



Mediametrie

# Press release

14th May 2024

## EAR > Global Radio - January-March 2024

### New record : 9.7 million people listen to radio on digital media every day



Every day, **38.7 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, **9.7 million** people listen to the radio on these platforms, which represents **16.5%** of the population aged 13 and over. The radio gains **357,000** listeners in 1 year on digital platforms.

This growth in radio listening on digital media is driven by mobile phones, which are used by **5.9 million** people every day. Among other media, voice-controlled speakers attract **1.5 million** listeners every day, neck and neck with the computer, chosen by **1.4 million** listeners.

## DAILY RADIO LISTENERS ON DIGITAL MEDIA

(EAR > Global Radio – Jan-March 2024 – Cumulative Audience in thousands and as a percentage - Monday-Friday, 05 am/midnight, 13 years and over)



# 9.7 millions

## 17.2% 13 years and over

16,7% in Janv-March 2023



**5.9 millions**

10.5%  
10.0%



**1.5 million**

2.6%  
2.6%



**1.4 million**

2.6%  
2.3%



**959 000**

1.7%  
1.8%



**539 000**

1.0%  
1.1%

Reminder Janv-March 2023



New record : 9.7 million people listen to radio on digital media every day

Listening to the radio on digital media is particularly popular among 35-49 year olds (23.5%), people in the upper socio-professional categories (23.9%) and residents of the Greater Paris Region (21.1%).

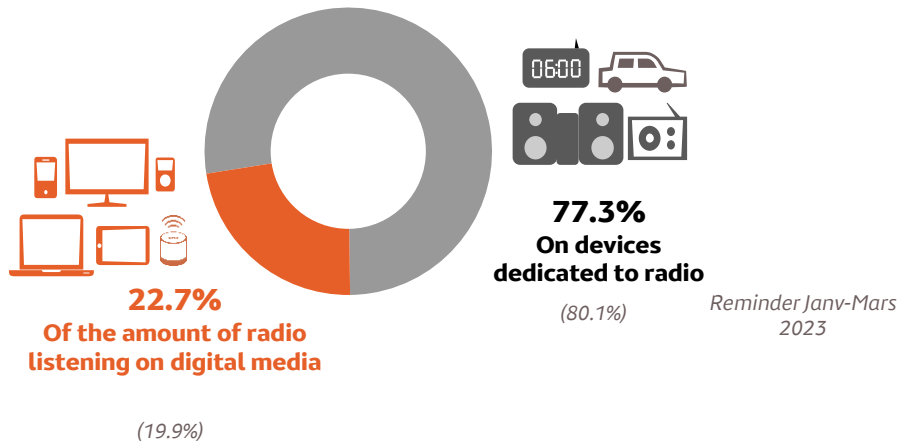
Listening to radio on digital platforms is attracting an increasingly broad audience, with an increase in the number of people from lower socio-professional backgrounds (15.7% of them listen to the radio every day on digital media, +1.6 points in 1 year) and the over-50s (15.3%, +1 point in 1 year).

On digital devices, the listening time was 2 hours 30 minutes on average per day and per listener.

The share of digital media in radio listening is still increasing significantly: it now accounts for 22.7% of total listening volume, compared to 19.9% 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

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, a trusted third party for fair and objective measurements

Médiamétrie is committed to providing its customers with joint and sovereign standard audience measurements. As a data leader and media expert, the company applies its know-how to video, audio and cross-media behaviour measurements, as well as advertising effectiveness measurement. Every day, some 800 employees design and produce the right measure for today and tomorrow to support the free decision-making of the company's customers in France and abroad.

In 2023, the Médiamétrie Group achieved a turnover of €104.1 million and processed over one billion data every day.

Further information : [www.mediametrie.fr](http://www.mediametrie.fr) @Mediametrie Mediametrie.official Médiamétrie

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