

# PRESS RELEASE

Levallois, 10 December 2020



## Global Radio - September-October 2020 Wave

### Each day, 8 million people listen to the radio on digital devices

Nearly **41 million** French people aged 13 years and older listen to the radio every day. This total was measured as part of the 126 000 Radio study and includes all listening devices used by the audience - both those dedicated to radio and digital devices.

The Global Radio module of the 126 000 Radio study can be used to analyse digital radio listening behaviour.

Every day, **14.4%** of the population listens to the radio on a digital device, or **7.8 million** daily listeners, **up sharply over one year** (nearly 750,000 more listeners).

Mobile phones were still the top digital device used to listen to the radio, with **4.4 million** people using this method every day, which represents more than 600,000 listeners gained in 1 year. The next most popular devices were computers (**1.4 million** daily listeners), television (**948,000**) and virtual assistants (**879,000**), for which radio audiences increased by 286,000 additional listeners in one year.

**Number of daily radio listeners on digital devices**  
(126 000 Radio / Global Radio – Cumulative Audience in thousands and %  
Monday–Friday, 5am to 12 midnight, 13 years and older)



**7.8 million**  
(14.4%)

Reminder Sept-Oct 19 (13.1%)



**4.4 million**  
(8.1%)

**1.4 million**  
(2.7%)

**948,000**  
(1.7%)

**879,000**  
(1.6%)

**559,000**  
(1.0%)

Figure for Sept-Oct 19 (7.0%)

**Mobile**

**Computer**

**TV**

**Voice-controlled speaker**

**Tablet**



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Global Radio September-October 2020



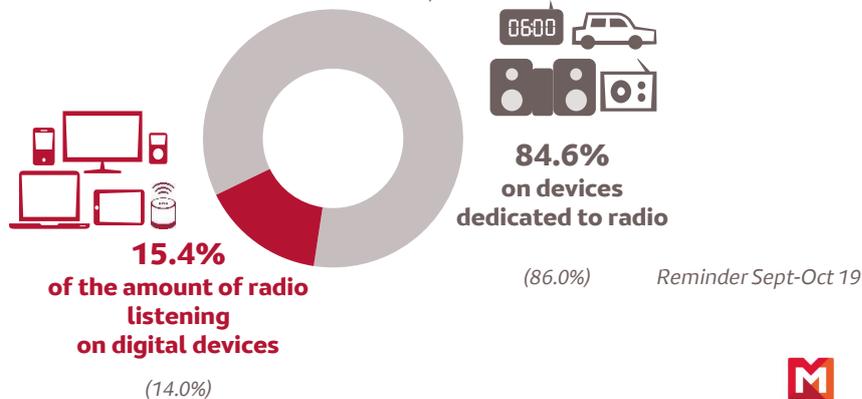
On multimedia devices, the listening time was **2 hours 10 mins** on average per day and per listener.

The computer is the digital device on which people listen to the radio the longest (2 hours 41 mins on average per day and per listener), i.e. 53 minutes more than on a mobile phone (1 hour 48 mins).

Digital devices accounted for **15.4%** of the **total radio listening volume**, which takes into account the number of listeners and the time they spent listening to the radio each day, i.e. **growth of 1.4 percentage points** on the previous year.

## Contribution of digital devices to the amount of Radio listening

(126 000 Radio / Global Radio – Contribution of devices, Monday -Friday, 5am to 12 midnight, 13 years and older)



► Source: Médiamétrie - 126 000 Radio / Global Radio - September-October 2020



## Global Radio

The Global Radio module is included in the January-March and September-October waves of the 126 000 Radio survey. It specifically measures the audience of Radio on multimedia devices and their contribution to overall radio listening. 126 000 Radio measures the Radio audience in France, regardless of the location and listening device.

## About Médiamétrie

The French industry leader in media research, Médiamétrie monitors, measures and analyses audience behaviour and market trends, and fosters the emergence of a benchmark for media data in France. Created in 1985, Médiamétrie is expanding its activities in Television, Radio, the Internet (computer, smartphone and tablet), Cinema and the Cross-media sector in France and abroad.

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