MXTEND ? National study

- Kantar TNS Online Access Panel

- Belgian population

- 16-64 years old (universe : 7.300.000)

- Sample : 3.030

- Calendar : October 2019 (3 weeks)

- 25 minutes

Way to measure media consumption

ONE DAY DIARY

Periods of 15 minutes

Media types & brands

Location & devices

**DAILY REACH
AVERAGE TIME SPENT
SHARE OF VOLUME**

METHODOLOGY

FOCUS « PODCASTS »

Podcasts in 3 audio categories

MX

AUDIO

PODCASTS

| Radio Stations | Listening to radio stations on FM / AM, DAB / DAB + or with cable | VivaCité, NRJ, Bel RTL, Studio Brussel, Qmusic,… |

| Radio on Web | Listening radio stations on internet: website, application or a radio player / platform - Direct or deferred | Auvio, RTL Play, nrj.be, radio1.be, qmusic.be,… |

| AOD & Streaming | Platforms offering audio contents (free or paid) | Spotify, Youtube Music, Google Play Music, iTunes,… |

| Downloaded Audio | Content downloaded legally or not via any source | Podcasts, music files |

| CD / Record | Listening a CD, Vinyl or audio or Audio Tape | CD, Audio Tape, Vinyl,… |

Podcasts find their place

% Daily reach of podcasts 16-64 years

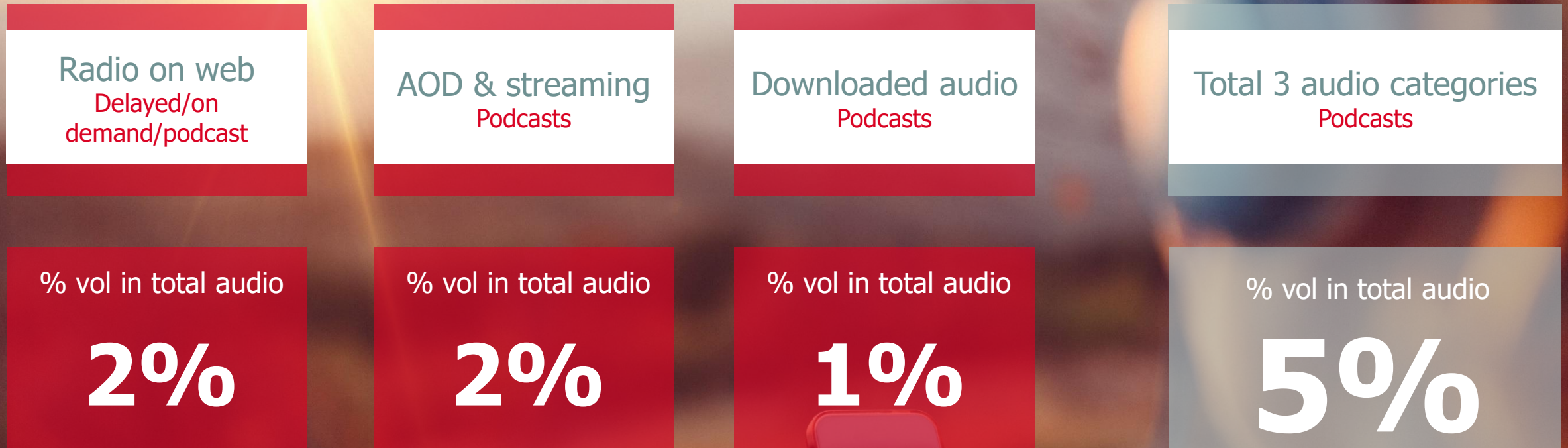| Radio on web Delayed/on demand/podcast	AOD & streaming Podcasts	Downloaded audio Podcasts	Total 3 audio categories Podcasts
5%	**5%**	**3%**	**8%**

16-64 years; National; Monday to Sunday; % daily reach

Podcasts : streaming is preferred to downloading

% Volume of podcasts

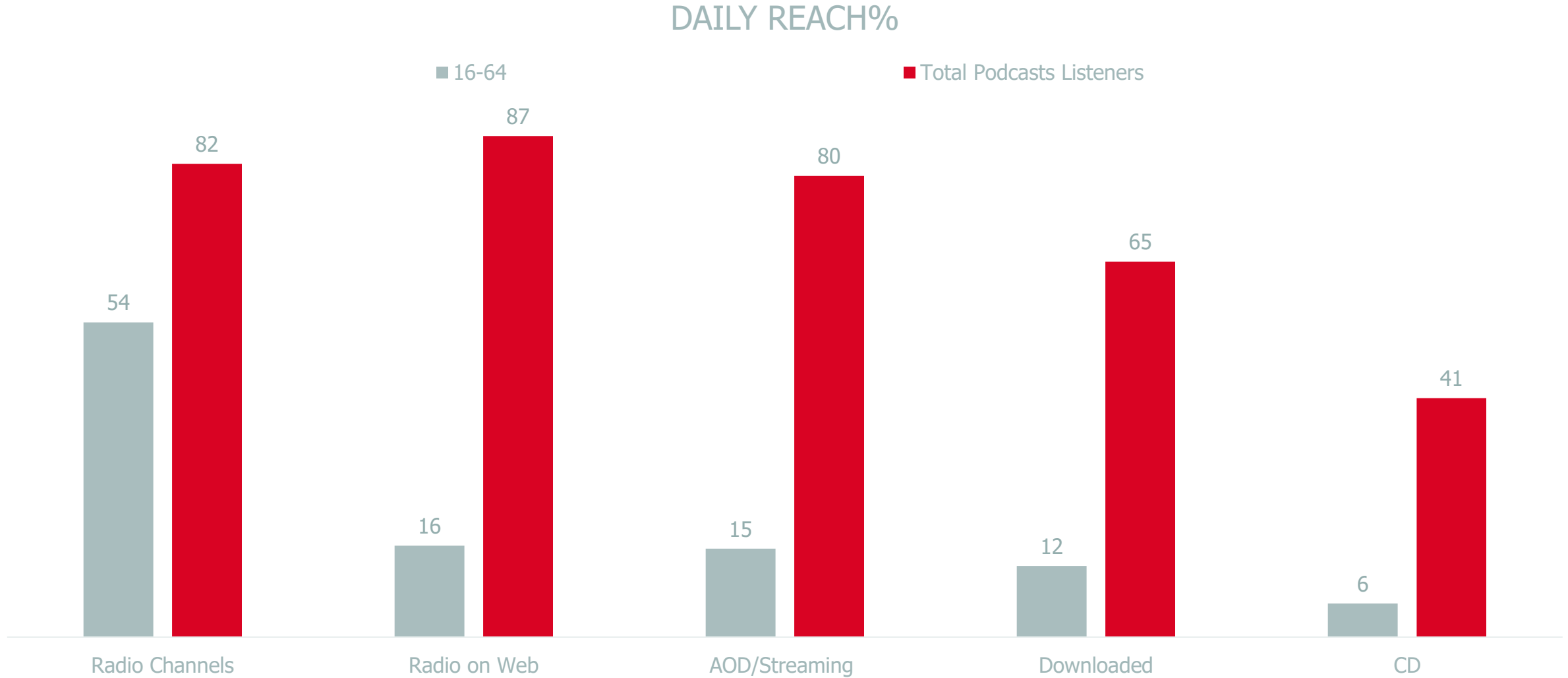| Radio on web **Delayed/on demand/podcast**	AOD & streaming **Podcasts**	Downloaded audio **Podcasts**	Total 3 audio categories **Podcasts**
% vol in total audio **2%**	% vol in total audio **2%**	% vol in total audio **1%**	% vol in total audio **5%**

Podcasts listeners = heavy audio consumers

DAILY REACH%

■ 16-64   ■ Total Podcasts Listeners

Category	16-64	Total Podcasts Listeners
Radio Channels	54	82
Radio on Web	16	87
AOD/Streaming	15	80
Downloaded	12	65
CD	6	41

16-64 years; National; Monday to Sunday; % daily reach

Podcasts listeners = very balanced audio consumption
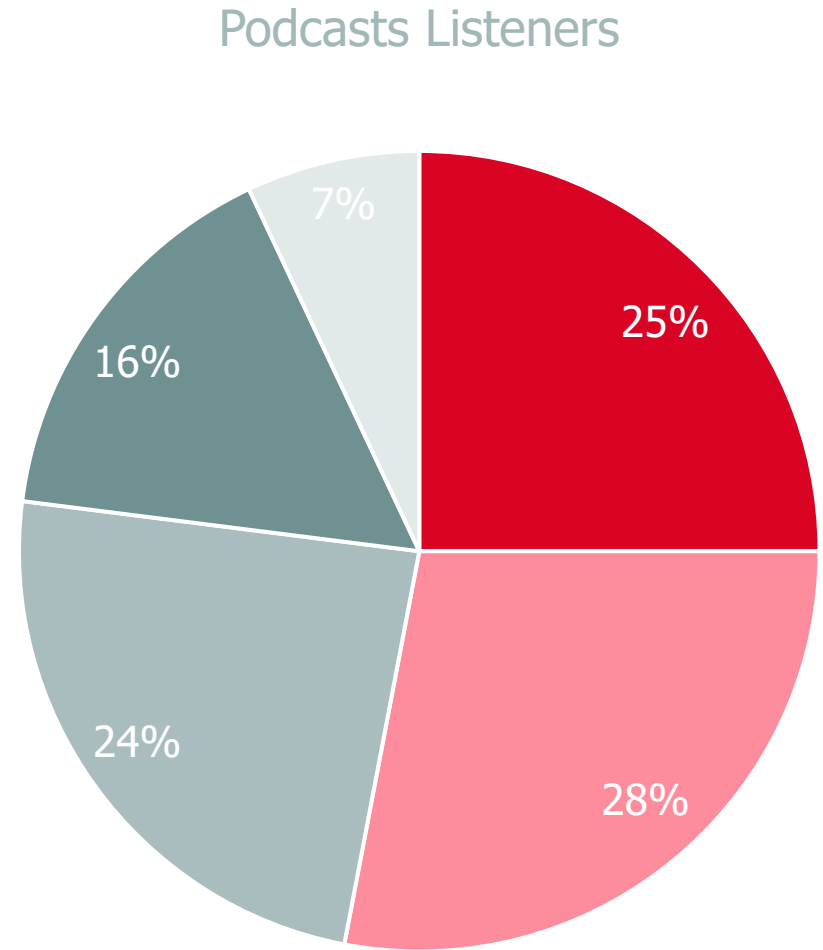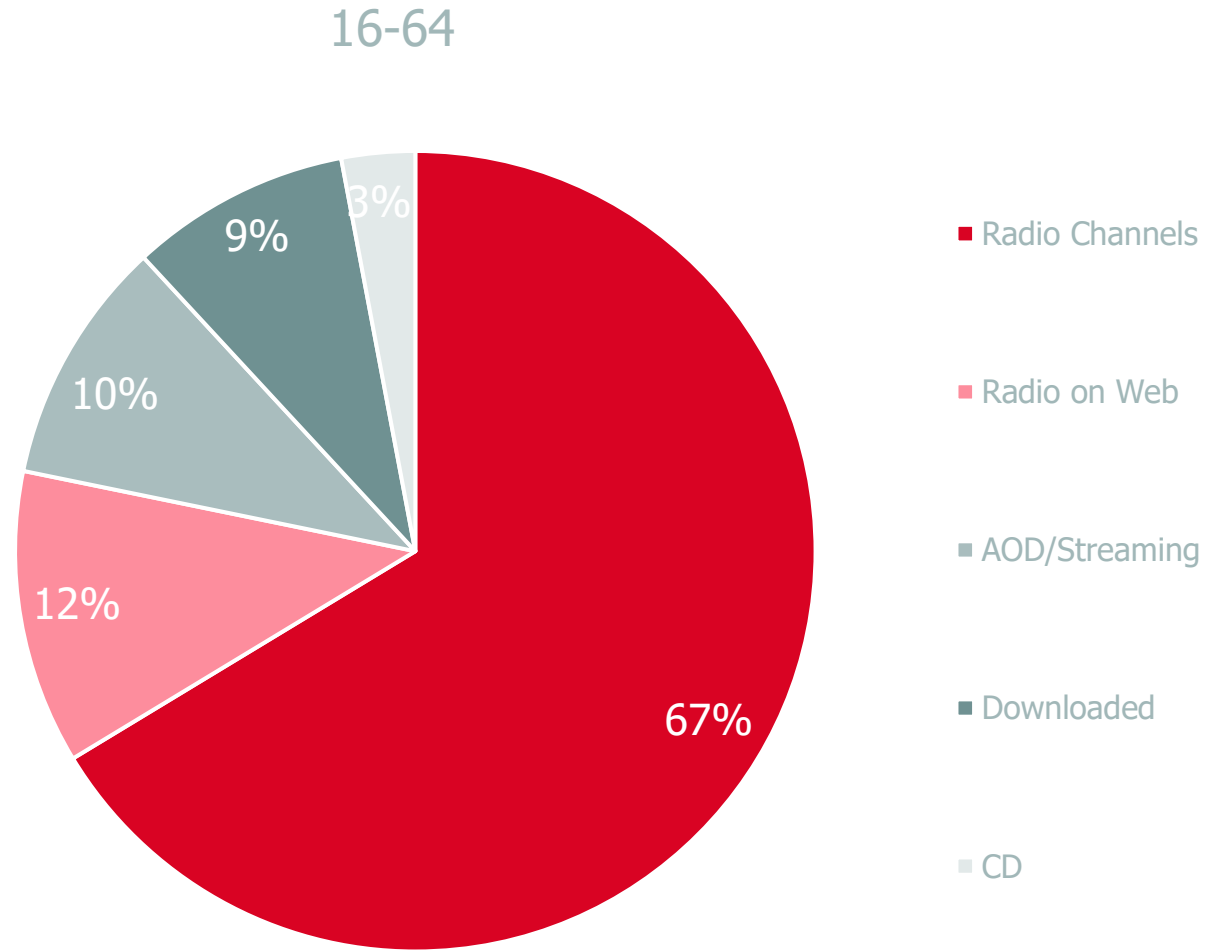
16-64

67%

12%

10%

9%

3%

- Radio Channels
- Radio on Web
- AOD/Streaming
- Downloaded
- CD

Podcasts Listeners

25%

28%

24%

16%

7%

16-64 years; National; Monday to Sunday; % volume

Podcasts listeners' profile : young, french speaking & men

MX

Profile %	16-64	Podcasts listeners
FR	45%	53%
Men	50%	62%
16-34 y.	38%	65%
35-54 y.	43%	29%
55-64 y.	20%	6%
SG 1-4	57%	54%

16-64 years; National; Monday to Sunday; base = % daily reach

Podcasts listener's profile : young, french speaking & men

Podcasts listeners on

Profile %	16-64	Podcasts listeners	Radio on Web	AOD/Streaming	Downloaded
FR	45%	53%	55%	63%	51%
Men	50%	62%	61%	64%	68%
16-34 y.	38%	65%	69%	74%	69%
35-54 y.	43%	29%	26%	25%	24%
55-64 y.	20%	6%	5%	1%	7%
SG 1-4	57%	54%	52%	54%	67%

16-64 years; National; Monday to Sunday; base = % daily reach

Podcasts : deep dive into youngsters

16-34 y.

Daily Reach
Podcasts
Total 3 audio categories

14%

+6 pts vs 16-64 y

% vol. in Tot. Audio
Podcasts
Total 3 audio categories

9%

+4 pts vs 16-64 yl

Duration / day
Podcasts
Total 3 audio categories

14'

+6' minutes vs 16-64 y

16-34 years; National; Monday to Sunday; Daily Reach%; %vol; ATPI (average time per individual)

Most attractive media contents for Podcasts listeners

Affinity index − Podcasts listeners

DECORATION	152	PEOPLE	127
AUTO / MOTO	151	KIDS	118
LEISURE	143	NEW TECHNOLOGIES	118
BEAUTY / FASHION	139	MUSIC	118
MEDIA / CINEMA	130	GARDEN/DIY	117

What media contents ?

Affinity Index

Daily Reach%

- Deco — 152, ~28
- Auto Moto — 151, ~21
- Go out, Leisure — 143, ~31
- Fashion, Beauty — 139, ~32
- Medias, Cinema — 130, ~31
- People, Celibrity — 127, ~32
- Computer, New Techno — 118, ~22
- Garden, DIY — 117, ~20
- Music — 118, ~42
- Cycling — 116, ~20
- Kids — 118, ~27
- Art, Culture — 114, ~20
- Games — 116, ~38
- Eco, Environment — 116, ~41
- Nature, Animals — 108, ~35
- Cooking — 107, ~33
- Health — 106, ~39
- Entertainment — 107, ~43
- Other Sport — 105, ~19
- Football — 100, ~26
- Economy, Politics — 98, ~44
- Society — 97, ~43
- Fiction — 95, ~49
- Consumption, Lifestyle — 90, ~32
- News — 85, ~66

Total Podcasts Listeners people; Daily reach (%) & affinity index

Tarmac, La Première, Pure (Tipik) & Musiq'3 on top !

AFFINITY INDEX

Podcasts listeners	
Tarmac on web	146
La Première on web	142
Pure on web	141
Musiq'3 on web	134
Classic 21 on web	111
Vivacité on web	104
NRJ on web	102
DH Radio on web	100

South, Total Podcasts Listeners people; affinity index

THANK YOU

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