



CIM
Audio Time
2025

ON AIR



CIM Audio Time 2025 – 4th Edition



What is CIM Audio Time ?

Measurement of **ALL** radio and audio consumption : radio, streaming, owned music...

Including **local and international** players

Total Audio consumption habits & Socio-demo's

Detailed audio At quarter hour level for one day including :

- Audiotype
- Brand
- Device
- Location

This is the 4th edition of CIM Audio Time

1st edition : November – December 2021

2nd edition: October – December 2022

3rd edition : October – December 2023

4th edition : October – December 2024



CIM Audio Time 2025 – The survey



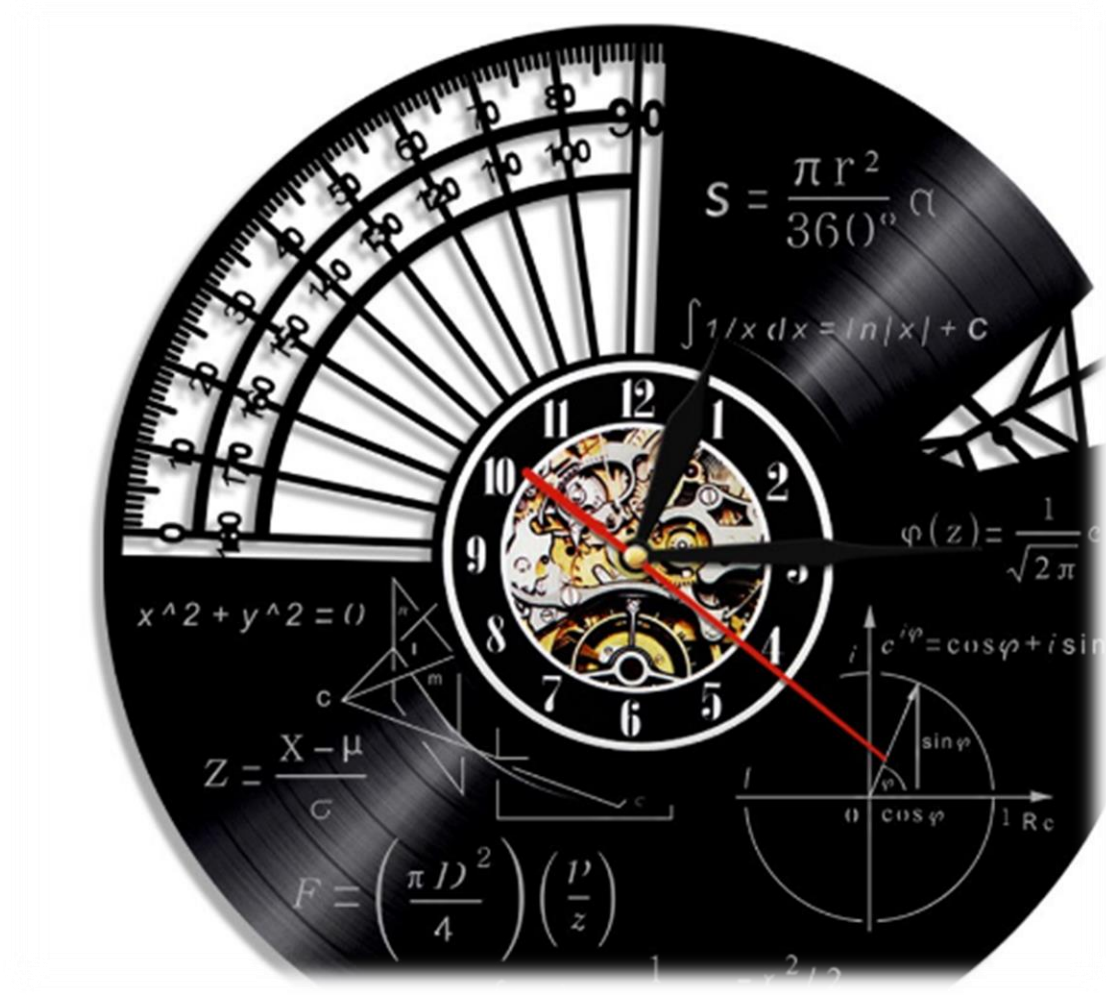
Online Survey (CAWI)



interviews : 4.009
Universe: Belgium 12-74



October – December 24



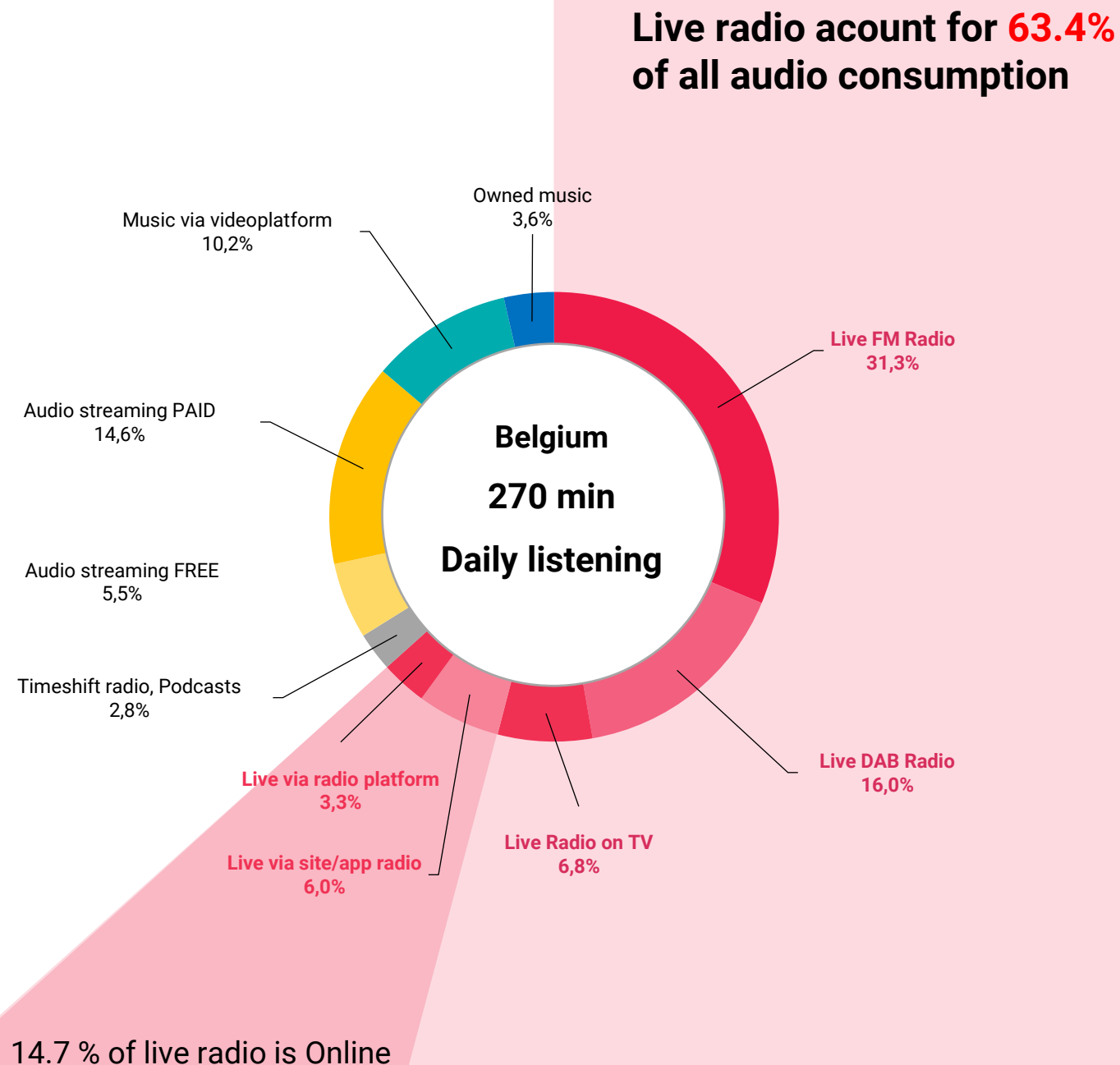


Audio touchpoints

- **Live FM Radio** – Radio stations listened via an FM radio device
- **Live DAB Radio** – Radio stations listened via a DAB device.
- **Live Radio on TV** – the use of Tv to listen to live radio
- **Live via Site/app radio** – online listening, directly to the station's online live stream
- **Live via Radio Platform** – online listening, via platforms a connection to multiple stations
- **Timeshift radio, Podcast** – on demand radio, podcasts
- **Audio Streaming services FREE or PAID** – streaming audio services Spotify, Deezer, Youtube Music and Soundcloud that are available for free (with advertising) or paid for
- **Music via videoplatform** – using video platforms like Youtube to listen to music
- **Owned music** – own records, CD's or other recordings.

Share of Audio 2025

Monday-Sunday - 12-74
Total Belgium



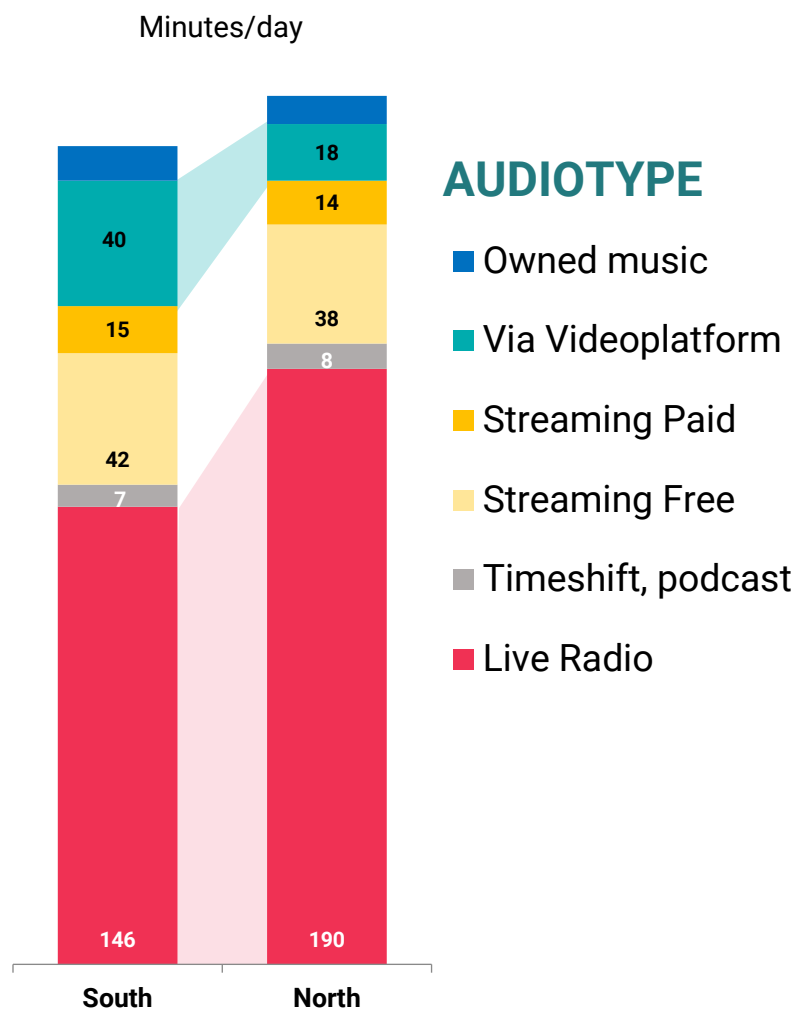
Source : CIM Audio Time 2025

Minutes by AUDIOTYPE

North & South : two distinct markets



**262 minutes of
daily audio listening**



**276 minutes of
daily audio listening**

Minutes by DEVICE

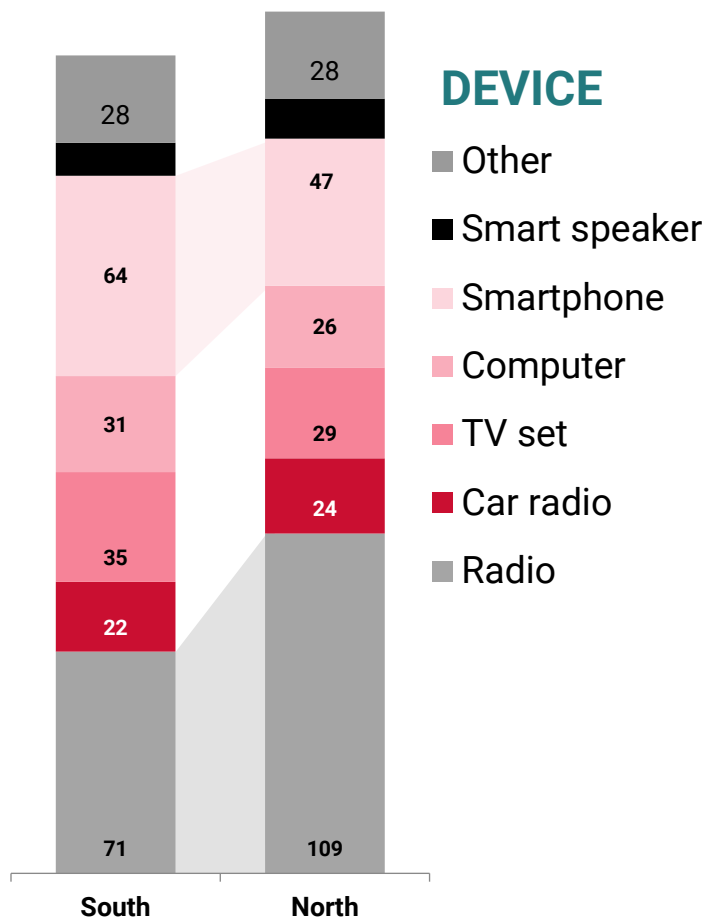
North & South : two distinct markets



262 minutes of
daily audio listening

More digital devices used

Minutes/day



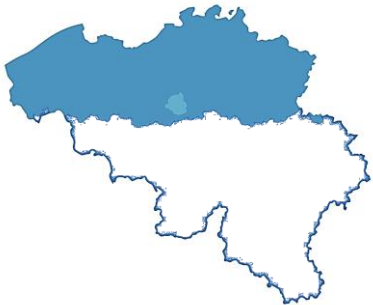
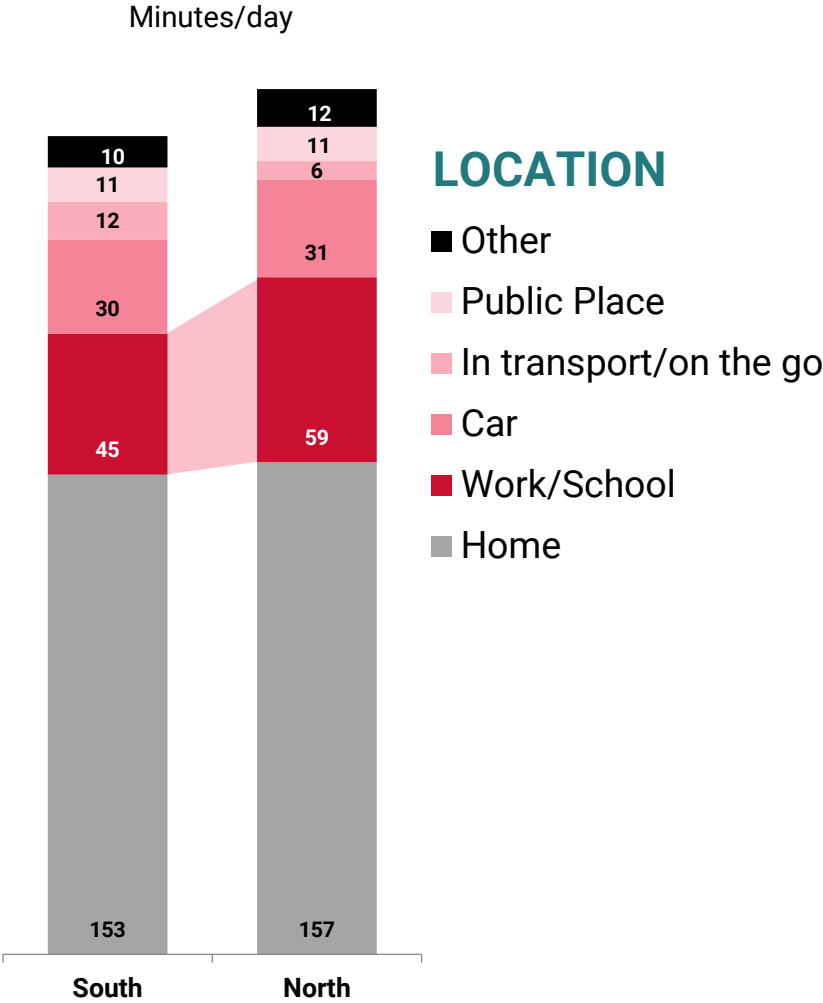
276 minutes of
daily audio listening

More radio devices used

Minutes by LOCATION

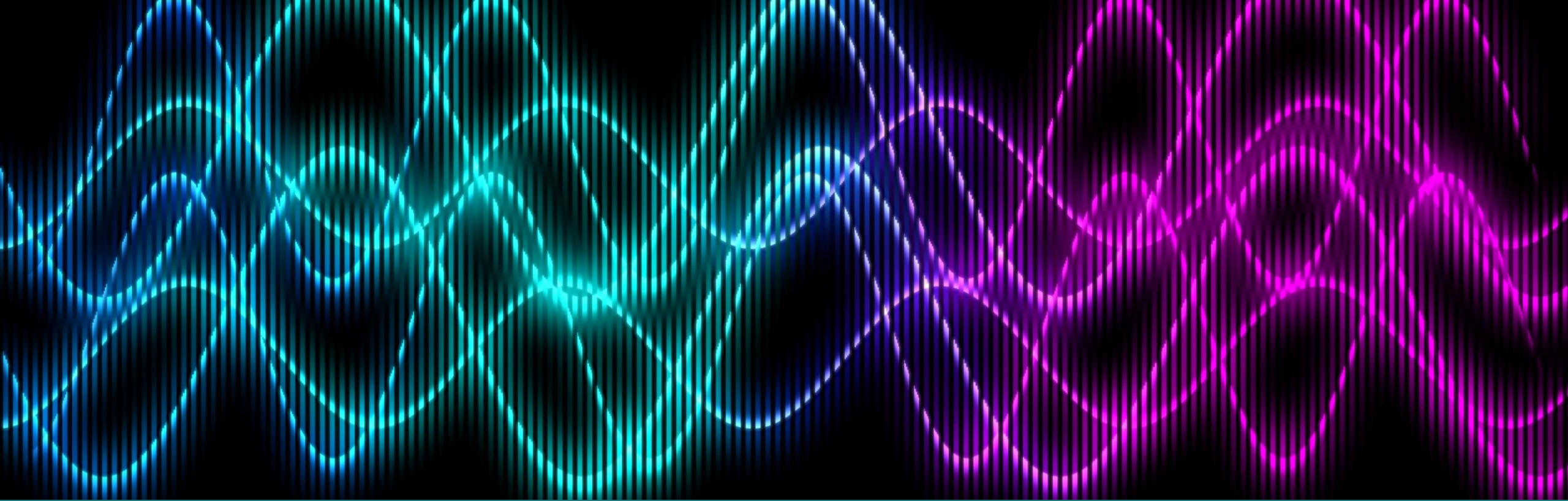


262 minutes of
daily audio listening



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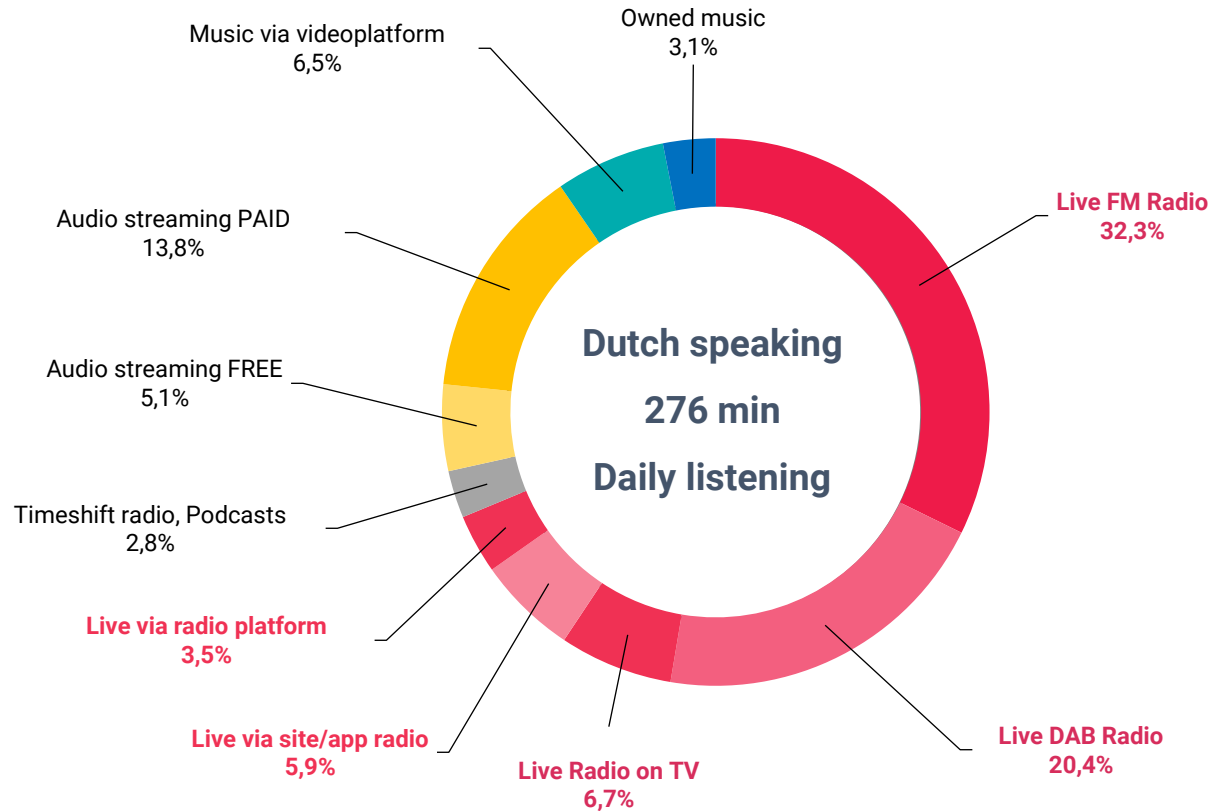
More listening at work



Share of Audio & Daily reach

Share of Audio 2025

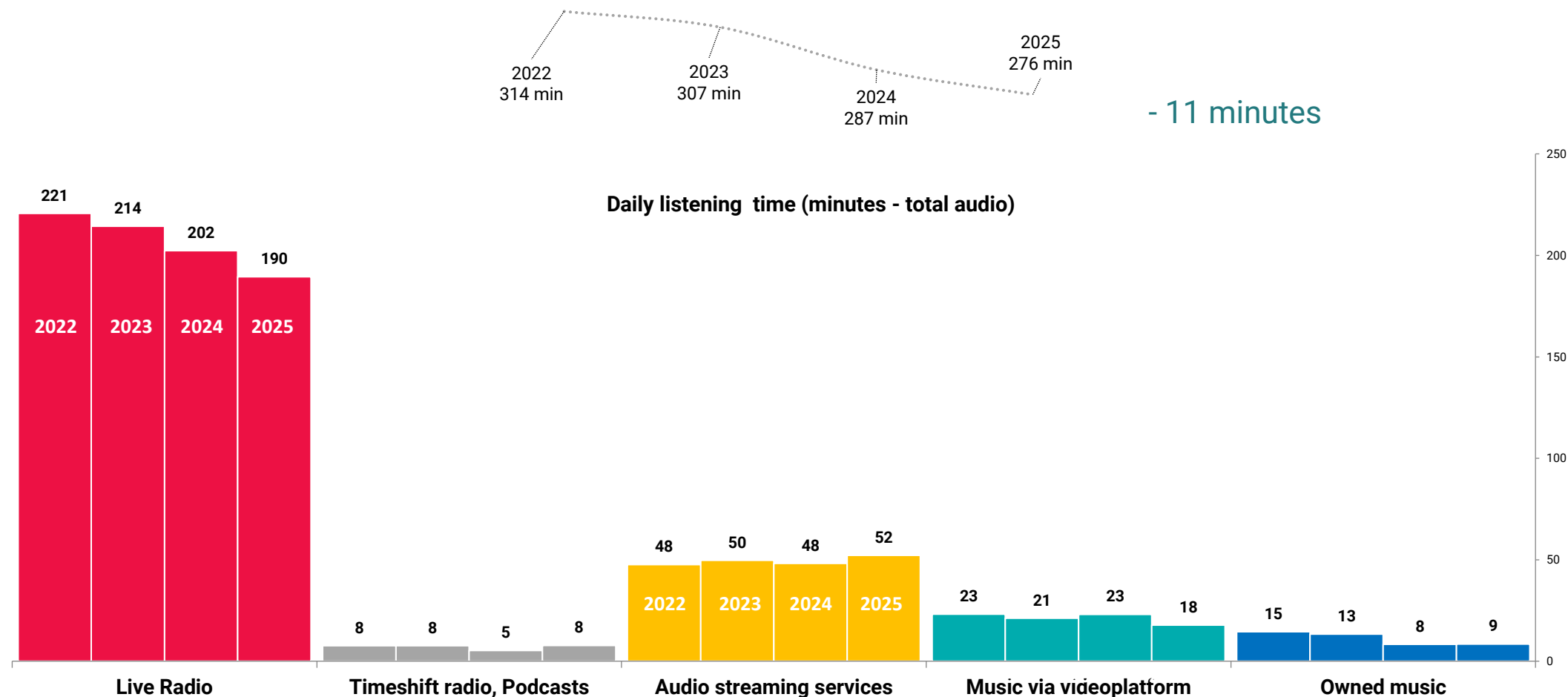
Monday-Sunday - 12-74 – Dutch Speaking



Live Radio 69%

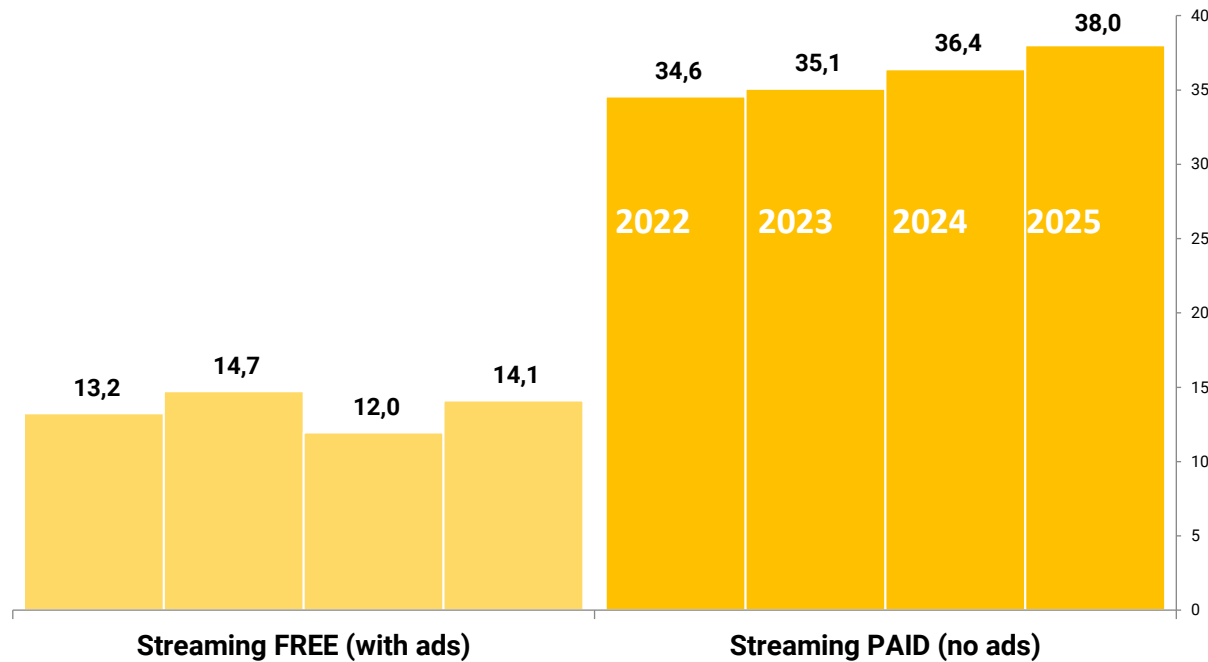
Evolution of audio **time spent** in minutes

Monday-Sunday - 12-74 – Dutch speaking



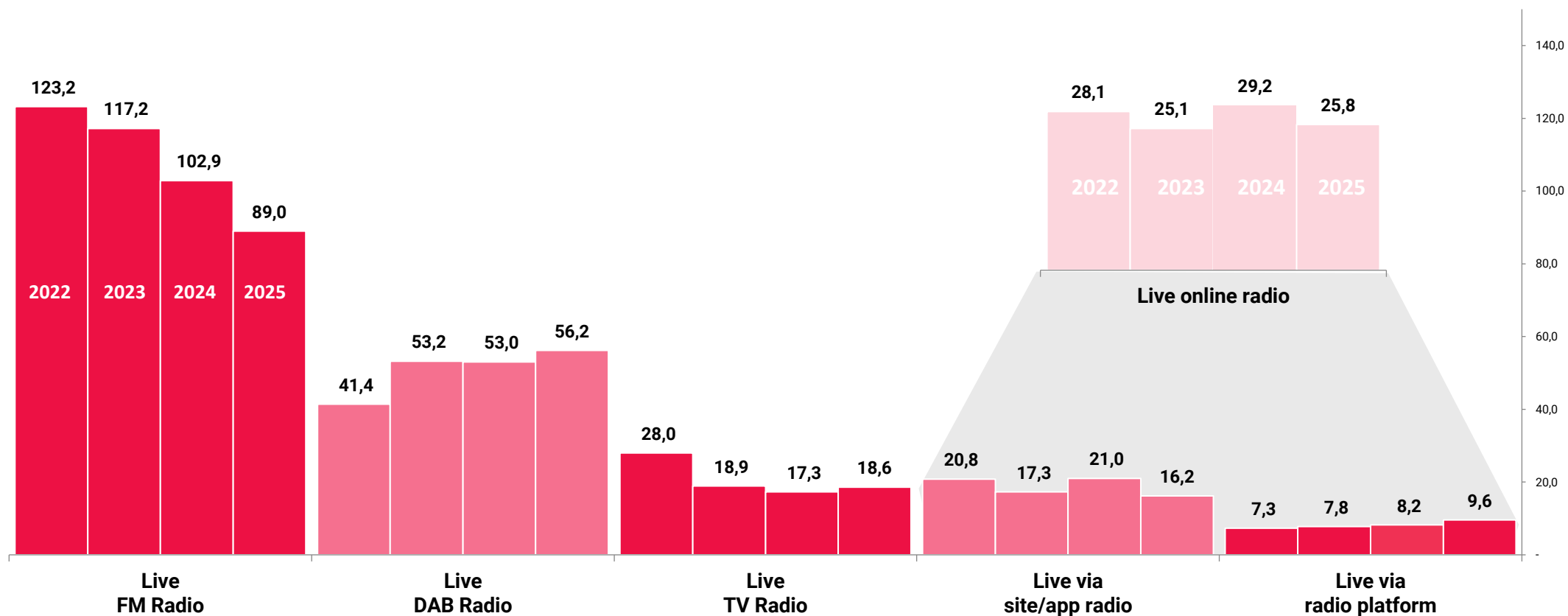
Evolution of audio **time spent** in minutes

Monday-Sunday - 12-74 – Dutch speaking – **breakdown streaming**



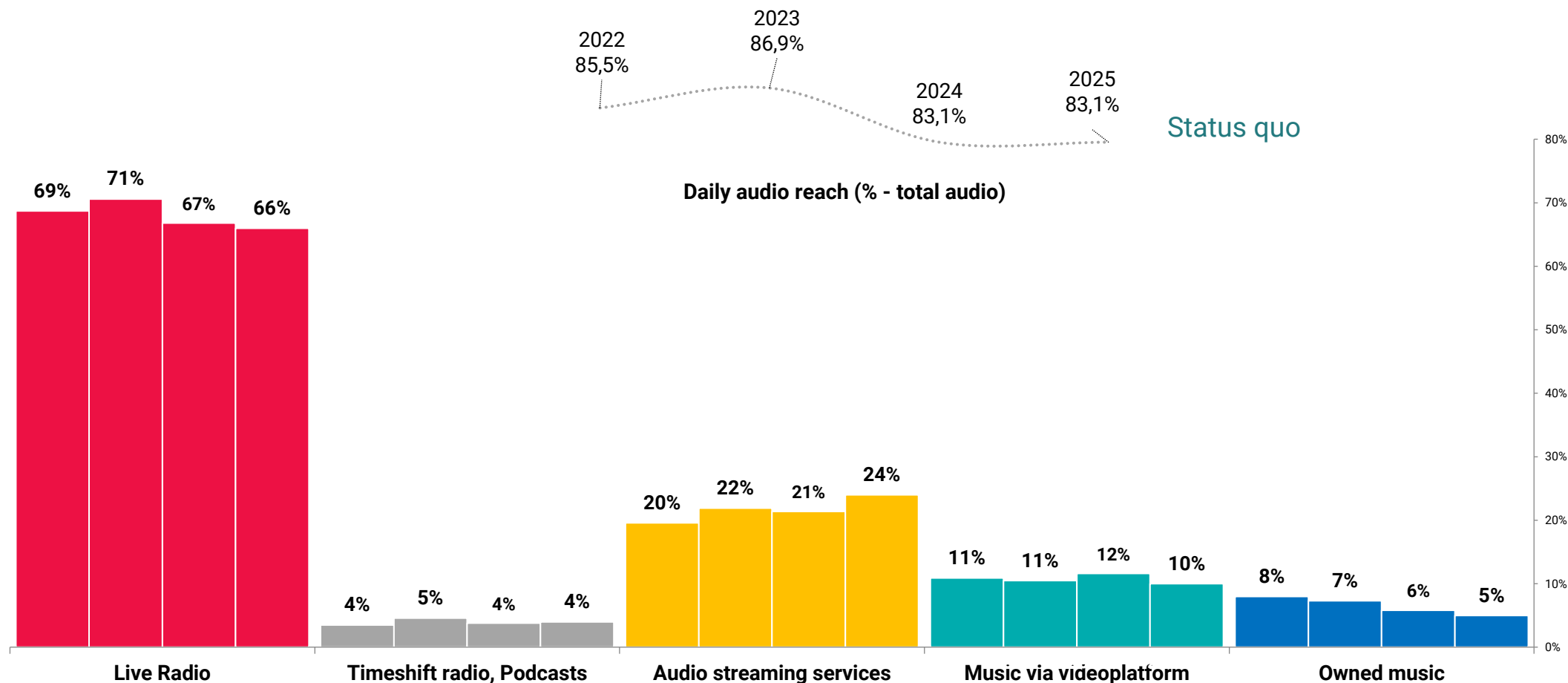
Evolution of audio **time spent** in minutes

Monday-Sunday - 12-74 – Dutch speaking – **breakdown of LIVE radio**



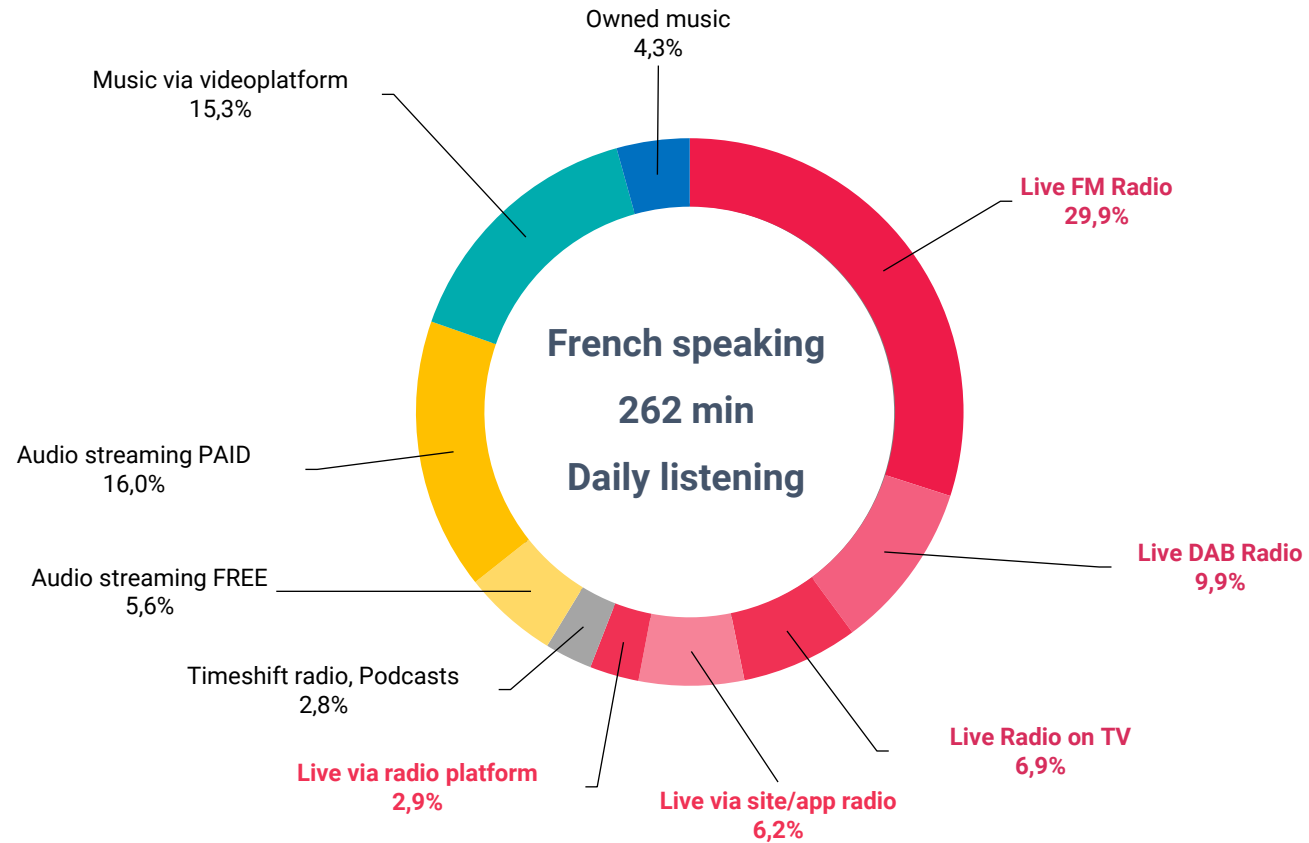
Audio Daily Reach evolution in %

Monday-Sunday - 12-74 – Dutch speaking



Share of Audio 2025

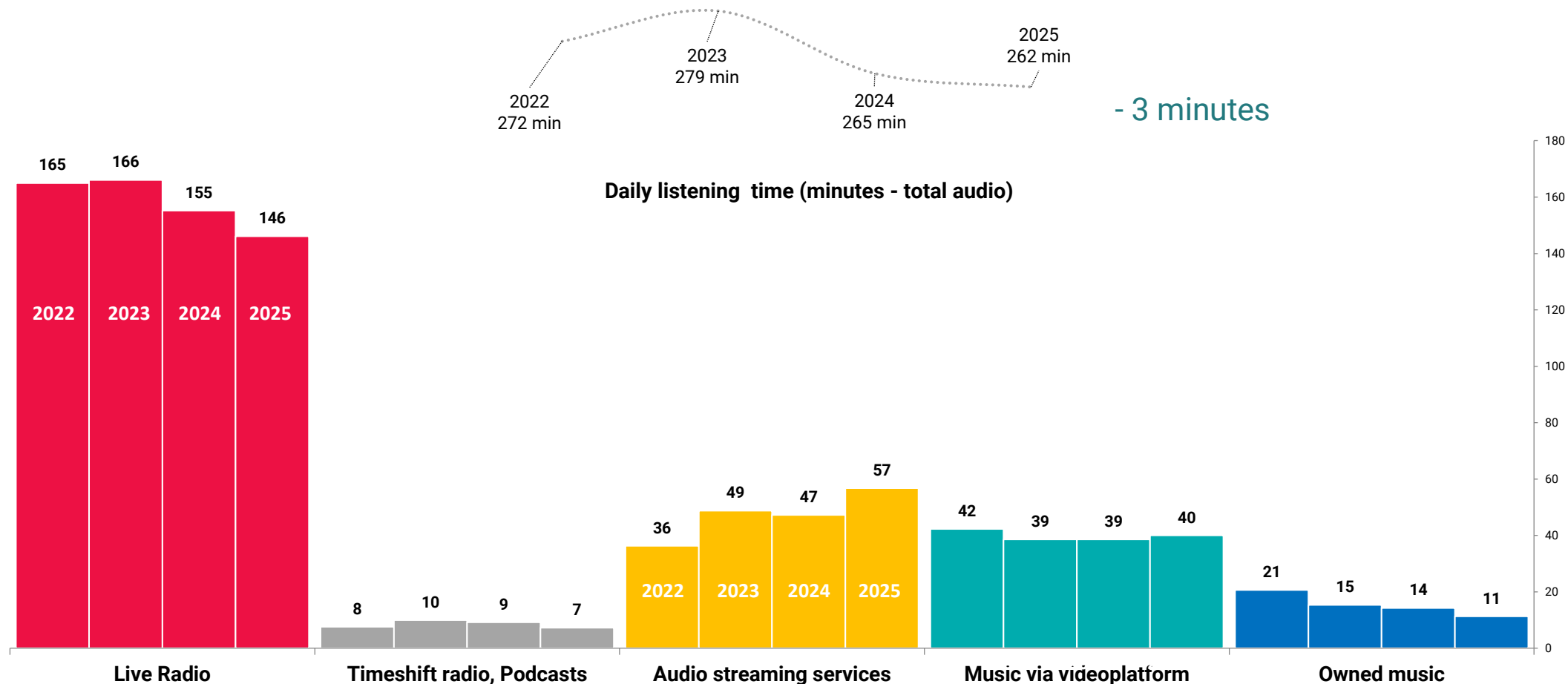
Monday-Sunday - 12-74 – French Speaking



Live Radio 56%

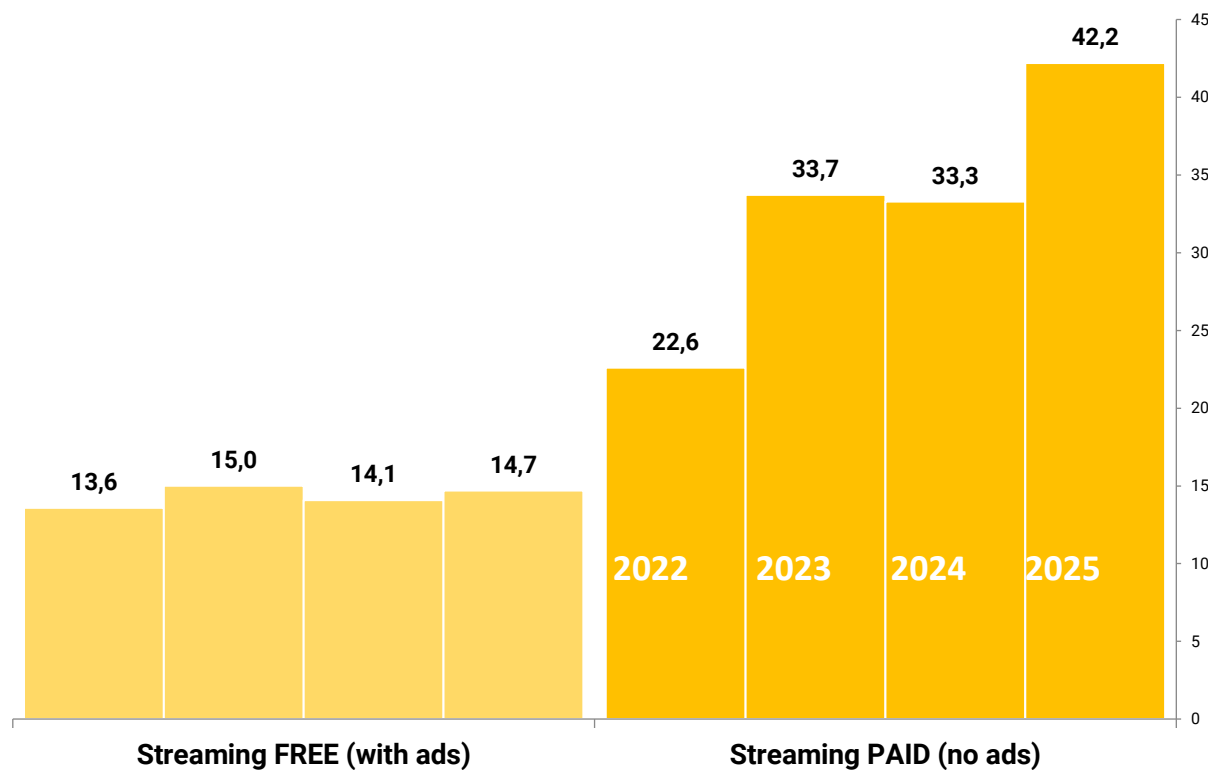
Evolution of audio **time spent** in minutes

Monday-Sunday - 12-74 – French speaking



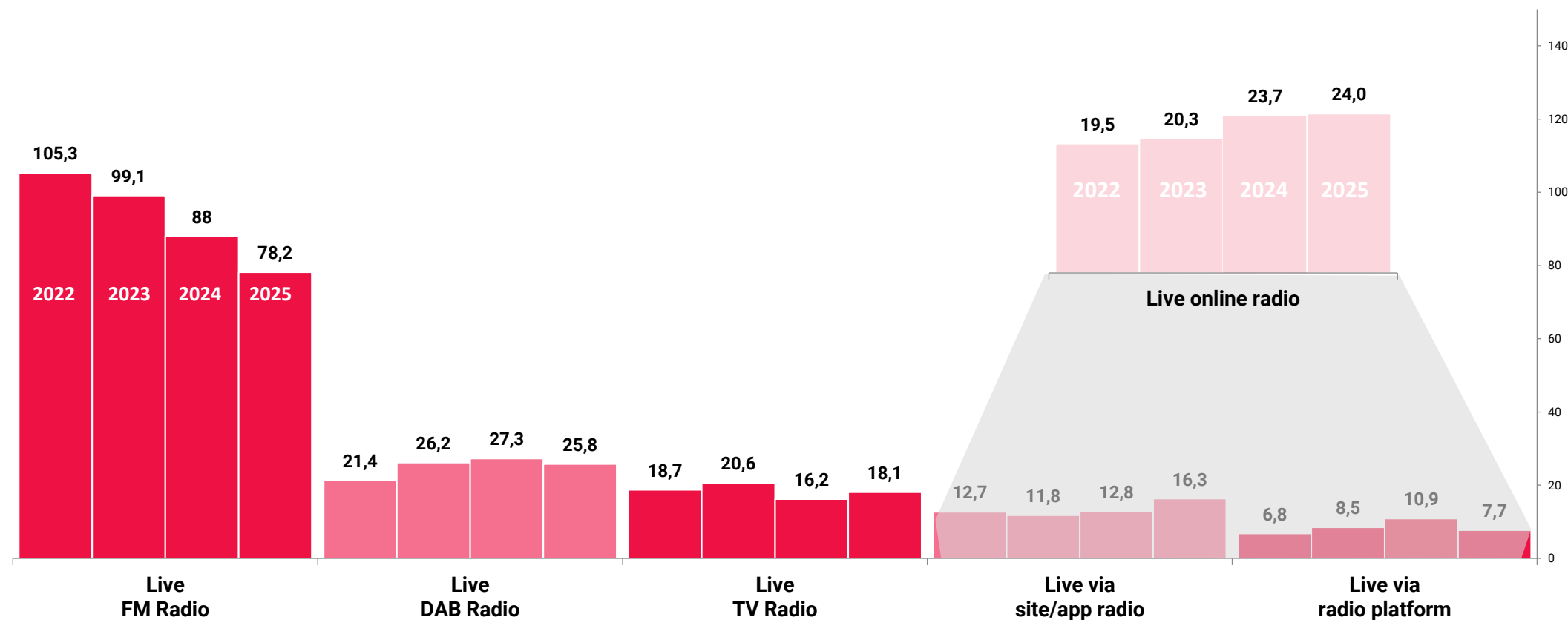
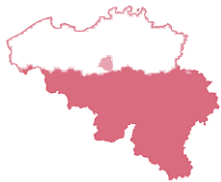
Evolution of audio **time spent** in minutes

Monday-Sunday - 12-74 – French speaking – **breakdown streaming**



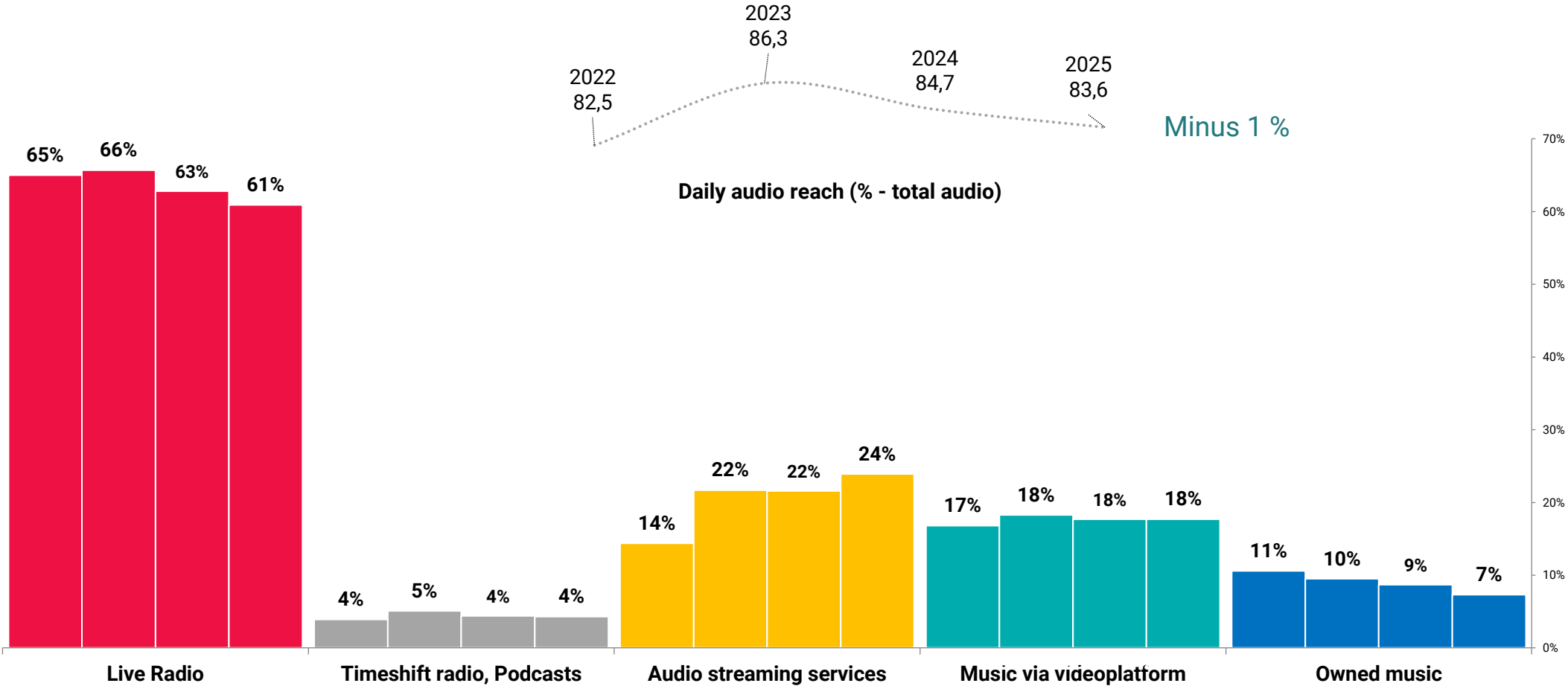
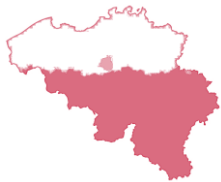
Evolution of audio **time spent** in minutes

Monday-Sunday - 12-74 – French speaking – **breakdown of LIVE radio**



Audio Daily Reach evolution in %

Monday-Sunday - 12-74 – French speaking





Socio-demo differences

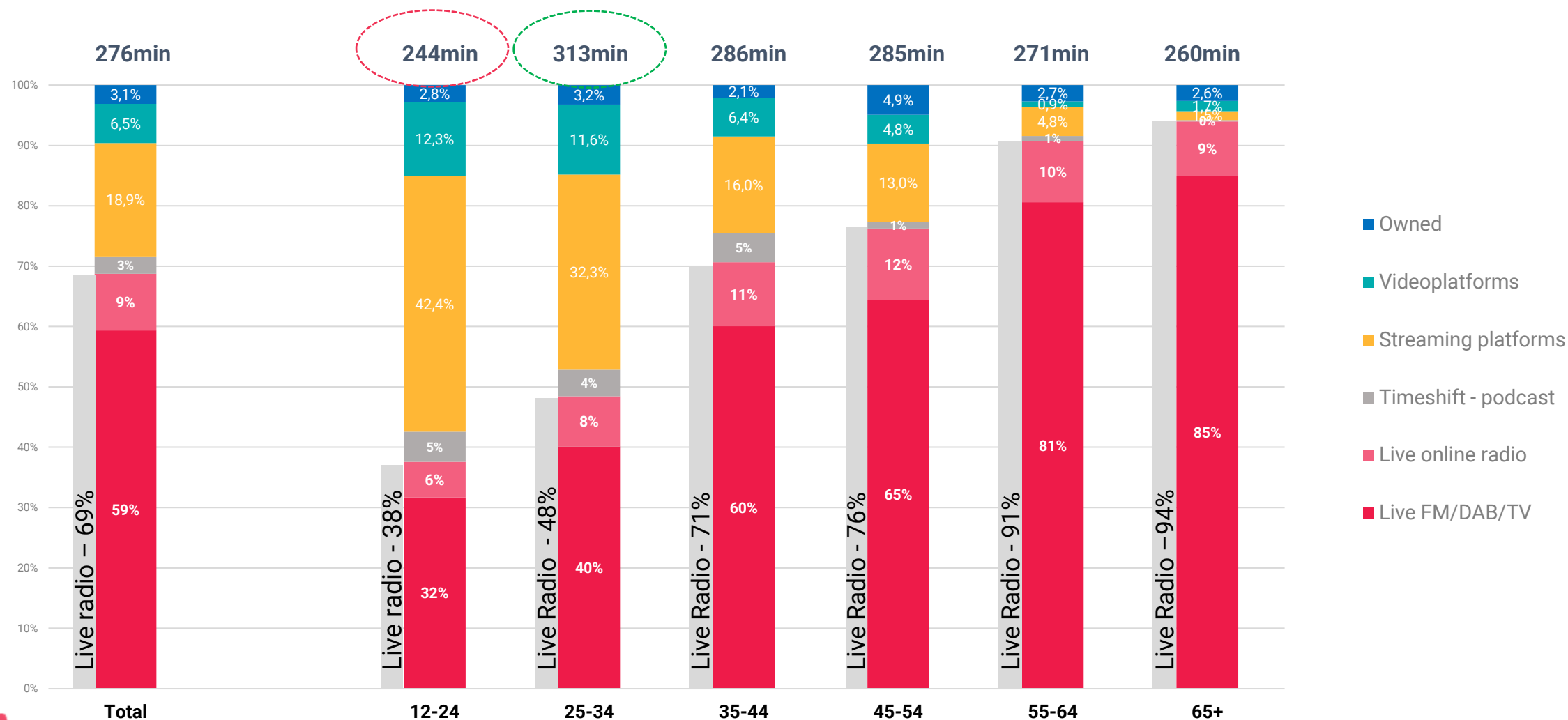
Breakdown by ages in minutes

Monday-Sunday - 12-74 – Dutch speaking



Breakdown by ages in minutes

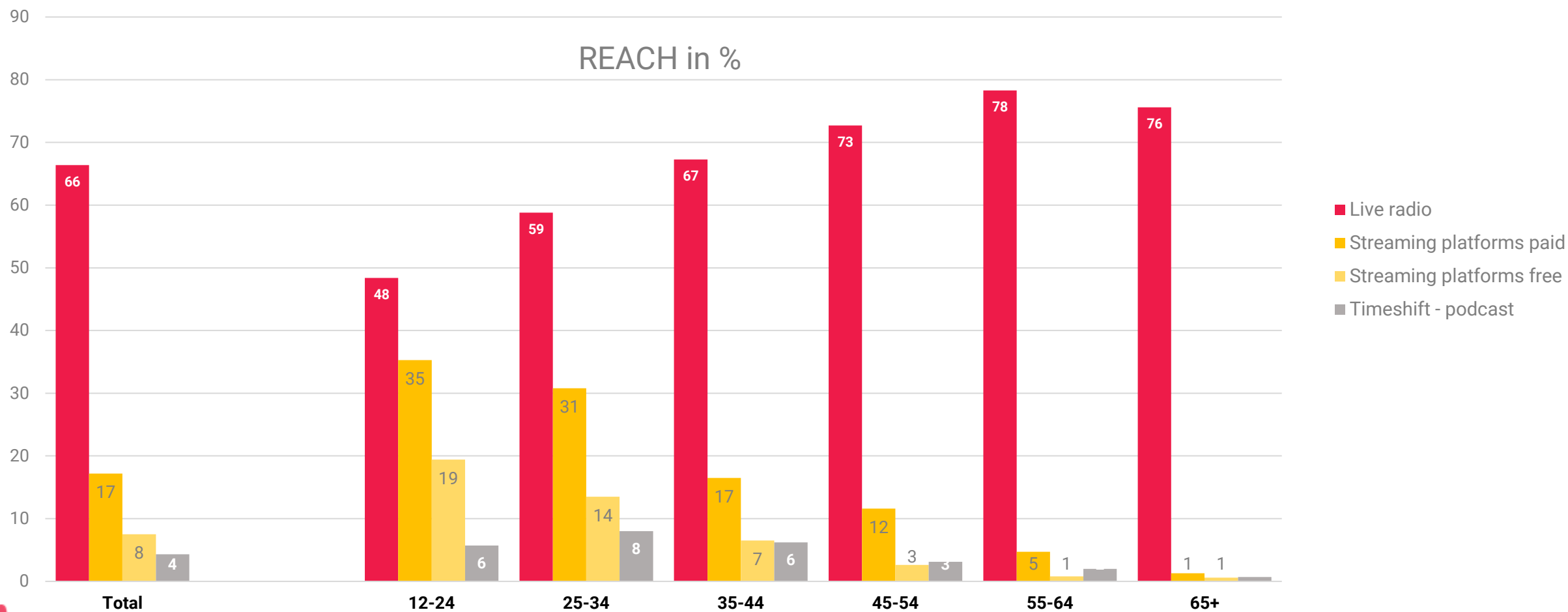
Monday-Sunday - 12-74 – Dutch speaking



- Owned
- Videoplatforms
- Streaming platforms
- Timeshift - podcast
- Live online radio
- Live FM/DAB/TV

REACH of audio types by age

Monday-Sunday - 12-74 – Dutch speaking



Breakdown by ages in minutes

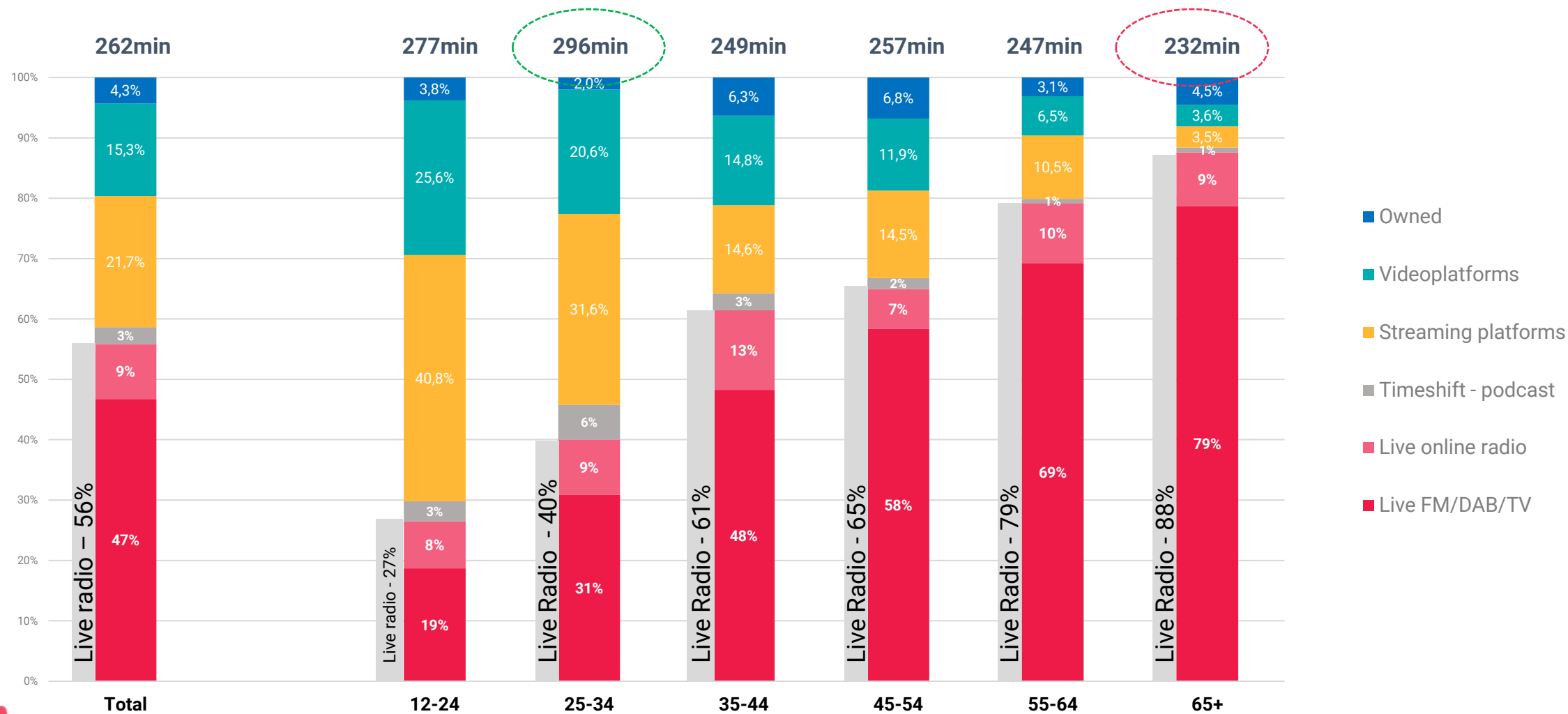
Monday-Sunday - 12-74 – French speaking



Source : CIM Audio Time 2025

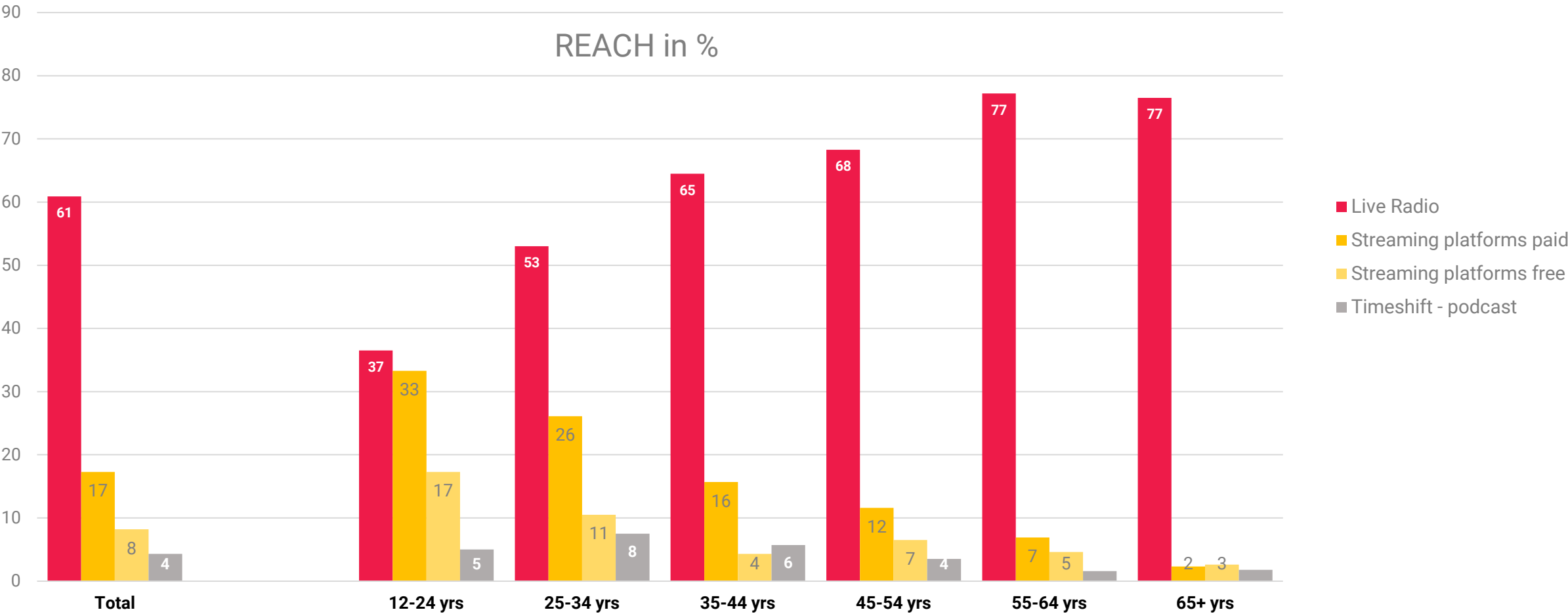
Breakdown by ages in minutes

Monday-Sunday - 12-74 – French speaking



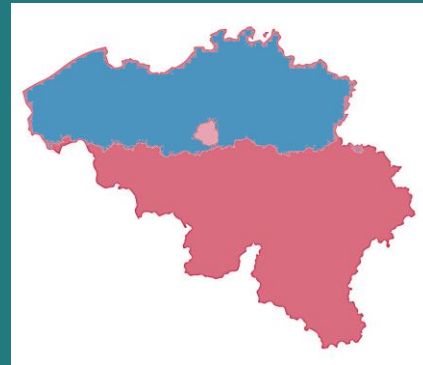
REACH of audio types by age

Monday-Sunday - 12-74 – French speaking



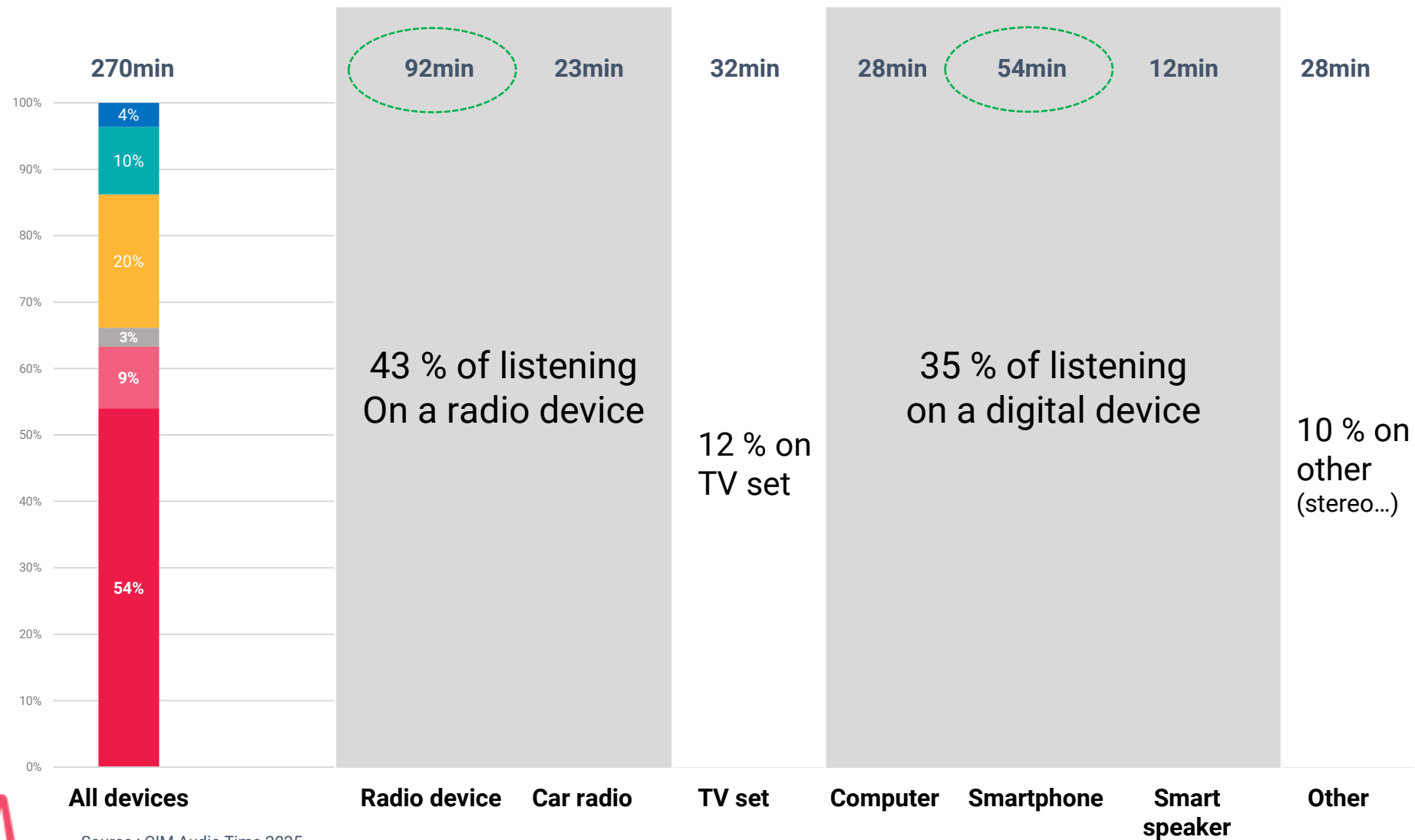


Devices, places (National)



Share of Audio DEVICES

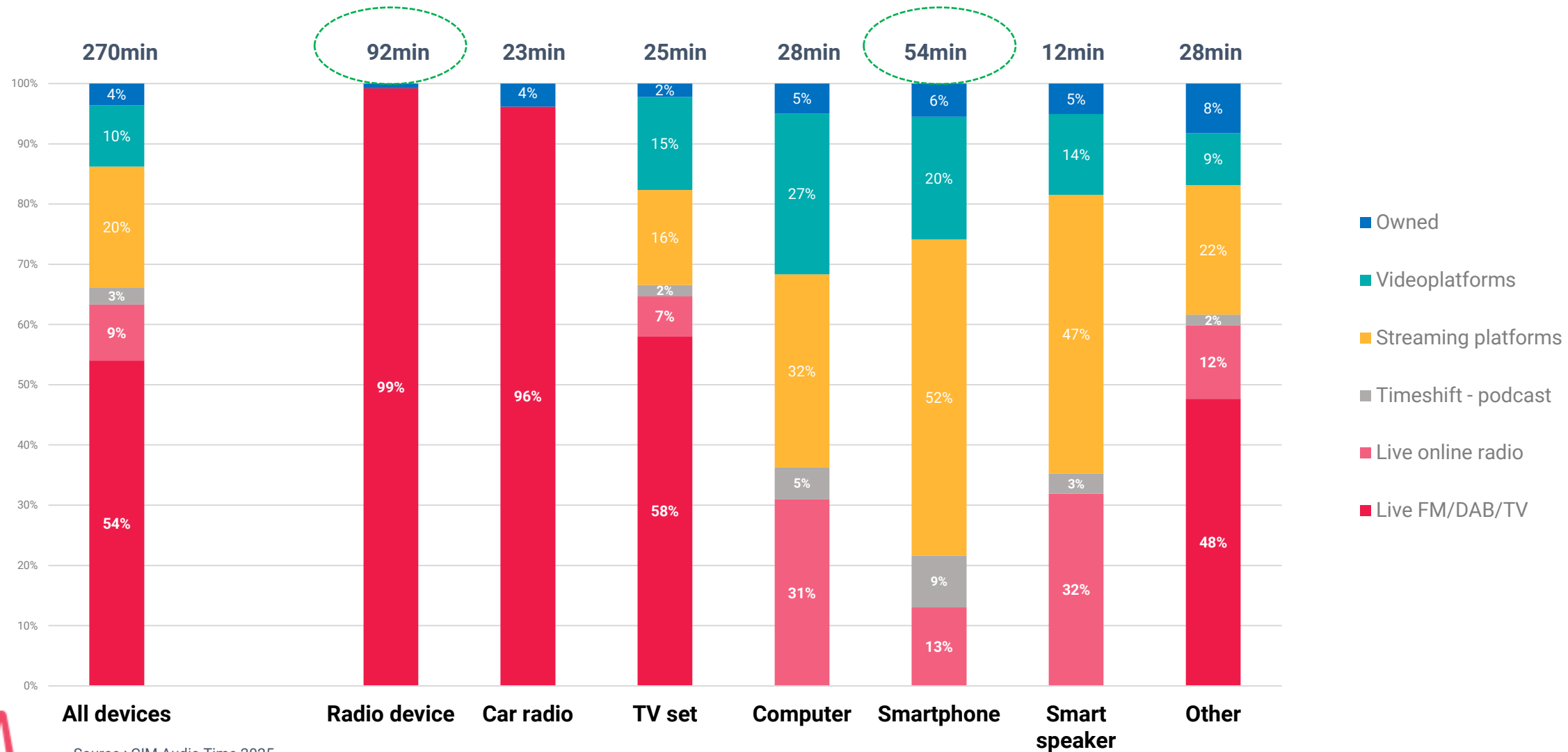
Monday-Sunday - 12-74 – National



Source : CIM Audio Time 2025

Share of Audio DEVICES

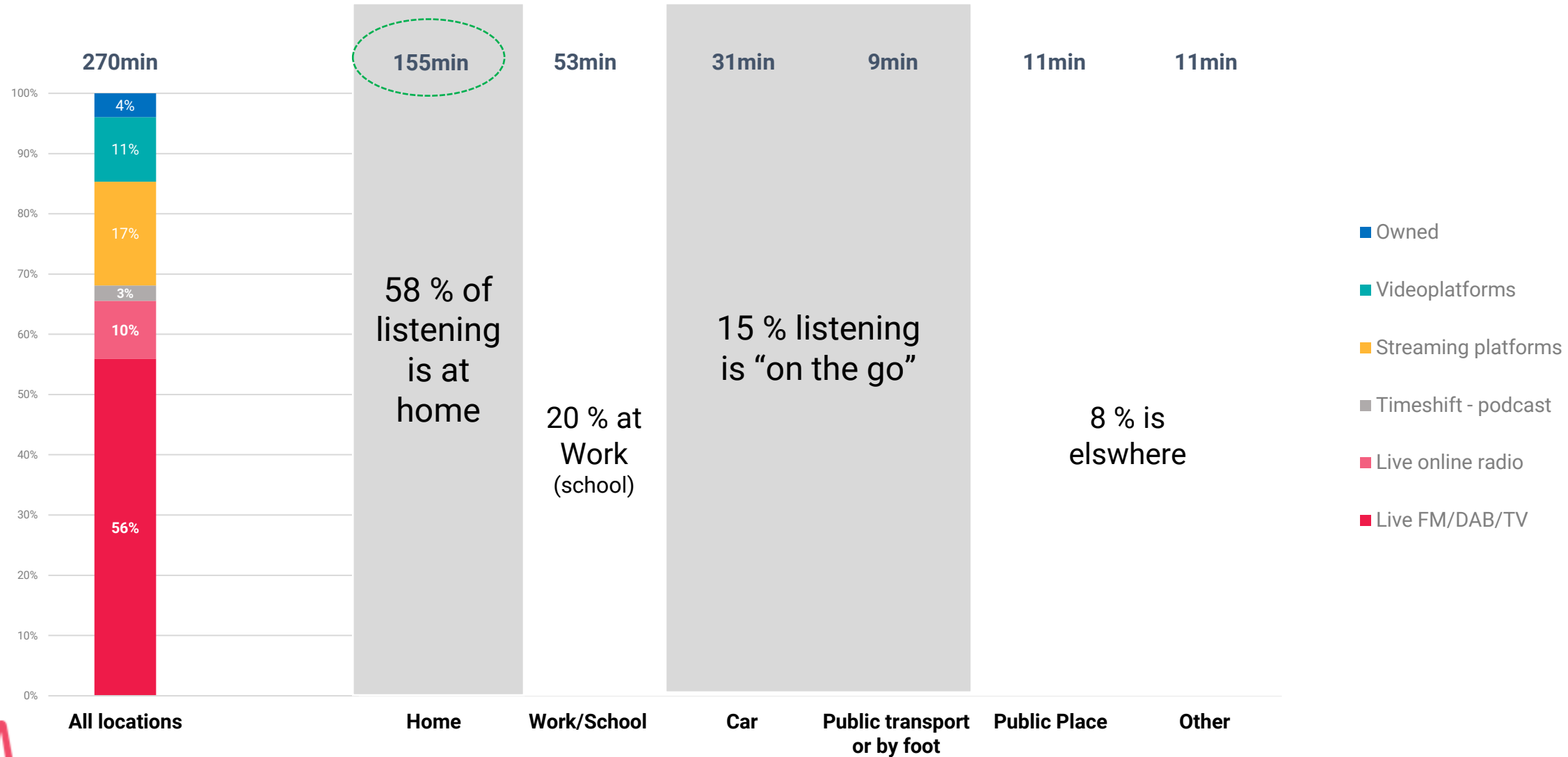
Monday-Sunday - 12-74 – National



Source : CIM Audio Time 2025

Share of Audio PLACES

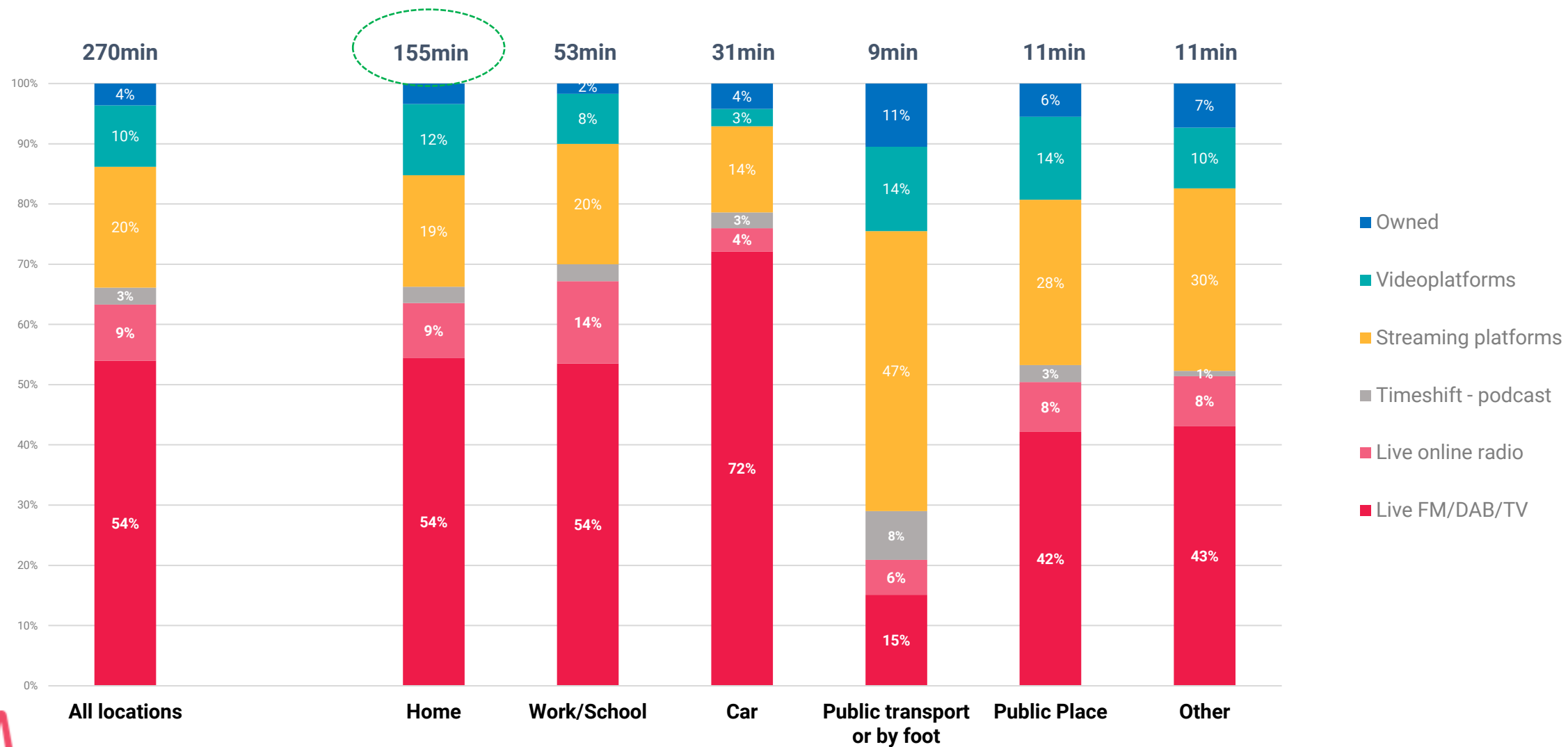
Monday-Sunday - 12-74 – National



Source : CIM Audio Time 2025

Share of Audio PLACES

Monday-Sunday - 12-74 – National



Source : CIM Audio Time 2025

Recording of the webinar is
available on www.thinkvia.be

