



L'Année Radio 2023-2024

Radio is at the heart of the audio universe, and is building on its unique connection with the public



Although challenged by the proliferation of content offerings and tougher competition from streaming platforms, radio media has confirmed its **leadership** in an **increasingly rich audio universe**.

Listened to every day by **almost 7 in 10 French people**, radio, whether live or as a podcast, enjoys a special bond with its listeners and accounts for **56%** of audio listening volume, all offers combined.

“As a historic pillar of an audio universe that continues to expand with digital technology, radio is still the leader in this ecosystem, regardless of the type of content. With the power of live broadcasting and its podcast offering, it accounts for the vast majority of the listening volume of “spoken content”, and when it comes to listening to music, French people choose radio first and foremost.

Médiamétrie is at the heart of the dialogue with the market and continuously adapts its audience measurement in order to understand the specific nature of the radio medium and changes in behaviour as much as possible.”

Emmanuelle Le Goff, Director of Radio & Total Audio

A powerful, universal and specific medium

During the 2023-2024 season, radio attracted nearly **39 million** listeners every day. Over a month, radio even brings together almost all French people, with nearly **93%** of them listening to it.

With an average of **2 hours 45 minutes** of listening per day, listeners spend **14%** of their daily time (between 5 am and midnight) listening to the radio.

And every weekday morning at 8 am, more than **12 million** French people tune in, during the medium's daily peak audience. Radio's prime time is soon after most French people get up and this moves to 10 am at weekends.

Radio is a medium for all audiences, which is also specifically aimed at each generation. Very popular with people aged 35-64, **76%** of whom listen to it every day, the medium also attracts more than **1 in 2 young people (52%)** aged 13-24 every day.

Radio is a mobile medium that follows French people throughout their day and their travels: half of radio listening volume occurs outside the home, **34%** of which takes place in the car. Deeply rooted in certain regions, radio creates a special bond with each territory, particularly in urban areas of less than 100,000 inhabitants and rural communities, where people need to travel more (with **73%** of the population listening).



Digital radio audiences on the rise

Reflecting the digital life of French people, digital radio audiences continue to grow over the seasons: today, **9.7 million** French people listen to radio on digital media every day (i.e. **37%** more than 5 years ago).

For this 2023-2024 season, **23%** of the daily radio listening volume was achieved digitally, up **67%** compared to 5 years ago.

This increase in radio listening on digital media is driven by mobile phones, which come out on top with **5.9 million** daily listeners, followed by voice-controlled speakers, which continue to make inroads (**1.5 million**).

Podcasts, the digital audio format par excellence, are attracting ever-increasing numbers of listeners: **22 million** French people every month (or **44%** of the population), with 2 main themes: comedy/entertainment and culture/society.

There is a strong connection between working people and the radio

“ Because it accompanies French people on a daily basis, from the morning and throughout the day as they travel, radio has a special place in the lives of working people. But working people do not all listen to the radio in the same way, nor at the same time and most importantly, they adapt their listening behaviour according to their pace of life and their working conditions. ”

Julie Terrade, Director of National Radio

Among the working population, disparities in radio listening behaviour appear according to on the socio-professional category of the listeners. Therefore, more people in higher income groups listen to the radio: **73%** of them listen to the radio every day compared to **68%** of people in lower income groups. But people in lower income groups listen to it for longer: **2 hours 58 minutes** on average per day and per listener (compared to **2 hours 30 minutes** for listeners from higher income groups).

Finally, an integral part of working life since the health crisis, working from home also influences radio listening among working people. When they work from home, working people listen to the radio for an average of **2 hours 32 minutes**, per day per listener, or almost 20 minutes less than working people who go to their workplace (**2 hours 51 minutes**).

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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