



Mediametrie

Press Release

5th May 2025

EAR > Insights

Measurement of radio listening behaviour January – March 2025



Médiamétrie has published the results of EAR > Insights, an automatic measurement of radio listening behaviour over several days.

EAR > Insights analyses radio listening behaviour over a long period of time: listening regularity, stations reached over several days and duplication of listening between stations.

These results cover the period from 6th January to 30th March 2025.

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



EAR > National

The benchmark in Radio audience measurement over an average day



EAR > Insights

Measurement of radio listening behaviour over several days

Key figures EAR > Insights – January-March 2025

More than 9 out of 10 people (**91.8%**) listen to the radio over a month, which is **51.9 million** people aged 13 and over.

On average, they listen to the radio **17.1 days out of 28 days per month**, regardless of the duration of this listening and the medium used, and whether live or on catch-up.

85.1% of people listen to the radio **at home** and **78% outside the home**.

In this press release, only stations, networks and couplings that have been encoded and subscribed to the study are mentioned.



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

⁽¹⁾ Composition of « Les Indés Radios »
on page 5

		Weekly Reach (%) 7 days Monday Sunday	Monthly Reach (%) 28 days Monday Sunday	Average number of listening days per listener 28 days Monday Sunday
TOTAL RADIO		83,5	91,8	17,1
General-Interest programs	Total	53,4	69,1	12,0
Including				
EUROPE 1		13,7	23,6	5,9
FRANCE INTER		23,5	33,5	9,6
ICI*		11,4	20,3	6,2
RMC		12,2	19,7	6,4
RTL		22,5	34,5	8,4
Musical programs	Total	55,7	73,4	9,5
Including				
CHERIE FM		10,4	20,0	4,3
EUROPE 2		8,1	15,8	4,0
FUN RADIO		9,9	18,4	5,0
M RADIO		5,0	9,4	4,7
NOSTALGIE		15,9	28,0	5,3
NRJ		15,7	26,7	5,7
RADIO NOVA		3,3	5,3	3,8
RFM		11,6	21,2	5,0
RIRE ET CHANSONS		6,6	11,9	4,2
RTL2		13,4	23,7	5,2
SKYROCK		9,1	17,5	3,5
Thematic programs	Total	25,2	35,2	8,8
Including				
FRANCE CULTURE		8,1	12,5	6,1
FRANCE INFO		16,3	23,5	8,0
RADIO CLASSIQUE		3,6	5,8	6,4
Local programs	Total	34,8	53,4	6,8
Including				
GROUPEMENT LES INDÉS RADIOS ⁽¹⁾ Composé de 128 stations		32,5	50,8	6,6

*Since January 6, 2025, France Bleu network stations have been called « ici ».



Stations reach in thousands (5 a.m.-midnight)

Population 13 and over : 56 494 000 in 2025
(¹) Composition of « Les Indés Radios » on page 5

		Weekly Reach (Thous.) 7 days Monday Sunday	Monthly Reach (Thous.) 28 days Monday Sunday
TOTAL RADIO		47 168	51 862
General-Interest programs	Total	30 159	39 032
Including			
EUROPE 1		7 750	13 341
FRANCE INTER		13 259	18 952
ICI*		6 454	11 485
RMC		6 913	11 113
RTL		12 730	19 507
Musical programs	Total	31 478	41 456
Including			
CHERIE FM		5 856	11 296
EUROPE 2		4 554	8 899
FUN RADIO		5 574	10 409
M RADIO		2 831	5 304
NOSTALGIE		8 972	15 813
NRJ		8 873	15 109
RADIO NOVA		1 861	2 994
RFM		6 557	11 983
RIRE ET CHANSONS		3 732	6 707
RTL2		7 587	13 397
SKYROCK		5 133	9 873
Thematic programs	Total	14 237	19 909
Including			
FRANCE CULTURE		4 578	7 062
FRANCE INFO		9 185	13 279
RADIO CLASSIQUE		2 038	3 302
Local programs	Total	19 642	30 194
Including			
GROUPEMENT LES INDÉS RADIOS ⁽¹⁾ Composé de 128 stations		18 350	28 676

*Since January 6, 2025, France Bleu network stations have been called « ici ».



Reach in % and number of listening days of advertising coupling (5 a.m.-midnight)⁽¹⁾

1% = 564 940 individuals aged 13 and over

	Weekly Reach (%) 7 days Monday Sunday	Monthly Reach (%) 28 days Monday Sunday	Average number of listening days per listener 28 days Monday Sunday
TOTAL RADIO	83,5	91,8	17,1
NRJ GLOBAL	36,3	54,4	7,1
ADULTS ONLY	26,9	43,7	6,0
GROUPE M6	37,5	54,8	8,6
M6 PUBLICITÉ RADIO	39,7	57,4	8,7
FIRST MUSIC	24,1	39,2	6,3
FIRST ILE DE FRANCE	3,2	5,4	5,2
LAGARDÈRE RADIO	27,9	45,2	6,4
LAGARDÈRE PUBLICITÉ NEWS	29,8	47,1	6,5
LAGARDÈRE PUBLICITÉ NEWS IDF	4,7	7,2	6,2
LIP !	6,2	9,1	6,9
LPN+	7,6	13,5	4,6
LES INDÉS RADIOS / TF1 PUB RADIOS	32,5	50,8	6,6
LES INDÉS CAPITALE	8,9	16,7	4,2
LES INDÉS FLEX	15,9	29,2	4,6

⁽¹⁾ Composition of advertising coupling on page 5

Reach in % and number of listening days of aggregates by status and of the Radio by location

1% = 564 940 individuals aged 13 and over

	Reach Average week (%) 7 days Monday Sunday	Monthly Reach (%) 28 days Monday Sunday	Average number of listening days per listener 28 days Monday Sunday
TOTAL RADIO	83,5	91,8	17,1
RADIO FRANCE	42,7	57,7	10,8
PRIVATE COMMERCIAL RADIO STATIONS	74,6	87,2	13,8
TOTAL RADIO BY LOCATION			
AT HOME	72,9	85,1	13,8
OUTSIDE THE HOME	66,9	78,0	12,8



Definition of advertising coupling

During the January – March 2025 period, advertising coupling are composed of the following stations :

NRJ Global = Chérie FM, Nostalgie, NRJ, Rire et Chansons

Adults Only = Chérie FM, Nostalgie, Rire et Chansons

Groupe M6 = Fun Radio, RTL, RTL2

M6 Publicité Radio = Fun Radio, M Radio, RTL, RTL2

First Music = Fun Radio, M Radio, RTL2

First Ile de France = Fun Radio IDF, M Radio IDF, RTL2 IDF

Lagardère Radio = Europe 1, Europe 2, RFM

Lagardère Publicité News = Europe 1, Europe 2, Radio Nova, RFM

Lagardère Publicité News IDF = Chante France IDF, Europe 2 IDF, OUI FM IDF, Radio FG IDF, Radio Nova IDF, RFM IDF

LIP ! = Chante France IDF, Europe 2 IDF, Fun Radio IDF, M Radio IDF, OUI FM IDF, Radio FG IDF, Radio Nova IDF, RFM IDF, RTL2 IDF

LPN+ = Europe 2**, Radio Nova**, RFM**

TF1 Pub Radios = Les Indés Radios

Les Indés Radios = 128 following radio stations : 100%, 3DFM, 47 FM, Activ Radio, Ado, Africa Radio, Alouette, Alpes 1 Alpes du Sud / Alpes 1 Grand Grenoble, ARL, Beur FM, Blackbox, Canal FM, Cannes Radio, Cerise FM, Champagne FM, Chante France, Collines La Radio, Décibel (Bretagne), Delta FM (Hauts de France), Direct FM, DKL Dreyeckland, Echo FM, Est FM, Evasion, FC Radio, FGL-Fréquence Grands Lacs, Flash FM (Nouvelle Aquitaine), Flor FM, FM 81, Forever, Forum, France Maghreb 2 (province), Fréquence Plus, Fusion FM, Galaxie Radio (Hauts de France), Générations (IDF), Générations (Lyon Métropole), Grand Sud FM, Happy Radio (ex Bergerac 95), Hit West, Horizon (Hauts de France), Hot Radio, Impact FM, Inside Radio, Jaime Radio, Jazz Radio (D), Jazz Radio (B), Jordanne FM, K6 FM, Kernews, Kiss FM, La Radio Plus, Latina, Latitude, Littoral FM, Lor'FM, Lovely, Lyon 1ère, Magnum La Radio, Maritima, Max Radio, MBS, Melody, Mélody d'Azur (06,83) (ex Radio Emotion), Métropolys, Mistral FM, Mixx FM, Mona FM, Montagne FM, MTI, N'Radio, Nice Radio, Océane, 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, Radio ECN, Radio Espace, Radio FG, Radio Flash (Occitanie), Radio Intensité, Radio Isa, Radio Mélodie, Radio Ménergy, Radio Mont-Blanc, Radio Numéro 1, Radio One, Radio Orient, Radio Scoop, Radio Star Sud, Radio Star (Bourgogne-Franche Comte, Grand Est), Radio Studio 1, Radio VFM-Vire FM, RCA, RDC-Radio Couserans, RDL, RMB-Radio Montluçon Bourbonnais, RMN - La Bretagne en Musique, RTS, RVA, RVM (Grand Est), Sea FM, Sud Radio, Sweet FM, Tendances Ouest, TFM, Tonic Radio, Top Music, Totem, Toulouse FM, Tropiques FM, TSF Jazz, Urban Hit, Vibration, Virgin Radio (ex Virage Radio), Voltage, Wit FM

Les Indés Capitale = 15 following radio stations : Ado, Africa Radio, Beur FM, Evasion, Générations, Latina, Lovely, MBS, Oxygène la radio de la Seine-et-Marne, Radio Orient, Sud Radio, Tropiques FM, TSF Jazz, Urban Hit, Voltage

Les Indés Flex = 56 following radio stations : 100%*, Ado, Africa Radio, Alouette*, ARL, Blackbox, Cannes Radio, Cerise FM, Champagne FM*, Chante France*, Décibel (Bretagne), Direct FM*, Est FM, FM 81, Forum*, France Maghreb 2 (province)*, Fréquence Plus*, Générations*, Hit West*, Hot Radio, Impact FM, Inside Radio, Jazz Radio*, Jordanne FM, Latina*, Lor'FM, Lovely, Lyon 1ère, Magnum La Radio, Max Radio, MBS, Métropolys, Mistral FM*, Montagne FM, MTI, OUI FM*, Oxygène Radio Hit and Dance, Oxygène Radio (Pays-de-la-Loire), Radio Bonheur, Radio Caroline, Radio Contact*, Radio ECN, Radio FG*, Radio Flash (Occitanie), Radio Mélodie, Radio One, Radio Scoop*, RTS*, Sud Radio, TFM, Tonic Radio, Toulouse FM*, TSF Jazz*, Urban Hit, Vibration*, Voltage

* Only part of the station's network is included in the Les Indés Flex coupling (detailed composition and list of broadcasting departments available from TF1 PUB).

**Only part of the station's network is included in the LPN+ coupling (detailed composition and list of broadcasting departments available from LAGARDERE PUBLICITE NEWS).



Definitions

Aggregates by radio formats

General-Interest programs : Europe 1, France Inter, « ici », 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.

Aggregates by statuts

Radio France : Fip, France Culture, France Info, France Inter, France Musique, « ici », Mouv'.

Private commercial radio stations include all local, regional and national radio stations.

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 between 6th January and 30th March 2025 from a permanent panel of more than 6 000 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. Location markers (beacons) are also installed in the panellists' homes to determine the listening place (at home or outside the home).

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 700 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 2024, the Médiamétrie Group achieved a turnover of nearly €103,5 million and processed over one billion data every day.

Further informatio : www.mediametrie.fr



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