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Press Release

31<sup>st</sup> May 2023

## Global Audio 2023

### Digital technology is boosting audio consumption, with radio leading the way



With the **Global Audio study**, Médiamétrie provides a consolidated and accurate overview of audio consumption in France.

Global Audio analyses all the audio uses of the French people:



### Audio punctuates the daily lives of French people

Every day, **84%** of 15-80 year olds, or 42 million individuals, listen to at least one piece of audio content. And almost all French people (**97%** of 15-80 year olds) listen to audio content at least once a month.

Audio has become an essential format, which accompanies French people throughout the day: **40%** of the total listening volume for the day is measured in the morning before noon, and **32%** in the afternoon, between noon and 6 pm. Young people (15-24 years old) particularly enjoy listening in the evening, with **39%** of their total audio consumption taking place between 6 pm and midnight.

French people listen to audio formats both at home and on the go. While **61%** of audio listening takes place at home for the entire study population, there are differences according to the age of the listeners: **51%** of audio consumption occurs outside the home among 25-49 year olds, compared to **27%** among 50-80 year olds, and, in all cases, this consumption outside mainly takes place in the car.

Music accounts for more than two-thirds of audio content listened to each day (**67%**), and “spoken” content one-third.

### Radio represents more than half of the audio listening volume

Radio retains its leadership in the audio world: it accounts for **58%** of the total volume of audio consumption each day, of which more than **52%** is consumed live and **5%** on podcasts (catch-up podcasts and original podcasts). In addition, radio accounts for three quarters of the free audio content listened to on a daily basis (**67%** for live radio and **7%** for radio, catch-up and original podcasts).

It is the number one way for French people to discover music, way ahead of streaming sites and TV.

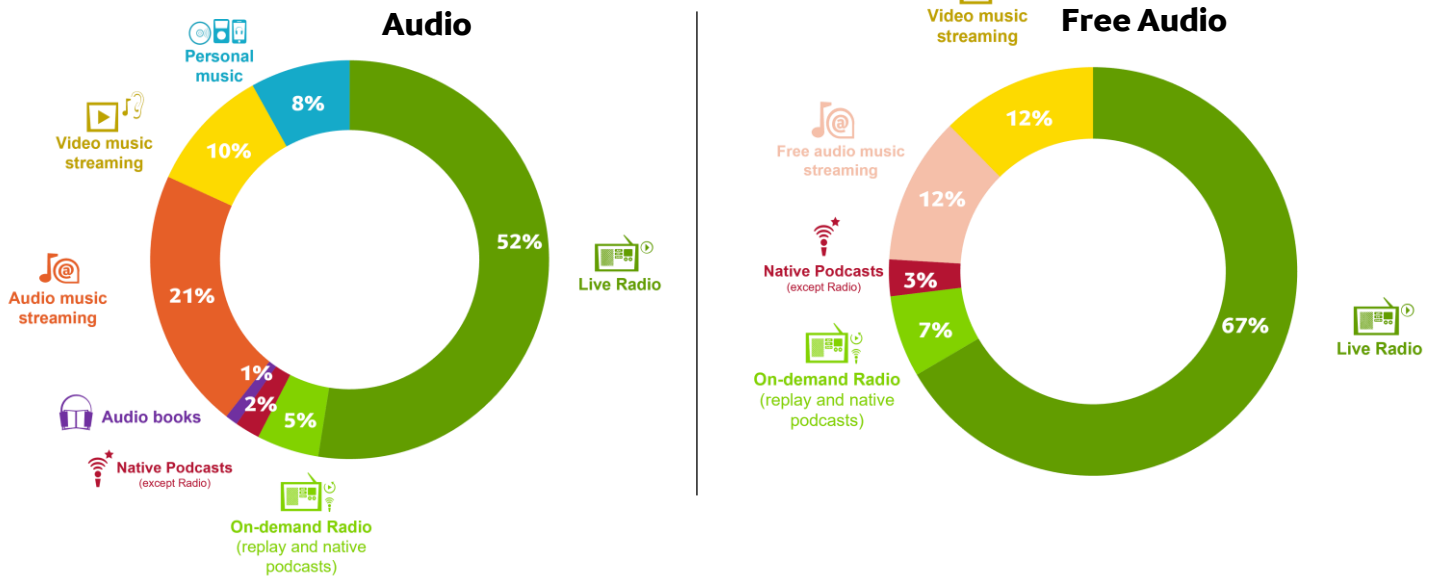


### Distribution of audio listening volume over one day

(Global Audio 2023 - Listeners 15-80 y.o.)



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### Digital audio technology is gaining momentum, particularly with young people

Audio technology is digitising at high speed, just like other media formats. Over half of the daily consumption of audio content is concentrated on digital media, with smartphones in the lead. After 9 pm, it even accounts for **71%** of the listening volume.

This digital listening is practiced by almost 40 million French people (**79%**) each month.

Music streaming on audio and video platforms attracts 35 million French people (**69%**) every month.

It represents **31%** of the daily audio listening volume of French people and even **59%** among those under 35.

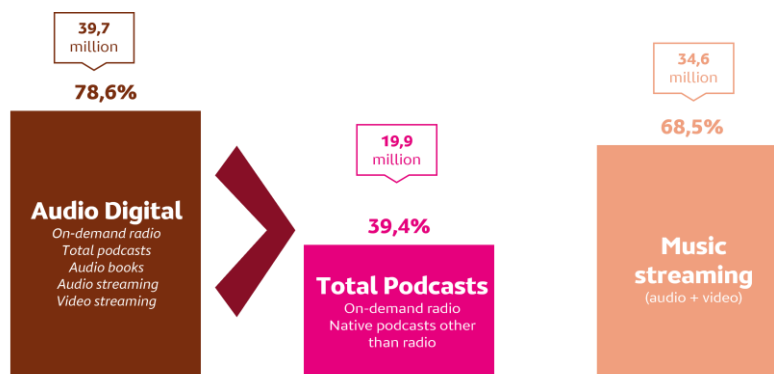
Podcasts are also very popular since they attract nearly 20 million monthly listeners.

### Monthly coverage by type of audio offer

(Global Audio 2023 – The whole of France aged 15-80)



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“ At the heart of new digital uses, this Médiamétrie study also reveals that while audio accompanies French people to entertain or inform them, it is also used today to assist them. **42%** of 15- to 80-year-olds use voice assistants every month. Furthermore, voice synthesis technologies, which are available for example on press sites, have recently gained ground. **11%** of 15- to 80-year-olds say they have used them before. **Cécile Bertrand**, Director of Surveys and Product Marketing at Médiamétrie ”

## Survey characteristics

The Global Audio study provides indicators on Audio usage (coverage, duplication, profile and amount of listening), contexts for listening (locations, situation, times for listening).

The scope studied includes live radio (FM/DAB+ or via the Internet) radio podcasts (replay and original podcasts), and other than radio, audio books, music streaming services (free and subscription-based), background music streaming on video platforms and personal music libraries (CD, MP3, purchase of titles, vinyl, etc.).

The study was conducted online (CAWI) in **February 2023**, among a sample of **4,005 individuals aged 15 to 80**, representative of the French population across the socio-demographic criteria of sex, age, socio-professional category and geographic distribution.

*The Global Audio frame population was expanded in 2023. This change in scope is intended to provide a framework that is more consistent with the structure of the population questioned during an online survey. This change in methodology limits the comparison of 2023 results versus previous years, the results of which were based on a population of internet users aged 15 and over.*

## 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.

Further information : [www.mediametrie.fr](http://www.mediametrie.fr)  @Mediametrie  Mediametrie.official  Médiamétrie

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