Podcast measurement in June 2020

Almost 100 million podcasts downloaded or listened to in June 2020

Médiamétrie publishes a press release derived from the eStat Podcast measurement. This study counts the number of podcast downloads from websites or applications as well as the number of podcasts listened to via streaming by those subscribing to the measurement (1). The measured content are podcasts that were previously broadcasted via radio and/or native podcasts.

It’s confirmed: French people love podcasts

French people are increasingly enjoying the attractions of audio content: In June 2020, over 99 million podcasts were downloaded or streamed(2).

On a like-for-like basis (same podcast editors and same methodology), this represents an increase of 29% from June 2019.

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<tbody>
<tr>
<td>World total</td>
<td>95,176,000</td>
<td>94,574,000</td>
<td>96,464,000</td>
<td>95,920,000</td>
<td>99,192,000</td>
<td>99,054,000</td>
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<tr>
<td>Of which Metropolitan France + Overseas Departments</td>
<td>70,973,000</td>
<td>70,313,000</td>
<td>73,100,000</td>
<td>74,004,000</td>
<td>75,969,000</td>
<td>75,905,000</td>
</tr>
</tbody>
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News and humour are favourites, along with content for young people, cooking and sports

News and entertainment (including humor) lead the list of preferred themes for podcasts. Other genres, however, have also experienced an increase in popularity since the beginning of the year. Such is the case for audio aimed at younger audiences, or podcasts about parenting. Culture, sports, health and cooking are also favourite genres for podcast listeners.

Source: Médiamétrie – eStat Podcast – June 2020 - Copyright Médiamétrie - All rights reserved
(1) See the measurement methodology at the end of the release
(2) Perimeter labeled ‘eStat’ only.
PRESS RELEASE

Podcast measurement in June 2020: almost 100 million podcasts downloaded or listened to in June 2020

Methodology of the eStat Podcast measurement

CMI France (ELLE), France Télévisions, Lagardère News (Europe 1), M6 RTL (RTL, RTL2 and Fun Radio), NextRadioTV (RMC, BFM Business, BFMTV) and Radio France (France Inter, France Culture, franceinfo, France Musique, France Bleu, Mouv’, Fip) are among the current eStat Podcast measurement subscribers.

The measurement records all audio contents that have been downloaded or listened to via streaming on the majority of listening supports (platforms, websites, apps, etc).

Indicators are established using Médiamétrie’s site-centric technology. This technology integrates a tag in the download link, without affecting the quality of the user experience.

Filtering is done each month in order to exclude excessive downloads. Moreover, to avoid counting the same podcast twice, downloads requested within an hour of a previous download are also excluded.

About Médiamétrie

The French industry leader in media research, Médiamétrie monitors, measures and analyses audience behaviour and market trends, and fosters the emergence of a benchmark for media data in France. Created in 1985, Médiamétrie is expanding its activities in Television, Radio, the Internet (computer, smartphone and tablet), Cinema and the Cross-media sector in France and abroad.

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