



Global Audio 2024

More than 8 in 10 French people listen to audio content every day



The **Global Audio** study analyses all audio uses and provides a consolidated and accurate view of audio consumption in France.



Audio punctuates the daily lives of French people, with radio in the lead

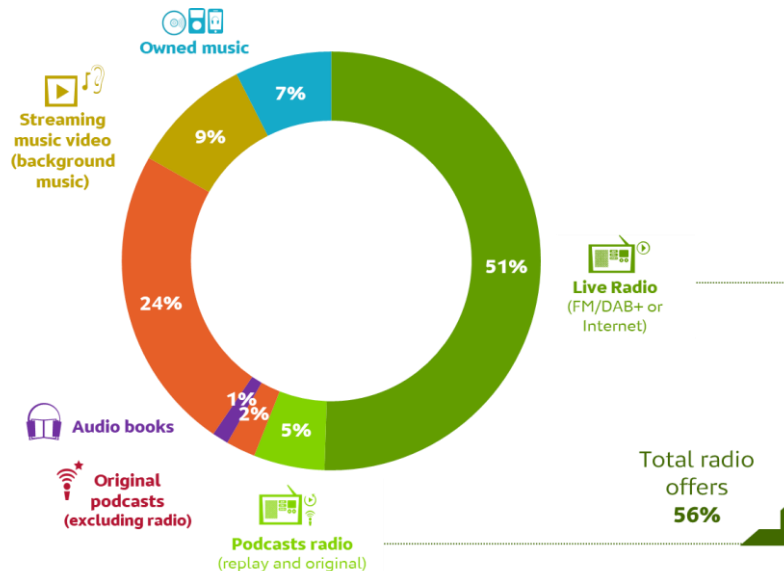
Audio is deeply rooted in the lives of French people: nearly all 15-80 year olds (**97%**) listen to audio content at least once a month and for **84%**, or **43 million** people, this is a daily practice. Young people are even more affected by this use, since over **86%** of 15-24 year olds listen to at least one piece of audio content every day.

At the top of the list, radio accounts for **56%** of the audio volume listened to over a day, of which **51%** is live and **5%** as podcasts (recorded and original).

Radio even accounts for nearly three-quarters (**72%**) of this daily listening volume in the universe of free audio offerings and **77%** of in-car-listening volume.

Share of time spent on each offer over a day in France

(Global Audio 2024 - Listeners aged 15-80)





Digital audio continues to grow, especially among young people

Whether digital radio offerings, original podcasts, music streaming or digital audiobooks, digital audio content keeps making progress: it represents **56%** of the audio volume listened to per day in 2024 (compared to **54%** in 2023).

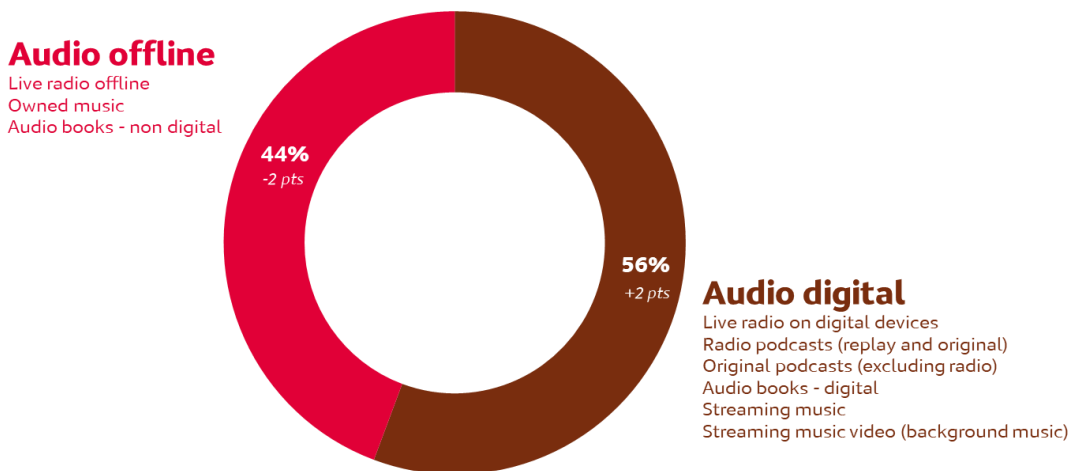
This digital offering is attracting more and more French people since **41 million** 15-80 year olds (**81%**) listen to at least one piece of digital audio content each month (+**4%** in 1 year), and almost **28 million people** listen to it every day.

This boom is largely driven by smartphones. In 2024, **29%** of the time spent listening to audio is done on mobile phones, the most popular digital medium, which is an increase of 2 points in one year.

Among 15-24 year olds, digital audio offerings account for **85%** of daily listening volume, or **+3 points** in one year. Audio music streaming is the most popular offering among young people, regardless of the time of day.

Share of time spent on each offer over a day in France

(Global Audio 2024 and 2023 - All of France aged 15-80)



“ Driven by the development of offers, particularly digital, audio is essential in the lives of French people. Available on more and more media, whether connected or not, adapted to each person’s habits, audio can be enjoyed at any time of day, either alone or in company, according to your wishes and preferences. However, each audience has its own characteristics; For example, Global Audio shows that 15-24 year olds prefer listening to audio content at home or with headphones. On the contrary, for 25-49 year olds, listening to audio content is more commonly done without headphones and in the car . ”

Cécile Bertrand, Research Director, in charge of Audio



Survey characteristics

The **Global Audio study** provides indicators on Audio usage (coverage, duplication, profile and amount of listening), **contexts for listening** (locations, situation, times for listening).

The scope studied includes live radio (FM/DAB+ or via the Internet) radio podcasts (replay and original podcasts), and other than radio, audio books, music streaming services (free and subscription-based), background music streaming on video platforms and personal music libraries (CD, MP3, purchase of titles, vinyl, etc.).

The study was conducted online (CAWI) in **February/March 2024**, among a sample of **4,015 individuals aged 15 to 80**, representative of the French population across the socio-demographic criteria of sex, age, socio-professional category and geographic distribution.

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  @Mediametrie  Mediametrie.official  Médiamétrie

Press contacts :

Isabelle Lellouche Filliau

Tél : +33 (0)1 47 58 97 26

ilellouche-filliau@mediametrie.fr

Stéphanie Haoun

Tél : +33 (0)1 71 09 93 18

shaoun@mediametrie.fr



Media Glossary

Check out over
500 definitions