



**EAR > Global Radio - September-October 2023**

**9.2 million people listen to radio on digital media every day, 350,000 more in 1 year**



Every day, **38.1 million** French people aged 13 and over listen to the radio. This audience, measured in the EAR > National survey, takes into account all listening platforms, including those dedicated to radio and digital devices.

The **EAR > Global Radio** module allows for the analysis of digital radio listening behaviors.

The radio gains **350,000** listeners in 1 year on digital platforms. Every day, **9.2 million** people listen to the radio on these platforms, which represents **16.5%** of the population aged 13 and over.

Digital listening is driven by mobile phones, the primary digital platform used to listen to the radio, with **5.7 million** daily followers. It is followed by voice-controlled speakers, attracting **1.4 million** listeners every day for radio listening, equal to the number of listeners using computers

**DAILY RADIO LISTENERS ON DIGITAL MEDIA**

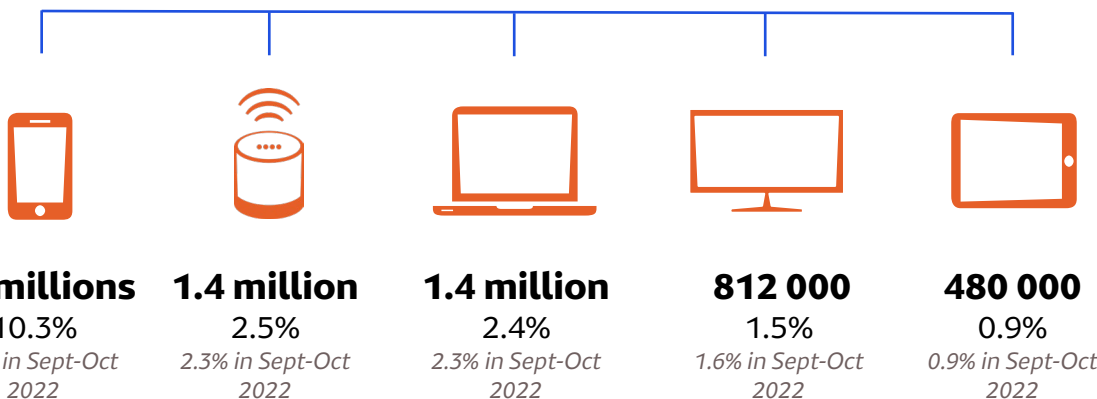
(EAR > Global Radio – Sept-Oct 2023 – Cumulative Audience in thousands and as a percentage - Monday-Friday, 05 am/midnight, 13 years and over)



**9.2 millions**

**16.5% 13 years and over**

*15,9% in Sept-Oct 2022*





## Press Release

EAR > Global Radio

9.2 million people listen to radio on digital media every day, 350,000 more in 1 year

Listening to the radio on digital media is particularly popular among 35-49 year olds (**21.7%**), people in the upper socio-professional categories (**23.5%**) and residents of the Greater Paris Region (**20.5%**).

On digital devices, the listening time was **2 hours 25 minutes** on average per day and per listener.

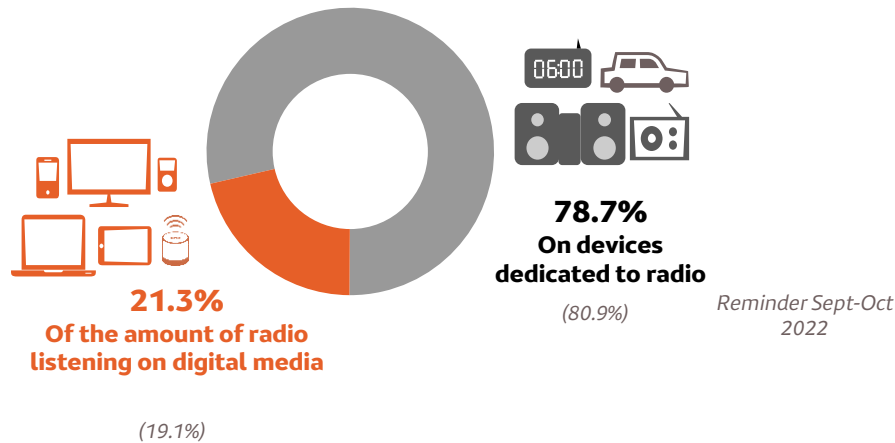
The share of digital media in radio listening is still increasing significantly: it now accounts for **21.3%** of total listening volume, compared to **19.1%** last year. .

### Contribution of digital devices To the amount of radio listening

(EAR > Global Radio – September-October 2023 - Contribution des supports, Monday-Friday, 05 am/midnight, 13 years and over



Mediamétrie



### Survey characteristics

The **Global radio** module is included in the **January-March** and **September-October waves** of the **EAR>National survey**. It specifically measures the audience of radio on digital devices and their contribution to overall radio listening. The **EAR>National survey** measures the radio audience in France, regardless of the location and listening device.

### About Médiamétrie, a trusted third party for fair and objective 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 crossmedia 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 2022, the Médiamétrie Group achieved a turnover of €104.2 million and processed over one billion data items every day.

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

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