

EAR > Insights

Measurement of radio listening behaviour September-October 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 reach over several days and duplication of listening between stations.

These results cover the period from 1st September to 26th October 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 – September-October 2025

More than 9 out of 10 people (**95.8%**) listen to the radio over a month, which is **54,1 million** people aged 13 and over.

On average, they listen to the radio **17.9 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.

88,1% of people listen to the radio **at home** and **88,8% outside the home**.

As part of our commitment to continuous improvement, technological developments are underway on the EAR Insights Panel, including the rollout of the new ROAv3 wristwatch audience meter, which facilitates portability throughout the day, particularly when on the move.

As a result, the results published in this press release are not comparable with the results from previous seasons.

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		88,7	95,8	17,9
General-Interest programs	Total	58,7	75,1	12,1
Including				
EUROPE 1		15,1	25,4	6,1
FRANCE INTER		26,3	38,3	8,9
ICI		13,9	24,2	6,2
RMC		13,0	20,4	6,5
RTL		26,9	41,3	8
Musical programs	Total	62,6	80,0	10,1
Including				
CHERIE FM		12,3	23,1	4,3
EUROPE 2		8,8	17,3	4,1
FUN RADIO		11,9	20,7	5,6
M RADIO		6,1	10,9	4,8
NOSTALGIE		19,0	32,9	5,3
NRJ		17,4	30,0	5,7
RADIO NOVA		4,7	7,9	3,9
RFM		14,4	25,9	5,0
RIRE ET CHANSONS		7,2	13,3	4,3
RTL2		15,2	27,3	5,1
SKYROCK		10,6	20,5	3,5
Thematic programs	Total	28,6	40,0	8,8
Including				
FRANCE CULTURE		9,2	14,1	6,3
FRANCE INFO		19,4	27,9	7,9
RADIO CLASSIQUE		3,9	6,5	6,1
Local programs	Total	39,7	60,6	6,9
Including				
GROUPEMENT LES INDÉS RADIOS ⁽¹⁾ Comprising de 128 stations		37,3	57,9	6,7



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		50 130	54 104
General-Interest programs	Total	33 177	42 443
Including			
EUROPE 1		8 556	14 370
FRANCE INTER		14 870	21 625
ICI		7 825	13 653
RMC		7 327	11 549
RTL		15 175	23 330
Musical programs	Total	35 366	45 221
Including			
CHERIE FM		6 957	13 023
EUROPE 2		4 993	9 759
FUN RADIO		6 715	11 685
M RADIO		3 420	6 144
NOSTALGIE		10 726	18 610
NRJ		9 836	16 947
RADIO NOVA		2 677	4 471
RFM		8 140	14 610
RIRE ET CHANSONS		4 042	7 517
RTL2		8 609	15 413
SKYROCK		5 962	11 571
Thematic programs	Total	16 144	22 590
Including			
FRANCE CULTURE		5 175	7 976
FRANCE INFO		10 980	15 759
RADIO CLASSIQUE		2 199	3 683
Local programs	Total	22 441	34 229
Including			
GROUPEMENT LES INDÉS RADIOS ⁽¹⁾ Comprising 128 stations		21 073	32 708



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	88,7	95,8	17,9
NRJ GLOBAL	41,0	60,9	7,3
ADULTS ONLY	31,4	50,0	6,1
GROUPE M6	42,5	61,1	8,8
M6 PUBLICITÉ RADIO	44,9	63,5	9,0
FIRST MUSIC	27,5	43,8	6,5
FIRST ILE DE FRANCE	3,3	5,7	5,2
LAGARDÈRE RADIO	31,6	50,3	6,6
LAGARDÈRE PUBLICITÉ NEWS	34,4	52,9	6,7
LAGARDÈRE PUBLICITÉ NEWS IDF	5,4	8,3	6,3
LIP !	6,9	10,2	7,1
LPN+	9,9	16,7	5,0
LES INDÉS RADIOS / TF1 PUB RADIOS	37,3	57,9	6,7
LES INDÉS CAPITALE	10,1	18,8	4,2
LES INDÉS FLEX	19,5	34,5	5,0

⁽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	Reach 4 weeks (%) 28 days Monday Sunday	Average number of listening days per listener 28 days Monday Sunday
TOTAL RADIO	88,7	95,8	17,9
RADIO FRANCE	48,0	64,5	10,7
PRIVATE COMMERCIAL RADIO STATIONS	80,9	92,1	14,6
TOTAL RADIO PAR LOCALISATION			
AT HOME	76,4	88,1	13,9
OUTSIDE THE HOME	77,8	88,8	13,9



Definition of advertising coupling

During the September-October 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 Unlimited 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 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, MTL, 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 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 = 63 following stations : 100%*, 3DFM, Ado, Africa Radio, Alouette*, Alpes 1 Alpes du Sud*, Alpes 1 Grand Grenoble*, Blackbox, Cannes Radio, Cerise FM, Chante France*, Décibel (Bretagne), Est FM, FM 81, Forum*, France Maghreb 2 (province)*, Fréquence Plus*, Générations IDF, Générations (Lyon Métropole), Hit West*, Hot Radio, Impact FM, Inside Radio, Jazz Radio*, Jazz Radio 2*, Jordanne FM, La Radio Plus*, Latina*, Lor'FM, Lovely, Lyon 1ère, Magnum La Radio, Max Radio, MBS, Melody, Mélody d'Azur (06,83) (ex Radio Emotion), Métropolys, Mona FM, Montagne FM, MTL, ODS Radio*, OU'I FM*, Oxygène Radio Hit and Dance, Oxygène Radio (Pays-de-la-Loire), Radio Bonheur, Radio Caroline, Radio ECN, Radio FG*, Radio Flash (Occitanie), Radio Mélodie, Radio One, Radio Scoop*, RTS*, RVA, Sud Radio, TFM, Tonic Radio, TSF Jazz*, Urban Hit, Vibration*, Virgin Radio (ex Virage Radio)*, Voltage, Wit FM*

* 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 Inter, France Info, ICI, France Musique, France Culture, 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.

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

Automatic collection of radio listening carried out between 1st September and 26th October 2025 from a permanent panel of more than 6000 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, 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](https://twitter.com/Mediametrie)  [Mediametrie.official](https://www.instagram.com/Mediametrie.official)  [Médiamétrie](https://www.linkedin.com/company/Mediametrie)

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