

EAR > Global Radio – January-March 2026

New record: 11.3 million daily listeners across digital platforms



Every day, **38.4 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, **11.3 million** people listen to the radio on digital media, which represents **19.8%** 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 **7.7 million** people every day. Among other platforms, computers and voice-controlled speakers each attract **1.5 million** listeners daily, outpacing television, which is chosen by **1 million** listeners.

DAILY RADIO LISTENERS ON DIGITAL MEDIA **M**ediametrie High trust data

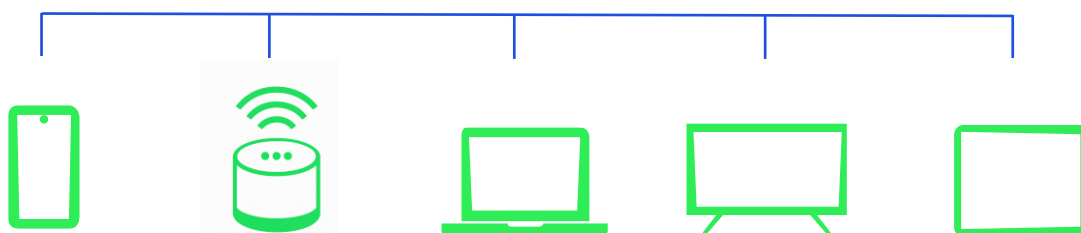
(EAR > Global Radio – Jan-March 2026 – Cumulative Audience in thousands and as a percentage - Monday-Friday, 05 am/midnight, 13 years and over)



11.3 millions

19.8% 13 years and over

18.5% in January-March 2025



7.7 millions

13.4%
12.3%

1.5 million

2.7%
2.7%

1.5 million

2.5%
2.4%

1 million

1.8%
1.7%

517 000

0.9%
0.9%

Reminder January-March 2025



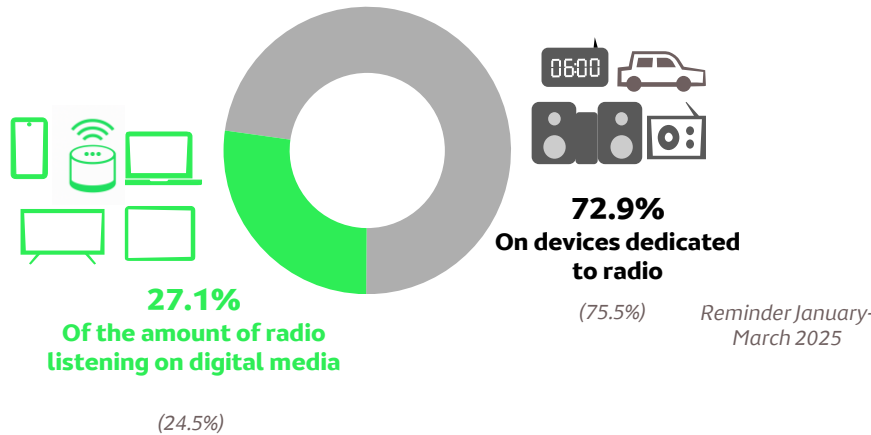
Listening to the radio on digital platforms continues to be particularly popular among 35- to 59-year-olds (25.4% of whom listen to the radio daily on digital platforms, up 1.7 percentage points in one year), higher socio-professional categories (26.7%, up 1.6 percentage points), and residents of the Greater Paris region (23.5%, up 0.8 percentage points). Listening to the radio on digital devices is attracting an increasingly broad audience, with growth among lower socioeconomic groups (18.2%, up 1.5 percentage points) and those aged 60 and older (16%, up 1.4 percentage points).

Digital radio listeners spend an average of **2 hours and 31 minutes** listening to the radio on these platforms, exceeding the average listening time of radio listeners on dedicated devices (**2 hours and 25 minutes**). In total, these 11.3 million digital radio listeners account for **27.1%** of total radio listening volume, up from **24.5%** last year.

CONTRIBUTION OF DIGITAL DEVICES TO THE AMOUNT OF RADIO LISTENING



(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 €102.2 million in 2025.

Further informations www.mediametrie.fr @Mediametrie Mediametrie.official Médiamétrie

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