



EAR > Île-de-France

Radio audience in Île-de-France : January-March 2023



Médiamétrie publishes radio audience results, in metropolitan France over the January 2nd to April 2nd 2023 period, measured on a population of 4,834 individuals aged of 13 years and over.

On an average Monday-Friday day (5am – midnight), radio reach **6.4 millions** of 13 yo and over, for an average listening time of **2h26**.

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

	January – March 2023	November – December 2022	January – March 2022
Number of weekdays of the wave (including DLAs)	65	40	65
Number of Days of Least Activity	1	4	0
Number of school holidays	11	10	10
Activity rate excluding DLAs (in %) ⁽¹⁾	76,3	76,5	78,1

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

Radio Audience in Île-de-France,
Population aged of 13 years and over (Monday-Friday)

	January – March 2023					November – December 2022					January – March 2022				
	AA %	AA 000	CA%	CA 000	TSL h/mn	AA %	AA 000	CA%	CA 000	TSL h/mn	AA %	AA 000	CA%	CA 000	TSL h/mn
5h – 24h	8,0	820	62,0	6 384	2h26	8,0	826	62,7	6 442	2h26	8,4	865	64,4	6 616	2h29
7h - 9h	15,9	1 635	33,9	3 494	0h56	16,3	1 672	34,6	3 556	0h56	16,9	1 740	35,7	3 664	0h57

In this press release, only stations, networks and coupling subscribing to the survey and having achieved 1% cumulative audience Monday-Friday (5 a.m. – midnight) are mentioned.



Radio audience from Monday to Friday (5 a.m. - midnight)

		January - March 2023		November - December 2022		January - March 2022	
		CA	Audience	CA	Audience	CA	Audience
		%	Share	%	share	%	share
		%	%	%	%	%	%
RADIO IN GENERAL		62.0	100.0	62.7	100.0	64.4	100.0
General-interest programs	Total	28.9	41.3	28.0	38.2	30.0	41.1
Including							
	EUROPE 1	4.4	4.1	4.6	4.5	5.1	6.0
	FRANCE INTER	12.8	16.1	12.2	16.3	13.4	16.6
	RMC	6.1	7.2	6.0	6.6	5.2	5.5
	RTL	8.8	12.5	8.6	10.2	9.3	11.8
Music programs	Total	22.4	22.5	22.3	22.8	22.9	19.5
Including							
	CHERIE FM	2.5	2.3	2.6	2.2	2.1	1.1
	EUROPE 2*	1.6	0.9	1.8	1.0	2.2	1.3
	FUN RADIO	1.6	1.7	1.7	1.2	1.5	1.4
	MOUV'	1.1	0.6	1.1	0.7	NA	NA
	NOSTALGIE	2.7	3.4	3.7	3.9	3.9	3.2
	NRJ	4.7	3.9	3.4	3.7	4.7	3.9
	RADIO NOVA	1.0	1.0	1.3	1.5	1.4	0.9
	RFM	2.0	1.7	2.6	1.8	1.5	1.2
	RIRE ET CHANSONS	2.8	1.5	2.3	1.4	2.5	1.1
	RTL2	2.2	2.0	2.8	1.9	2.0	1.3
	SKYROCK	4.8	3.4	4.2	3.2	5.1	3.4
Thematic programs	Total	18.2	18.6	18.8	18.7	19.9	17.7
Including							
	FRANCE CULTURE	3.9	4.3	4.0	4.2	4.0	3.7
	FRANCE INFO	10.7	7.5	11.7	8.0	11.6	7.7
	FRANCE MUSIQUE	1.4	1.6	1.7	2.3	1.5	1.5
	RADIO CLASSIQUE	2.7	3.6	2.5	2.8	2.9	3.2
Local programs	Total	15.9	15.4	16.3	17.7	18.0	18.4
Including							
	CHANTE FRANCE	1.3	0.5	1.1	0.6	NA	NA
	FIP	1.9	2.3	2.9	4.6	2.7	3.2
	GENERATIONS	1.2	0.6	1.1	0.7	1.1	0.5
	LATINA	2.7	1.6	2.2	1.7	2.6	2.0
	OUI FM	1.5	1.2	1.6	1.4	1.7	1.6
	TSF JAZZ	1.2	1.6	1.0	1.2	1.6	1.5

*As of 1st January 2023, Virgin Radio becomes Europe 2
NA = Non Available



Radio audience from Monday to Friday (5 a.m. – midnight)

Population in Île de France (13 years old and over) :
10 302 000 in 2023,
10 274 000 in 2022.

		January - March 2023	November - December 2022	January - March 2022
		AC Thousands	AC Thousands	AC Thousands
RADIO IN GENERAL		6,384	6,442	6,616
General-interest programs	Total	2,978	2,873	3,081
Including				
EUROPE 1		452	472	525
FRANCE INTER		1,314	1,255	1,377
RMC		624	617	539
RTL		906	886	957
Music programs	Total	2,305	2,291	2,357
Including				
CHERIE FM		260	265	219
EUROPE 2*		164	185	229
FUN RADIO		162	175	151
MOUV'		116	114	NA
NOSTALGIE		280	377	399
NRJ		485	347	481
RADIO NOVA		102	131	143
RFM		209	272	159
RIRE ET CHANSONS		288	237	254
RTL2		226	288	205
SKYROCK		496	437	521
Thematic programs	Total	1,875	1,935	2,043
Including				
FRANCE CULTURE		399	411	410
FRANCE INFO		1,106	1,206	1,196
FRANCE MUSIQUE		147	179	154
RADIO CLASSIQUE		278	253	298
Local programs	Total	1,638	1,671	1,852
Including				
CHANTE FRANCE		131	110	NA
FIP		194	300	273
GENERATIONS		122	116	115
LATINA		275	222	272
OUI FM		152	163	174
TSF JAZZ		123	106	166
VOLTAGE		123	99	134

*As of 1st January 2023, Virgin Radio becomes Europe 2
NA = Non Available



Audience for advertising coupling from Monday to Friday (5 a.m. – midnight)⁽³⁾

⁽¹⁾ 1% = 103 020 individuals aged of 13 yo and over

⁽²⁾ 1% = 102 740 individuals aged of 13 yo and over

	January - March 2023		November - December 2022		January - March 2022	
	CA ⁽¹⁾ %	Audience share %	CA ⁽²⁾ %	Audience share %	CA ⁽²⁾ %	Audience share %
RADIO IN GENERAL	62.0	100.0	62.7	100.0	64.4	100.0
NRJ GLOBAL MASSIVE IMPACT	11.8	11.0	10.8	11.1	11.9	9.4
IMPACT +	7.6	7.1	7.8	7.4	7.7	5.5
PRIORITE IDF	14.7	14.1	13.6	14.4	14.8	12.5
M6 PUBLICITE RADIO IDF	12.3	16.2	12.6	13.4	12.5	14.5
FIRST ILE DE FRANCE	3.7	3.7	4.4	3.2	3.4	2.7
LAGARDÈRE PUBLICITÉ NEWS	7.8	6.7	8.7	7.2	8.6	8.5
LAGARDÈRE PUBLICITÉ NEWS IDF	5.5	4.2	6.4	5.1	5.7	4.7
LIP !	8.4	7.9	10.0	8.2	8.6	7.3
LES INDÉS RADIOS	12.1	9.7	11.6	10.3	13.1	11.8
LES INDÉS CAPITALE	8.7	7.2	8.7	7.1	10.1	8.5
NOVA AND FRIENDS	2.1	2.5	2.3	2.7	3.0	2.4
PARIS - IDF +	3.3	3.1	3.4	3.3	3.8	3.1
G1981 - IDF ALL ACCESS	5.9	3.8	5.2	4.2	6.4	5.2
G1981 - IDF AVANTAGE ACCESS	5.2	3.4	4.5	3.8	5.5	4.8
G1981 - IDF PREMIUM ACCESS	4.1	2.8	3.7	3.0	4.3	3.6
G1981 - IDF LOCAL ACCESS	1.9	1.0	1.7	1.2	2.3	1.6
HPI GROUPE IDF	2.6	1.6	2.2	1.6	2.1	1.5
LES FRANCILIENNES	1.6	0.9	1.6	1.0	1.6	0.7

⁽³⁾ Composition of the January-March 2023 coupling is available on 5th page.

The name and/or the composition of the couplings may differ from the previous waves.

Audience of aggregates by status from Monday to Friday (5 a.m. – midnight)

	January - March 2023		November - December 2022		January - March 2022	
	CA ⁽¹⁾ %	Audience share %	CA ⁽²⁾ %	Audience share %	CA ⁽²⁾ %	Audience share %
RADIO IN GENERAL	62.0	100.0	62.7	100.0	64.4	100.0
PUBLIC SERVICE RADIO STATIONS	27.0	34.2	28.9	37.1	28.9	34.9
Including : RADIO FRANCE	26.7	33.9	28.5	36.6	28.0	34.2
PRIVATE COMMERCIAL RADIO STATIONS	44.5	62.3	43.7	59.0	45.8	60.0
PRIVATE ASSOCIATION RADIO STATIONS	1.1	1.4	1.3	1.3	1.5	1.7



Composition of advertising couplings

During the January-March 2023 period, advertising couplings were made up of the following stations:

NRJ Global Massive Impact = Chérie FM, Nostalgie, NRJ, Rire et Chansons

Impact + = Chérie FM, Nostalgie, Rire et Chansons

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

M6 Publicité Radio IDF = Fun Radio, RTL, RTL2

First Ile de France = Fun Radio, RTL2

Lagardère Publicité News = Europe 1, Europe 2 (ex Virgin Radio), RFM

Lagardère Publicité News IDF = Europe 2 (ex Virgin Radio), OUI FM, Radio FG, RFM

LIP ! = Europe 2 (ex Virgin Radio), Fun Radio, OUI FM, Radio FG, RFM, RTL2

Les Indés Capitale = Ado (ex Swigg), Africa Radio, Beur FM, Evasion, Générations, Latina, Lovely, M Radio, MBS, Radio Orient, Sud Radio, Tropiques FM, Urban Hit, Voltage

Nova and Friends = Radio Nova, TSF JAZZ

Paris - IDF + = Chante France, Radio Nova, TSF JAZZ

G1981 - IDF All Access = Ado (ex Swigg), Latina, OUI FM, Voltage

G1981 - IDF Avantage Access = Latina, OUI FM, Voltage

G1981 - IDF Premium Access = Latina, OUI FM

G1981 - IDF Local Access = Ado (ex Swigg), Voltage

HPI Groupe IDF = Chante France, Evasion, Lovely, MBS

Les Franciliennes = Générations, M Radio

Les Indés Radios = 129 following stations:

Africa Radio, 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, Décibel (Bretagne), Delta FM (NPDC), Digi Radio, Direct FM, DKL Dreyeckland, Durance FM, Echo FM, Emotion, Est FM, Evasion, FC Radio, FGL-Fréquence Grands Lacs, Flash FM (Limousin), Flor FM, FM 81, Forever Bassin d'Arcachon (ex RBA-Radio Bassin d'Arcachon)/Forever Bordeaux (ex Gold FM), Forum, France Maghreb 2 (province), Fréquence Plus, Fusion FM, Galaxie Radio (NPDC), Générations (Ile de France), Générations (Lyon Métropole), Grand Sud FM, Hit West, Horizon (NPDC), Hot Radio, Impact FM, Inside, Jaime Radio, Jazz Radio (D), Jazz Radio (B), Jordanne FM, K6 FM, Kernews, Kiss FM, Kit FM, La Radio Plus, Latina, Latitude, Littoral FM, Lor'FM, Lovely, Lyon 1ère, Magnum La Radio, Maritima, Max Radio, MBS, Melody, Métropolys, Mistral FM, Mixx FM, Mona FM, Montagne FM, MTL, N'Radio, Nice Radio, Océane FM, ODS Radio, OUI 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 Contact (ex Contact FM), Radio ECN, Radio Espace, Radio FG, Radio Flash (Languedoc-Roussillon), Radio Intensité, Radio Isa, Radio Mélodie, Radio Ménergy, Radio Mont-Blanc, Radio Numéro 1, Radio One, Radio Orient, Radio Scoop, Radio Star Sud, Radio Star (Bourgogne-Franche Comte), Radio Studio 1, Radio VFM-Vire FM, RCA, RDC-Radio Couserans, RDL, RMB-Radio Montluçon Bourbonnais, RMN - La Bretagne en Musique, RTS, RVA, RVM (Champagne Ardenne), Sea FM, Sud Radio, Sweet FM, Tendance Ouest, TFM, Tonic Radio, Top Music, Totem, Toulouse FM, Tropiques FM, Urban Hit, Vibration, Virage Radio, Voltage, Wit FM..



Definitions

Aggregates by status

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

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

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

Private association radio stations include all stations for which advertising is worth less than 20% of revenues.

Others programs include foreign radio stations, other of unidentified stations radios, stations without a status, and those which did not provide information.



Definitions

Aggregates by radio formats

General-interest programs: Europe 1, France BLEU, France Inter, RMC, RTL.

Musical programs : Chérie FM, Europe 2, Fun Radio, M Radio, Mouv', Nostalgie, NRJ, Radio Nova, RFM, Rire et Chansons, RTL2, Skyrock.

Thematic programs : BFM Business, France Culture, France Info, France Musique, Radio Classique, RFI-Radio France Internationale.

Local programs : FIP, Les Indés Radios, TSF JAZZ, other local radios not affiliated to a national network.

Audience indicators

AA: Average Audience = Average audience per quarter hour, in percentage of the population or in thousands.

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

TSL: Time Spent Listening per Listener (in hrs/min).

Audience share (market share) : The share of the listening volume of a station, an aggregate or a coupling in the overall listening volume of the radio media.



Events over the period

Over the January-March 2023 survey period, from 2 January to 2 April 2023, the news was marked by events likely to have an impact on radio listening behaviours:

In France, the period was marked by strikes and demonstrations against the plan to reform pensions. At the call of the trade unions, 10 days of national mobilisation take place on **19 and 31 January, 7, 11 and 16 February**, and **7, 11, 15, 18 and 28 March**. The reform, which plans to raise the retirement age to 64, is finally adopted by 49.3 in the National Assembly on **16 March**, after the rejection of two censure motions on **20 March**.

10 February: actor Pierre Palmade causes a serious road accident while driving under the influence of drugs.

6 February: two earthquakes, measuring 7.5 and 7.8 on the Richter scale, hit Turkey and Syria, claiming more than 50,000 lives.

Since February 2022, the war in Ukraine has continued. **9 March:** the Russian military launches massive strikes on several Ukrainian cities. **13 March:** fierce fighting takes place for control of Bakhmut, in eastern Ukraine. **17 March:** the International Criminal Court issues an arrest warrant for Vladimir Putin. **26 March:** the Russian President announces the deployment of tactical nuclear weapons in Belarus.

10 March: Xi Jinping is reappointed as President of the People's Republic of China for a third term. **20 March:** he meets Vladimir Putin in Russia.

25 March: Sainte-Soline, in Deux-Sèvres, is the scene of violent clashes between the police and environmental activists who had come to protest against plans for agricultural "mega-basins".



Characteristics of the survey



Interviews carried out between 2nd January 2023 and 2nd April 2023 in a population of individuals aged 13 and over, living in Île-de-France : 4,200 interviews for the Monday – Friday period.

- The audience results focus on the « Monday-Friday » time base created by excluding Days of Least Activity (DLAs), days for which the national activity rate is less than 55%. Over the September - October 2022 period, no DLA was recorded.
 - Daily monitoring of socio-demographic representativeness of the sample with equal distribution of the interviews among the days of the survey.
 - Interviews were carried out between 5.30pm and 9pm (call start time) on mobile phones and on landlines (including numbers beginning with '09') 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) carried out spontaneously. The interviewee lists the names of the radio stations they have listened to, without any prompting.
 - Only the cumulative audience can be used to calculate the number of listeners :
cumulative audience (as a %) x 103,320 = number of listeners.
- The same calculation cannot be performed using audience share points.

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 2022, the Médiamétrie Group achieved a turnover of €104.2 million and processed over one billion data every day.

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