

Global Audio

Audio is being boosted by digital listening



With the Global Audio study, Médiamétrie provides a consolidated and accurate overview of audio consumption in France.

Global Audio analyses all audio usage by Internet users: radio, podcasts, audio books, music streaming musical and personal music.

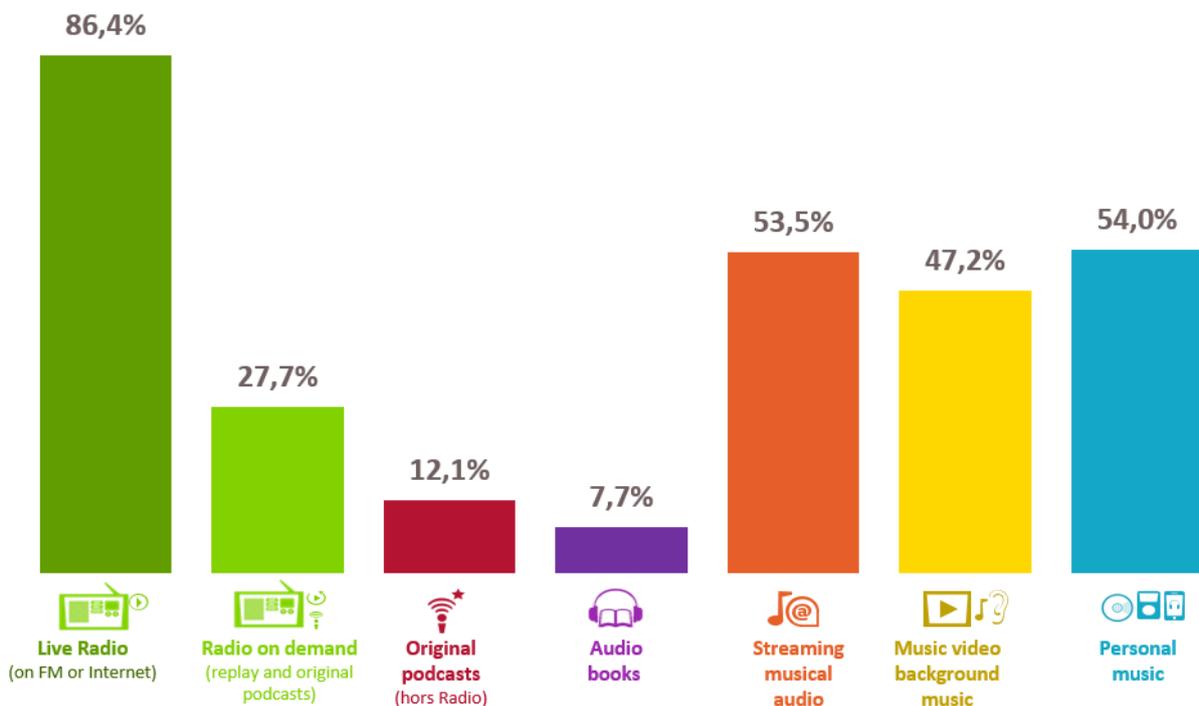
Over 96% of Internet users listen to audio content every month

Radio is the most popular audio offering.

Each month, nearly 9 out of 10 Internet users (**86.4%**) listen to live **Radio**. They are also increasingly listening to it **on demand** (**27.7%** of Internet users).

Audio music streaming **continues to become more widespread**. Half of Internet users listen to music in this way every month (**53.5%**), as many as those who consume it via **physical media or a personal library** (**54.0%**).

Reach of audio offer over a month



PRESS RELEASE

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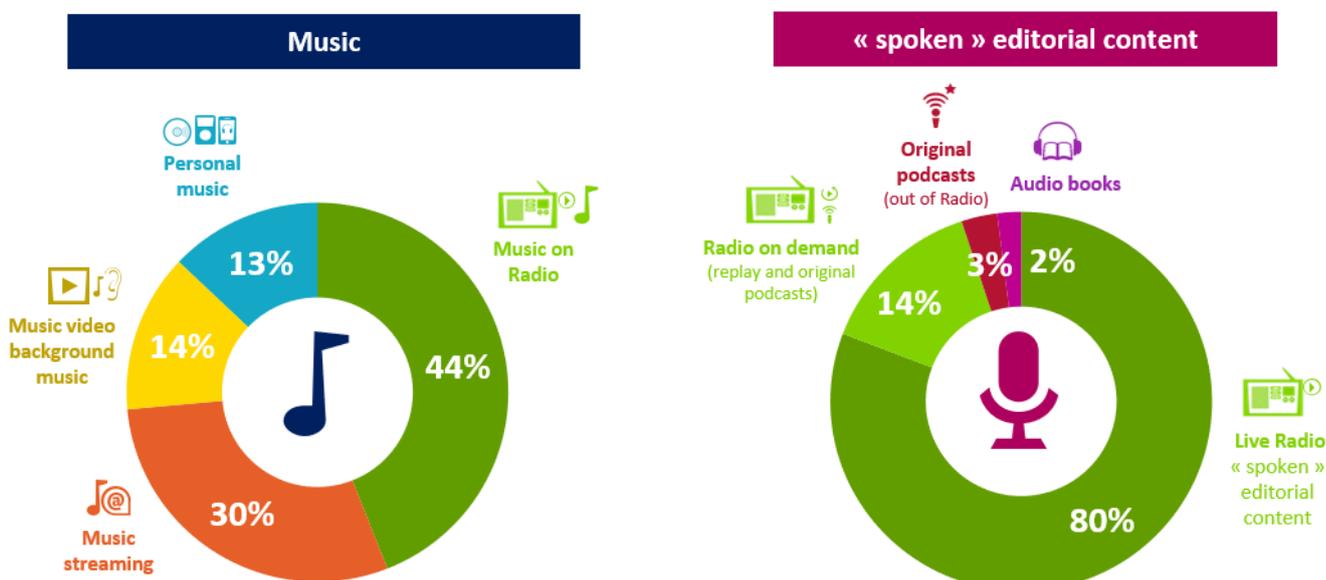


Radio is the most popular audio offering for music or “spoken” editorial content

New for 2021, the study now offers a distinction between the **consumption of music** - on the radio, streaming or via a personal library - and **“spoken” editorial content**, on the radio, in podcasts or via audio books.

Whether for music or “spoken” editorial content, **radio is the most popular offering**, representing **44%** and **94%** of usage, respectively.

Shares of daily listening volume



Médiamétrie - Global Audio 2021

More and more French people are being won over by podcasts

Reach over a month



31,3%

+5,3 pts vs 2020

Médiamétrie - Global Audio 2021

Nearly **one third of Internet users (31.3%)** listen to podcasts each month, a figure up **5.3** points in one year.

Podcasts are especially **popular among young people: 1 in 4** podcast listeners are under 25.

An engaging format: almost **half of listeners (44%)** say they recommend or rate the podcasts they listen to.

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About Global Audio

The study was conducted online (CAWI) in February 2021, among a sample of 4,121 Internet users aged 15 and older, representative of the Internet user population across the socio-demographic criteria of sex, age, SPC and geographic distribution.

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

This study has been carried out every year since 2019.

The Global Audio study provides indicators on Audio usage (coverage, duplication, profile and amount of listening), contexts for listening (locations, situations, times for listening) and the focuses for each offering.

***N.B.:** The classification of offerings has changed compared to the 2020 wave. The original podcasts of radio stations have been included in the "Radio on demand" offering and are therefore no longer included in the "Original podcasts (excluding radio)" offering.*

Comparisons with 2020 can therefore only be made in terms of "Total Podcasts" (radio on demand + original podcasts excluding radio).

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.

www.mediametrie.fr

Twitter: @Mediametrie

Instagram: Mediametrie.official

Press Contacts:

Isabelle Lellouche Filliau

Tel.: +33 (0)1 47 58 97 26

ilellouche-filliau@mediametrie.fr

Juliette Destribats

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

jdestribats@mediametrie.fr