composition of advertising coordinations between September-October 2018 can be found on page 7. The name and/or composition of the coordinations may differ from the previous waves.



## Audience of aggregates by status (5am-12 midnight)

<sup>(1)</sup> % = 542,870 individuals aged 13 years and older

<sup>(2)</sup> % = 540,450 individuals aged 13 years and older

	September - October 2018			April-June 2018			September - October 2017		
	CA <sup>(1)</sup> %	LTL hrs/min	AUDIENCE SHARE %	CA <sup>(1)</sup> %	LTL hrs/min	AUDIENCE SHARE %	CA <sup>(2)</sup> %	LTL hrs/min	AUDIENCE SHARE %
<b>MONDAY - FRIDAY</b>									
<b>RADIO IN GENERAL</b>	<b>78.6</b>	<b>2h48</b>	<b>100.0</b>	<b>78.9</b>	<b>2h50</b>	<b>100.0</b>	<b>79.5</b>	<b>2h51</b>	<b>100.0</b>
PUBLIC SERVICE RADIO STATIONS	27.2	2h06	26.1	25.8	2h08	24.5	27.3	2h06	25.3
including: RADIO FRANCE	27.1	2h06	26.0	25.7	2h08	24.4	27.1	2h06	25.1
PRIVATE COMMERCIAL RADIO STATIONS	61.9	2h27	69.1	63.2	2h30	70.5	63.7	2h30	70.2
PRIVATE ASSOCIATION RADIO STATIONS	2.0	1h37	1.5	2.2	1h37	1.6	1.9	1h45	1.5
OTHER PROGRAMMES	4.5	1h37	3.3	4.2	1h47	3.4	4.5	1h30	3.0

### SATURDAY - SUNDAY

<b>RADIO IN GENERAL</b>	<b>65.6</b>	<b>2h25</b>	<b>100.0</b>	<b>64.9</b>	<b>2h29</b>	<b>100.0</b>	<b>66.2</b>	<b>2h30</b>	<b>100.0</b>
PUBLIC SERVICE RADIO STATIONS	21.5	2h08	28.9	22.3	2h04	28.6	22.3	2h01	27.1
including: RADIO FRANCE	21.5	2h08	28.9	22.1	2h04	28.4	22.2	1h59	26.7
PRIVATE COMMERCIAL RADIO STATIONS	51.0	2h03	66.1	48.7	2h11	66.0	51.8	2h12	68.4
PRIVATE ASSOCIATION RADIO STATIONS	1.7	1h48	1.9	1.4	2h02	1.8	1.6	1h38	1.6
OTHER PROGRAMMES	3.0	1h39	3.1	3.7	1h36	3.7	3.4	1h25	2.9

## Definition of aggregates by status

**Public service radio stations** include all Radio France and RFI-Radio France Internationale radio stations.

**Radio France:** Fip, France Inter, France Info, France BLEU, France Musique, France Culture, Mouv'.

**Private commercial radio stations** include all local, regional and national commercial radio stations.

**Private association radio stations** include radio stations for which advertising represents less than 20% of turnover

**Other programmes** include foreign radio stations, other or unidentified stations, radio stations without a status, those who did not provide information.

## Definition of aggregates by format

**General-interest programmes :** EUROPE 1, FRANCE BLEU, FRANCE INTER, RMC, RTL.

**Music programmes:** Chérie, Fun Radio, M Radio, Mouv', Nostalgie, NRJ, Radio Nova, RFM, Rire et Chansons, RTL2, Skyrock, Virgin Radio.

**Special-interest programmes:** BFM Business, France Culture, France Info, France Musique, Radio Classique, RFI-Radio France Internationale.

**Local programmes:** FIP, Les Indés Radios, TSF JAZZ and other local radio stations not affiliated with a national network.



## Composition of advertising coordinations

Over the period from September-October 2018, advertising coordinations were made up of the following stations:

**NRJ Global** = Chérie, Nostalgie, NRJ, Rire et Chansons

**Adults Only** = Chérie, Nostalgie, Rire et Chansons

**Priorité IDF** = Chante France IDF, Chérie IDF, Nostalgie IDF, NRJ IDF, Radio Nova IDF, Rire et Chansons IDF, TSF JAZZ IDF

**M6 Publicité Radio** = Fun Radio, RTL, RTL2

**First Music** = Fun Radio, RTL2

**Lagardère Publicité** = Europe 1, RFM, Virgin Radio

**Lagardère Métropoles IDF** = OUI FM IDF, Radio FG IDF, RFM IDF, Virgin Radio IDF

**LIP !** = Fun Radio IDF, OUI FM IDF, Radio FG IDF, RFM IDF, RTL2 IDF, Virgin Radio IDF

**TF1 Publicité Radios** = Les Indés Radios, M Radio ex MFM Radio)

**Les Indés Capitale** = Africa N°1, Beur FM, Evasion, Générations, Latina, MBS, M Radio (formerly MFM Radio), Radio Orient, Radio Rézo, Sud Radio, Swigg, Tropiques FM, Urban Hit, Voltage

**Nova and Friends** = Radio Nova, TSF JAZZ

**Les Indés Radios** = the following 131 radio stations:

100%, 47 FM, Activ Radio, Africa N°1, Alouette, Alpes 1 Alpes du Sud / Alpes 1 Grand Grenoble, ARL, Bergerac 95, Beur FM, Blackbox, Canal FM Sambre Avesnois, Cannes Radio, Cerise FM, Champagne FM, Chante France, Collines La Radio, Contact FM, Décibel (Bretagne), Delta FM (NPDC), Digi Radio (PACA), Direct FM, Echo FM, ECN, Emotion, Est FM, Evasion, FC Radio, FGL-Fréquence Grands Lacs, Flash FM (Limousin), Flor FM, Forum, France Maghreb 2 (province), Fréquence Plus, Fusion FM, Galaxie Radio (NPDC), Générations (Ile de France), Générations (Metropolitan Lyon), Gold FM, Grand Sud FM, Happy FM, Hit West, Horizon (NPDC), Hot Radio, Impact FM, Inside, Jaime Radio, Jazz Radio (D), Jazz Radio (B), Jordanne FM, K6 FM, Kiss FM, Kit FM, La Radio Plus, Latina, Latitude, Littoral FM, Lor'FM, Lyon 1ère, Magnum La Radio, Maritima, Max FM, MBS, Métropolys, Mistral FM, Mixx FM, Mona FM, Montagne FM, MTI, N'Radio, Nice Radio, Océane FM, ODS Radio, OÛI FM, Oxygène Radio Hit and Dance, Oxygène Radio (Pays-de-la-Loire), Plein Air, Plein Coeur, Radio 6, Radio 8, Radio Alfa, Radio Bonheur, Radio Camargue, Radio Caroline, Radio Cristal (Normandy), Radio Dreyeckland, Radio Espace, Radio FG, Radio Flash (Languedoc-Roussillon), Radio Intensité, Radio Isa, Radio Liberté, Radio Mélodie, Radio Ménergy, Radio Mont-Blanc, Radio Numéro 1, Radio One, Radio Orient, Radio Rézo, Radio Scoop, Radio Star (PACA), Radio Star (Est), Radio Studio 1, Radio VFM-Vire FM, Radiocéan, RBA-Radio Bassin d'Arcachon, RCA, RDC-Radio Couserans, RDL, RMB-Radio Montluçon Bourbonnais, RMN - La Bretagne en Musique, RTS FM, RVA, RVM (Champagne Ardenne), Sea FM, Sud Radio, Sweet FM, Swigg, Tendance Ouest, TFM, Tonic Radio, Top Music, Totem, Toulouse FM, Tropiques FM, Urban Hit, Vibration, Virage Radio, Vivradio, Voltage, Wit FM.

## Definition of audience indicators

**AA:** Average Audience = Average audience per quarter hour, as a percentage of the population or in thousands (Average Quarter Hour, AQH).

**CA:** Cumulative Audience = All individuals having listened at least once during the time slot or the day (5am-12 midnight), in percentage of the population or in thousands.

**LTL:** Listening Time per Listener (in hrs and min).

**AUDIENCE SHARE:** Audience Share (Market Share) = share represented by the amount of listening to a station, an aggregate or a coordination in the overall amount of listening to the radio media.

### Survey Characteristics

- Interviews carried out between 3 September and 28 October 2018 with a population of individuals ages 13 and older: 27,501 interviews for the Monday-Friday period and 11,746 interviews for the Saturday-Sunday period.
- The audience results focus on the “Monday-Friday” time base created by excluding Low Activity Days (LAD), days for which the national activity rate is less than 55%. No LADs were recorded over the September-October 2018 period.
- Daily monitoring of socio-demographic representativeness and geographic stratification of the sample with equal distribution of the interviews among the days of the survey.
- The interviews were carried out between 5.30pm and 9.30pm on landline phones (including numbers beginning with ‘09’) and on mobile phones in order to reach as many individuals as possible.
- Audience information gathering over the last 24 hours (from 5.30pm the previous day to 5.30pm the day of the interview).
- Only the cumulative audience can be used to calculate the number of listeners: Cumulative audience (as a %) x 542,870 = number of listeners. The same calculation cannot be performed using audience share points.

### Events over the period

Over the September-October 2018 survey period, from 3 September to 28 October 2018, the news was marked by events likely to have an impact on radio listening behaviours:

- **On 17 September**, Emmanuel Macron and Agnès Buzyn, the French Minister of Health, announced the implementation of the ‘Plan Santé’ [Health Plan].
- **On 19 September**, Alexandre Benalla, the former security officer and deputy chief of staff of Emmanuel Macron, defended himself before the French Senate’s commission of enquiry.
- **On 25 September**, Manuel Valls announced his intention run for Barcelona mayor.
- **On 28 September**, a magnitude 7.5 earthquake followed by a Tsunami hit Sulawesi in Indonesia, causing 1,200 deaths.
- **On 1 October**, the Franco-Armenian singer Charles Aznavour died aged 94. The French nation paid tribute to him at Les Invalides on **5 October**.
- **On 3 October**, Gérard Collomb, French Minister of the Interior and number two in the government tendered his resignation. The new government line-up was announced **on 16 October**, with Christophe Castaner replacing him.
- **On 15 October**, the French department of Aude was hit by deadly storms and floods which left 14 dead and 76 injured.
- **On 17 October**, raids on the home of Jean-Luc Mélenchon and the premises of his party angered the president of La France Unsoumise [Unbowed France].
- **On 20 October**, Saudi Arabia officially recognised the journalist Jamal Kashoggi was killed in the Saudi consulate in Istanbul, Turkey.
- **On 24 October**, in the USA, several high-profile people, including Hillary Clinton and Barack Obama, were sent suspicious packages 13 days before the legislative elections.
- **On 27 October**, an anti-Semitic attack on a Pittsburgh (USA) synagogue claimed 11 victims.
- **On 28 October**, far-right candidate Jair Bolsonaro was elected President of Brazil with 55.7% of the votes.





## About Médiamétrie

The French industry leader in media research, Médiamétrie monitors, measures and analyses audience behaviour and market trends. Created in 1985, Médiamétrie is expanding its activities in television, radio, Internet, cinema, mobile phones, tablets and the cross-media sector in France and abroad. Médiamétrie generated a turnover of €93 million in 2017.

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