

EAR > Insights

**Measurement of radio listening behaviour
January-March 2026**



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 5th January to 29th March 2026.

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	EAR > Insights
The benchmark in Radio audience measurement over an average day	Measurement of radio listening behaviour over several days

Key figures EAR > Insights – January-March 2026

Over a month, **95.7% of French people** listen to the radio, which amounts to **54.6 million** people aged 13 and older.

On average, radio listeners tune in **17.6 days out of 28**, regardless of the duration of their listening or the medium used, whether live or on-demand.

88.2% of people listen to the radio **at home** and **88.9% outside the home**.

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		88,2	95,7	17,6
General-Interest programs	Total	57,3	73,9	11,8
Including				
EUROPE 1		13,7	23,7	6,0
FRANCE INTER		26,3	38,9	8,7
ICI		12,6	22,9	5,9
RMC		12,4	20,1	6,3
RTL		26,1	40,3	7,8
Musical programs	Total	62,1	80,5	9,7
Including				
CHERIE FM		12,2	23,8	4,2
EUROPE 2		9,0	17,9	4,2
FUN RADIO		10,6	19,5	4,9
M RADIO		5,9	11,0	4,6
NOSTALGIE		18,1	31,6	5,3
NRJ		16,6	28,5	5,6
RADIO NOVA		7,3	11,5	4,0
RFM		13,4	24,6	4,9
RIRE ET CHANSONS		7,0	13,4	4,2
RTL2		14,0	25,1	4,8
SKYROCK		10,4	20,0	3,5
Thematic programs	Total	27,0	38,1	8,8
Including				
FRANCE CULTURE		9,1	13,9	6,1
FRANCE INFO		17,5	25,8	8,0
RADIO CLASSIQUE		3,8	6,2	6,3
Local programs	Total	39,4	60,8	6,8
Including				
GRUPEMENT LES INDÉS RADIOS ⁽¹⁾ Comprising 129 stations		37,0	58,0	6,6



Stations reach in thousands (5 a.m.-midnight)

Population 13 and over: 57 123 000 in 2026
(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		50 399	54 646
General-Interest programs	Total	32 706	42 214
Including			
EUROPE 1		7 825	13 526
FRANCE INTER		15 036	22 200
ICI		7 219	13 079
RMC		7 066	11 460
RTL		14 884	23 011
Musical programs	Total	35 488	45 973
Including			
CHERIE FM		6 983	13 603
EUROPE 2		5 152	10 237
FUN RADIO		6 073	11 118
M RADIO		3 359	6 305
NOSTALGIE		10 316	18 027
NRJ		9 456	16 303
RADIO NOVA		4 147	6 541
RFM		7 642	14 028
RIRE ET CHANSONS		4 006	7 632
RTL2		7 980	14 352
SKYROCK		5 913	11 443
Thematic programs	Total	15 398	21 783
Including			
FRANCE CULTURE		5 199	7 942
FRANCE INFO		9 996	14 727
RADIO CLASSIQUE		2 157	3 550
Local programs	Total	22 517	34 710
Including			
GROUPEMENT LES INDÉS RADIOS ⁽¹⁾ Comprising 129 stations		21 131	33 121



Reach in % and number of listening days of advertising coupling (5 a.m.-midnight)⁽¹⁾

1% = 571 230 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	88,2	95,7	17,6
NRJ GLOBAL	39,9	60,0	7,1
ADULTS ONLY	30,6	49,6	6,0
FULL IMPACT IDF	6,8	10,4	6,2
GROUPE M6	41,0	60,0	8,2
M6 UNLIMITED RADIO	43,6	62,7	8,5
FIRST MUSIC	26,0	42,5	5,9
FIRST ILE DE FRANCE	3,4	6,0	4,9
LAGARDÈRE RADIO	29,9	48,4	6,5
LAGARDÈRE PUBLICITÉ NEWS	34,6	53,2	6,6
LAGARDÈRE PUBLICITÉ NEWS IDF	5,6	8,6	6,0
LIP !	7,2	10,6	6,8
LPN+	11,7	19,6	4,8
LES INDÉS RADIOS / TF1 PUB RADIOS	37,0	58,0	6,6
LES INDÉS CAPITALE	9,7	18,8	4,2
LES INDÉS FLEX	19,3	35,3	4,6

⁽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

	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	88,2	95,7	17,6
RADIO FRANCE	46,6	63,1	10,5
RADIOS PRIVÉES COMMERCIALES	80,5	92,3	14,3
TOTAL RADIO BY LOCATION			
A DOMICILE	76,0	88,2	13,6
EN DEHORS DU DOMICILE	77,4	88,9	13,4



Definition of advertising coupling

During the January-March 2026 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

Full Impact IDF = Chérie FM IDF, Nostalgie IDF, NRJ IDF, Rire et Chansons IDF, Skyrock IDF

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 = 129 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, 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), Métropolys, Mistral FM, Mixx FM, Mona FM, Montagne FM, MTI, N'Radio, Nice Radio, Océane, ODS Radio, OUI FM, Oxygène Radio Hit and Dance, Oxygène Radio (Pays-de-la-Loire), Plein Air, Plein Coeur, Pyrénées FM, 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, Tendance Ouest, TFM, Tonic Radio, Top Music, Totem, Toulouse FM, Tropiques FM, TSF Jazz, Urban Hit, Vibration, Virgin 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), Métropolys, Mona FM, Montagne FM, MTI, ODS Radio*, OUI 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*, 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 is part of Médiamétrie's **MediaEar** offering

Automatic collection of radio listening carried out between 5th January and 29th March 2026 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).

Please note that the results published in this press release are not comparable with those of previous seasons due to changes that have been underway since September 2025, particularly the rollout of the new ROAv3 wristwatch-style people meter.

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.

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