



EAR > Insights Île-de-France

Measurement of radio listening behaviour in the Île-de-France Region over the 2023/2024 period (September-October 2023/January-March 2024)



Médiamétrie is publishing the results of EAR > Insights Île-de-France, an automatic measurement of radio listening behaviour in the Île-de-France Region over several days.

EAR > Insights Île-de-France analyses listening frequency, station coverage over several days and duplication of listening between stations.

These results are produced over a combination of 2 waves: September-October 2023 (running from 4 September to 29 October 2023) and January-March 2024 (running from 8 January to 31 March 2024).

EAR > Insights Île-de-France analyses radio listening behaviour in the Île-de-France Region over weekly and monthly periods. It complements the **EAR > Île-de-France** study, a benchmark in measurement of radio audiences in the Île-de-France Region, which delivers station results on an average day.



EAR > Île-de-France

The benchmark in Radio audience measurement in the Île-de-France Region over an average day



EAR > Insights Île-de-France

Measurement of radio listening behaviour in the Île-de-France Region over several days

Key figures EAR > Insights Île-de-France – 2023 / 2024

More than 9 out of 10 (**92%**) people in the Paris region listen to the radio over a month, which is **9.5 millions** people aged 13 and over.

On average, they listen to the radio **16 days out of 28 days**, regardless of the duration of this listening and the medium used, and whether live or on catch-up.

In this press release, only the stations, networks and advertising coupling subscribing to the survey.



Reach as a % and number of days of listening to the stations (5 a.m.-midnight)

		Weekly Reach (%) 7 days Monday Sunday	Monthly Reach (%) 28 days Monday Sunday	Average number of listening days per listener 28 days Monday Sunday
TOTAL RADIO		82.1	92.0	16.0
General-Interest programs	Total	53.1	68.0	12.0
including				
EUROPE 1		14.6	24.2	5.8
FRANCE BLEU		4.8	10.5	3.3
FRANCE INTER		26.8	37.2	9.7
RMC		13.2	20.5	6.3
RTL		22.5	32.0	9.5
Musical programs	Total	49.5	69.1	8.0
including				
CHERIE FM		10.1	19.5	4.1
EUROPE 2		7.0	14.0	3.7
FUN RADIO		6.5	12.7	4.0
MOUV'		2.8	6.5	2.6
M RADIO		4.9	9.7	4.0
NOSTALGIE		13.6	24.3	4.6
NRJ		10.3	17.7	5.3
RADIO NOVA		3.4	6.8	3.8
RFM		10.9	19.9	4.7
RIRE ET CHANSONS		7.3	12.8	4.4
RTL2		10.8	19.3	4.8
SKYROCK		9.1	16.7	3.6
Thematic programs	Total	29.8	40.6	8.6
including				
FRANCE CULTURE		9.0	13.1	5.9
FRANCE INFO		19.3	28.2	7.6
FRANCE MUSIQUE		4.3	7.4	5.5
RADIO CLASSIQUE		5.3	8.5	5.8
Local programs	Total	39.0	58.5	6.7
including				
ADO		2.3	4.6	3.5
CHANTE FRANCE		6.0	11.0	4.4
EVASION		4.3	7.1	5.7
FIP		7.0	12.4	4.3
GÉNÉRATIONS		2.6	5.3	3.2
LATINA		3.6	7.7	3.3
OUI FM		6.2	10.7	5.5
RADIO FG		3.5	6.3	4.8
TROPIQUES FM		2.8	5.0	5.9
TSF JAZZ		2.7	5.7	3.2
VOLTAGE		4.5	9.0	3.4



Reach as thousands to the stations (5 a.m.-midnight)

Population in Île-de-France (13 yo and over): 10 364 000 in 2023/2024		Weekly Reach (Thous.) 7 days Monday Sunday	Monthly Reach (Thous.) 28 days Monday Sunday
TOTAL RADIO		8 506	9 537
General-Interest programs	Total	5 503	7 047
including			
EUROPE 1		1 509	2 508
FRANCE BLEU		501	1 086
FRANCE INTER		2 782	3 853
RMC		1 364	2 126
RTL		2 329	3 319
Musical programs	Total	5 130	7 162
including			
CHERIE FM		1 049	2 024
EUROPE 2		722	1 454
FUN RADIO		677	1 321
MOUV'		288	678
M RADIO		511	1 008
NOSTALGIE		1 412	2 514
NRJ		1 072	1 837
RADIO NOVA		356	706
RFM		1 129	2 064
RIRE ET CHANSONS		753	1 332
RTL2		1 121	2 005
SKYROCK		939	1 734
Thematic programs	Total	3 083	4 210
including			
FRANCE CULTURE		932	1 355
FRANCE INFO		2 000	2 921
FRANCE MUSIQUE		444	765
RADIO CLASSIQUE		554	876
Local programs	Total	4 042	6 066
including			
ADO		238	480
CHANTE FRANCE		626	1 144
EVASION		442	741
FIP		726	1 282
GÉNÉRATIONS		265	551
LATINA		378	798
OUI FM		642	1 113
RADIO FG		363	654
TROPIQUES FM		285	516
TSF JAZZ		284	595
VOLTAGE		468	934



Reach as a % and number of days of listening of advertising coupling (5 a.m.-midnight)⁽¹⁾

1% = 103 640 individuals aged of 13 yo and over	Weekly Reach (%) 7 days Monday Sunday	Monthly Reach (%) 28 days Monday Sunday	Average number of listening days per listener 28 days Monday Sunday
TOTAL RADIO	82.1	92.0	16.0
NRJ GLOBAL MASSIVE IMPACT	30.6	47.4	6.2
IMPACT +	25.1	40.9	5.5
PRIORITE IDF	36.5	54.4	6.7
GROUPE M6 IDF	33.5	47.8	8.8
FIRST ILE DE FRANCE	15.8	26.9	5.1
LAGARDÈRE PUBLICITÉ NEWS	26.6	42.8	6.2
LAGARDÈRE PUBLICITÉ NEWS IDF	21.7	35.8	5.9
LIP !	29.6	46.0	6.6
LES INDÉS RADIOS	33.9	52.8	6.3
LES INDÉS CAPITALE	24.9	41.0	5.6
NOVA AND FRIENDS	6.0	11.9	3.7
PARIS - IDF +	11.5	20.7	4.4
G1981 - IDF ALL ACCESS	14.3	25.1	4.9
G1981 - IDF AVANTAGE ACCESS	12.9	23.0	4.8
G1981 - IDF PREMIUM ACCESS	9.5	17.2	4.8
G1981 - IDF LOCAL ACCESS	6.3	12.2	3.7
LES FRANCILIENNES	7.1	13.9	4.0

⁽¹⁾ Composition of advertising coupling on page 5

Reach as a % and number of days of listening to aggregates by status

1% = 103 640 individuals aged of 13 yo and over	Reach Average week (%) 7 days Monday Sunday	Reach 4 weeks (%) 28 days Monday Sunday	Average number of listening days per listener 28 days Monday Sunday
TOTAL RADIO	82.1	92.0	16.0
RADIO FRANCE	44.5	59.4	10.6
PRIVATE COMMERCIAL RADIO STATIONS	73.0	86.9	12.9



Definition of advertising coupling

During the 2023/2024 period (Sept-Oct 2023 / Jan-Mar 2024), advertising coupling are composed of the following stations:

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

Impact + = Chérie FM, Nostalgie, Rire et Chansons

Priorité IDF = Chante France, Chérie FM, Nostalgie, NRJ, Radio Nova, Rire et Chansons, TSF JAZZ

Groupe M6 IDF = Fun Radio, RTL, RTL2

First Ile de France = Fun Radio, RTL2

Lagardère Publicité News = Europe 1, Europe 2, RFM

Lagardère Publicité News IDF = Europe 2, OUI FM, Radio FG, RFM

LIP ! = Europe 2, Fun Radio, OUI FM, Radio FG, RFM, RTL2

Les Indés Capitale = Ado, Africa Radio, Beur FM, Evasion, Générations, Latina, Lovely, M Radio, MBS, Radio Orient, Sud Radio, Tropiques FM, Urban Hit, Voltage

Nova and Friends = Radio Nova, TSF JAZZ

Paris - IDF + = Chante France, Radio Nova, TSF JAZZ

G1981 - IDF All Access = Ado, Latina, OUI FM, Voltage

G1981 - IDF Avantage Access = Latina, OUI FM, Voltage

G1981 - IDF Premium Access = Latina, OUI FM

G1981 - IDF Local Access = Ado, Voltage

Les Franciliennes = Générations, M Radio

Les Indés Radios = 128 following radio stations:

100%, 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 (formerly 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, Kit FM, La Radio Plus, Latina, Latitude, Like Radio (formerly Dici Radio), Littoral FM, Lor'FM, Lovely, Lyon 1ère, Magnum La Radio, Maritima, Max Radio, MBS, Melody, Melody d'Azur (06,83) (formerly Radio Emotion), Métropolys, Mistral FM, Mixx FM, Mona FM, Montagne FM, MTL, 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 Camargue, 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, Urban Hit, Vibration, Virgin Radio (formerly Virage Radio), Voltage, Wit FM.



Definitions

Aggregates by radio formats

General-Interest programs : Europe 1, France BLEU, France Inter, RMC, RTL.

Musical 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.

Local programs : Fip, Les Indés Radios, TSF JAZZ.

Aggregates by status

Radio France : Fip, France Inter, France Info, France BLEU, France Musique, France Culture, Mouv'.

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

Indicators

Reach : the number or percentage of individuals aged 13 and over having listened at least once to the station/medium surveyed over the period, on average over 7 days or over 4 weeks.

Average Number of Listening Days: the average number of days when a listener of the station/medium surveyed has at least one contact during the day with this station/medium, regardless of the duration of this contact.

Characteristics of the survey



Automatic collection of radio listening carried out over 2023/2024 period (Sept-Oct 2023 / Jan-Mar 2024) from a permanent panel of individuals aged 13 and over equipped with a miniature RateOnAir audience meter, developed by Médiamétrie.

This audience meter worn permanently by the panellists identifies Radio listens made throughout the day using watermarking technology. This technology consists of inserting an inaudible mark bearing the station's identifier into a station's audio signal.

This tag is detected by the audience meter worn by the panellists and is used to identify the station being listened to.

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.

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