

Global Audio 2025

Audio accompanies 42 million French people every day



The **Global Audio** study analyzes all audio uses and provides a consolidated and precise view of audio consumption in France among 15-80 year-olds.



In a changing media landscape, audio remains a reference point

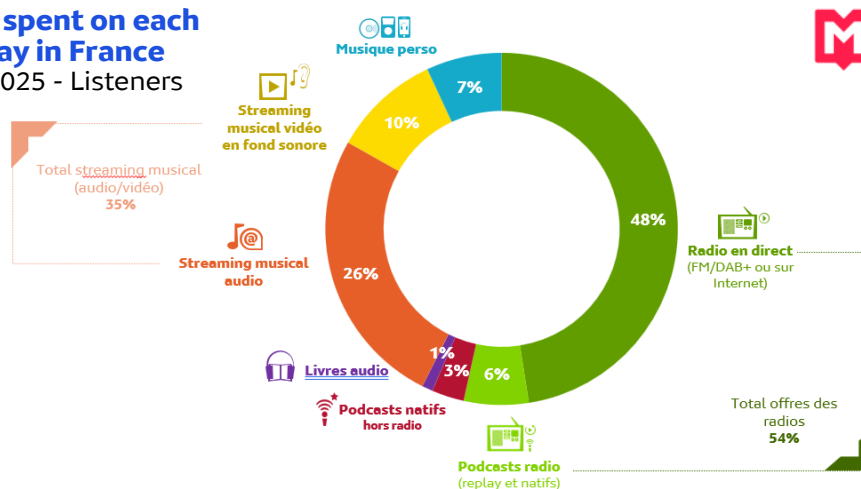
In a context filled with sources of information and entertainment, audio remains **essential**: every day, **42 million French** people listen to audio content (i.e. 8 out of 10).

Audio **is consolidating its position**, with a variety of offerings and a **generally balanced distribution of listening time**: **radio** remains the clear leader, with **54%** of daily listening time (**-2%** in one year), while **music streaming**, both audio and video in the background, accounts for **35%** of this listening time (**+2%** in one year).

Consumption habits, meanwhile, are changing: **59%** of listening time is now devoted to **digital audio offerings**, up **4%** year-on-year, driven by the boom in on-demand offerings (streaming/podcasts) and the growing use of cell phones.

Share of time spent on each offer over a day in France

(Global Audio 2025 - Listeners aged 15-80)



One trend is becoming stronger among **15-24 year-olds**: for **67%** of them, **social networks** are the **primary means of discovering new podcasts and new music**. However, **radio** remains the main vector of discovery for a majority of French people: **60%** say they **discover new tracks and artists there**.



A nuanced listening profile

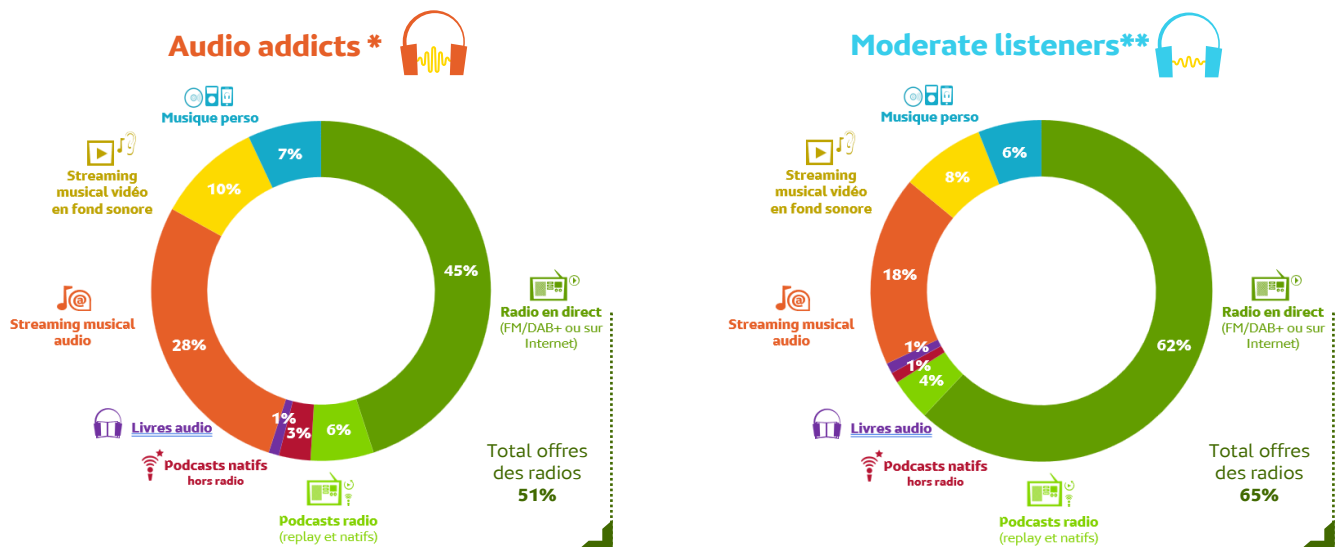
Comparing the most avid daily audio consumers with those who spend the least amount of time listening reveals **two distinct profiles**.

Addicts, who are heavy audio consumers, have **diverse habits spread throughout the day**. Conversely, **moderate** listeners, who listen to audio less frequently, have **marked and ritualized habits**.

Among audio **addicts**, **on-demand content** is popular. Audio and video streaming in the background alone accounts for **38%** of their daily listening time, and radio and native podcasts account for 9%. It should be noted that **live radio** remains by far the most listened to medium, accounting for **45%** of the daily listening time of these audio enthusiasts. For **moderate** listeners, listening to **live radio** is **even more dominant (62%** of listening time), while **music streaming**—audio and video in the background—still accounts for **26%** of their daily listening time.

Distribution of audio listening volume over a day by listener profile

(Global Audio 2025 – Listeners by day jour 15-80 yo)



*Audio addicts: 25% of daily listeners who reported the highest amount of audio consumption time

**Moderate listeners: 25% of daily listeners who reported the lowest amount of audio consumption time

“Global Audio reveals what goes on behind the scenes in the audio landscape. On the surface, usage patterns are generally stable. However, when you look at the details, listening habits and discovery channels are changing rapidly: increased use of mobile phones, the growing influence of social media, and the synergy between video and audio are making content more attractive. It is interesting to note that these changes manifest themselves differently depending on age. For example, among young people, the filmed version of podcasts is becoming a particularly popular format, much more so than among older generations.”

Cécile Bertrand, Audio Director



Press Release

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Global Audio is part of Médiamétrie's **MediaEar** offering.

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/March 2025**, among a sample of **4,046 individuals aged 15 to 80**, representative of the French population across the socio-demographic criteria of sex, age, socio-professional category and geographic distribution.

About Médiamétrie, High trust data

Every day, Médiamétrie processes over one billion data to support its French and international customers in developing their strategies. At the core of our values and offerings: transparent, right, impartial, inclusive, comparable and verifiable measurement. Médiamétrie places the full expertise of its teams at the service of the design and production of joint and sovereign standard audience measurements for media, platforms and the advertising market, across both audio and video universes. Médiamétrie employs over 700 people and achieved a turnover of €103.5 million in 2024.

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