



Mediametrie

Press Release

10th December 2024

EAR > Global Radio – September-October 2024

New record : 9.8 million people listen to radio on digital media every day



Every day, **37.8 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, **9.8 million** people listen to the radio on these platforms, which represents **17.5%** of the population aged 13 and over. The radio gains **651,000 listeners** in 1 year on digital platforms.

This growth in radio listening on digital media is driven by mobile phones, which are used by **6.3 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 – Sept-Oct 2024 – Cumulative Audience in thousands and as a percentage - Monday-Friday, 05 am/midnight, 13 years and over)



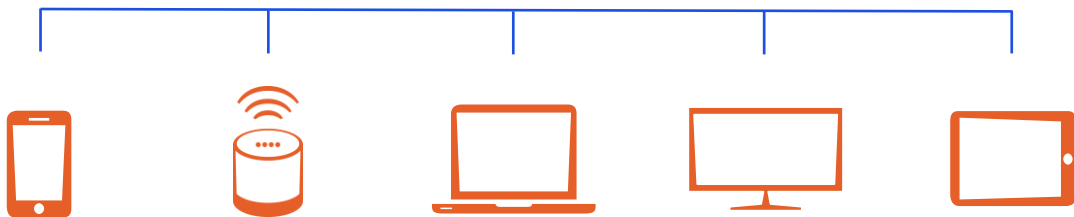
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9.8 millions

17.5% 13 years and over

16.5% in Sept-Oct 2023



6.3 millions

11.3%
10.3%

1.5 million

2.6%
2.5%

1.4 million

2.5%
2.4%

825 000

1.5%
1.5%

492 000

0.9%
0.9%

Reminder Sept-Oct 2023



Listening to the radio on digital media is particularly popular among 35–49-year-olds (21.8%), people in the upper socio-professional categories (24.2%) and residents of the Greater Paris Region (20.9%). On digital devices, the listening time was 2 hours 33 minutes on average per day and per listener, surpassing the average listening time of radio listeners on dedicated devices (2 hours and 32 minutes).

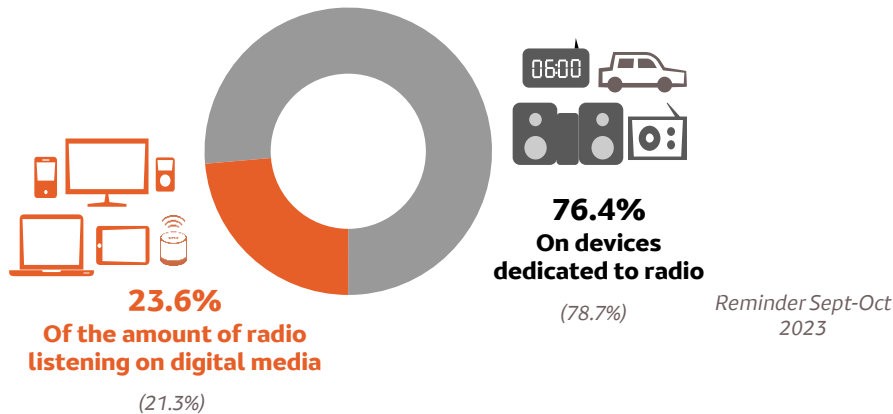
In total, these 9.8 million listeners on digital media contribute to 23.6% of the total listening volume, compared to 21.3% last year.

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)



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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 @Mediametrie Mediametrie.official Médiamétrie

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