



Mediametrie

Press Release

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Radio leads the way in an abundant audio universe



In a changing audio landscape, marked by the advent of digital technology and changes in public usages, radio media is also transforming.

Diversification of content, multiple modes of access, emerging players and increased competition define this plentiful world. In this context, radio continues to be listened to by nearly **40 million listeners every day and stands out as the leading offering in a wider audio ecosystem.**



*Radio is an essential media with more than 7 out of 10 French people listening to it every day and, once again, this year demonstrated its ability to adapt to new usages by diversifying its formats, content and modes of access. **The measurement needs to take into account all its evolutions and their impact on the audience**, which is why, in agreement with market players, we optimised the EAR > National survey and started EAR > Insights in order to combine two complementary methodologies for adapting to the specifics of radio. At the heart of dialogue with the market, we will continue to enhance our measurements to report on the evolution of points of contact with radio media.*



Emmanuelle Le Goff, Director of Radio & Total Audio

Radio is a powerful medium for all audiences

In the 2022-2023 season, listeners listened to the radio for an average of **2 hours 36 minutes** per day. And every morning at 8 am, more than **12 million** French people tune in, during the medium's daily peak audience. Morning shows are real audience hubs and stand out as a special time for information and entertainment; nearly half of French people (**44%**) listen to the radio every day between 6 am and 9 am.

Radio is a medium for all audiences and all generations. Radio is particularly popular among 35-59 year olds as **80%** of them listen to it every day and over-consume all kinds of stations (music, general interest, special-interest and local). While radio brings older people together (**74%**), it also attracts young people under the age of 35: **53%** of 13-24 year olds and **62%** of 25-34 year olds listen to it every day.

In addition, influential targets are particularly fond of radio: **86%** of upper-level executives listen to it on a daily basis.



Radio is in tune with French people

Radio is a companion media that follows French people throughout their day and their travels. More than half of the media's listening volume occurs outside the home (**52%**), mainly in the car (**35%**).

Radio listening varies depending on where people live. People in the Greater Paris Region for example, have quite a sedentary media listening experience with **61%** of the listening volume of residents of the Paris area taking place at home.

A genuine local media, radio has strong local roots, with nearly **1,000 radio stations** throughout the country. More than **9 million** people listen to a local radio station every day, in addition to those listening to local programmes on national radio stations.

Reflecting digital life, radio's digital audiences are also increasing: today, **9.3 million** French people listen to radio on digital media every day (i.e. **40%** more than 5 years ago), with mobile phones in the lead (**5.6 million** daily listeners).

“ As a medium for both mobility and proximity, radio has been able to integrate into connected devices to stay as close as possible to its listeners. Radio audiences continue to grow digitally, which is a great opportunity to stay ahead of the game in an audio ecosystem that never stops reinventing itself. ”

Julie Terrade, Director of National Radio

Radio is a pillar of the audio world

Radio is making waves in an increasingly rich audio world. Whether live or through podcasts, in 2023 it represents **58%** of the listening volume of the available audio offers.

Despite competition from music streaming audio and video platforms, radio remains the primary medium for listening to music, with **42%** of the listening volume of “music” audio content over a day.

In this expanding audio world in which the content listened to is free from any time constraints, podcasts take pride of place with **20 million** monthly listeners (**39%** of the population). This format is particularly popular with young people, with **50%** of 15-24 year olds listening to it each month.

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.

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