

PRESS RELEASE

Levallois, 24 January 2019



Médiamétrie launches “Global Audio”, the usage measurement that covers the entire audio universe

To provide the market insight on understanding the development and consumption of audio services in France, Médiamétrie is launching “Global Audio”, a unique measurement that captures all usages across the audio environment.

Contexts, motivations, habits, listening location and access platform: Global Audio surveys 4,000 online users aged 15 and older about their audio consumption of radio (FM, live and catch-up), music streaming and personal music library, original podcasts and audio books.

The initial results of this new multi-subscription study will be released in the first quarter of 2019:

- **Measurement of listening practices and habits** for these audio media (coverage, habits and listening period)
- **Analysis of the motivations and listening contexts** of these practices (access platforms, environment, situation and time of listening)
- **Measurement of the trade-offs** between the different listening opportunities

“This study decodes the developments in a rapidly changing audio market,” said Julie Terrade, Director of the National division within Médiamétrie’s Radio department. “Global Audio maps the audio universe, capturing the choices, motivations and expectations of French listeners in order to inform market stakeholders.”

Objectives of the “Global Audio” study:

GLOBAL AUDIO

- 1 Draw a cartography of the listening practices of the various audio services



- 2 Understand the motivations and listening contexts of these practices

- 3 Measurement of the trade-offs between the various services



PRESS RELEASE

Médiamétrie launches “Global Audio”



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, the Internet, cinema, mobile screens, and the cross-media sector in France and abroad. Médiamétrie generated a turnover of €93 million in 2017.

www.mediametrie.fr

Twitter: @Mediametrie

Facebook: Médiamétrie

Press Contacts:

Juliette Destribats

Tel.: +33 (0)1 47 58 97 55

jdestribats@mediametrie.fr

Isabelle Lellouche-Filliau

Tel.: +33(0)147 589 726

llellouche-filliau@mediametrie.fr