

PRESS RELEASE

Levallois, 15th february 2022



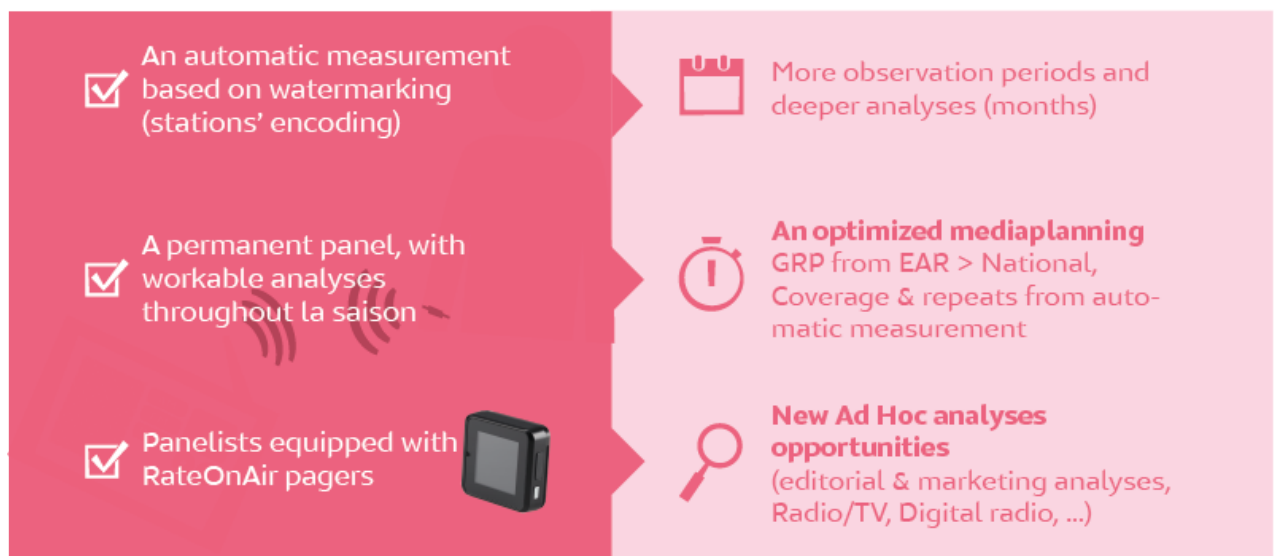
The Radio Panel, which measures radio listening behaviour, is evolving and becomes **EAR > Insights**

In consultation with market players, Médiamétrie announces the evolution of the measurement system for radio listening behaviour. The Radio Panel, based on a reporting-based measurement, becomes **EAR > Insights**, a permanent panel based on an automatic measurement - Personal Portable Audience Measurement. Its launch is planned for September 2022, with the first results in November.

EAR > Insights will provide radio market players with a measurement of radio listening behaviour, collected from 5,000 individuals equipped with a miniature *RateOnAir* audience meter. Based on watermarking technology (an inaudible code inserted by editors into the sound of radio stations), the audience meter identifies all the listening done by the panellists throughout the day.

The results of this new measurement will be reported more frequently, with possible visibility over the entire radio season. Editors will also have access to ad-hoc editorial and marketing analysis throughout the year.

EAR > Insights **Permanent automatic panel**



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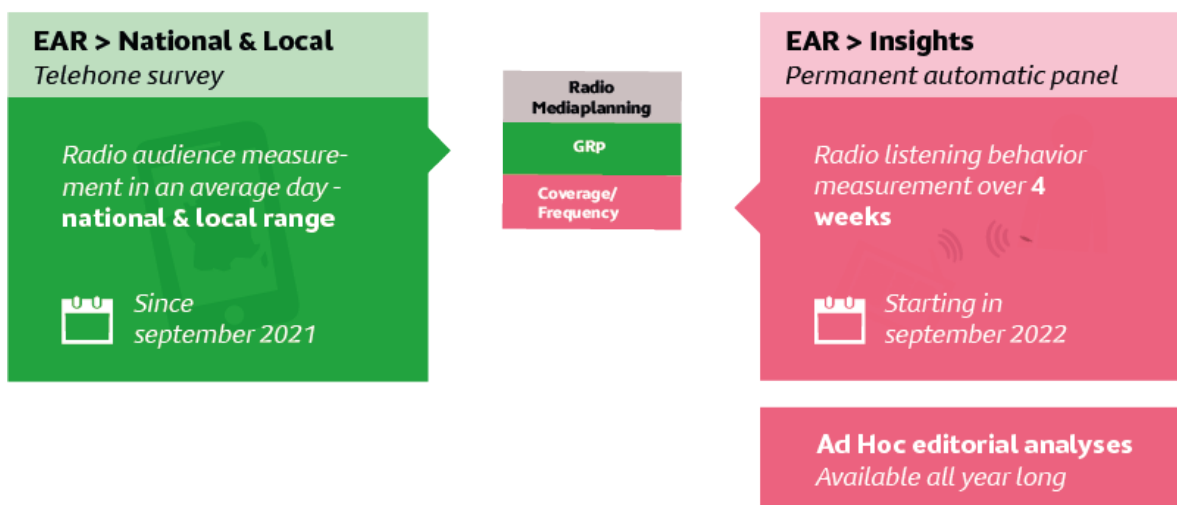
EAR: a dual system at the service of Radio measurement

In the context of transforming Radio ecosystem, Médiamétrie thus continues to develop the measurement of radio, EAR, by combining different methodologies. After the **EAR > National** telephone survey, which was renewed in September 2021, the automatic measurement completes the system with a detailed and permanent measurement of radio listening behaviour.

EAR > Insights will help give scope and depth to the audience results derived from **EAR > National** on an average day, by providing analysis of listening regularity, station coverage over several days and duplication of listening between stations over a long period.

In the words of **Julien Rosanvallon**, Médiamétrie's Deputy Managing Director *"In a context of transformation and digitalisation of uses, this dual evolution of the radio reference measurement combines the best of different collection methodologies - reporting-based and automatic. This is part of our desire to best meet the expectations of our customers and the specifics of the radio market, to create the consensus that drives it forward."*

EAR, new radio measurement : two complementary devices





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 2020, the Médiamétrie Group achieved a turnover of nearly €100 million and processed over one billion data every day.

More information : www.mediametrie.fr



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