

EAR > Global Radio – September-October 2025

More than 10 million daily listeners on digital media, an increase of nearly 500,000 listeners in one year



Every day, **36.8 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.

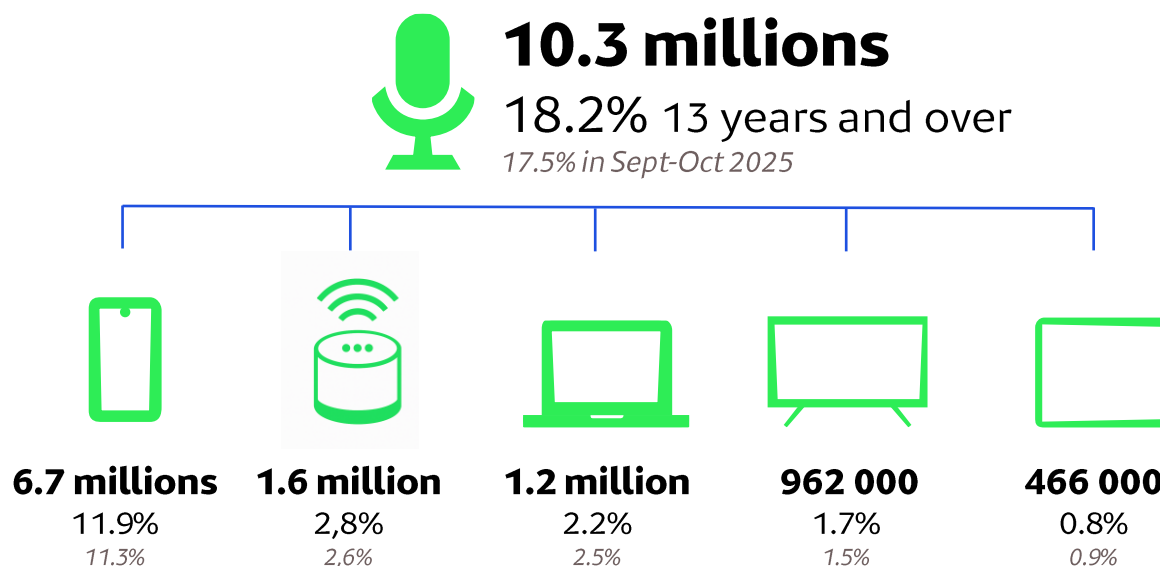
The **EAR > Global Radio** module allows for the analysis of digital radio listening behaviors.

Every day, **10.3 million** people listen to the radio on digital media, which represents **18.2%** of the population aged 13 and over. The radio gains **473,000** daily listeners in 1 year on digital platforms.

This growth in radio listening on digital media is driven by mobile phones, which are used by **6.7 million** people every day. Among other media, voice-controlled speakers attract **1.6 million** listeners every day, still ahead of computer, chosen by **1.2 million** listeners.

DAILY RADIO LISTENERS ON DIGITAL MEDIA **Mediametrie**
High trust data

(EAR > Global Radio – Sept-Oct 2025 – Cumulative Audience in thousands and as a percentage - Monday-Friday, 05 am/midnight, 13 years and over)



Reminder Sept-Oct 2024



Press Release

EAR > Global Radio

More than 10 million daily listeners on digital media, an increase of nearly 500,000 listeners in one year

Listening to the radio on digital media is particularly popular among 35–59-year-olds (**23%**, of them listen to the radio every day on digital media, +1.2 points in 1 year), people in the upper socio-professional categories (**25%**, +0.8 point) and residents of the Greater Paris Region (**22.8%**, +1.9 point).

Listening to the radio on digital devices is attracting an increasingly wide audience: **15.2%** of people aged 60 and over are fans, a figure that has risen by 1.1 points in one year.

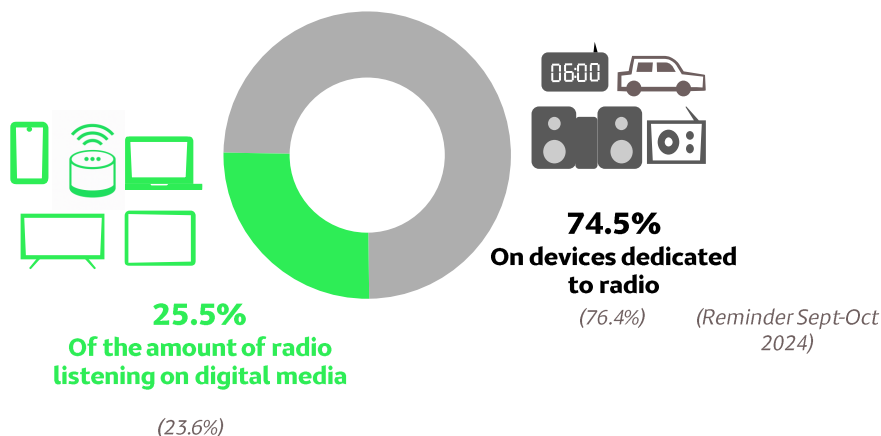
Listeners using digital devices listen to the radio for an average of **2 hours and 31 minutes** on these devices, which is above the average listening time for radio listeners using dedicated devices (**2 hours and 30 minutes**).

In total, these 10.3 million listeners on digital media contribute **25.5%** of radio's listening volume, versus **23.6%** last year.

CONTRIBUTION OF DIGITAL DEVICES TO THE AMOUNT OF RADIO LISTENING

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(EAR > Global Radio – Contribution of supports, Monday-Friday, 05 am/midnight, 13 years and over)



Survey characteristics

EAR > Global Radio fait partie de l'univers d'offres **MediaEar** de Médiamétrie

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, 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 informations : www.mediametrie.fr @Mediametrie Mediametrie.official Médiamétrie

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