

Share of Audio

Comparison of years 2021 and 2017
CIM Audio Time 2021 **cim** - Audio Observer 2017



February 2022



Content



Methodology



Share of Audio



Differences socio-demo



Places and Device



Brands



Methodology

Methodology

ONLINE interviews with IPSOS

25/10/2021 to 30/12/2021

BELGIUM (12-74 years old)

n=3.457 (Representative Golden standard CIM)

Yearly publication

Remark

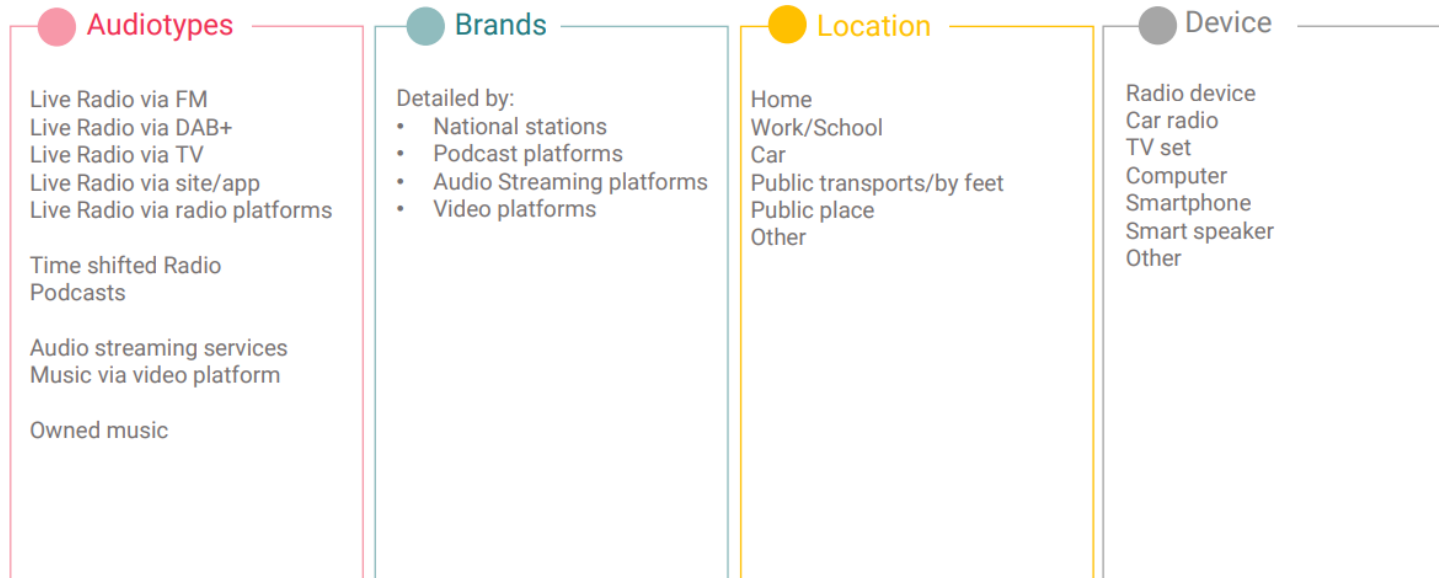
RAM remains the sole currency for all individual stations results (reach, volume, ranking,...)

Periods: all the results are available for 3 periods: Monday-Sunday, Monday-Friday, Saturday-Sunday

Sample size: As with all studies, CIM recommends that users consider target size in their analyses.

Methodology

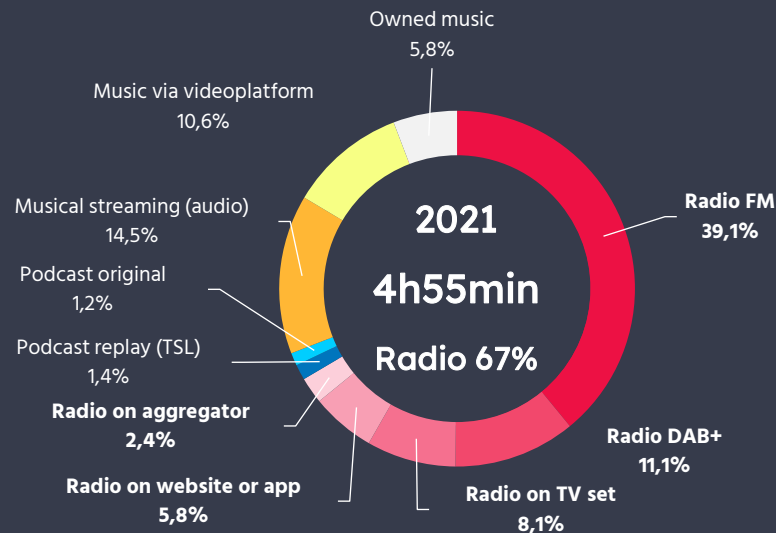
Grid of ¼H : What types of audio are listened, wich brands, where, on which device?



Share of Audio 2021

Monday-Sunday - 12-74 - Total Belgium

CIM

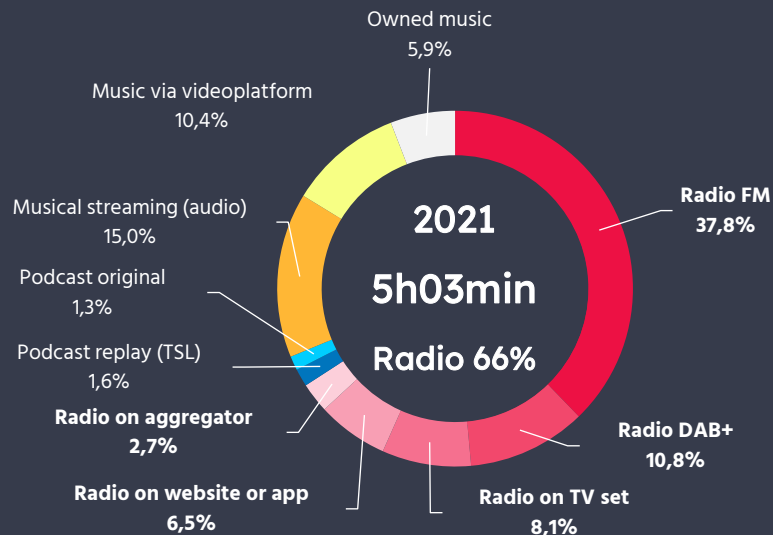


12-74 years

Share of Audio 2021

Monday-Sunday - 18-64 – Total Belgium

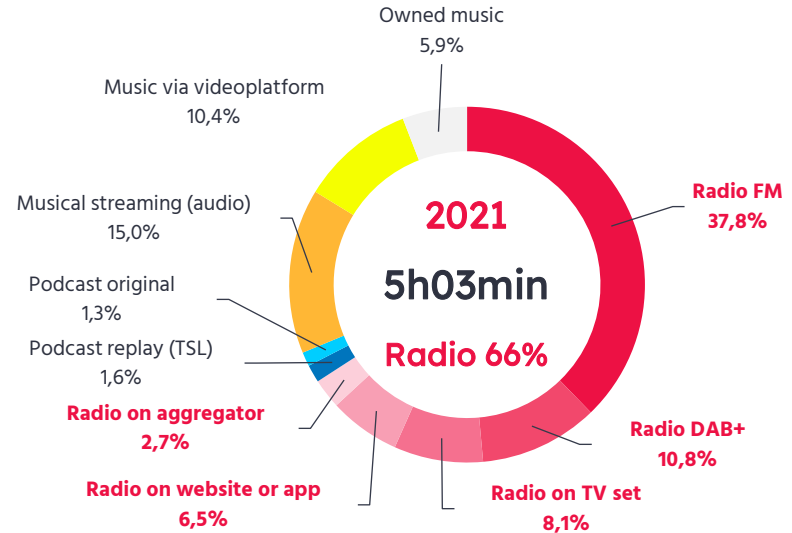
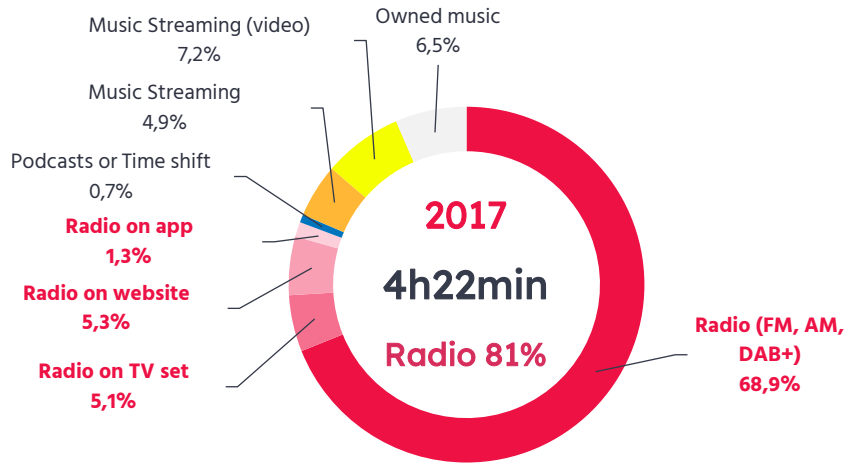
CIM



18-64 years

Share of Audio - Evolution

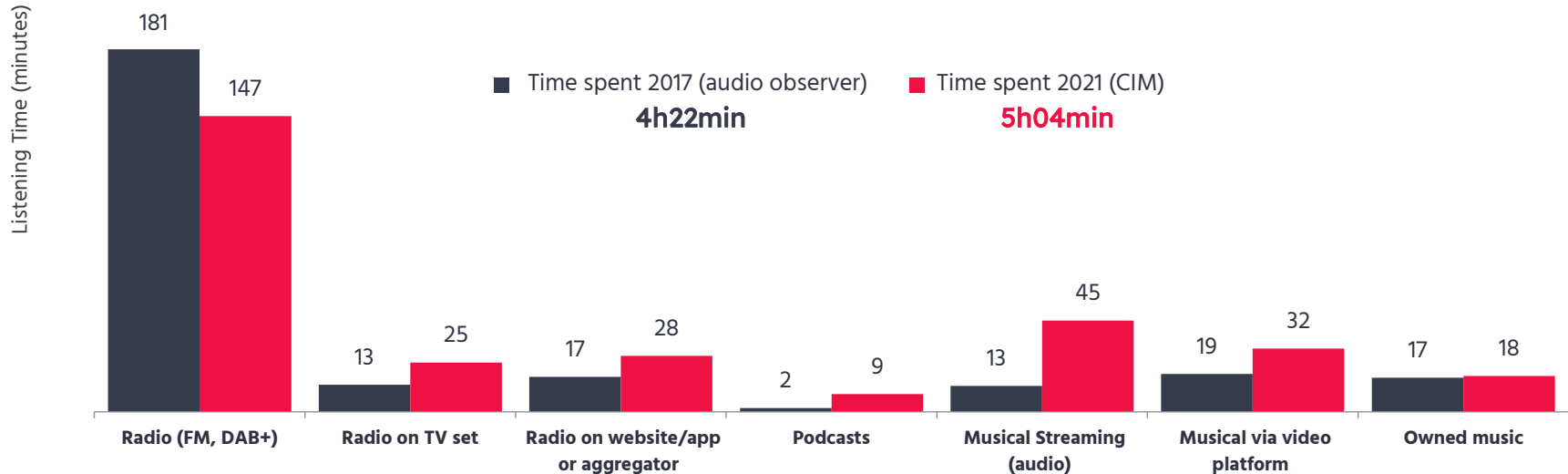
Monday-Sunday - 18-64 - 2021 vs 2017 + 41 minutes



Evolution 2017-2021 - +41 min.

Total Live Radio **-12min** - more new platforms and less FM

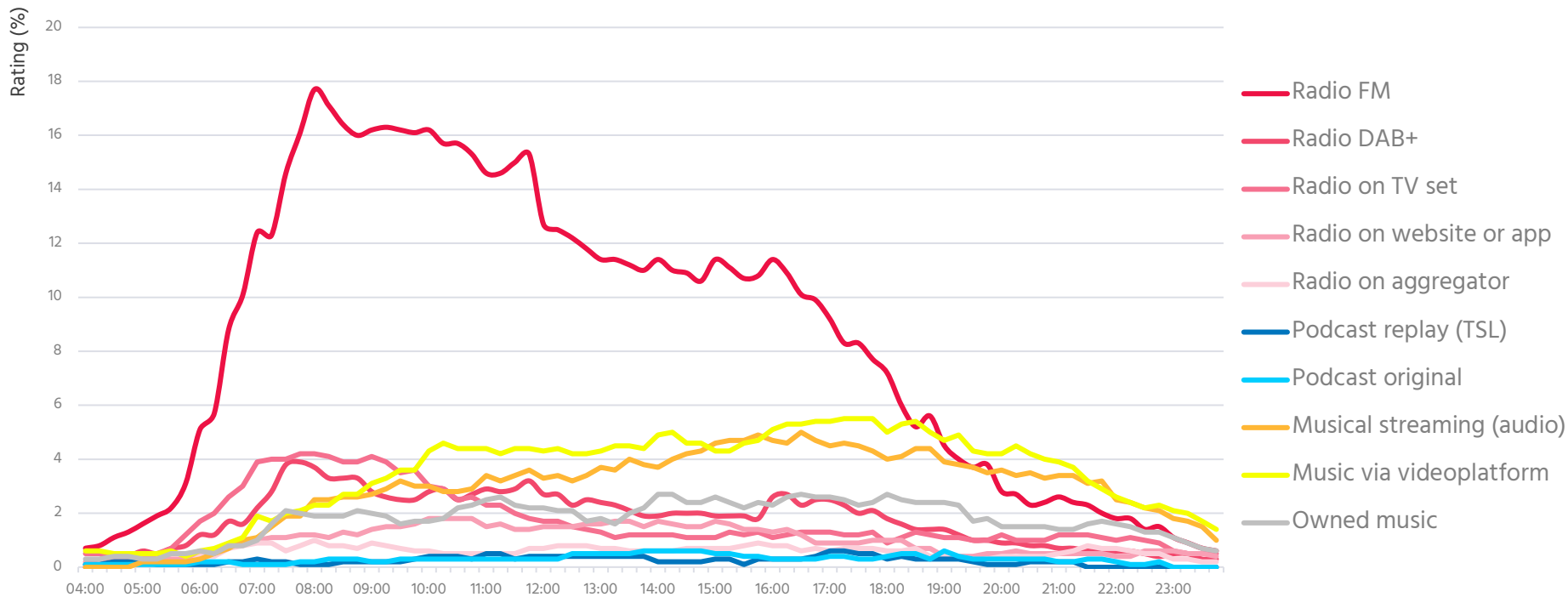
Total Audio **+41min** - more streaming and podcasts



Live Radio I 2017 = 212 minutes - 2021 = 200 minutes

Radio dominates all forms of audio

Monday-Friday - 12-74 years - South

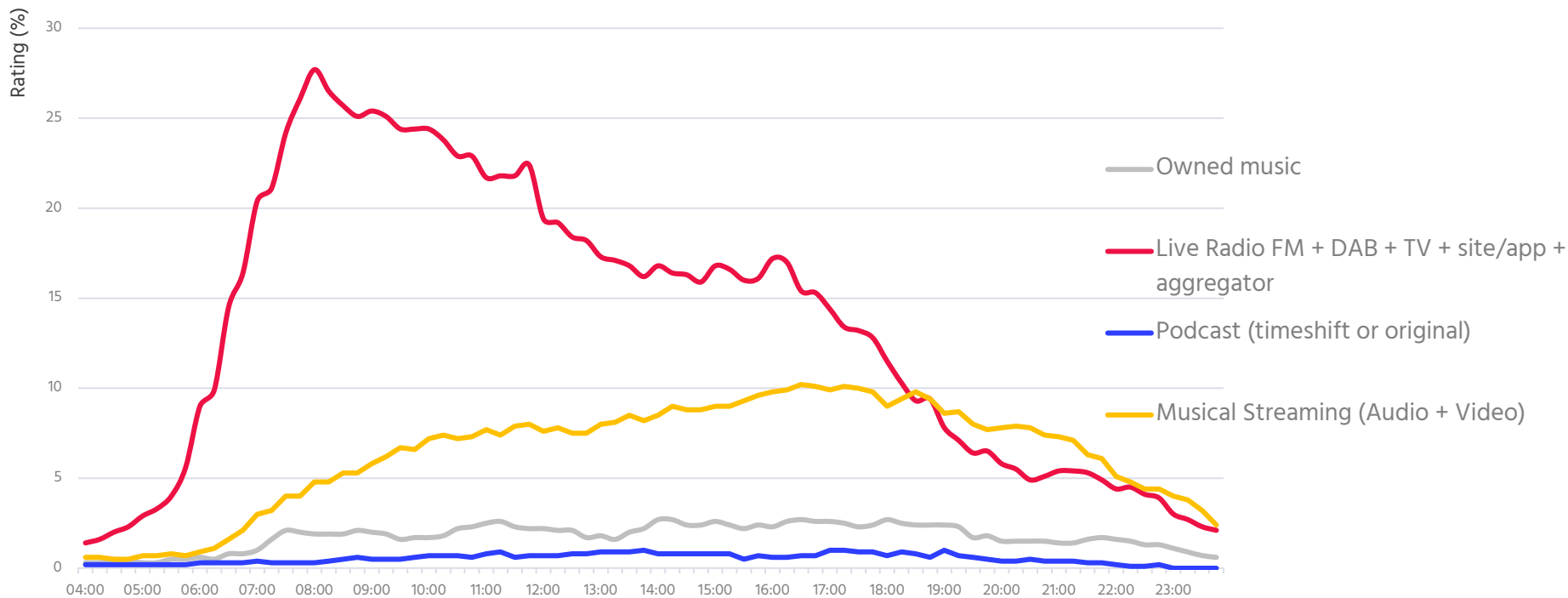


Source : CIM Audio Time - Monday-Friday - 12-74 years old



Radio dominates all forms of audio

Monday-Friday - 12-74 years - South

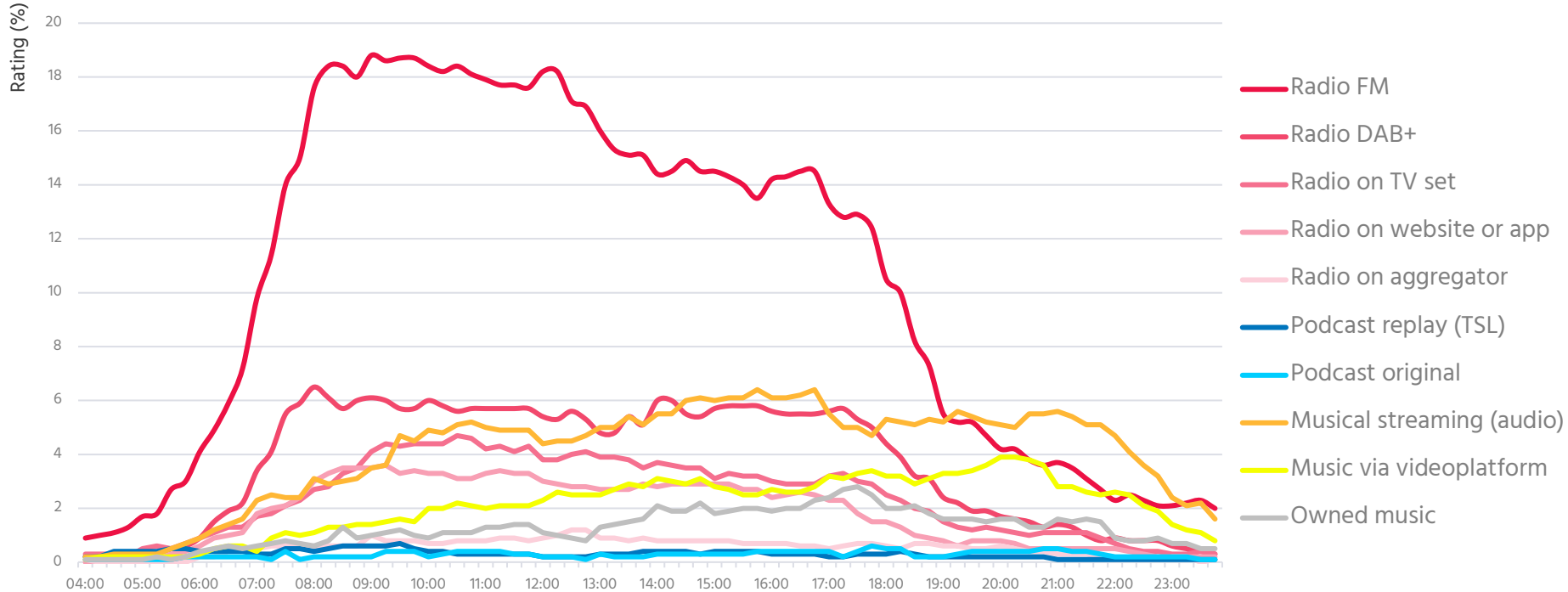


Source : CIM Audio Time - Monday-Friday - 12-74 years old



Radio dominates all forms of audio

Monday-Friday - 12-74 years - North

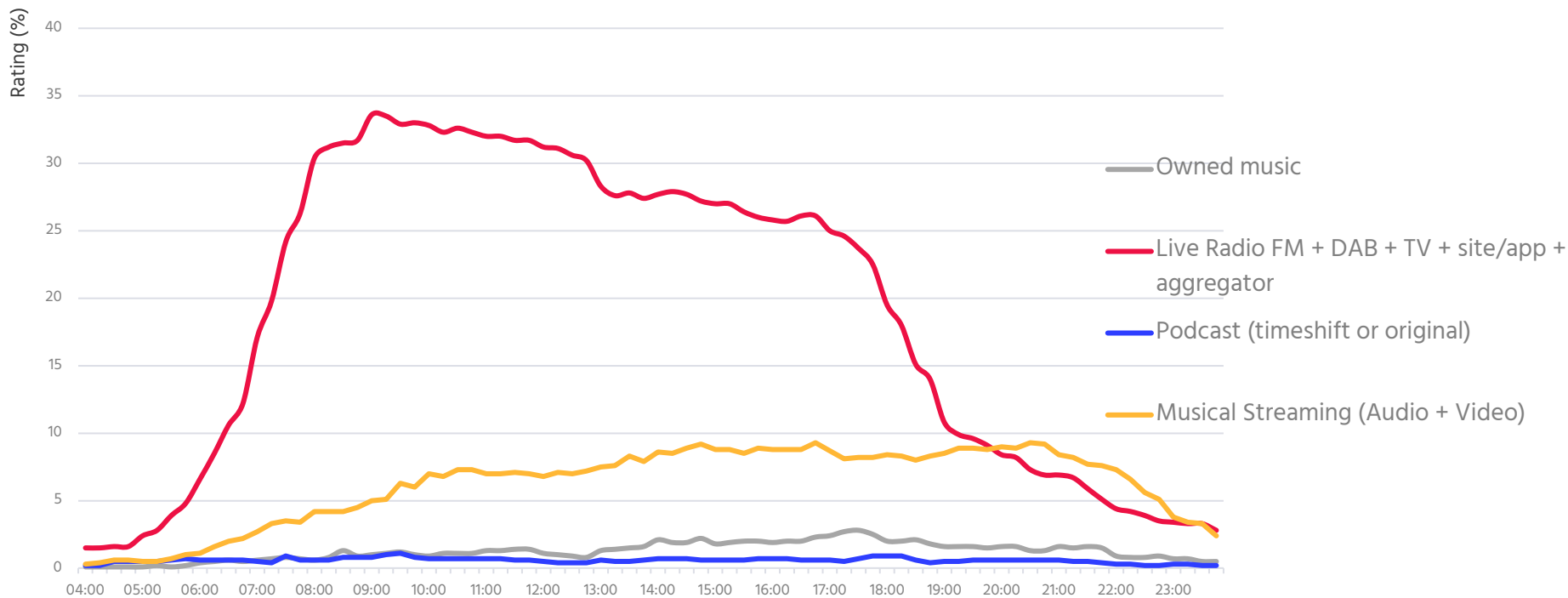


Source : CIM Audio Time - Monday-Friday - 12-74 years old



Radio dominates all forms of audio

Monday-Friday - 12-74 years - North



Source : CIM Audio Time - Monday-Friday - 12-74 years old



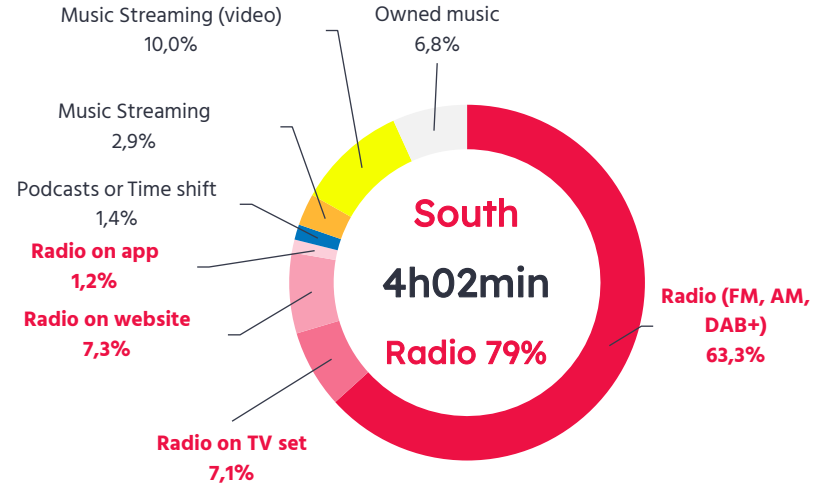
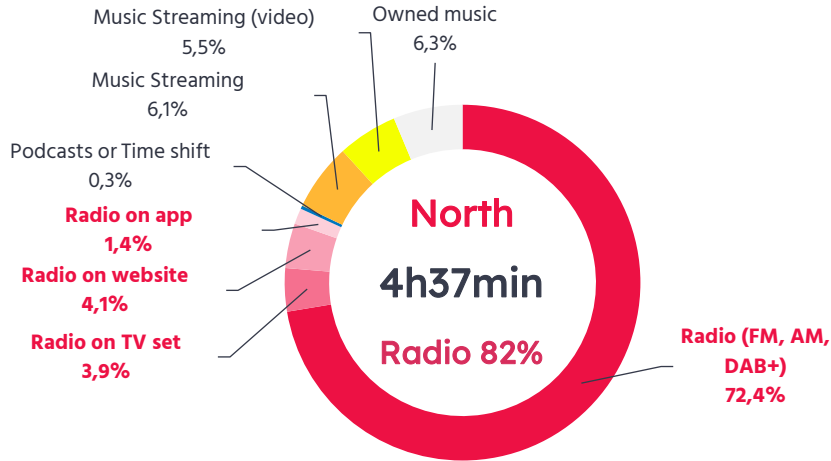
Differences among belgians

North & South
Men & Women
Age



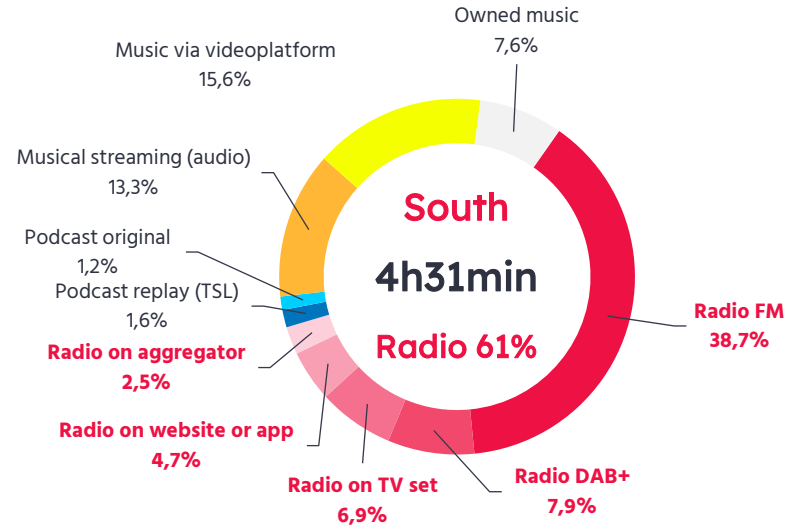
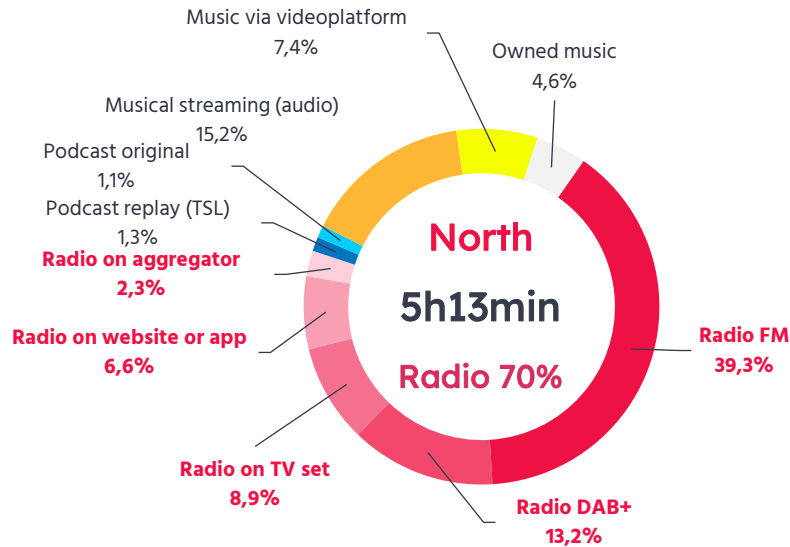
Spoken language - 2017

Monday-Sunday - 18-64



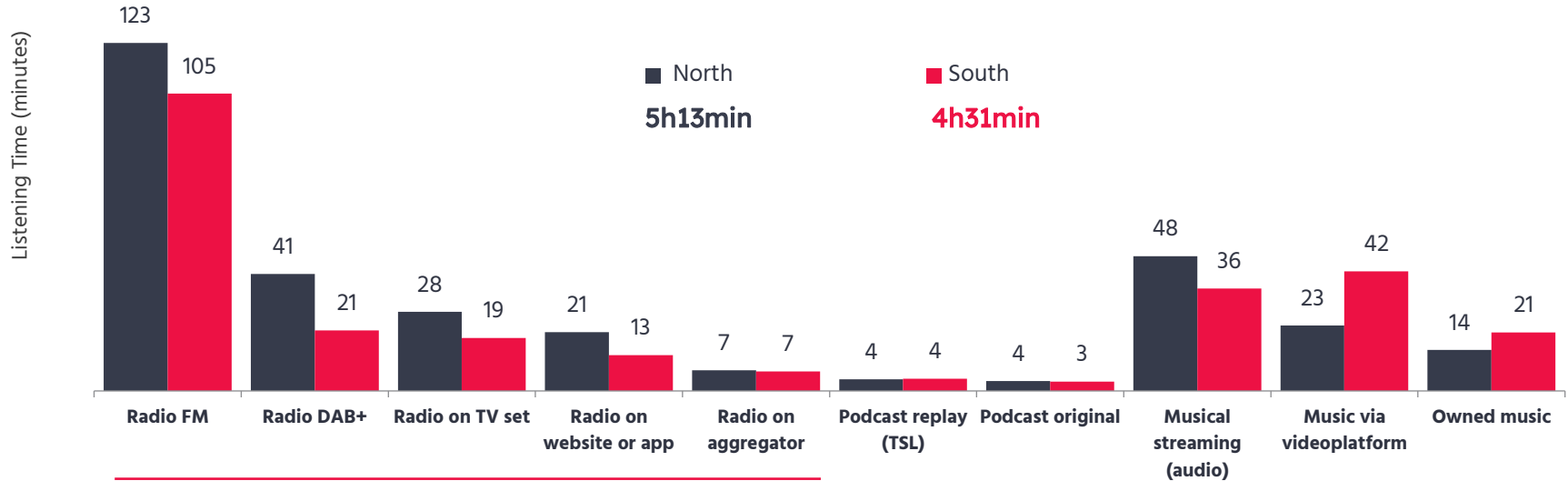
Spoken language - 2021

Monday-Sunday - 12-74



Spoken language - 2021

Monday-Sunday - 12-74

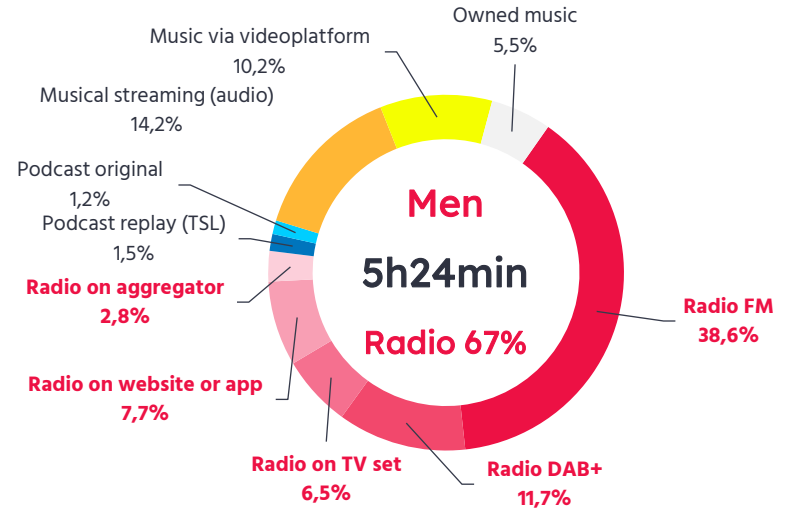
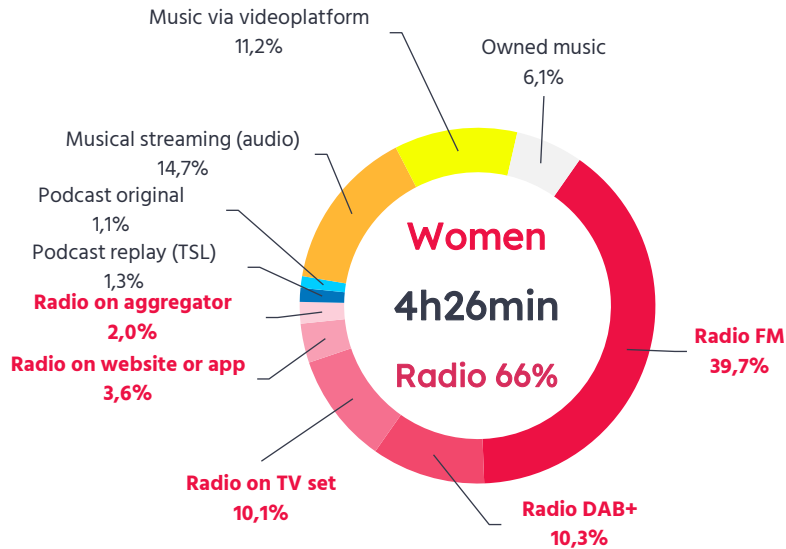


Live Radio

North = 221 minutes - South = 165 minutes

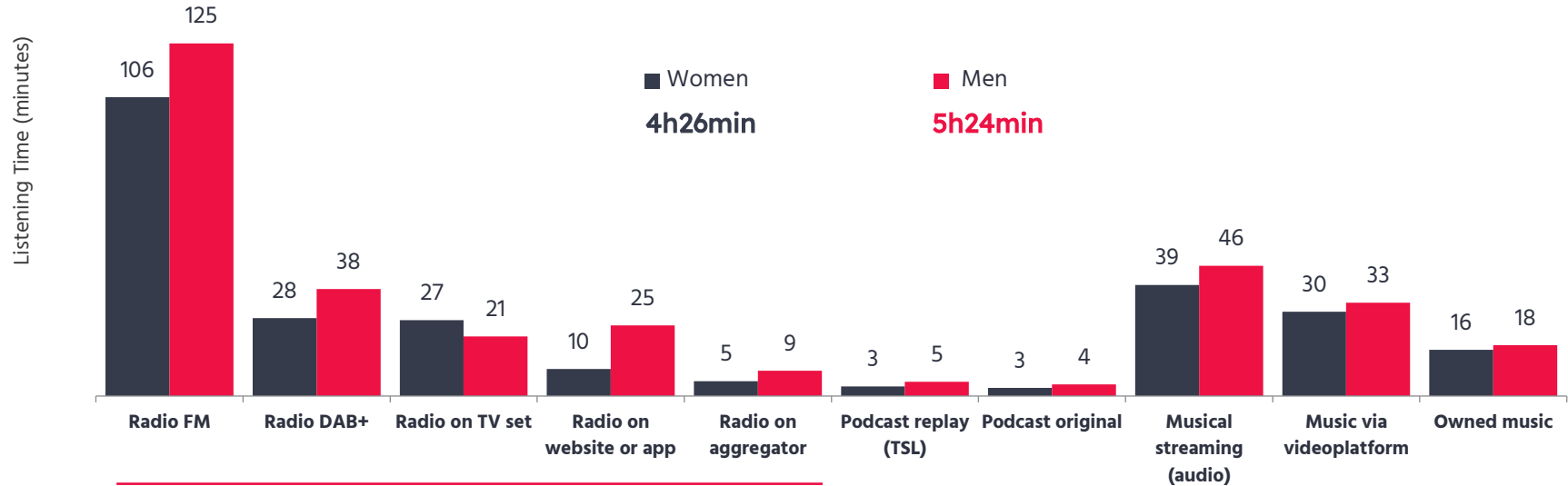
Gender - 2021

Monday-Sunday - 12-74 years



Gender - 2021

Monday-Sunday - 12-74

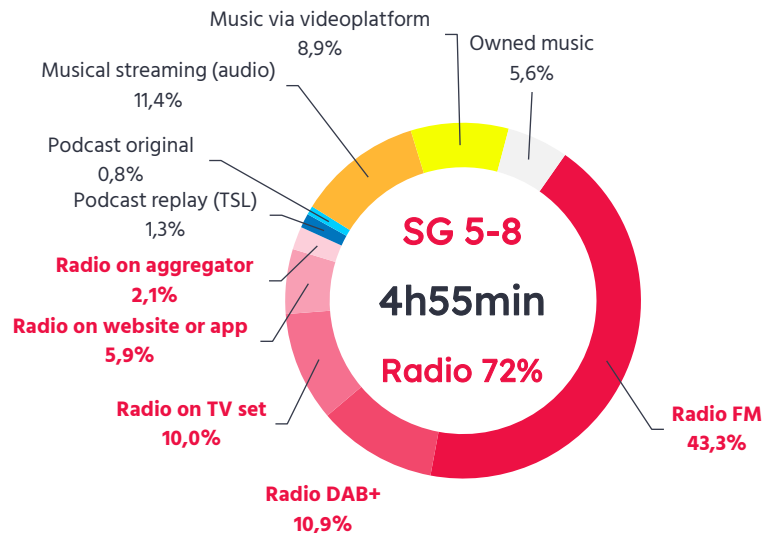
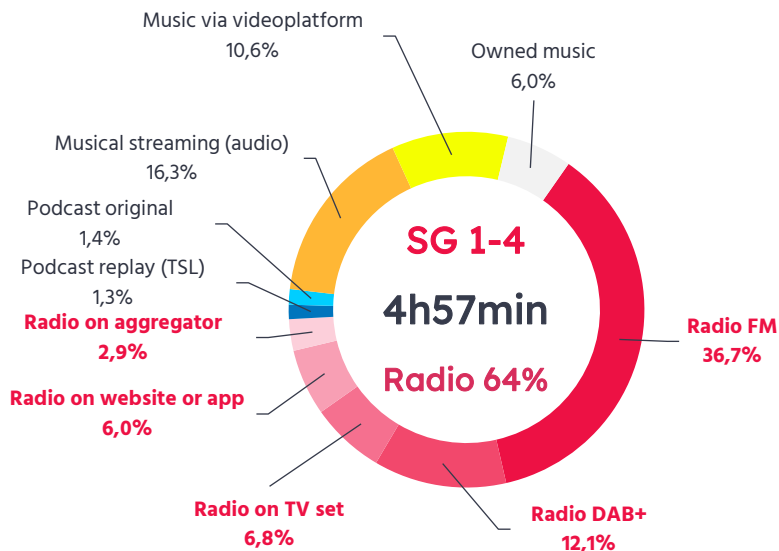


Live Radio

Women = 175 minutes - Men = 218 minutes

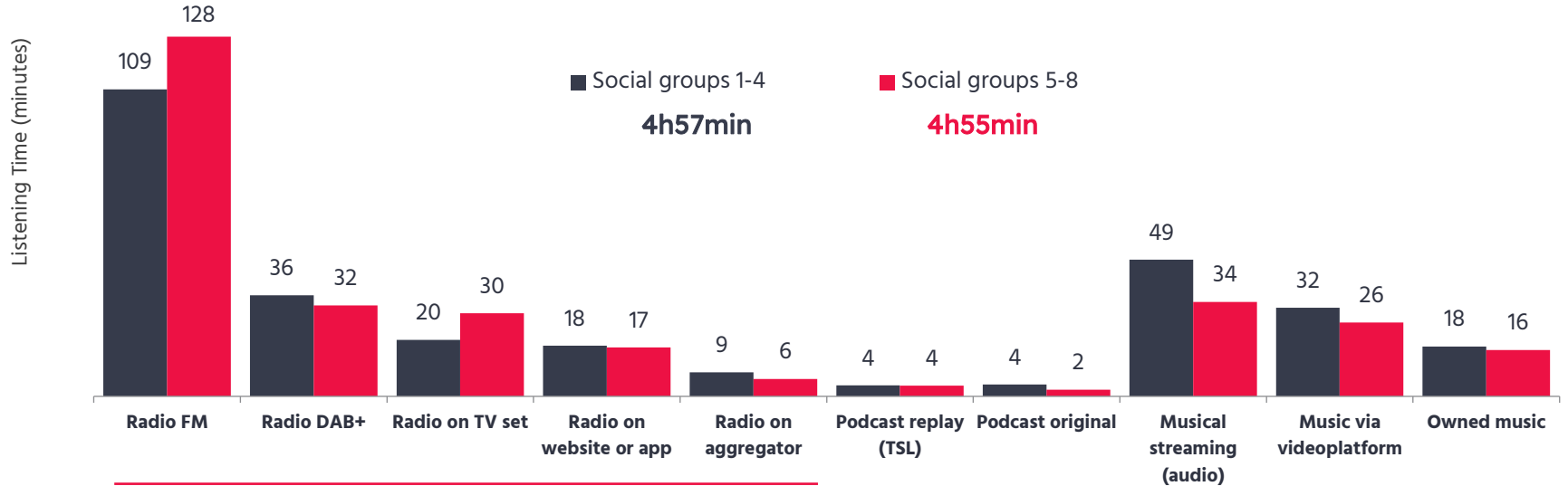
Social Groups - 2021

Monday-Sunday - 12-74 years



Social Groups - 2021

Monday-Sunday - 12-74

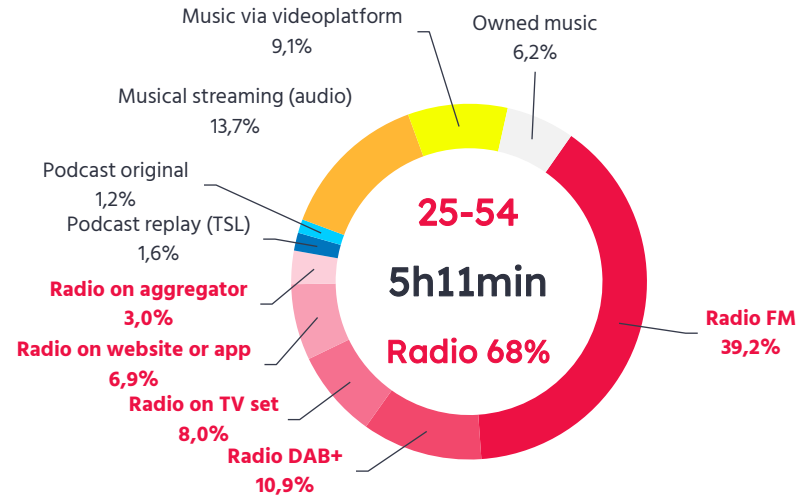
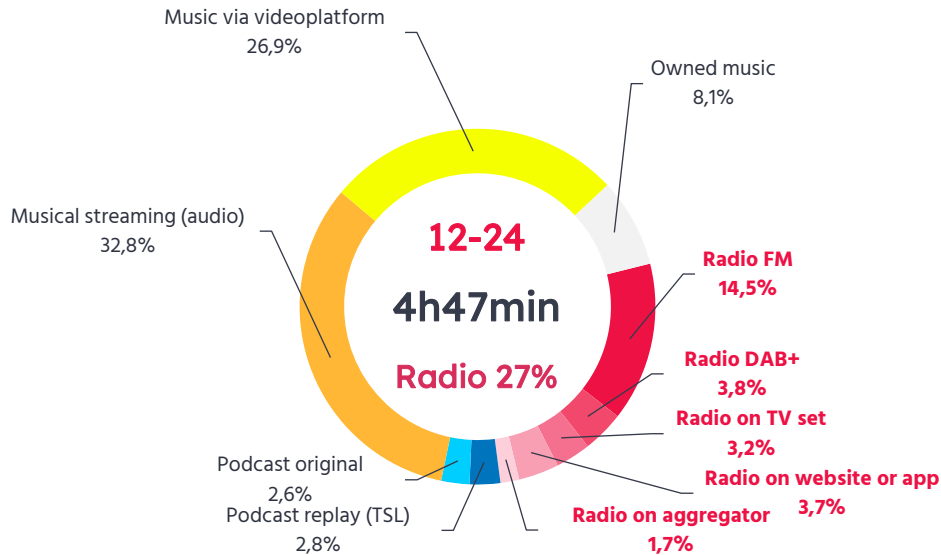


Live Radio

SG 1-4 = 192 minutes - SG 5-8 = 213 minutes

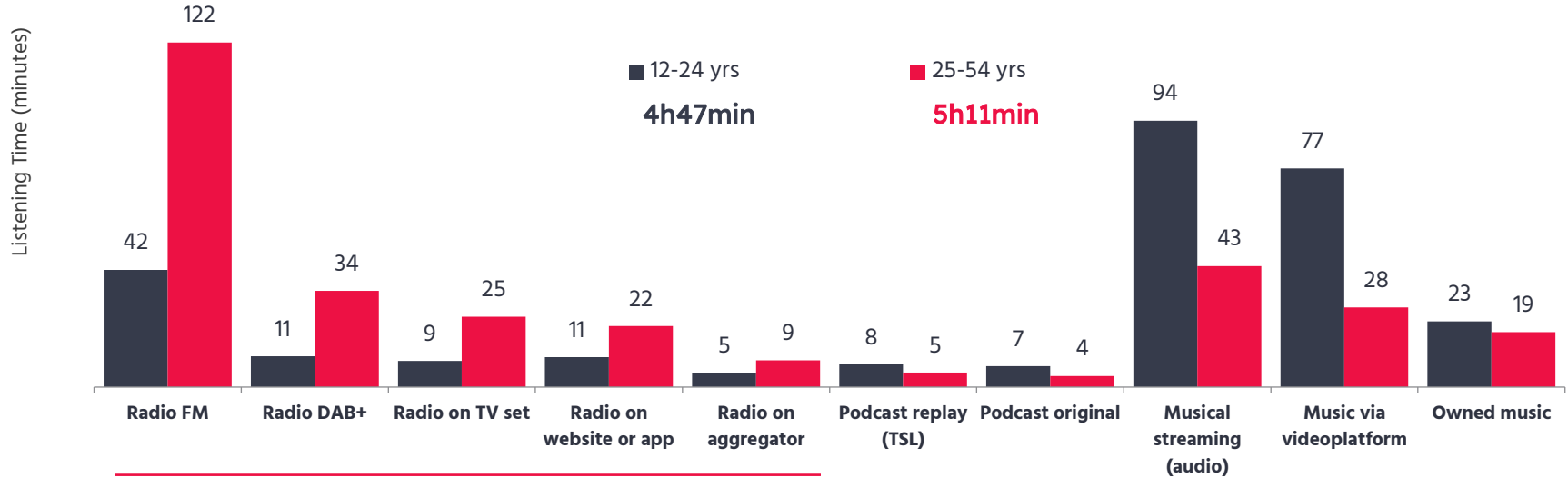
Generation gap

Monday-Sunday



Generation gap

Monday-Sunday

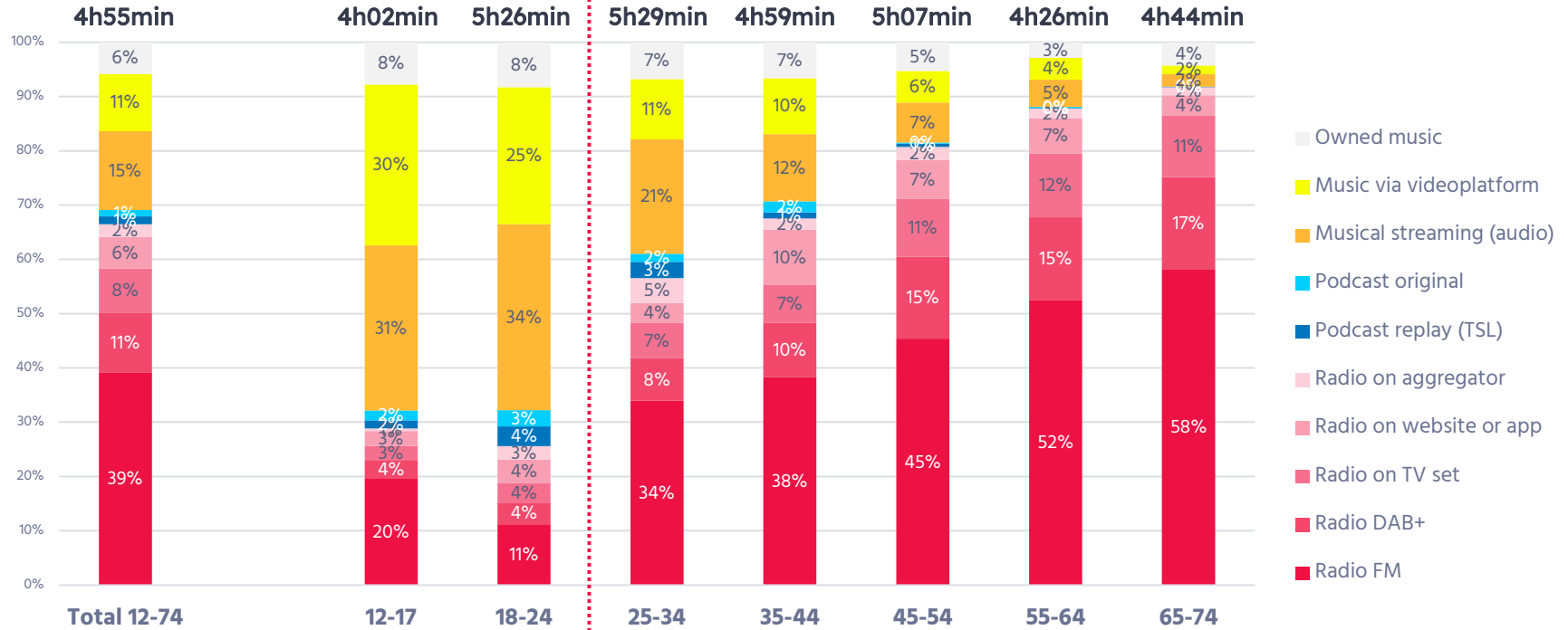


Live Radio

12-24 = 77 minutes - 25-54 = 212 minutes

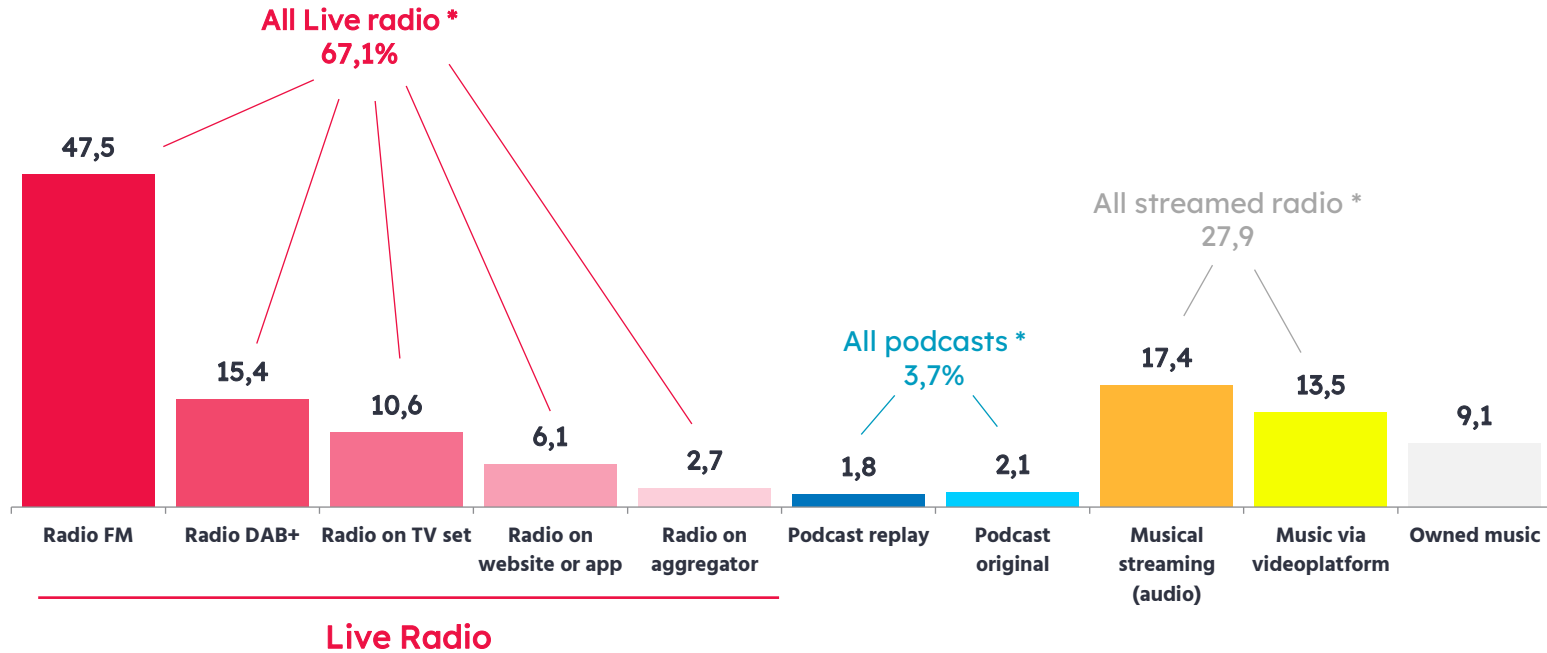
Generation gap

Behaviour changes drastically after 24



Daily Reach - all audiotypes 84,2%

Belgium - 12-74 - CIM Audio Time 2021



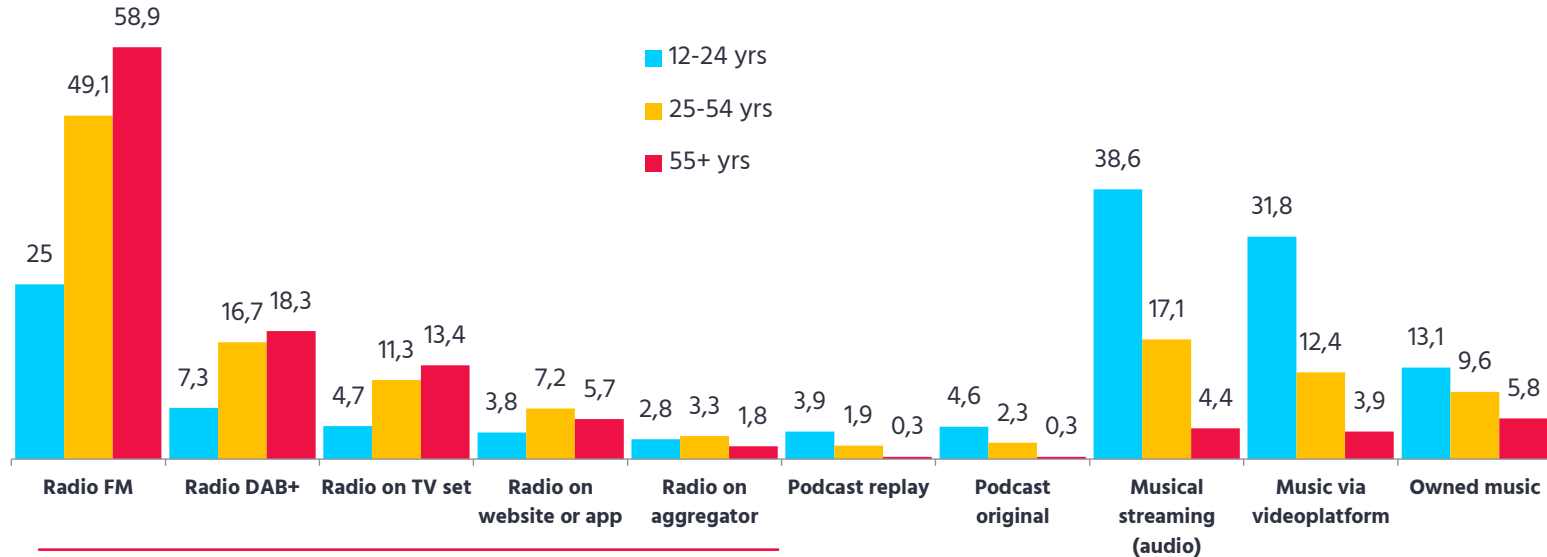
* Net daily reach

Source : CIM Audio Time 2021 - Monday-Sunday - All Day - Total Belgium



Daily Reach

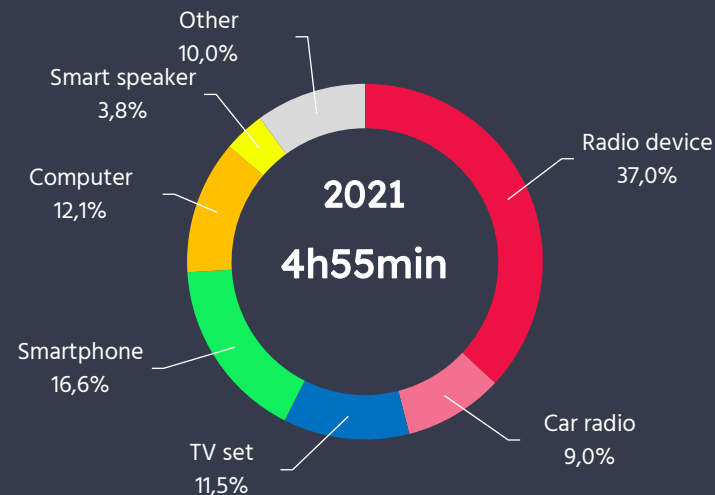
Belgium - CIM Audio Time 2021



Live Radio

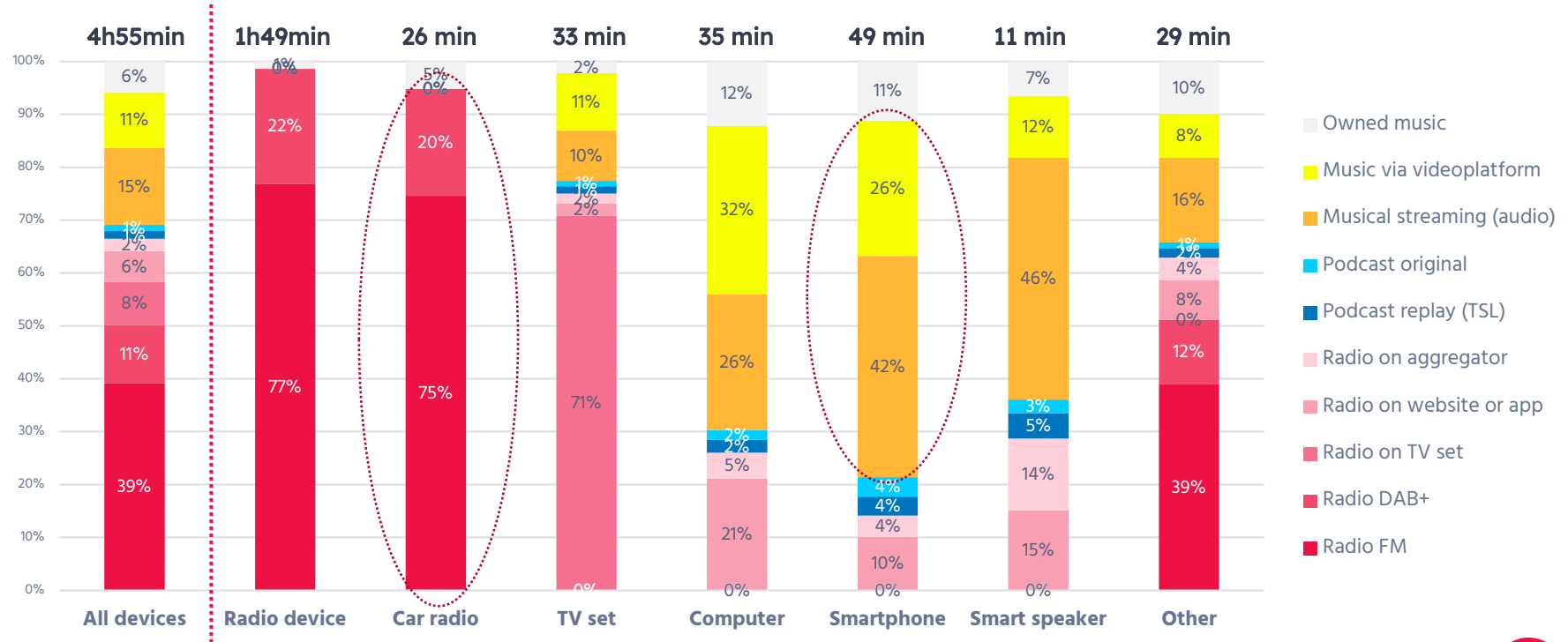
Share of Audio Devices

Monday-Sunday - 12-74 - Total Belgium



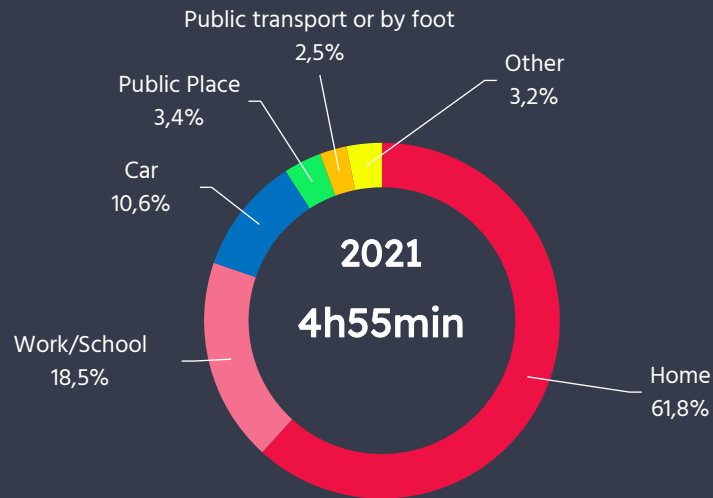
Share of Audio by Device

Monday-Sunday - 12-74 - Total Belgium



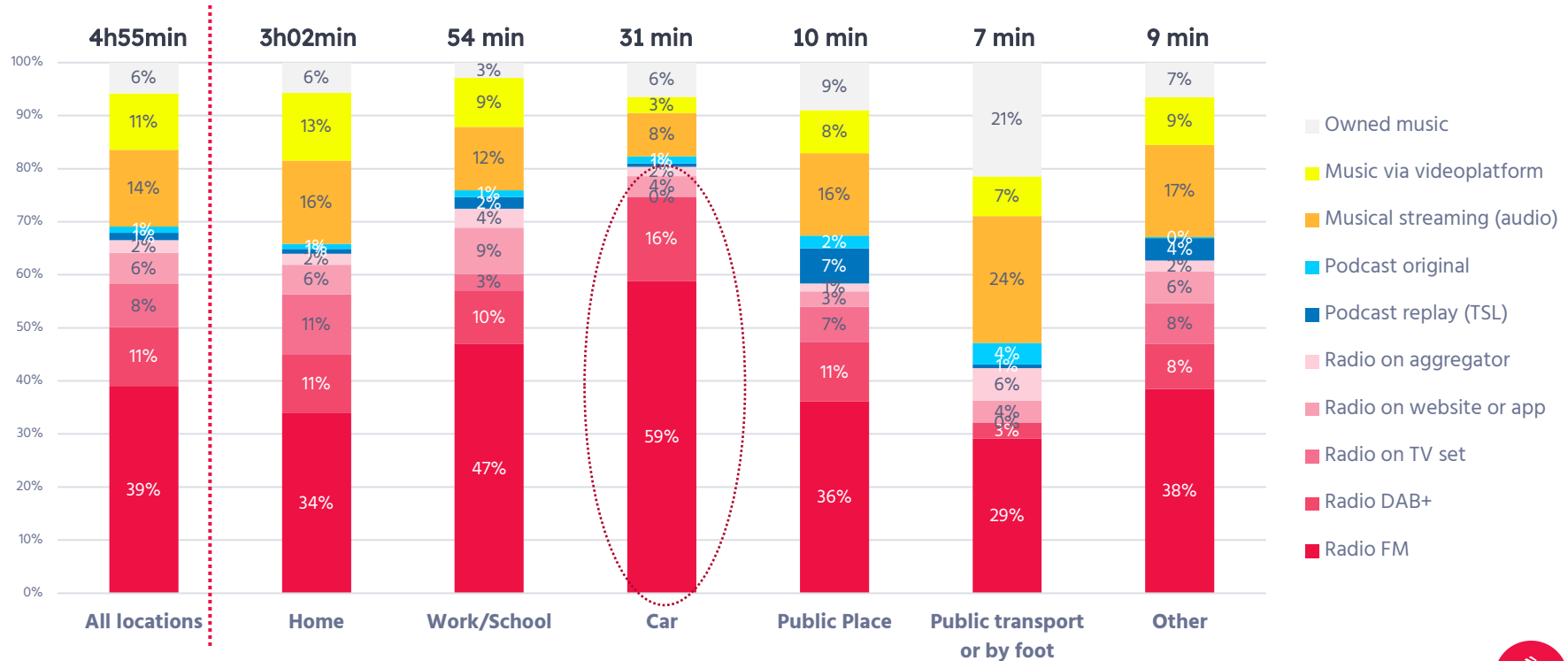
Share of Audio Places

Monday-Sunday - 12-74 - Total Belgium



Share of Audio by place of listening

Monday-Sunday - 12-74 - Total Belgium



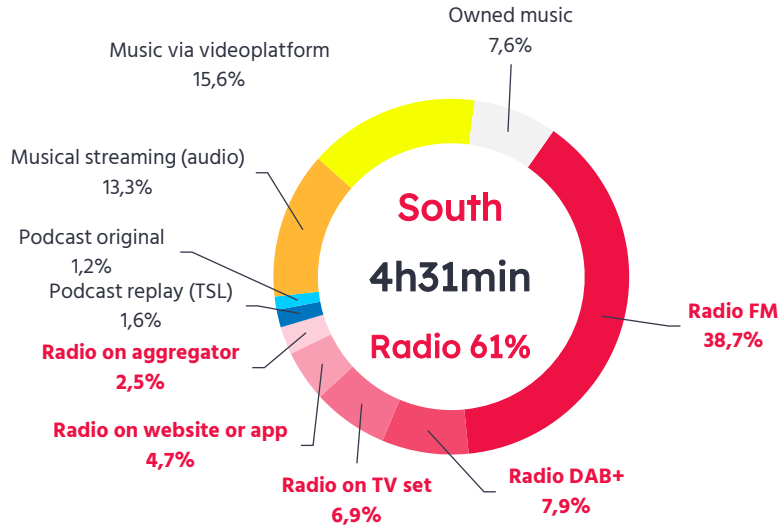
Which digital media brands?

VOD Brands
Social Media Brands



Share of Media

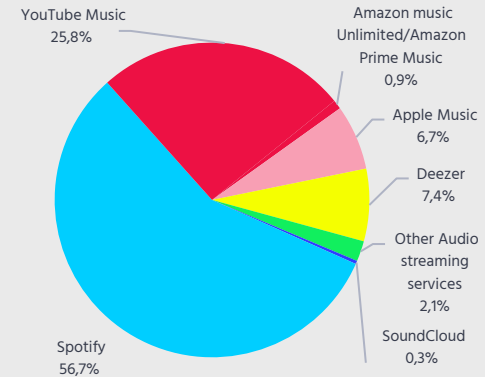
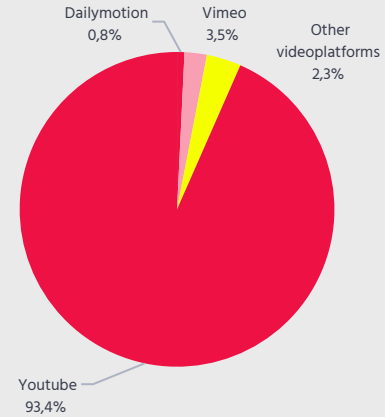
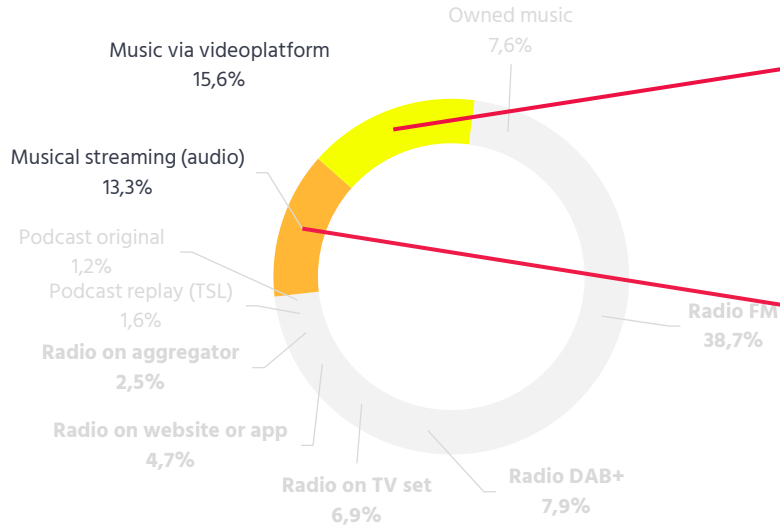
Monday-Sunday - 12-74 - South



South

Music stream brands

Monday-Sunday - 12-74 - South

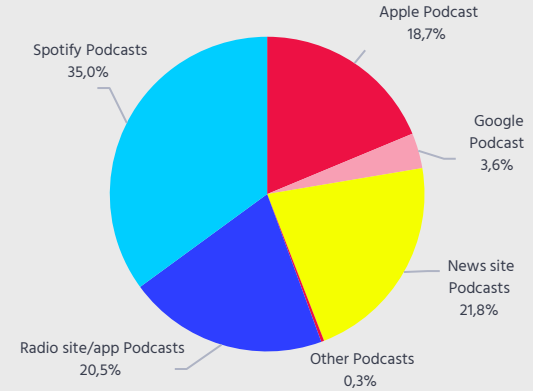
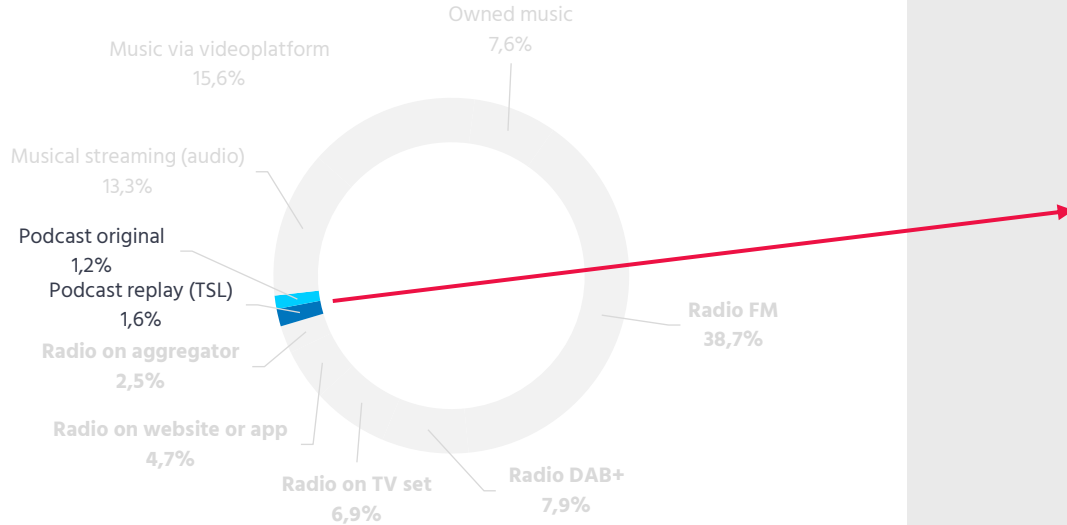


Source : CIM Audio Time 2021 – Monday-Sunday – All Day – Total Belgium



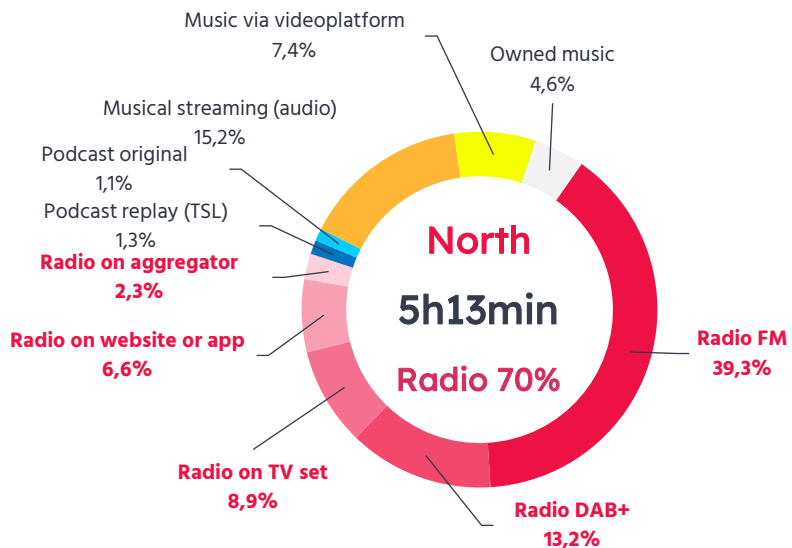
Podcast brands

Monday-Sunday - 12-74 - South



Share of Media

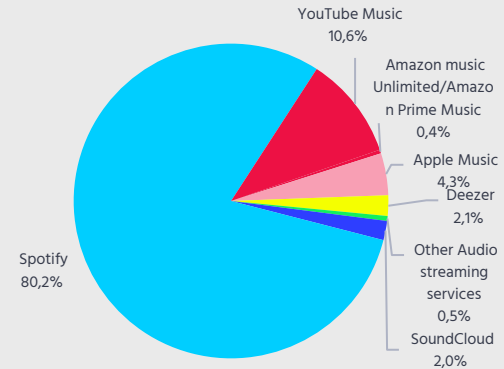
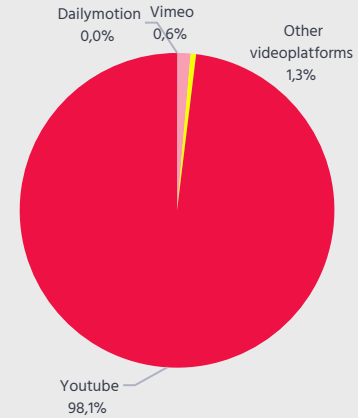
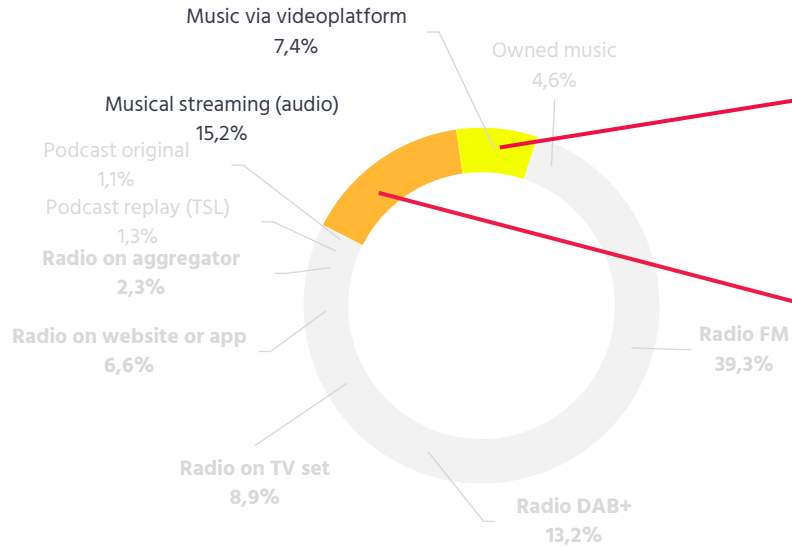
Monday-Sunday - 12-74 - North



North

Share of Media

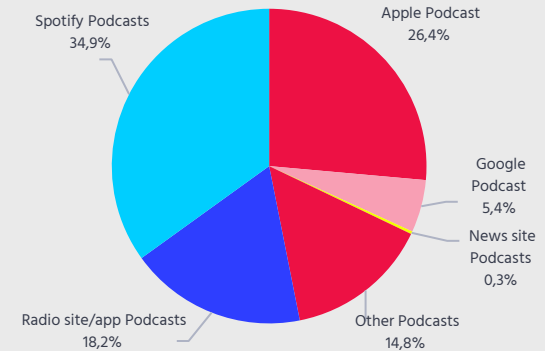
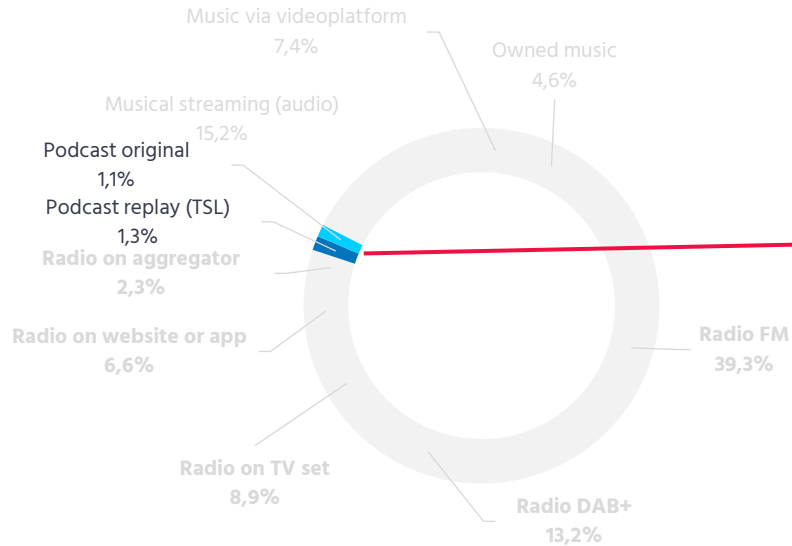
Monday-Sunday - 12-74 - North



Source : CIM Audio Time 2021 – Monday-Sunday – All Day – Total Belgium

Share of Media

Monday-Sunday - 12-74 - North



Source : CIM Audio Time 2021 – Monday-Sunday – All Day – Total Belgium

In short



**Total audio listening time has significantly increased
+41 minutes from 2017 to 2021**



**Live Radio listening is still the main Audio Type dominating the
whole day (67% share of Audio among 12-74 years old)**



Musical streaming is growing and is complementary to radio

**Dutch speakers listen to more Audio (in general), and more
Live radio than French speakers**



**Behaviour changes drastically after 24, when entering
working life**