

### **Press Release**

9th January 2025

#### **EAR** > National

#### Radio audience in France: November-December 2024



**Médiamétrie publishes radio audience results, in metropolitan France** over the October 28<sup>th</sup> to December 22<sup>th</sup> 2024 period measured on a population of 23,033 individuals aged of 13 years and over.

On an average Monday-Friday day (5am – midnight), radio reach **38.5 millions** of 13 yo and over, for an average listening time of **2h49**.

Characteristics of the period during the week (Monday-Friday)								
	November – December 2024	September – October 2024	November – December 2023					
Number of weekdays of the wave (including LADs)	40	40	40					
Number of Low Activity Days (LAD)	2	0	1					
Number of school holidays	5	5	5					
Activity rate excluding LADs (in %) (1)	78,2	78,4	79,3					

<sup>(1)</sup> Activity rate: share of employed individuals having carried out their professional activity the day before the interview

The audience results are based on the "Monday-Friday" time frame, excluding the Days of Least Activity (DLA), days for which the activity rate is below 55%. For the period November-December 2024, DLA were recorded: Friday 1st and Monday 11th November 2024.

	<b>Radio Audience</b> Population aged of 13 years and over (5 a.mmidnight)														
	November - December 2024			September - October 2024					November - December 2023						
	AA %	AA 000	CA%	CA 000	TSL h/mn	AA %	AA 000	CA%	CA 000	TSL h/mn	AA %	AA 000	CA%	CA 000	TSL h/mn
Monday - Friday	10,2	5 698	68,7	38 525	2h49	9,9	5 574	67,5	37 846	2h48	10,1	5 638	69,6	38 723	2h46
Saturday - Sunday	7,3	4 120	56,1	31 433	2h29	7,0	3 912	55,3	31 010	2h24	7,3	4 089	57,1	31 755	2h27

In this press release, only the stations, networks and advertising coupling subscribing to the survey and having achieved a 1% cumulative audience Monday –Friday (5 a.m.-midnight) are mentioned.



#### Radio audience from Monday to Friday (5 a.m.-midnight)

#### Press release

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Radio audience in France: November-December 2024

	Novemb		er - December 2024		Septem	ber - Octo	ber 2024	November - Decer		nber 2023	
<sup>1)</sup> Composition of "Les Indés Radios" on page 7		CA	TSL	Audience	CA	TSL	Audience	CA	TSL	Audience	
		<b>%</b>	h /	share %	%		share %			share %	
		%	h/mn	%	%	h/mn	%	%	h/mn	%	
RADIO IN GENERAL		68.7	2h49	100.0	67.5	2h48	100.0	69.6	2h46	100.0	
General-Interest programs	Total	32.0	2h29	41.2	31.1	2h26	40.0	31.5	2h25	39.5	
Including											
EUROPE 1		4.8	1h50	4.6	4.4	1h46	4.2	4.0	1h39	3.4	
FRANCE BLEU / ICI*		4.8	1h54	4.7	4.6	1h52	4.6	4.8	1h57	4.8	
FRANCE INTER		13.3	2h11	15.1	12.8	2h14	15.1	12.5	2h07	13.7	
RMC		5.3	2h02	5.6	5.2	2h00	5.5	5.7	2h05	6.2	
RTL		8.8	2h27	11.2	8.7	2h18	10.7	9.6	2h16	11.4	
Musical programs	Total	30.2	1h49	28.3	30.3	1h50	29.4	31.9	1h48	29.7	
Including											
CHERIE FM		3.0	1h28	2.3	3,0	1h13	1.9	3.3	1h30	2.6	
EUROPE 2		1.6	1h14	1.0	1.6	1h09	1.0	2.2	1h08	1.3	
FUN RADIO		3.5	1h33	2.8	3.3	1h32	2.7	3.2	1h32	2.6	
M RADIO		1.1	1h30	0.8	1.1	1h29	0.9	1.1	1h25	0.8	
NOSTALGIE		6.4	1h36	5.3	6.6	1h38	5.7	6.5	1h37	5.5	
NRJ		7.0	1h27	5.3	7.4	1h23	5.4	7.8	1h28	6.0	
RADIO NOVA		1.4	1h14	0.9	1,0	1h30	0.8	NA	NA	NA	
RFM		2.8	1h37	2.4	3,0	1h33	2.5	3.3	1h34	2.7	
RIRE ET CHANSONS		2.5	0h59	1.2	2.5	1h06	1.4	2.6	0h58	1.3	
RTL2		3.8	1h28	2.9	3.6	1h32	3.0	3.8	1h20	2.6	
SKYROCK		5.2	1h12	3.3	5.4	1h22	3.9	6.2	1h07	3.6	
Thematic programs	Total	15.0	1h36	12.5	15,0	1h35	12.6	14.6	1h35	12.1	
Including											
FRANCE CULTURE		3.6	1h47	3.4	3.8	1h45	3.5	3.4	1h49	3.2	
FRANCE INFO		9.3	1h02	4.9	8.9	1h00	4.7	9.0	1h01	4.7	
FRANCE MUSIQUE		1.9	2h04	2.0	2.3	1h51	2.2	1.9	1h49	1.8	
RADIO CLASSIQUE		1.7	1h52	1.6	1.8	1h46	1.7	2.0	1h57	2.0	
Local programs	Total	15.5	1h45	14.1	15.6	1h46	14.7	16.8	1h44	15.1	
Including FIP		1.5	2h01	1.6	1.2	2h14	1.4	1.3	2h13	1.5	
PRIVATE ASSOCIATION RADIO STAT	TONS				1.2	2n 14 1h36		1.6	2013 1h50		
Comprising (number of stations)	10143	(5	1.5 2h06 1.6 (588 stations)			1.8 1h36 1.5 (590 stations)			1.6 1h50 1.5 (590 stations)		
GROUPEMENT LES INDÉS RADIOS	1)	12.5	1h36	10.4	12.5	1h41	11.2	13.2 1h37 11.1			
Comprising (number of stations)		(1	28 statio	ns)	(1	29 statio	ns)	(128 stations)			

<sup>\*</sup>Since 6 January 2025, stations on the France Bleu network have been called  $\upomega$  ici  $\upomega$  . NA = Not Available



#### Radio audience from Monday to Friday (5 a.m.-midnight)

#### Press release

EAR > National

Radio audience in France: November-December 2024

Population 13 yo and over: 56 078 000 in 2024 and 55 635 000 in 2023.		November - December 2024	September - October 2024	November - December 2023			
(1) Composition of "Les Indés Radios" on page 7		CA Thousands	CA Thousands	CA Thousands			
RADIO IN GENERAL		38,525	37,846	38,723			
General-Interest programs	Total	17,930	17,442	17,535			
Including							
EUROPE 1		2,714	2,486	2,244			
FRANCE BLEU / ICI*		2,668	2,591	2,654			
FRANCE INTER		7,477	7,196	6,935			
RMC		2,990	2,892	3,184			
RTL		4,957	4,904	5,366			
2		4,557	4,504	3,300			
Musical programs Including	Total	16,917	16,996	17,773			
CHERIE FM		1,662	1,661	1,854			
EUROPE 2		897	916	1,232			
FUN RADIO		1.962	1,840	1,803			
M RADIO		590	608	586			
NOSTALGIE		3,580	3,694	3,636			
NRI		3,938	4,145	4,348			
RADIO NOVA		776	563	NA			
RFM		1,582	1,677	1,822			
RIRE ET CHANSONS		1,383	1,395	1,420			
RTL2		2,139	2,046	2,103			
SKYROCK		2,139	3,004				
SKIROCK		2,940	3,004	3,454			
Thematic programs Including	Total	8,438	8,392	8,129			
FRANCE CULTURE		2,041	2,111	1,903			
FRANCE INFO		5,208	4,969	4,988			
FRANCE MUSIQUE		1,047	1,263	1,032			
RADIO CLASSIQUE		940	1,012	1,101			
Local programs	Total	8,706	8,766	9,342			
Including FIP		837	668	731			
	TATIONIC			_			
PRIVATE ASSOCIATION RADIO ST		834 (500 stations)	1,018	879			
Comprising (number of stati		(588 stations)	(590 stations)	(590 stations)			
GROUPEMENT LES INDÉS RADIO		6,993	7,015	7,361			
Comprising (number of stati	ons)	(128 stations)	(129 stations)	(128 stations)			

<sup>\*</sup>Since 6 January 2025, stations on the France Bleu network have been called  ${\bf w}$  ici  ${\bf w}$  . NA = Not Available



# Radio audience from Saturday to Sunday (5 a.m.-midnight)

#### Press release

**EAR > National** 

Radio audience in France: November-December 2024

(1) % = 560 780 individuals aged of 13 years	o and over	Novemb	er - Decei	mber 2024	Septem	ber - Octo	ber 2024	Novemb	er - Decer	nber 2023	
(2) % = 556 350 individuals aged of 13 yc	and over	CA (1)	TSL	Audience share	CA <sup>(1)</sup>	TSL	Audience share	CA (2)	TSL	Audience share	
(3) Composition of "Les Indés Radios" or	n page 7	%	h/mn	%	%	h/mn	%	%	h/mn	%	
RADIO IN GENERAL		56.1	2h29	100.0	55.3	2h24	100.0	57.1	2h27	100.0	
General-Interest programs	Total	24.1	2h14	38.7	24.4	2h07	38.9	24.6	2h14	39.3	
Including			aber	4.0	7.4	41: 40	4.0	7.4	41.77	7.5	
EUROPE 1		3.5	1h54	4.8	3.1	1h49	4.2	3.1	1h37	3.5	
FRANCE BLEU / ICI*		4.1	1h49	5.4	4.2	1h51	5.9	4.1	1h58	5.8	
FRANCE INTER		9.9	2h07	15.0	10.5	1h56	15.3	10.1	2h05	15.0	
RMC		3.1	1h43	3.8	3.2	1h23	3.4	3.3	1h39	3.9	
RTL		6.2	2h12	9.8	6.5	2h03	10.1	6.9	2h14	11.0	
Musical programs	Total	23.6	1h42	28.7	22.7	1h37	27.6	23.6	1h38	27.6	
Including											
CHERIE FM		2.2	1h15	2.0	2.5	1h12	2.2	2.5	1h23	2.5	
EUROPE 2		1.0	1h19	1.0	1.2	1h03	1.0	1.2	0h54	0.8	
FUN RADIO		2.4	1h29	2.6	2.0	1h32	2.3	1.8	1h21	1.7	
M RADIO		0.6	1h54	0.8	0.7	1h41	0.9	0.9	1h51	1.2	
NOSTALGIE		4.7	1h36	5.4	4.1	1h57	6.0	4.5	1h29	4.8	
NRJ		5.0	1h23	5.0	4.4	1h21	4.5	5.5	1h21	5.3	
RADIO NOVA		1.0	1h07	0.8	1.2	1h03	1.0	NA	NA	NA	
RFM		2.6	1h40	3.1	1.8	1h15	1.7	2.4	1h32	2.6	
RIRE ET CHANSONS		1.6	1h15	1.5	1.5	1h19	1.5	2.0	1h15	1.8	
RTL2		2.4	1h15	2.2	3.0	1h23	3.1	2.0	1h21	2.0	
SKYROCK		4.6	1h16	4.2	4.3	0h57	3.1	5.3	1h06	4.2	
Thematic programs	Total	11.3	1h35	12.8	12.0	1h30	13.5	11.6	1h32	12.7	
Including											
FRANCE CULTURE		2.8	1h41	3.4	2.5	1h19	2.5	2.7	1h33	3.0	
FRANCE INFO		6.8	1h05	5.3	7.7	1h06	6.5	6.8	1h03	5.1	
FRANCE MUSIQUE		1.7	1h51	2.2	1.4	1h34	1.6	1.5	1h56	2.1	
RADIO CLASSIQUE		1.3	1h44	1.6	1.6	2h01	2.5	1.4	1h57	2.0	
Local programs Including	Total	13.4	1h38	15.6	11.7	1h43	15.1	13.2	1h38	15.4	
FIP		1.1	2h22	1.9	1.1	1h52	1.5	1.1	2h36	2.0	
PRIVATE ASSOCIATION RADIO STA		1.1			0.9 1h42 1.1 (590 stations)			1.5 1h44 1.9 (590 stations)			
GROUPEMENT LES INDÉS RADIOS Comprising (number of stations	(3)	10.7	1h33 28 statio	11.9	9.6 1h34 11.3 (129 stations)			10.1 1h25 10.2 (128 stations)			
Comprising (number of stations	•	•	zo statio	115)	(1	29 Statio	115)	(1.	20 Statio	115)	

<sup>\*</sup>Since 6 January 2025, stations on the France Bleu network have been called  ${\bf w}$  ici  ${\bf w}$  . NA = Not Available



#### Press release

**EAR > National** 

Radio audience in France: November-December 2024

# Audience from adverstising coupling (5 a.m - midnight) (3)

	Novemb	November - December 2024			ber - Octo	ber 2024	November - December 2023		
$^{(1)}$ % = 560 780 individuals aged of 13 yo and over $^{(2)}$ % = 556 350 individuals aged of 13 yo and over	CA <sup>(1)</sup>	TSL	Audience share	CA <sup>(1)</sup>	TSL	Audience share	CA (2)	TSL	Audience share
	%	h/mn	%	%	h/mn	%	%	h/mn	%
MONDAY - FRIDAY		'							
RADIO IN GENERAL	68.7	2h49	100.0	67.5	2h48	100.0	69.6	2h46	100.0
NRJ GLOBAL	17.0	1h36	14.1	17.4	1h35	14.5	18.2	1h37	15.3
ADULTS ONLY	10.9	1h33	8.8	11.1	1h33	9.1	11.6	1h33	9.3
GROUPE M6	15.4	2h07	16.9	14.9	2h04	16.3	16.0	2h00	16.6
M6 PUBLICITE RADIO	16.2	2h07	17.7	15.8	2h03	17.1	16.8	1h59	17.3
FIRST MUSIC	8.1	1h33	6.5	7.8	1h35	6.5	7.9	1h27	6.0
LAGARDERE RADIO	9.0	1h43	8.0	8.7	1h39	7.6	NA	NA	NA
LAGARDÈRE PUBLICITÉ NEWS	10.3	1h40	8.9	9.7	1h38	8.4	9.1	1h34	7.4
LAGARDÈRE PUBLICITÉ NEWS IDF	1.5	1h16	1.0	1.4	1h17	0.9	1.0	1h19	0.7
LIP!	2.2	1h20	1.5	2.0	1h29	1.6	1.5	1h24	1.1
LPN+	2.3	1h30	1.8	2.2	1h31	1.8	1.7	1h29	1.3
LES INDÉS RADIOS / TF1 PUB RADIOS	12.5	1h36	10.4	12.5	1h41	11.2	13.2	1h37	11.1
LES INDÉS CAPITALE	3.2	1h20	2.2	3.0	1h18	2.1	4.0	1h23	2.8
LES INDÉS FLEX	5.2	1h25	3.8	4.9	1h34	4.1	4.3	1h31	3.4
SATURDAY - SUNDAY									
RADIO IN GENERAL	56.1	2h29	100.0	55.3	2h24	100.0	57.1	2h27	100.0
NRJ GLOBAL	12.3	1h34	13.8	11.5	1h38	14.3	13.3	1h31	14.4
ADULTS ONLY	8.0	1h33	8.9	7.5	1h44	9.8	8.5	1h29	9.1
GROUPE M6	10.7	1h54	14.5	11.3	1h50	15.5	10.4	1h58	14.7
M6 PUBLICITE RADIO	11.3	1h54	15.4	11.9	1h50	16.5	11.2	1h59	15.9
FIRST MUSIC	5.4	1h27	5.6	5.6	1h30	6.4	4.7	1h28	4.9
LAGARDERE RADIO	6.9	1h48	8.9	5.9	1h32	6.9	NA	NA	NA
LAGARDÈRE PUBLICITÉ NEWS	7.9	1h43	9.7	7.1	1h28	7.8	6.5	1h29	6.9
LAGARDÈRE PUBLICITÉ NEWS IDF	1.3	1h37	1.5	1.1	1h21	1.1	0.7	0h58	0.5
LIP!	1.7	1h29	1.8	1.5	1h28	1.6	1.0	0h54	0.6
LPN+	2.1	1h35	2.4	1.9	1h07	1.6	1.4	1h36	1.6
LES INDÉS RADIOS / TF1 PUB RADIOS	10.7	1h33	11.9	9.6	1h34	11.3	10.1	1h25	10.2
LES INDÉS CAPITALE	2.6	1h19	2.4	2.3	1h39	2.9	3.2	1h21	3.1
LES INDÉS FLEX	4.2	1h28	4.4	4.3	1h24	4.6	2.9	1h22	2.8

<sup>&</sup>lt;sup>3)</sup> The composition of advertising coupling for September-October 2024 can be found on page 7. The name and/or the composition of the coupling may differ from the previous waves NA = Not Available



#### Press release

**EAR > National** 

Radio audience in France: November-December 2024

November - December 2024 September - October 2024 November - December 2023

## Audience of aggregates by status (5 a.m.-midnight)

	Novemb	November - December 2024			bei - Octo	Dei 2024	November - December 2023		
$^{(1)}$ % = 560 780 individuals aged of 13 yo and over $^{(2)}$ % = 556 350 individuals aged of 13 yo and over	CA (1)	TSL	Audience share	CA <sup>(1)</sup>	TSL	Audience share	CA (2)	TSL	Audience share
	%	h/mn	%	%	h/mn	%	%	h/mn	%
MONDAY - FRIDAY									
RADIO IN GENERAL	68.7	2h49	100.0	67.5	2h48	100.0	69.6	2h46	100.0
PUBLIC SERVICE RADIO STATIONS	27.6	2h14	32.1	26.5	2h17	32.0	26.6	2h11	30.2
including : RADIO FRANCE	27.5	2h14	31.9	26.4	2h17	31.8	26.4	2h11	30.1
PRIVATE COMMERCIAL RADIO STATIONS	50.1	2h24	62.4	49.8	2h24	63.1	52.0	2h24	64.8
PRIVATE ASSOCIATION RADIO STATIONS	1.5	2h06	1.6	1.8	1h36	1.5	1.6	1h50	1.5
OTHER PROGRAMS	4.4	1h41	3.9	3.7	1h42	3.3	4.5	1h31	3.5
SATURDAY - SUNDAY									
RADIO IN GENERAL	56.1	2h29	100.0	55.3	2h24	100.0	57.1	2h27	100.0
PUBLIC SERVICE RADIO STATIONS	21.1	2h13	33.6	22.9	1h57	33.7	21.8	2h10	33.8
including: RADIO FRANCE	21.0	2h13	33.5	22.8	1h57	33.6	21.6	2h10	33.5
PRIVATE COMMERCIAL RADIO STATIONS	40.2	2h07	61.1	38.8	2h04	60.3	40.2	2h04	59.3
PRIVATE ASSOCIATION RADIO STATIONS	1.1	1h27	1.1	0.9	1h42	1.1	1.5	1h44	1.9
OTHER PROGRAMS	3.4	1h41	4.1	3.7	1h45	4.9	4.2	1h40	5.0

#### **Definition of aggregates by status**

Public service radio stations include all Radio France and RFI-Radio France internationale radio stations.

Radio France: FIP, France BLEU / « ici », France Culture, France Info, France Inter, France Musique, Mouv'.

Private commercial radio stations include all local, regional and national radio stations.

**Private association radio stations** include radio stations for which advertising represents less than 20% of turnover.

**Others programs** include foreign radio stations, other of unidentified stations radios, stations without a status, and those which did not provide information.





EAR > National Radio audience in France : November – December 2024



During the November-December 2024 period, advertising coupling were made up of the following stations :

NRJ Global = Chérie FM, Nostalgie, NRJ, Rire et Chansons

Adults Only = Chérie FM, Nostalgie, Rire et Chansons

Groupe M6 = Fun Radio, RTL, RTL2

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

First Music = Fun Radio, M Radio, RTL2

Lagardère Radio = Europe 1, Europe 2, RFM

Lagardère Publicité News = Europe 1, Europe 2, Radio Nova, RFM

Lagardère Publicité News IDF = Chante France IDF, Europe 2 IDF, OUI FM IDF, Radio FG IDF, Radio Nova IDF. RFM IDF

LIP! = Chante France IDF, Europe 2 IDF, Fun Radio IDF, M Radio IDF, OUI FM IDF, Radio FG IDF, Radio Nova IDF, RFM IDF, RTL2 IDF

LPN+ = Europe 2\*\*, Radio Nova\*\*, RFM\*\*

TF1 Pub Radios = Les Indés Radios

Les Indés Radios = 128 following stations: 100%, 3DFM, 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 (ex 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, La Radio Plus, Latina, Latitude, Littoral FM, Lor'FM, Lovely, Lyon 1ère, Magnum La Radio, Maritima, Max Radio, MBS, Melody, Mélody d'Azur (06,83) (ex 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 Camarque, 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, TSF Jazz, Urban Hit, Vibration, Virgin Radio (ex Virage Radio), Voltage, Wit

**Les Indés Capitale** = 15 following stations : Ado, Africa Radio, Beur FM, Evasion, Générations, Latina, Lovely, MBS, Oxygène la radio de la Seine-et-Marne, Radio Orient, Sud Radio, Tropiques FM, TSF JAZZ, Urban Hit, Voltage

Les Indés Flex = 56 following stations: 100%\*, Ado, Africa Radio, Alouette\*, ARL, Blackbox, Cannes Radio, Cerise FM, Champagne FM\*, Chante France\*, Décibel (Bretagne), Direct FM\*, Est FM, FM 81, Forum\*, France Maghreb 2 (province)\*, Fréquence Plus\*, Générations\*, Hit West\*, Hot Radio, Impact FM, Inside Radio, Jazz Radio\*, Jordanne FM, Latina\*, Lor'FM, Lovely, Lyon 1ère, Magnum La Radio, Max Radio, MBS, Métropolys, Mistral FM\*, Montagne FM, MTI, OUI FM\*, Oxygène Radio Hit and Dance, Oxygène Radio (Pays-de-la-Loire), Radio Bonheur, Radio Caroline, Radio Contact\*, Radio ECN, Radio FG\*, Radio Flash (Occitanie), Radio Mélodie, Radio One, Radio Scoop\*, RTS\*, Sud Radio, TFM, Tonic Radio, Toulouse FM\*, TSF JAZZ\*, Urban Hit, Vibration\*, Voltage

<sup>\*</sup>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).

<sup>\*\*</sup> Only part of the station's network is included in the LPN+ (more details from LAGARDERE PUBLICITE NEWS).





EAR > National Radio audience in France: November – December 2024



#### **Aggregates by radio formats**

**General-interest programs**: Europe 1, France BLEU / « ici », France Inter, RMC, RTL.

**Music 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, RFI-Radio France Internationale.

**Local programs**: Fip, Les Indés Radios, autres radios locales non affiliées à un réseau national.

#### **Definition of audience indicators**

**AA**: Average Audience = Average audience per quarter hour, in percentage of the population or in thousands.

**CA**: Cumulative Audience = All individuals having listened at least once during the time slot of the day (5 a.m.-midnight) in percentage of the population or in thousands.

TSL: Time Spent Listening per Listener (in hrs/min).

**Audience Share**: part that represents the listening volume of a station, aggregate or coupling in the overall listening volume of the radio media



Over the November to December 2024 survey period, between 28 October 2024 and 22 December 2024, the news was marked by events that were likely to have an impact on radio listening behaviours:

**29 October**: the Valencia region of Spain is hit by very heavy rains and flooding. The Spanish government declares three days of national mourning.

**6 November**: Donald Trump is elected as the 47<sup>th</sup> president of the United States.

- **27 November**: at the Mazan rape trial, the prosecution calls for prison sentences of 4 to 20 years for the 51 defendants. **19 December**: Dominique Pélicot is sentenced to 20 years in prison, and the 50 co-defendants are sentenced to terms of 3 to 15 years.
- **2 December**: Prime Minister Michel Barnier uses Article 49.3 to push through the social security budget bill. The New Popular Front and the National Rally parties each submit a vote of no confidence.
- **4 December**: Michel Barnier resigns after losing a vote of no confidence in the National Assembly.
- **7 December**: after 5 years of reconstruction, the reopening of Notre-Dame Cathedral in Paris is celebrated and attended by numerous dignitaries from all over the world.
- 13 December: François Bayrou is appointed Prime Minister.
- **14 December**: the island of Mayotte is struck by Cyclone Chido, which crosses it with devastating winds, causing dozens of deaths and significant destruction to homes and infrastructure.





**EAR > National** 

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### Characteristics of the survey



Interviews carried out between 29<sup>th</sup> October 2024 and 23<sup>th</sup> December 2024 in a population of individuals aged 13 and older: 17,301 interviews for the Monday-Friday period, and 5,732 for the Saturday-Sunday period.

- Audience data collected on the previous day, from 5am to 5am the following morning, spontaneously. The interviewee quotes the names of the radio stations listened to, without suggesting a response.
- Interviews were carried out on Sundays and public holidays included, on mobile phones and landlines in order to optimise the reachability of the population by telephone. Calls were made between 3.30pm and 9pm Monday to Friday, from 11am to 8pm on Saturday mornings and between 3pm and 8pm on Sundays.
- Daily checks on the socio-demographic representativeness of the sample, with interviews evenly distributed between the survey days.
- Audience results are based on the "Monday-Friday" timeframe, excluding Days of Low Activity (DLA), days on which the activity rate is less than 55%. Over the period November – December 2024, DLA were recorded: Friday 1st and Monday 11th November 2024.
- Only the cumulative audience can be used to calculate the number of listeners : Cumulative audience (as a %) x 560,780 = number of listeners.

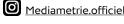
The same calculation cannot be performed using audience share

#### About Médiamétrie, a trusted third party for fair and objective measurements

Médiamétrie is committed to provide its customers with joint and sovereign standard audience measurements. As data leader and media expert, the company applies its know-how to video, audio and crossmedia behaviour measurements, as well as advertising effectiveness. 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, Médiamétrie Group achieved a turnover of €104.1 million and processed over one billion data every day.

Further information : www.mediametrie.fr X @Mediametrie Mediametrie.officiel Mediametrie







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