

Audio year 2024-2025

More than 8 out of 10 French people listen to audio every day Pump up the volume!



At a time when digital uses are redefining cultural habits, audio is an essential part of everyday life in France. The results of L'Année Audio 2024-2025 reveal massive, diversified and complementary consumption of audio offerings, driven by radio, the undisputed leader, followed by audio music streaming. Audio confirms its power and its ability to unite all audiences.

Mass consumption across generations

From live or on-demand radio to podcasts, audio books and music streaming, audio is becoming an integral part of our daily lives.

More than 8 out of 10 French people listen to audio every day and almost all of them (**96%**) listen to at least one audio offering every month. Among young people under 25, this practice has become second nature: **85%** of them consume audio every day.

Radio retains a central place in this changing audio landscape: 54% of audio listening time is devoted to it. Whether it's to listen to music or broadcasts, the French choose radio first and foremost.

“Against a backdrop of changing usage patterns and a rapidly evolving audio landscape, radio confirms its strength, with more than 2 out of 3 French people listening to it every day, either live or as a podcast. As a result, live radio attracts more listeners in a single day than music streaming does in a month.”

Emmanuelle Le Goff, Director of Radio & Total Audio

Digital redefines usage

Digital listening is growing rapidly and now accounts for 59% of the time spent listening to audio, an increase of **11%** over 2 years. While the under-25s are the biggest consumers of digital services (**85%** of their audio listening), digital listening is growing across all audiences, and particularly among the 50-80 age group this season (**up 16%** in two years).



Audio listening is going digital, driven in particular by on-demand offers.

Every month, 59% of French people listen to music on music streaming platforms.

Streaming music now accounts for **26%** of daily audio listening.

Every month, almost 1 in 2 French people (46%) listen to radio on-demand and podcasts, whether replay or native, a figure that has risen by **16%** over 2 years. Far from competing with each other, audio offerings complement each other: every month, **80%** of music streaming fans also listen to music on the radio, and radio is their preferred channel for discovering new music.

Another format, another complementarity: **76%** of podcast fans also listen to live radio programmes or specific segments.

Radio, a powerful, unifying medium

Radio confirms its strength and appeal, with more than 2 out of 3 French people listening to it every day, i.e. 38 million listeners, for an average daily listening time of 2 hours 47 minutes. Contrary to popular belief, more than **1 in 2** young people under the age of 25 listen to it every day.

Radio is playing its part in this digital audio universe, with more than **10 million** daily listeners on digital media and a listening time equivalent to that of traditional media (**2 hours 28 minutes**). **A quarter of** radio listening volume is on digital media, up **23%** over 2 years.

“Audio’s strength lies in the diversity of its offerings. Audio streaming platforms and podcasts are enjoying real success, while at the same time complementing radio, which remains a major channel for discovering new music and a key introduction to podcasts. The two offerings don’t replace one another – they complement and enrich each other.”

Julie Terrade, Director of Radio Nationale

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.

Further information: www.mediametrie.fr  @Mediametrie  Mediametrie.official  Médiamétrie

Press contacts:

Isabelle Lellouche Filliau
Tel: 01 47 58 97 26

Juliette Destribats
Tel: 01 47 58 97 55

“Les Mots des Médias”
Consult over 500 definitions

jrex@mediametrie.fr