



EAR > Insights Measurement of radio listening behaviour January – March 2024



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 8th January to 31st March 2024.

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 – January-March 2024

More than 9 out of 10 people (**92.9%**) listen to the radio over a month, which is **52.1 million** people aged 13 and over.

On average, they listen to the radio **17.6 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.

84.8% of people listen to the radio **at home** and **82% 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		85.5	92.9	17.6
General-Interest programs	Total	54.3	69.3	12.4
Including				
EUROPE 1		13.4	22.8	6.1
FRANCE BLEU		12.5	22.2	6.2
FRANCE INTER		24.7	35.0	9.6
RMC		12.7	19.9	6.3
RTL		21.8	32.0	9.4
Musical programs	Total	58.2	76.0	9.8
Including				
CHERIE FM		11.1	21.3	4.2
EUROPE 2		10.1	19.8	4.1
FUN RADIO		10.1	19.1	4.9
M RADIO		5.5	10.8	4.4
NOSTALGIE		17.3	30.5	5.2
NRJ		16.8	28.4	6.0
RADIO NOVA		2.1	4.4	3.3
RFM		13.5	24.4	4.8
RIRE ET CHANSONS		7.1	13.1	4.3
RTL2		14.6	25.8	5.3
SKYROCK		9.6	18.7	3.6
Thematic programs	Total	26.5	37.2	8.7
Including				
FRANCE CULTURE		8.5	13.0	6.1
FRANCE INFO		17.3	25.2	8.0
RADIO CLASSIQUE		3.8	6.3	5.8
Local programs	Total	37.7	57.5	6.9
Including				
TSF JAZZ		1.1	2.2	3.5
GROUPEMENT LES INDÉS RADIOS ⁽¹⁾ Comprising de 128 stations		35.0	54.4	6.8



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

Population 13 and over : 56 078 000 in 2024
(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		47 960	52 096
General-Interest programs	Total	30 441	38 846
Including			
EUROPE 1		7 490	12 805
FRANCE BLEU		7 027	12 427
FRANCE INTER		13 863	19 652
RMC		7 107	11 185
RTL		12 231	17 959
Musical programs	Total	32 635	42 643
Including			
CHERIE FM		6 236	11 962
EUROPE 2		5 661	11 118
FUN RADIO		5 682	10 691
M RADIO		3 083	6 072
NOSTALGIE		9 715	17 103
NRJ		9 442	15 905
RADIO NOVA		1 179	2 460
RFM		7 560	13 692
RIRE ET CHANSONS		3 996	7 350
RTL2		8 190	14 464
SKYROCK		5 411	10 512
Thematic programs	Total	14 883	20 834
Including			
FRANCE CULTURE		4 777	7 269
FRANCE INFO		9 709	14 137
RADIO CLASSIQUE		2 123	3 528
Local programs	Total	21 126	32 251
Including			
TSF JAZZ		604	1 238
GROUPEMENT LES INDÉS RADIOS ⁽¹⁾ Comprising 128 stations		19 642	30 499



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

1% = 560 780 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	85.5	92.9	17.6
NRJ GLOBAL	38.4	57.1	7.3
ADULTS ONLY	28.8	46.4	6.0
PRIORITÉ IDF	6.7	10.0	6.7
GROUPE M6	38.0	54.6	9.1
M6 PUBLICITE RADIO	40.4	57.5	9.2
FIRST MUSIC	25.4	41.2	6.3
FIRST ILE DE FRANCE	2.8	4.8	5.1
LAGARDÈRE PUBLICITÉ NEWS	30.4	48.4	6.5
LAGARDÈRE PUBLICITÉ NEWS IDF	3.9	6.4	5.7
LIP !	5.4	8.3	6.5
LPN+	6.6	12.1	4.8
NOVA AND FRIENDS	3.1	6.4	3.4
PARIS - IDF +	2.1	3.8	4.5
PRIORITÉ AFFLUENT	9.7	17.9	4.3
LES INDÉS RADIOS / TF1 PUB RADIOS	35.0	54.4	6.8
LES INDÉS CAPITALE	13.6	24.7	4.7
LES INDES FLEX	14.9	27.3	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

1% = 560 780 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	85.5	92.9	17.6
RADIO FRANCE	44.9	60.0	11.0
PRIVATE COMMERCIAL RADIO STATIONS	77.0	88.4	14.4
TOTAL RADIO PAR LOCALISATION			
AT HOME	73.3	84.8	14.0
OUTSIDE THE HOME	71.0	82.0	13.3



 **Definition of advertising coupling**

During the January – March 2024 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

Priorité IDF = Chante France IDF, Chérie FM IDF, Nostalgie IDF, NRJ IDF, Radio Nova IDF, Rire et Chansons IDF, TSF JAZZ IDF

Groupe M6 = Fun Radio, RTL, RTL2

M6 Publicité Radio = Fun Radio, M Radio, RTL, RTL2

First Music = Fun Radio, M Radio, RTL2

First Ile de France = Fun Radio IDF, RTL2 IDF

Lagardère Publicité News = Europe 1, Europe 2, RFM

Lagardère Publicité News IDF = Europe 2 IDF, OUI FM IDF, Radio FG IDF, RFM IDF

LIP! = Europe 2 IDF, Fun Radio IDF, OUI FM IDF, Radio FG IDF, RFM IDF, RTL2 IDF

LPN+ = Europe 2**, RFM**

Nova and Friends = Radio Nova, TSF JAZZ

Priorité Affluent = Radio Nova, Rire et Chansons, TSF JAZZ

Paris - IDF + = Chante France IDF, Radio Nova IDF, TSF JAZZ IDF

TF1 Pub Radios = Les Indés Radios

Les Indés Radios = 128 following radio stations : 100%, 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 (formerly 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, Kit FM, La Radio Plus, Latina, Latitude, Like Radio (formerly Dici Radio), Littoral FM, Lor'FM, Lovely, Lyon 1ère, Magnum La Radio, Maritima, Max Radio, MBS, Melody, Melody d'Azur (06,83) (formerly Radio Emotion), 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, 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, Urban Hit, Vibration, Virgin Radio (formerly Virage Radio), Voltage, Wit FM.

Les Indés Capitale = 14 following radio stations : Ado, Africa Radio, Beur FM, Evasion, Générations, Latina, Lovely, M Radio, MBS, Radio Orient, Sud Radio, Tropiques FM, Urban Hit, Voltage.

Les Indés Flex = 47 following radio stations : 100%*, Ado, Alouette*, Blackbox, Cannes Radio, Cerise FM, Champagne FM*, Chante France*, Décibel (Bretagne), Direct FM*, DKL Dreyeckland*, Est FM, Flash FM*, FM 81, Forum*, Fréquence Plus*, Générations*, Hit West*, Impact FM, Inside Radio, Jazz Radio*, Jordanne FM, Latina*, Lovely, Lyon 1ère, Max Radio, MBS, Métropolys, Mistral FM*, Montagne FM, ODS Radio*, OUI FM*, Oxygène Radio Hit and Dance, Oxygène Radio (Pays-de-la-Loire), Radio Bonheur, Radio Caroline, Radio Contact*, Radio ECN, Radio FG*, Radio Scoop*, RTS*, Sud Radio, Tonic Radio*, Toulouse FM*, Vibration*, Virgin Radio (formerly Virage Radio)*, Voltage.

* 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 BLEU, France Inter, 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, TSF JAZZ.

Aggregates by statuts

Radio France : Fip, France Inter, France Info, France BLEU, 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.

Characteristics of the survey



Automatic collection of radio listening carried out between 8th January and 31th March 2024 from a permanent panel of more than 5 500 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, 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 nearly €104,1 million and processed over one billion data every day.

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