



Mediametrie

Press Release

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New

Médiamétrie launches the Global Audio > Focus Podcasts survey, a close look at podcast consumption in France



What share do podcasts represent in the total audio consumption of French people? How are listeners reacting to the growing offer? Who listens to what, when and how frequently?

To answer these questions, Médiamétrie is launching the **Global Audio > Focus Podcasts** survey, which focuses on podcast listening habits, with the first results available in **January 2023**.

The **Global Audio > Focus Podcasts** survey assesses the consumption of all podcasts* within overall audio consumption. It also provides an in-depth analysis of the uses and expectations of the public regarding the podcast offer.

The survey gives information on listening habits, accessibility, discovery channels, listening motivations, recommendations, interests, etc.

This data is broken down by socio-demographic target and by consumption type (major or minor consumers of podcasts, other media, film-lovers, paid and free subscription consumers, etc.)

This focus aims to provide players in this ecosystem (radio stations, TV channels, independent publishers, agencies) with the data they need to manage their editorial and advertising strategies for this type of format.

“ In a context of a changing audio landscape and a growing offer of podcasts, French people are showing an increasing appetite for this format. This year, 17.6 million listeners listened to at least one podcast per month, 2.6 million more than the previous year. Médiamétrie detects and deciphers the growing use of digital media in France. With this focus, we offer our clients an in-depth analysis of this growing market. ”

Cécile Bertrand, Director of Surveys and Product Marketing at Médiamétrie

Médiamétrie is carrying out this survey in addition to the Global Audio survey, an annual indicator launched in 2019, which provides a consolidated and accurate view of audio consumption in France.

***Radio podcasts** (Programmes offered by radio stations, either after they have been aired (radio replay), or exclusively on the internet [native radio podcasts]) **and native podcasts other than radio** (On-demand audio content produced by other players (independents, press, TV, etc.)



Médiamétrie launches the Global Audio > Focus Podcasts survey, a close look a **New** close look at podcast consumption in France

Survey characteristics

The **Global Audio > Focus Podcasts** survey was produced from an online survey conducted in October 2022 with 2,000 individuals aged 15 and over, who have listened to podcasts over the past 30 days.

It complements the Global Audio 2022 baseline survey, which provides indicators on Audio uses - radio, podcasts, music streaming services, audiobooks and personal music - and the listening contexts (locations, media, listening times).

About Médiamétrie, a trusted third party for accurate measurements

Médiamétrie is committed to providing its customers with common and outstanding benchmark audience measurements.


As a data leader and media expert, the company is expanding its expertise 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 promote 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 items every day.

Further information : www.mediametrie.fr  @Mediametrie  Mediametrie.official  Médiamétrie

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