

22<sup>nd</sup> may 2023

## EAR > Insights Île-de-France

### Measurement of radio listening behaviour in the Île-de-France Region over the 2022/2023 period (September-October 2022/January-March 2023)



**Médiamétrie is publishing the results of EAR > Insights Île-de-France, an automatic measurement of radio listening behaviour in the Île-de-France Region over several days.**

This measurement replaces the Île-de-France Radio Panel.

**EAR > Insights Île-de-France** analyses listening frequency, station coverage over several days and duplication of listening between stations.

These results are produced over a combination of 2 waves: September-October 2022 (running from 5 September to 30 October 2022) and January-March 2023 (running from 9 January to 2 April 2023).

**EAR > Insights Île-de-France** analyses radio listening behaviour in the Île-de-France Region over weekly and monthly periods. It complements the **EAR > Île-de-France** study, a benchmark in measurement of radio audiences in the Île-de-France Region, which delivers station results on an average day.



## Key figures - 2022 / 2023 wave

More than 9 out of 10 people (**92,3%**) living in the Île-de-France region listen to the radio over a month, which is **9,5 millions** people aged 13 and over.

On average, they listen to the radio 16,4 days per month (**16,4 days out of 28 days**), regardless of the duration of this listening and the medium used, and whether live or on catch-up.

### ***It is worth noting:***

Given the change in the methodology for measuring Radio listening behaviour, the results of this release are not comparable with the results of the Île-de-France Radio Panel.

In this press release, only the stations, networks and advertising coupling subscribing to the survey.



## Press Release

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### Reach as a % and number of days of listening to the stations (5 a.m.-midnight)

		Reach Average week (%) 7 days Monday Sunday	Reach 4 weeks (%) 28 days Monday Sunday	Average number of listening days per listener 28 days Monday Sunday
<b>TOTAL RADIO</b>		<b>82.6</b>	<b>92.3</b>	<b>16.4</b>
<b>General-Interest programs</b>	<b>Total</b>	<b>52.4</b>	<b>67.3</b>	<b>12.2</b>
Including				
EUROPE 1		13.4	22.7	6.0
FRANCE BLEU		4.4	9.5	3.0
FRANCE INTER		24.3	32.4	10.8
RMC		14.2	22.9	6.1
RTL		23.1	33.1	9.6
<b>Musical programs</b>	<b>Total</b>	<b>52.1</b>	<b>71.8</b>	<b>8.2</b>
Including				
CHERIE FM		10.1	19.7	3.7
EUROPE 2 *		8.4	16.3	3.7
FUN RADIO		6.9	13.5	4.4
MOUV'		3.5	7.1	3.0
M RADIO		5.1	9.9	4.7
NOSTALGIE		13.3	24.2	4.7
NRJ		11.1	19.5	5.1
RADIO NOVA		3.6	7.3	3.8
RFM		11.6	21.1	4.6
RIRE ET CHANSONS		6.4	12.1	3.9
RTL2		10.9	19.6	4.9
SKYROCK		11.3	20.5	3.9
<b>Thematic programs</b>	<b>Total</b>	<b>29.7</b>	<b>40.6</b>	<b>8.9</b>
Including				
FRANCE CULTURE		9.1	13.0	6.8
FRANCE INFO		19.8	28.6	7.8
FRANCE MUSIQUE		4.0	6.9	5.7
RADIO CLASSIQUE		6.3	9.6	6.8
<b>Local programs</b>	<b>Total</b>	<b>40.0</b>	<b>59.6</b>	<b>7.1</b>
Including				
ADO		2.4	5.1	3.7
CHANTE FRANCE		6.4	11.2	4.9
EVASION		4.0	7.5	5.3
FIP		6.5	12.1	4.2
GÉNÉRATIONS		3.2	6.5	4.1
LATINA		4.2	8.3	4.2
OUI FM		7.3	12.2	5.8
RADIO FG		4.2	7.5	4.8
TROPIQUES FM		2.9	5.1	6.4
TSF JAZZ		3.4	6.5	4.2
VOLTAGE		4.9	9.8	3.6

\* As of 1st January 2023, Virgin Radio becomes Europe 2



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### Reach as thousands to the stations (5 a.m.-midnight)

Population in Île-de-France (13 yo and over) : 10 291 000 in 2022/2023

		Reach	Reach
		Average week (Thous.)	4 weeks (Thous.)
		7 days	28 days
	<b>TOTAL RADIO</b>	<b>8 495</b>	<b>9 501</b>
<b>General-Interest programs</b>	<b>Total</b>	<b>5 390</b>	<b>6 926</b>
Including			
EUROPE 1		1 379	2 341
FRANCE BLEU		451	978
FRANCE INTER		2 504	3 332
RMC		1 464	2 359
RTL		2 381	3 407
<b>Musical programs</b>	<b>Total</b>	<b>5 357</b>	<b>7 393</b>
Including			
CHERIE FM		1 038	2 026
EUROPE 2 *		862	1 681
FUN RADIO		710	1 385
MOUV'		361	734
M RADIO		528	1 020
NOSTALGIE		1 368	2 494
NRJ		1 139	2 008
RADIO NOVA		372	751
RFM		1 191	2 173
RIRE ET CHANSONS		663	1 247
RTL2		1 124	2 017
SKYROCK		1 160	2 106
<b>Thematic programs</b>	<b>Total</b>	<b>3 058</b>	<b>4 183</b>
Including			
FRANCE CULTURE		942	1 335
FRANCE INFO		2 035	2 947
FRANCE MUSIQUE		412	711
RADIO CLASSIQUE		645	989
<b>Local programs</b>	<b>Total</b>	<b>4 116</b>	<b>6 129</b>
Including			
ADO		251	528
CHANTE FRANCE		657	1 155
EVASION		411	771
FIP		666	1 250
GÉNÉRATIONS		327	665
LATINA		437	857
OUI FM		751	1 256
RADIO FG		436	773
TROPIQUES FM		295	527
TSF JAZZ		346	672
VOLTAGE		503	1 012

\* As of 1st January 2023, Virgin Radio becomes Europe 2



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### Reach as a % and number of days of listening of advertising coupling (5 a.m.-midnight)<sup>(1)</sup>

1% = 102 910 individuals aged of 13 yo and over	Reach Average week (%) 7 days Monday Sunday	Reach 4 weeks (%) 28 days Monday Sunday	Average number of listening days per listener 28 days Monday Sunday
	<b>TOTAL RADIO</b>	<b>82.6</b>	<b>92.3</b>
NRJ GLOBAL MASSIVE IMPACT	30.6	47.7	6.1
IMPACT +	24.0	40.0	5.3
PRIORITE IDF	36.7	54.6	6.8
M6 PUBLICITE RADIO IDF	34.0	48.6	9.2
FIRST ILE DE FRANCE	16.3	28.4	5.3
LAGARDÈRE PUBLICITÉ NEWS	27.0	44.1	6.0
LAGARDÈRE PUBLICITÉ NEWS IDF	24.3	39.5	5.9
LIP !	32.3	50.4	6.6
LES INDÉS RADIOS	34.7	53.1	6.8
LES INDÉS CAPITALE	25.2	41.4	6.1
NOVA AND FRIENDS	6.7	12.7	4.3
PARIS - IDF +	12.5	21.6	5.0
G1981 - IDF ALL ACCESS	16.0	27.1	5.5
G1981 - IDF AVANTAGE ACCESS	14.7	24.9	5.4
G1981 - IDF PREMIUM ACCESS	11.1	18.9	5.6
G1981 - IDF LOCAL ACCESS	6.8	13.4	3.9
LES FRANCILIENNES	8.0	15.3	4.7

<sup>(1)</sup> Composition of advertising coupling on page 5

### Reach as a % and number of days of listening to aggregates by status

1% = 102 910 personnes âgées de 13 ans et plus	Reach Average week (%) 7 days Monday Sunday	Reach 4 weeks (%) 28 days Monday Sunday	Average number of listening days per listener 28 days Monday Sunday
	<b>TOTAL RADIO</b>	<b>82.6</b>	<b>92.3</b>
RADIO FRANCE	42.6	56.5	11.0
PRIVATE COMMERCIAL RADIO STATIONS	74.8	87.9	13.5



### **Definition of advertising coupling**

During the 2022/2023 period (Sept-Oct 2022 / Jan-Mar 2023), advertising coupling 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

**Les Franciliennes** = Générations, M Radio

**Les Indés Radios** = 128 stations suivantes :

100%, 47 FM, Activ Radio, Ado (ex Swigg), 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), Dici 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 (Île 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, Kiss FM, Kit FM, La Radio Plus, Latina, Latitude, Littoral FM, Lor'FM, Lovely, Lyon 1ère, Magnum La Radio, Maritima, Max Radio, MBS, Melody, Métropolis, Mistral FM, Mixx FM, Mona FM, Montagne FM, MTI, 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 Ménergie, Radio Mont-Blanc, Radio Numéro 1, Radio One, Radio Orient, Radio Scoop, Radio Star Sud, Radio Star (Bourgogne-Franche Comté), 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.



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### 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.

**Local programs** : Fip, Les Indés Radios, TSF JAZZ.

#### Aggregates by statuts

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

**Les radios privées commerciales** regroupent l'ensemble des stations commerciales locales, régionales et nationales encodées.

#### Indicators

**Reach**: the number or percentage of individuals aged 13 and over having listened at least once to the station/medium surveyed over the period, on average over 7 days or over 4 weeks.

**Average Number of Listening Days**: the average number of days when a listener of the station/medium surveyed has at least one contact during the day with this station/medium, regardless of the duration of this contact.

### Characteristics of the survey



**Automatic collection of radio listening carried out over 2022/2023 period (Sept-Oct 2022 / Jan-Mar 2023) from a permanent panel of individuals aged 13 and over equipped with a miniature RateOnAir audience meter, developed by Médiamétrie.**

This audience meter worn permanently by the panellists identifies Radio listens made throughout the day using watermarking technology. This technology consists of inserting an inaudible mark bearing the station's identifier into a station's audio signal.

This tag is detected by the audience meter worn by the panellists and is used to identify the station being listened to.

#### 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 nearly €104,2 million and processed over one billion data every day

Plus informations : [www.mediametrie.fr](http://www.mediametrie.fr) @Mediametrie Mediametrie officiel Médiamétrie

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