



Mediametrie

Press release

12th November 2024

eStat Podcast **October 2024 podcast measurement**



Médiamétrie's **eStat Podcast** measurement counts **the listens and downloads of podcasts** of its subscribers on the scope taken into account by the measurement⁽¹⁾. The contents measured are the podcasts previously broadcast and/or native podcasts⁽²⁾.

In October 2024, more than **176 million** French podcasts were played or downloaded around the world.

In France alone, **142 million** French podcasts were listened to or downloaded during the same month of July.

Please note :

1- The application of new filtering (optimised detection of robots) has had an impact on the results of certain players not published in this press release. This has automatically led to a fall in the total volume of listening and downloads measured in the eStat Podcast study.

2- Due to a technical incident with a podcast aggregator, the data was modelled on the Le Fil de l'info and Le Flash éco podcasts of the France Info publisher brand, as well as on the Europe 1 publisher brand.

(1) See measurement methodology at the end of this press release.

(2) Native podcasts are original audio content not broadcast on air and produced by radio stations or other publishers.



Number of podcast listens by brand – October 2024

| | Brands (French publishers subscribing to the eStat Podcast measurement) | Number of listens and/or downloads ⁽¹⁾ (World base) | Main podcasts by brand |
|----|--|--|---|
| 1 | France Inter | 43 745 000 | Affaires sensibles, Zoom Zoom Zen, Charline explose les faits, La Bande originale, Grand bien vous fasse |
| 2 | RMC | 32 657 000 | After Foot, Super Moscato Show, Les Grandes Gueules, Rothen s'enflamme, Apolline matin |
| 3 | RTL | 28 951 000 | Les grosses têtes, Laurent Gerra, L'heure du crime, Le journal RTL, Ça peut vous arriver |
| 4 | France Culture | 25 884 000 | Les Pieds sur terre, Le Cours de l'histoire, Avec Philosophie, LSD, Le Feuilletton |
| 5 | Europe1 | 14 583 000 | Hondelatte raconte, La Libre Antenne, Au cœur de l'histoire, Historiquement Vôtre |
| 6 | franceinfo ⁽²⁾ | 7 092 000 | Le Fil info, Le Flash éco, Les Informés, Ca dit quoi ?, Le vrai ou faux |
| 7 | France Télévisions ⁽³⁾ | 6 500 000 | C dans l'air (dont CDLA L'invité, CDLA vos questions SMS), Ça commence aujourd'hui, C ce soir, La grande librairie, Okoo, Lumni |
| 8 | Radio Classique | 4 718 000 | Franck Ferrand raconte, Des histoires en musique, Retour Vers le Classique, Esprits Libres |
| 9 | BFM Business | 2 521 000 | Good Morning Business, Les experts, BFM Bourse, Tech & Co, Tout pour investir |
| 10 | BFMTV | 2 504 000 | Le titre à la une, Affaire suivante, La question info, La question éco, Le podcast royal |
| 11 | France Musique | 1 828 000 | Les Sagas musicales, Au coeur du jazz, MAXXI Classique, Musicopolis |
| 12 | France Bleu | 1 613 000 | Les journaux locaux, Crimes et témoignages, Décibels, Les conseils du Dr Kierzek |
| 13 | RCF | 566 000 | Silence on crie , Visages, Halte Spirituelle, Enfin une bonne nouvelle, Je pense donc j'agis |
| 14 | Fip | 381 000 | Club Jazzafip, Certains l'aiment Fip, [DEEP]Search |
| 15 | Fun Radio | 278 000 | Bruno sur Fun Radio, Cartman sur Fun Radio, Le Vacher Time, Party Fun |
| 16 | Radio FG | 230 000 | Minimix, FG Chic Mix, FG Music Story |
| 17 | Mouv' | 229 000 | Wake-Up Mix, Arnaques Crimes et Putaclic |
| 18 | RTL2 | 145 000 | Pop rock station, Double Espresso, Pop rock story, Pop rock party |
| 19 | Europe2 | 84 000 | Casta réveille la France sur Europe 2, L'Original Europe 2, Europe 2 Lab, Pop Corn Europe 2, Europe 2 Mix, Europe 2 Jeux |

(1) See the measurement methodology at the end of the release

(2) Listening to podcasts from the websites and applications of franceinfo are still partially measured

(3) The podcasts of the 1ères (the overseas portal) are not included in the scope of the measure



Top 30 most listened podcast brands in October 2024

Among podcasts measured with eStat Podcast

| | Brands | Number of listens and/or downloads ⁽¹⁾ (World base) | Publisher's marks | Description |
|----|--|---|-------------------|---|
| 1 | L'After Foot | 16 872 000 | RMC | L'émission intégrale, les extraits, archives, libre antenne |
| 2 | Les Grosses têtes | 12 123 000 | RTL | L'émission intégrale, les extraits, découvertes, best of, inédits |
| 3 | Hondelatte raconte | 7 276 000 | Europe 1 | Le récit, le débrief, Cote B |
| 4 | Affaires sensibles | 6 770 000 | France Inter | L'émission intégrale |
| 5 | Super Moscato Show | 4 462 000 | RMC | L'émission intégrale, les extraits, le journal moyen, le Kikadi, etc. |
| 6 | Rothen s'enflamme | 3 782 000 | RMC | L'émission complète, les extraits |
| 7 | Franck Ferrand raconte | 3 714 000 | Radio Classique | L'émission complète |
| 8 | Les Grandes Gueules | 3 591 000 | RMC | L'émission complète, les extraits, face aux GG, ... |
| 9 | Le Fil info ⁽²⁾ | 3 478 000 | franceinfo | Les titres de franceinfo actualisés au fil de la journée |
| 10 | Zoom Zoom Zen | 3 417 000 | France Inter | L'émission intégrale, les chroniques |
| 11 | Les Pieds sur terre | 3 177 000 | France Culture | L'émission intégrale |
| 12 | L'heure du crime | 3 061 000 | RTL | L'émission complète, les bonus |
| 13 | C dans l'air | 2 484 000 | FTV | L'émission complète, CDLA L'invité, CDLA vos questions SMS |
| 14 | La Bande originale (hors Tanguy Pastureau) | 2 478 000 | France Inter | La chronique au sein de l'émission La Bande originale |
| 15 | Au cœur de l'histoire | 2 315 000 | Europe 1 | Au Cœur de l'Histoire Stéphane Bern, Au Cœur de l'Histoire Virginie Girod |

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**Top 30 most listened podcast brands in October 2024**

Among podcasts measured with eStat Podcast

| | Brands | Number of listens and/or downloads ⁽¹⁾ (World base) | Publisher's marks | Description |
|----|-----------------------------|---|-------------------|---|
| 16 | Laurent Gerra | 2 043 000 | RTL | La chronique, les bonus et best of |
| 17 | Ca commence aujourd'hui | 1 913 000 | FTV | L'intégrale |
| 18 | Entrez dans l'histoire | 1 887 000 | RTL | L'émission intégrale, La quotidienne |
| 19 | L'œil de Caverivière | 1 606 000 | RTL | L'émission intégrale et les chroniques |
| 20 | Le Cours de l'histoire | 1 595 000 | France Culture | L'émission intégrale, Le Pourquoi du comment : histoire |
| 21 | Le flash éco(2) | 1 568 000 | franceinfo | L'actualité économique de franceinfo |
| 22 | Le Feuilleton | 1 563 000 | France Culture | Les fictions de France Culture |
| 23 | Parlons-nous | 1 327 000 | RTL | L'émission complète, les témoignages |
| 24 | Grand bien vous fasse | 1 292 000 | France Inter | L'émission intégrale, les chroniques |
| 25 | La Terre au carré | 1 247 000 | France Inter | L'émission intégrale, les chroniques |
| 26 | Géopolitique | 1 214 000 | France Inter | La chronique de la matinale de France Inter |
| 27 | LSD, La série documentaire | 1 206 000 | France Culture | L'émission intégrale |
| 28 | France Culture va plus loin | 1 144 000 | France Culture | L'interview de la matinale de France Culture |
| 29 | Le titre à la une | 1 143 000 | BFM TV | L'intégrale |
| 30 | La science, CQFD | 1 138 000 | France Culture | L'émission intégrale, Avec science |

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List of eStat Podcast subscribers and measurement scope

The table below shows the current measurement scope for each subscriber.

| Groups/Brands | Streaming | Downloading |
|---|---------------|-------------|
| Groupe France Télévisions | Partiellement | Oui |
| Groupe Lagardère (Europe 1, Europe 2) | Oui | Oui |
| Groupe M6 – RTL (RTL, RTL2 et Fun Radio) | Oui | Oui |
| Groupe Radio France | | |
| France Inter, France Culture, France Musique, Fip, Mouv', France Bleu | Oui | Oui |
| franceinfo | Partiellement | Oui |
| Radio Classique | Oui | Oui |
| Maison FG | Oui | Oui |
| Altice Média (RMC, BFM Business, BFMTV) | Oui | Oui |
| RCF | Oui | Oui |

Methodology

The **eStat Podcast measure counts all the audio content listened to directly in streaming or downloaded** on the majority of listening media (platforms, websites, applications, etc.). The indicators are based on Médiamétrie's **site-centric** technology. This technology involves integrating a tag placed in the download link that has no impact on the user experience. Filtering is carried out every month to exclude illegal downloads. Furthermore, in order to avoid counting the same podcast twice, downloads occurring within one hour of a 1st download call are also excluded.

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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