

PRESS RELEASE

Levallois, 13th July 2022



The results of **EAR > Local**, the new local radio audience measurement, will be published on 28 July 2022

On 28 July, Médiamétrie will publish the first results of the **EAR > Local** study, a system enriched with radio audience measurement at regional and local level.

“There are almost 1,000 radio stations in France. Being able to offer all market players a system that reflects the diversity and plurality of the radio landscape throughout the country is at the heart of the contract of trust that Médiamétrie has with the media”, commented Emmanuelle Le Goff, Director of Radio & Total Audio.

EAR > Local relies on a reporting-based telephone survey which is an optimised and simplified system. Users of the measurement (radio stations, advertising networks, agencies, advertisers) can now know the radio audiences in all French *départements** vs 72 previously and still in 97 cities.

The **EAR > Local** results will continue to be published annually, but henceforth will be published on the basis of a rolling accumulation of 2 seasons. The results published on 28 July will therefore relate to the period from September 2020 to June 2022.

This change is in line with the optimisation of the various aspects of radio audience measurement initiated in September 2021, with **EAR > National**, **EAR > Ile-de-France** and soon **EAR > Insights**.

* **Excluding** Île-de-France measured in **EAR > Île-de-France**

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About Médiamétrie, a trusted third party for fair and objective measurements

Médiamétrie is committed to providing its customers with joint and sovereign standard audience measurements. As a data leader and media expert, the company applies its know-how to video, audio and cross-media behaviour measurements, as well as advertising effectiveness measurement. Every day, some 1,000 employees design and produce the right measure for today and tomorrow to support the free decision-making of the company's customers in France and abroad.

In 2021, the Médiamétrie Group achieved a turnover of €105.1 million and processed over one billion data every day.

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