



CIM
Audio Time
2024



CIM Audio Time 2024 – Third Edition



What is CIM Audio Time ?

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

Including **local and international** players

At quarter hour level for one day including :

- Audiotype
- Brand
- Device
- Location

This is the third edition of CIM Audio Time

1st edition : November – December 2021

2nd edition: October – December 2022

3rd edition : October – December 2023



CIM Audio Time 24 – The survey



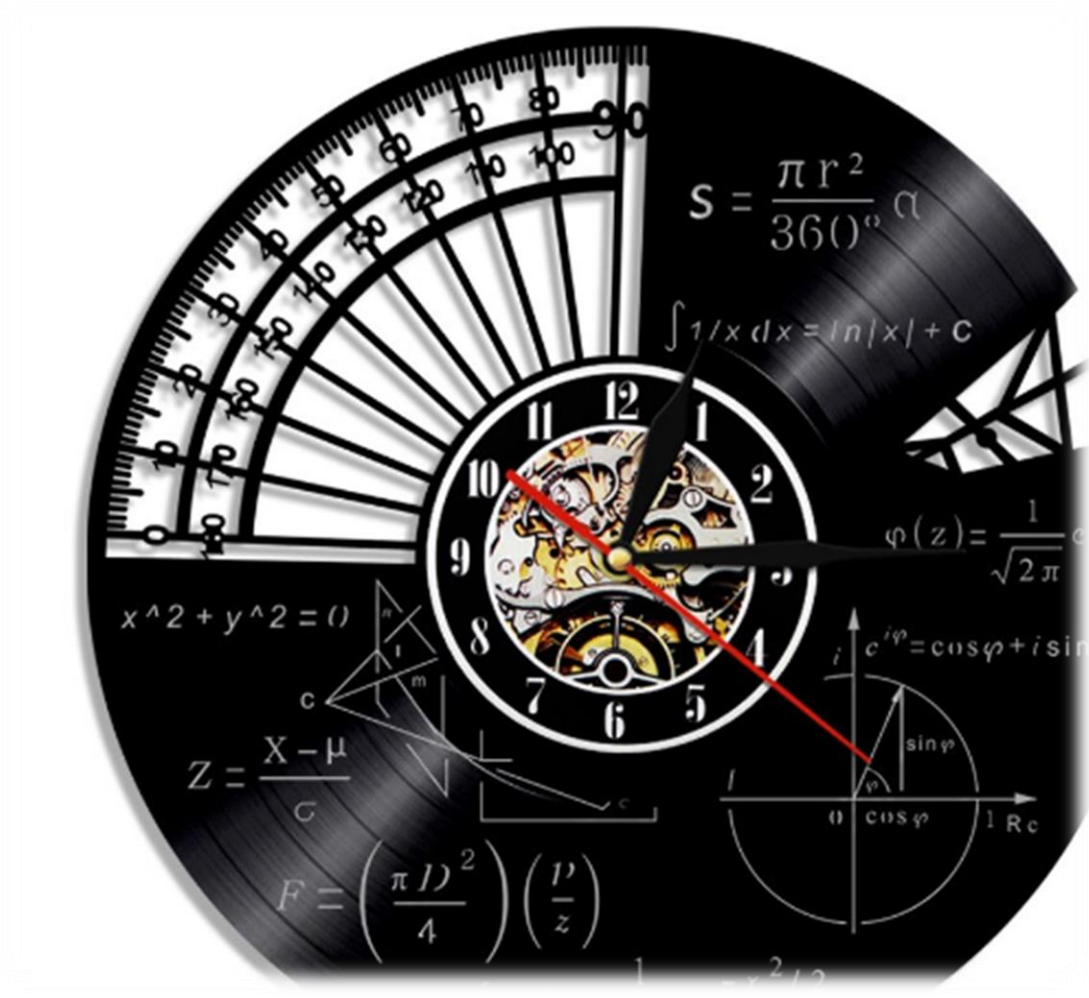
Online Survey (CAWI)



interviews : 4.167
Universe: Belgium 12-74



October – December 23





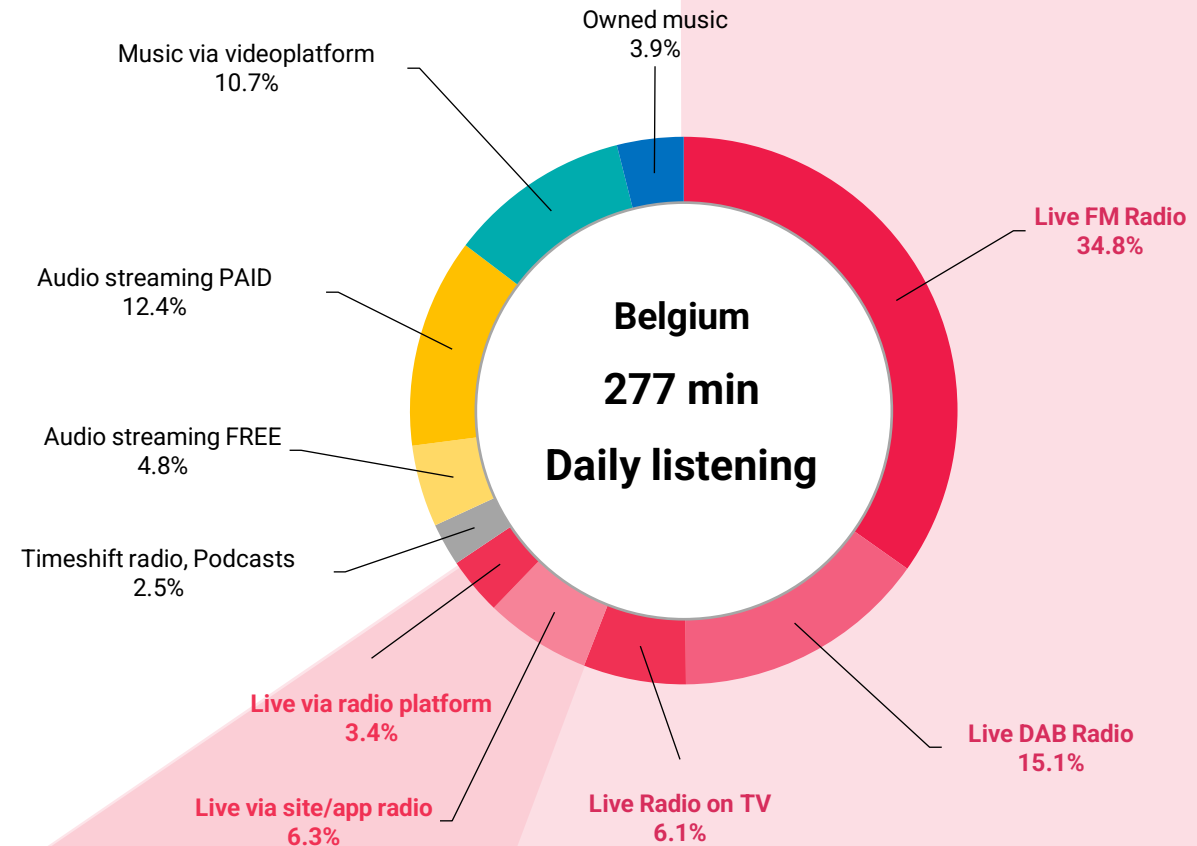
Audio touchpoints

- **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** – streaming audio services like Spotify, Apple music, Deezer that are not paid for
- **Audio Streaming services PAID** – « premium » streaming audio services like Spotify, Apple music, Deezer that are 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 2024

Monday-Sunday - 12-74
Total Belgium

Live radio account for **65.6%**
of all audio consumption



12.4 % of live radio is Online

Belgium North & South – listening minutes

Two distinct markets

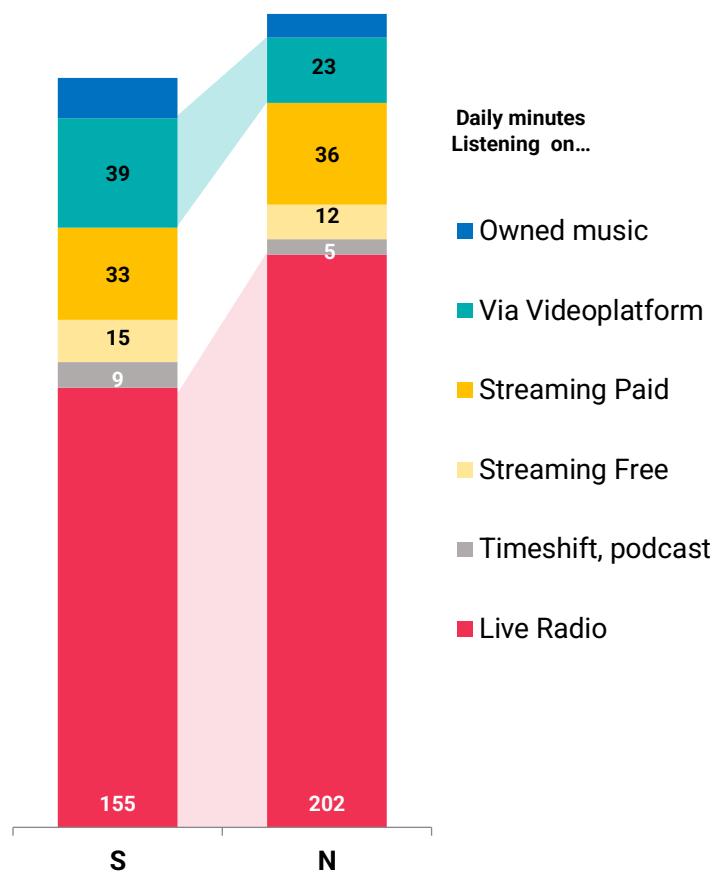
Audiotypes



265 minutes of
daily audio listening

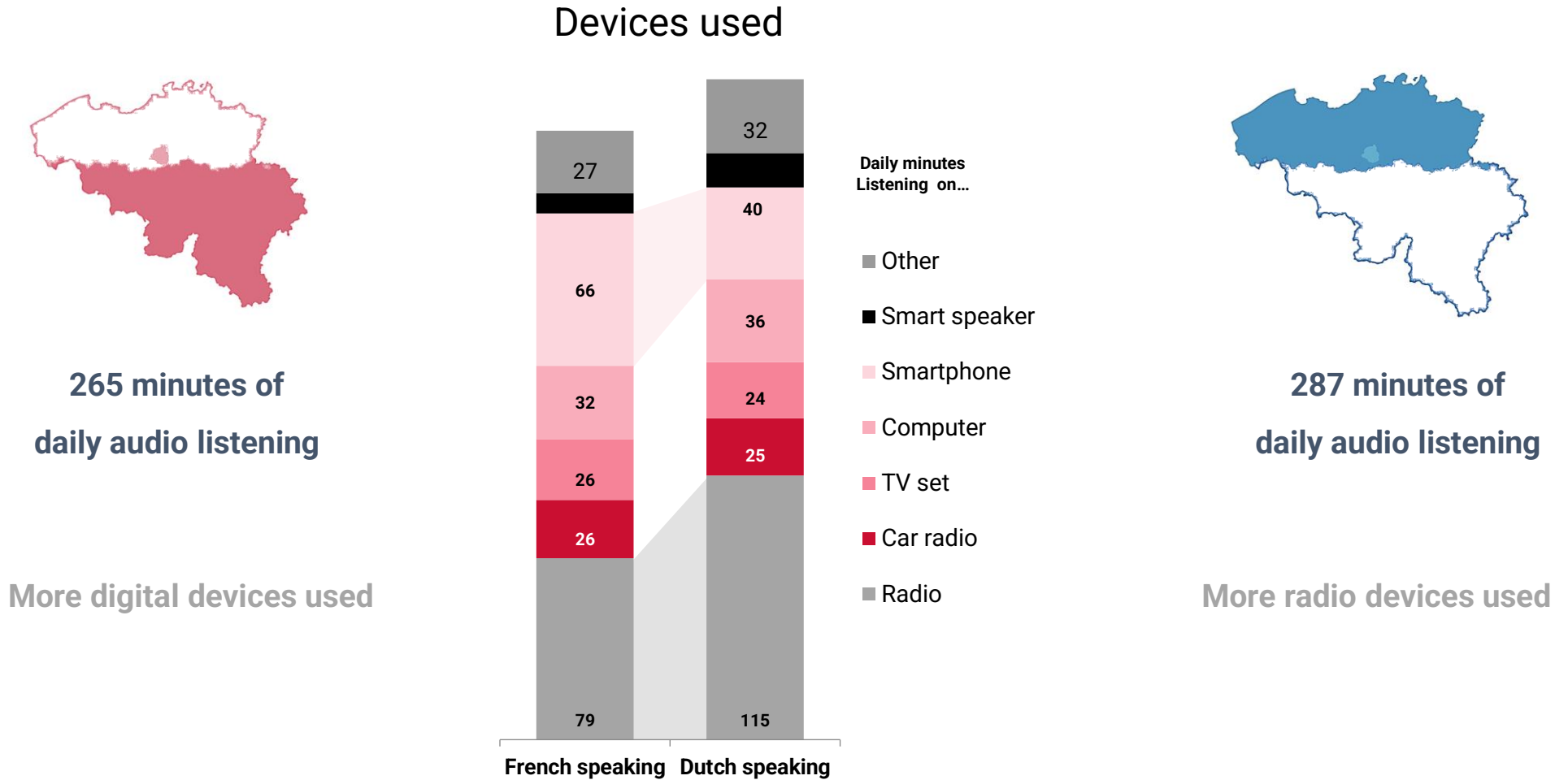


287 minutes of
daily audio listening



Belgium North & South – listening minutes

Two distinct markets



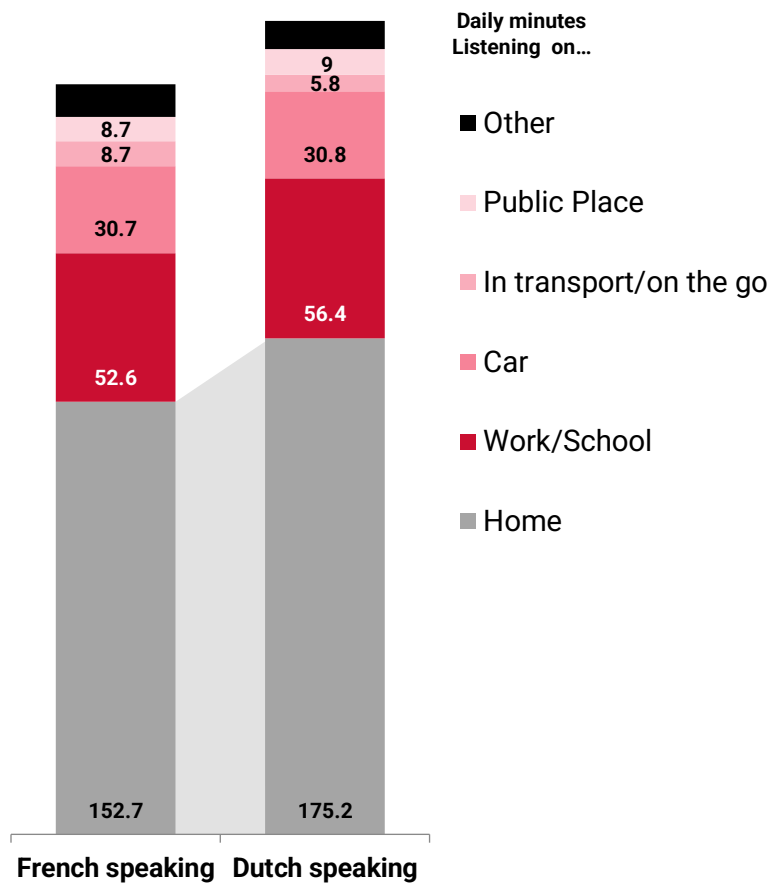
Belgium North & South – listening minutes

Two distinct markets



265 minutes of daily audio listening

Locations



287 minutes of daily audio listening

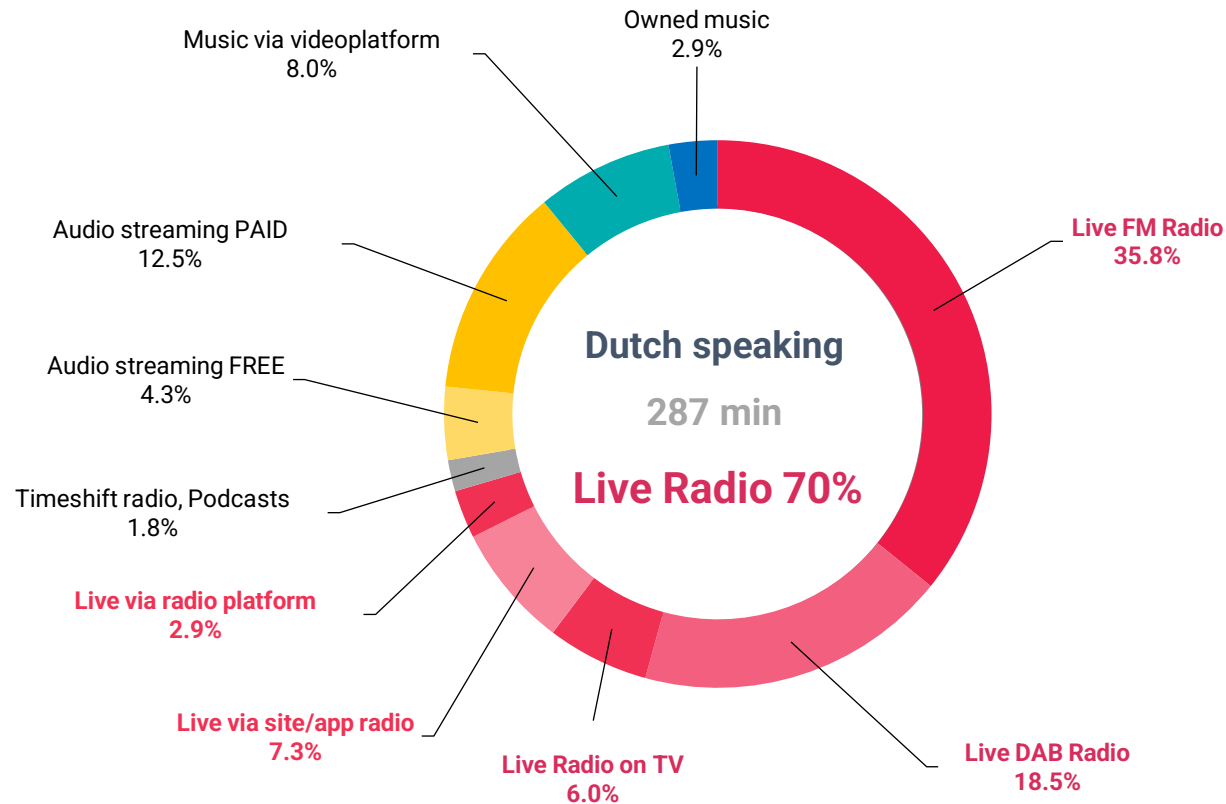
More listening at home



Share of Audio & Daily reach

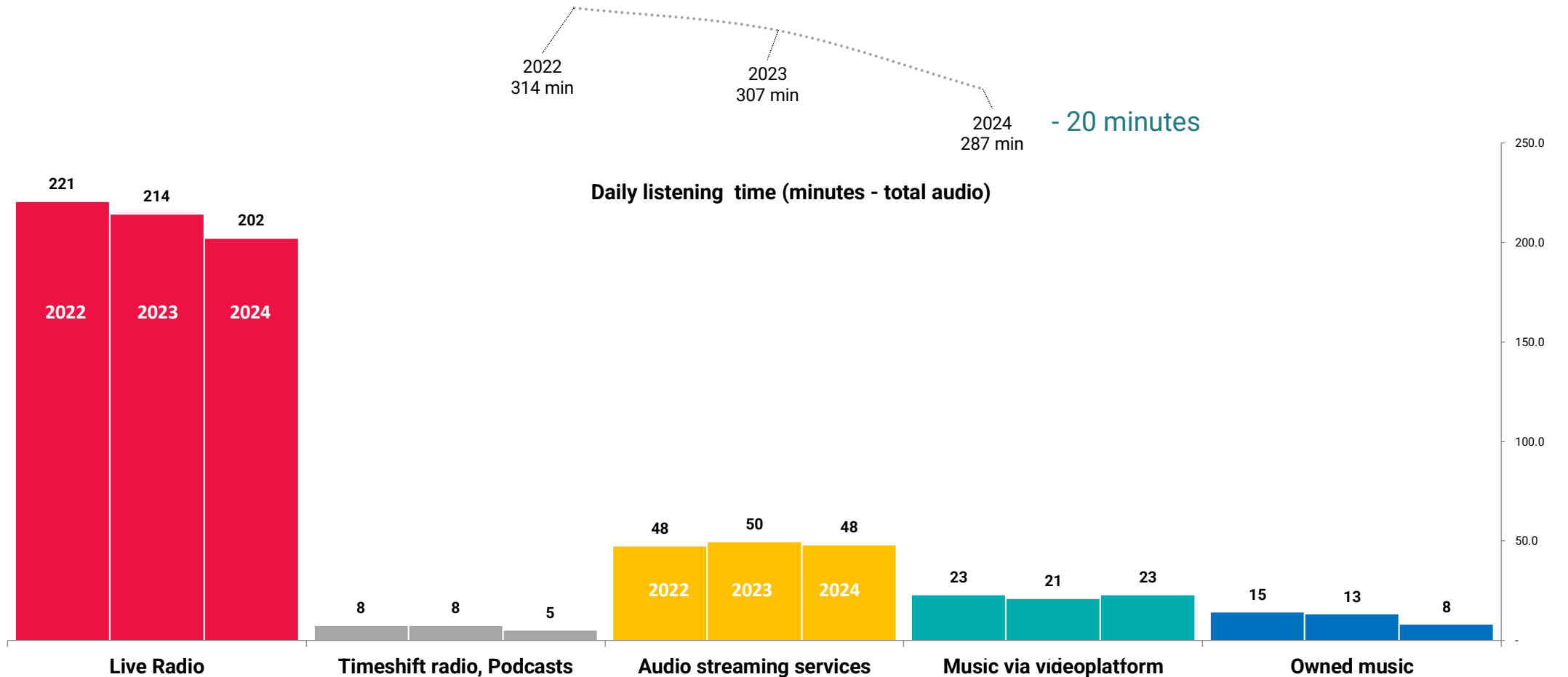
Share of Audio 2024

Monday-Sunday - 12-74 – Dutch Speaking



Evolution of audio time spent in minutes

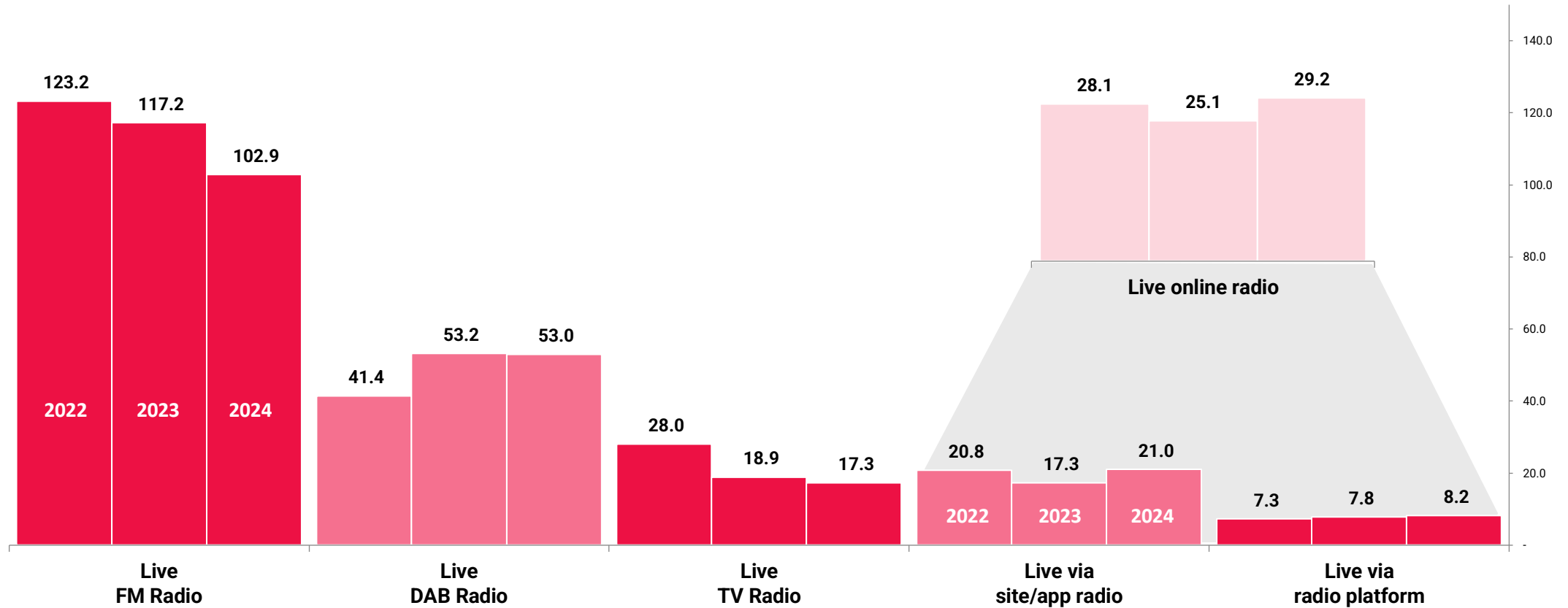
Monday-Sunday - 12-74 – Dutch speaking



Evolution of audio time spent in minutes

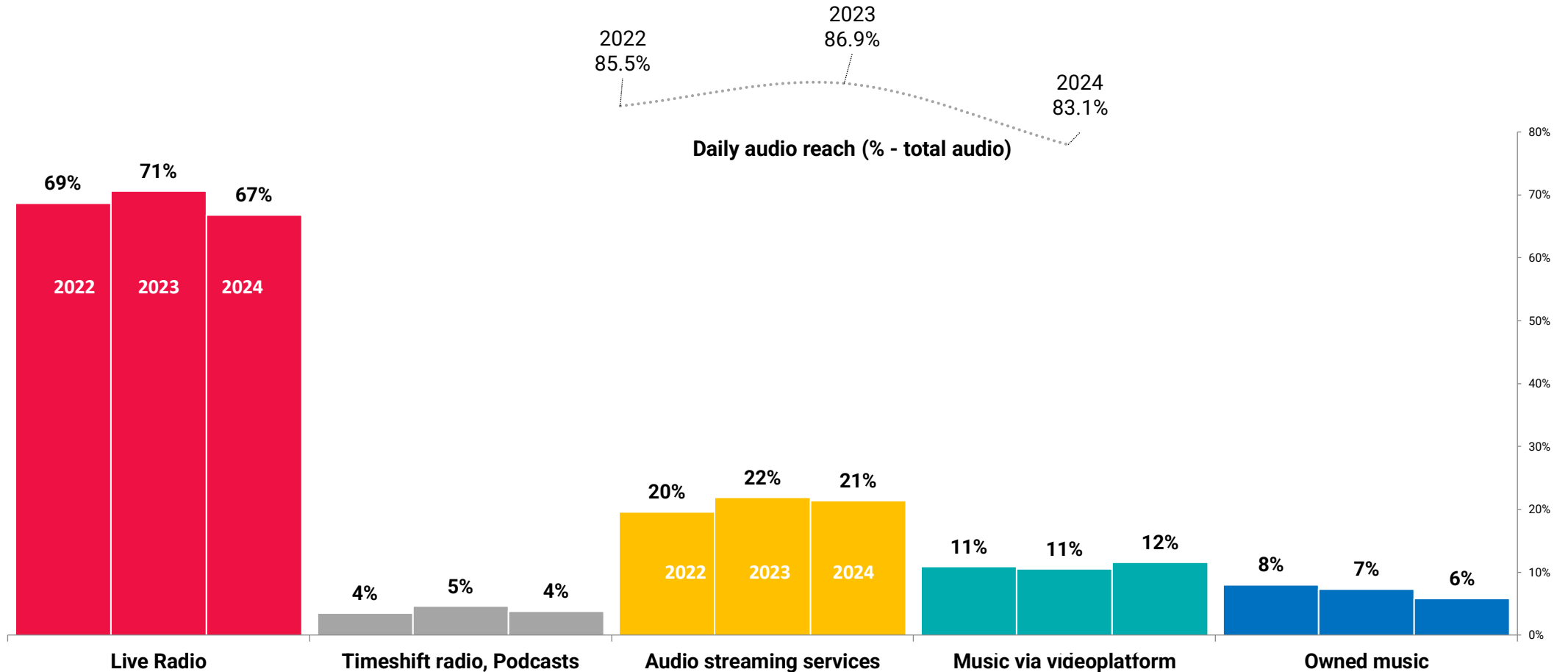


Monday-Sunday - 12-74 – Dutch speaking – breakdown of LIVE radio



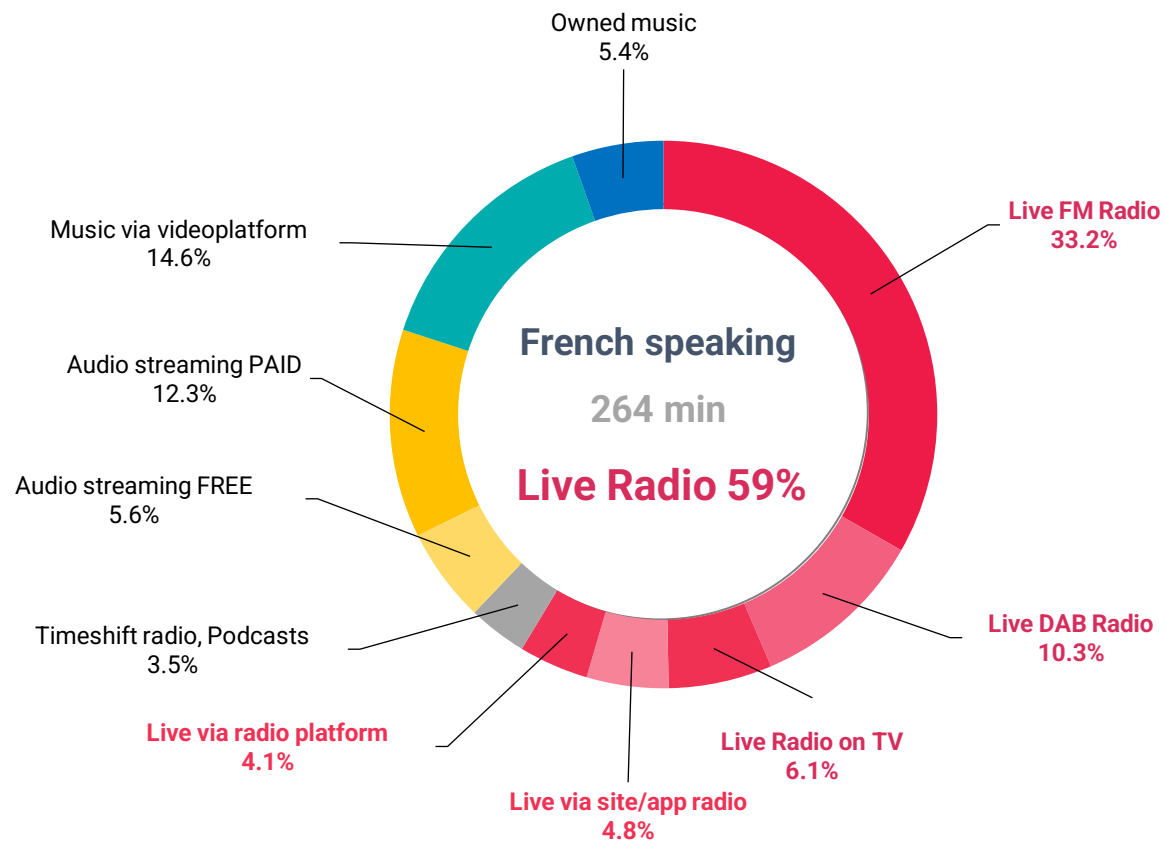
Audio Daily Reach evolution in %

Monday-Sunday - 12-74 – Dutch speaking



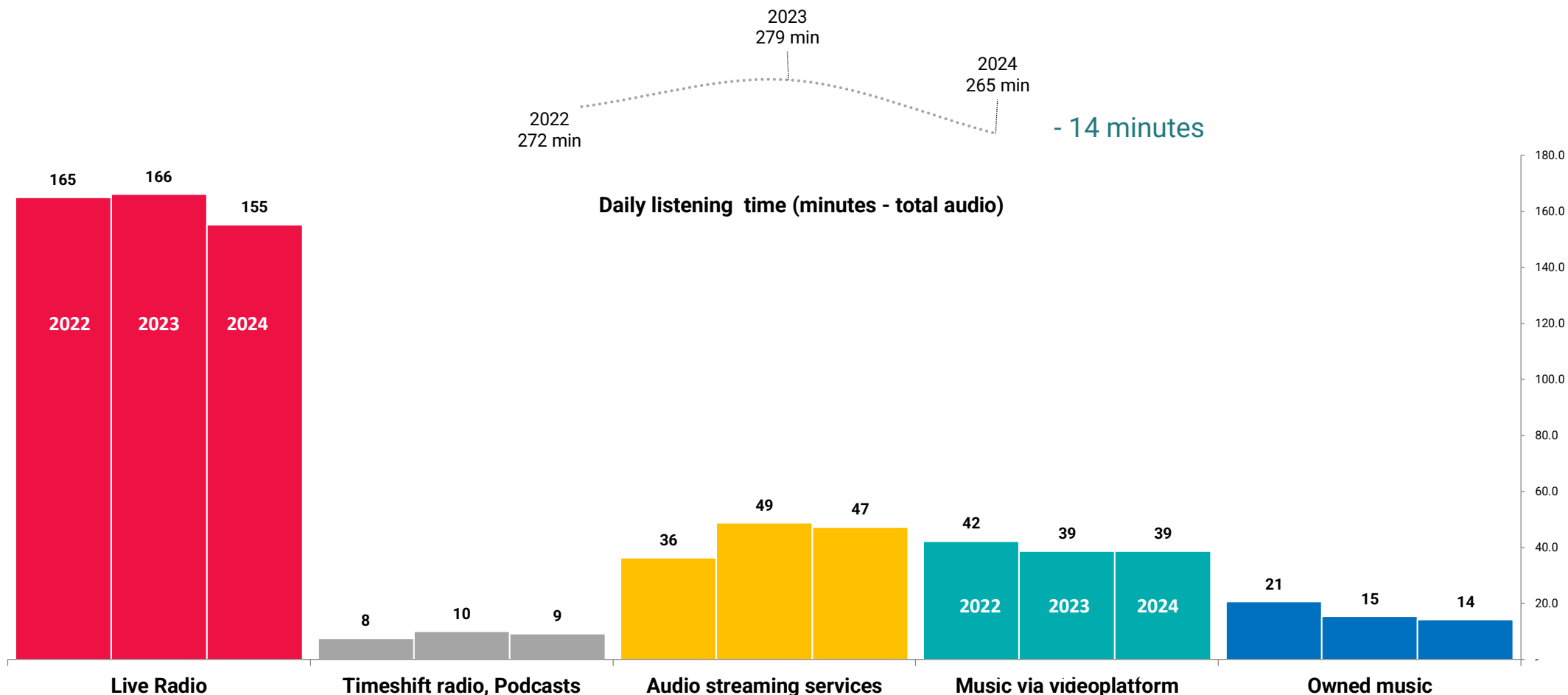
Share of Audio 2024

Monday-Sunday - 12-74 – French Speaking



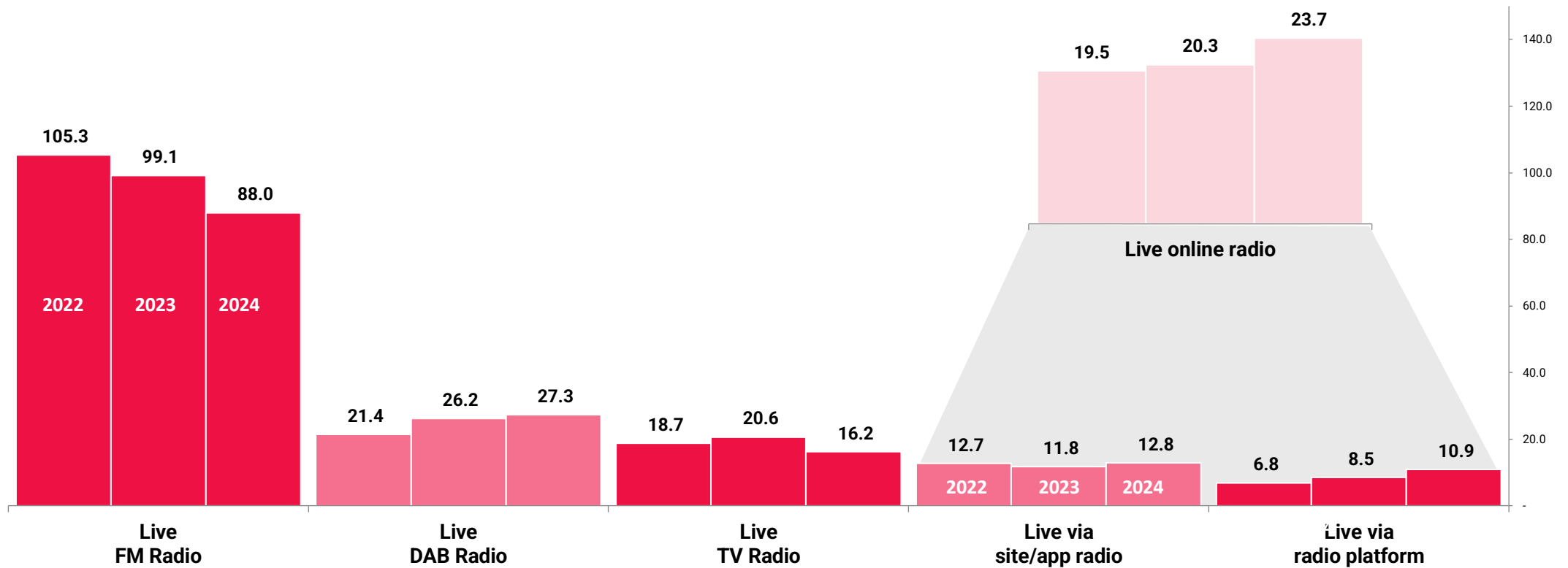
Evolution of audio time spent in minutes

Monday-Sunday - 12-74 – French speaking



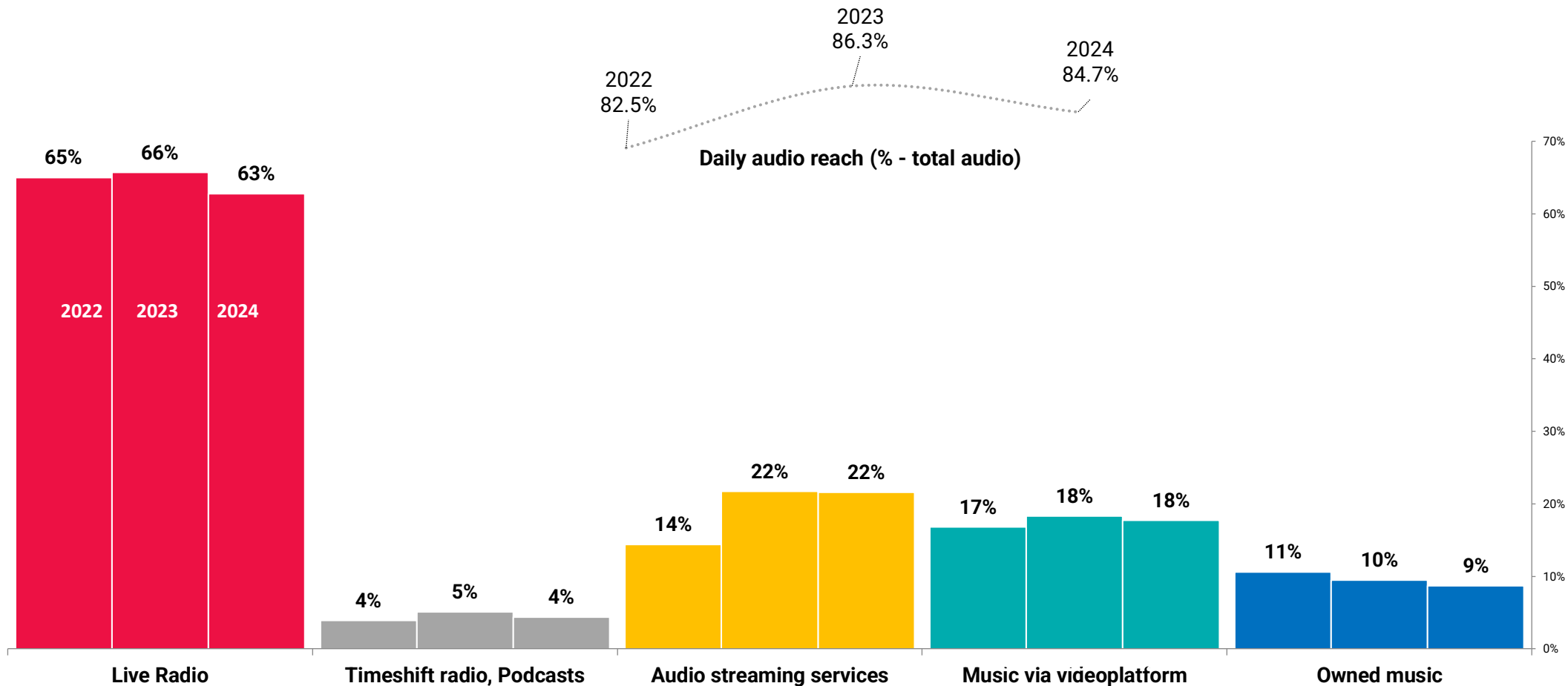
Evolution of audio time spent in minutes

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



Audio Daily Reach evolution in %

Monday-Sunday - 12-74 – French speaking

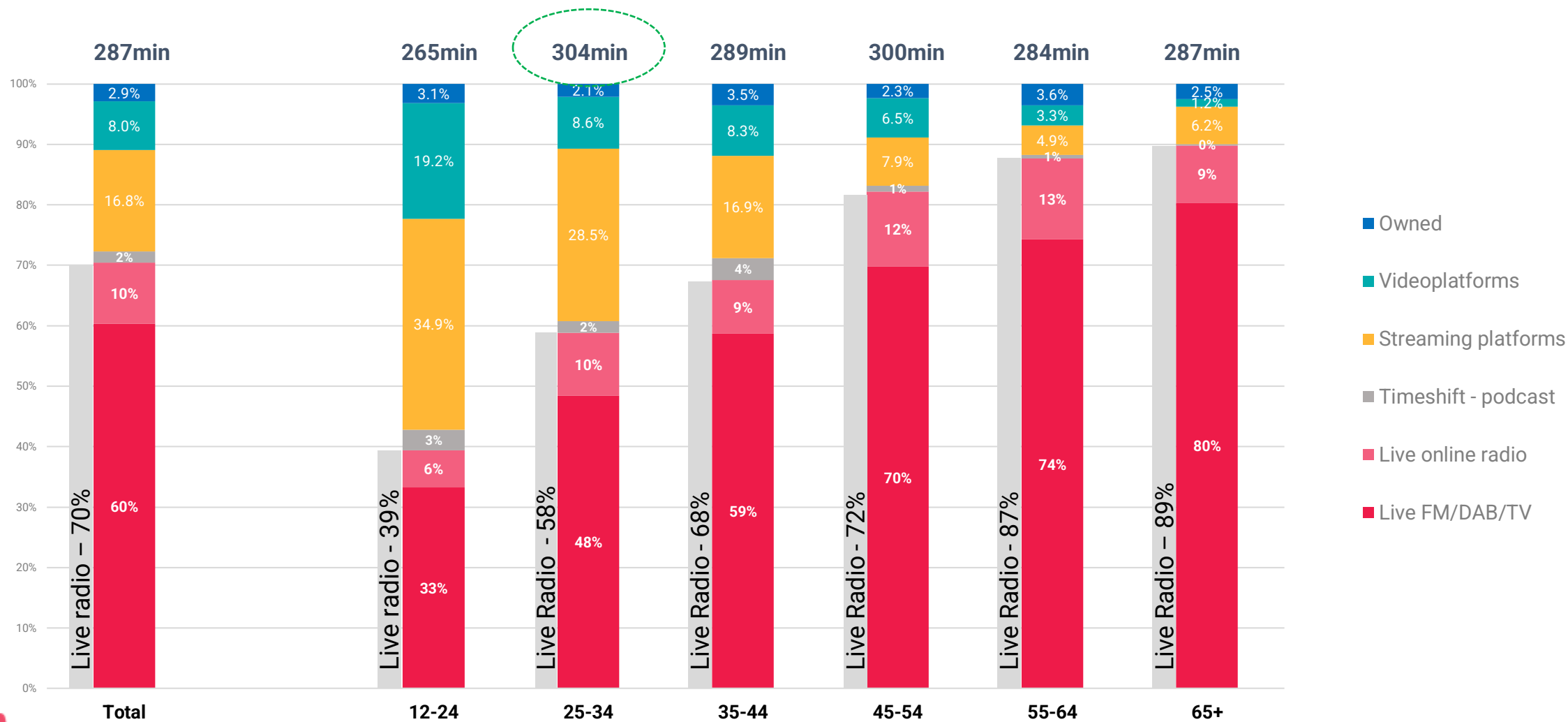




Socio-demo differences

Breakdown by ages in minutes

Monday-Sunday - 12-74 – Dutch speaking



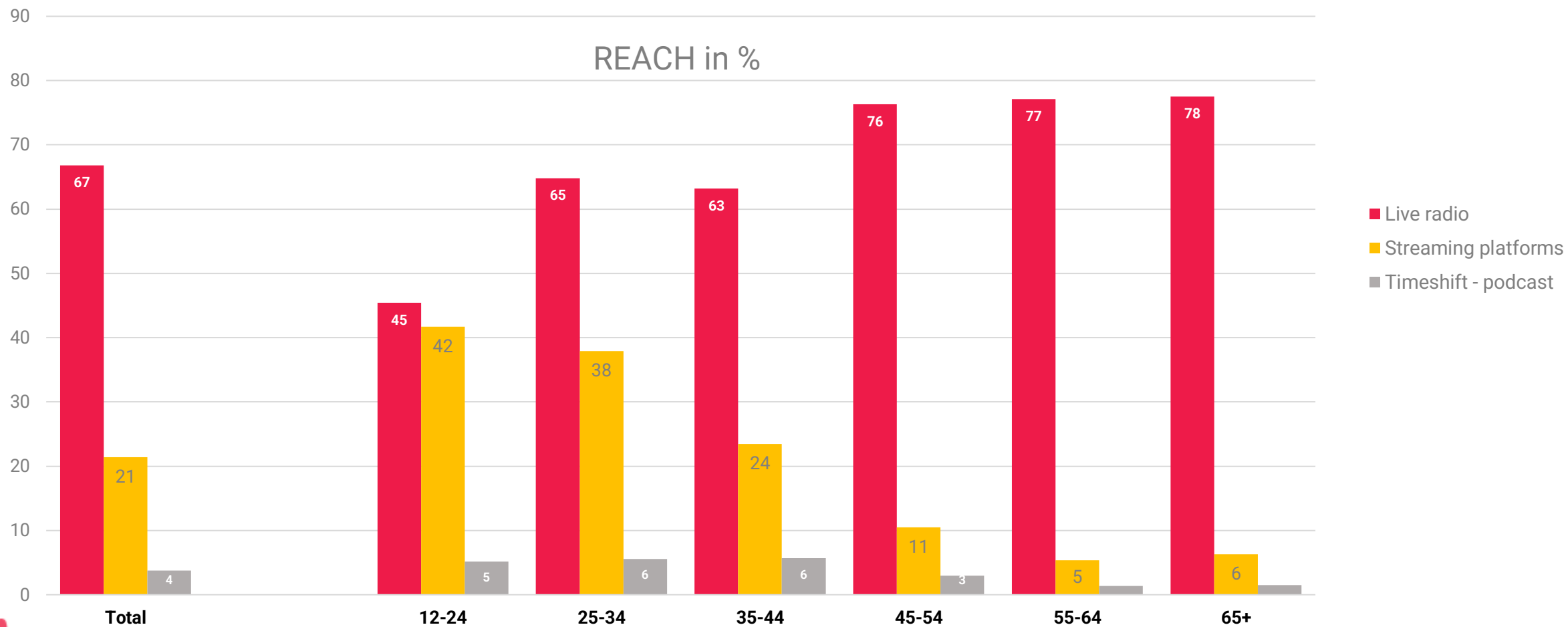
- Owned
- Videoplatforms
- Streaming platforms
- Timeshift - podcast
- Live online radio
- Live FM/DAB/TV



Source : CUM Audio Time 2024

REACH of audio types by age

Monday-Sunday - 12-74 – Dutch speaking

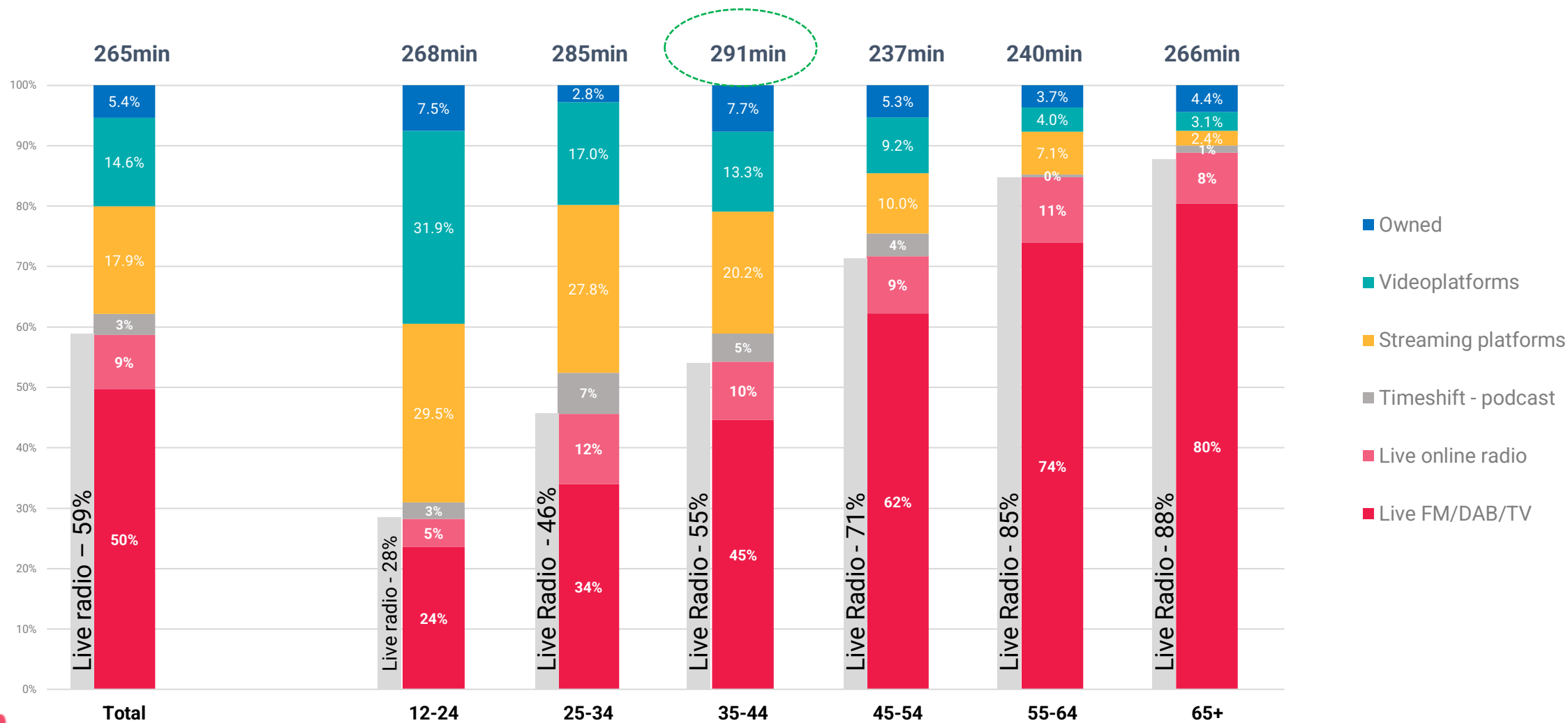


Source : CUM Audio Time 2024



Breakdown by ages in minutes

Monday-Sunday - 12-74 – French speaking

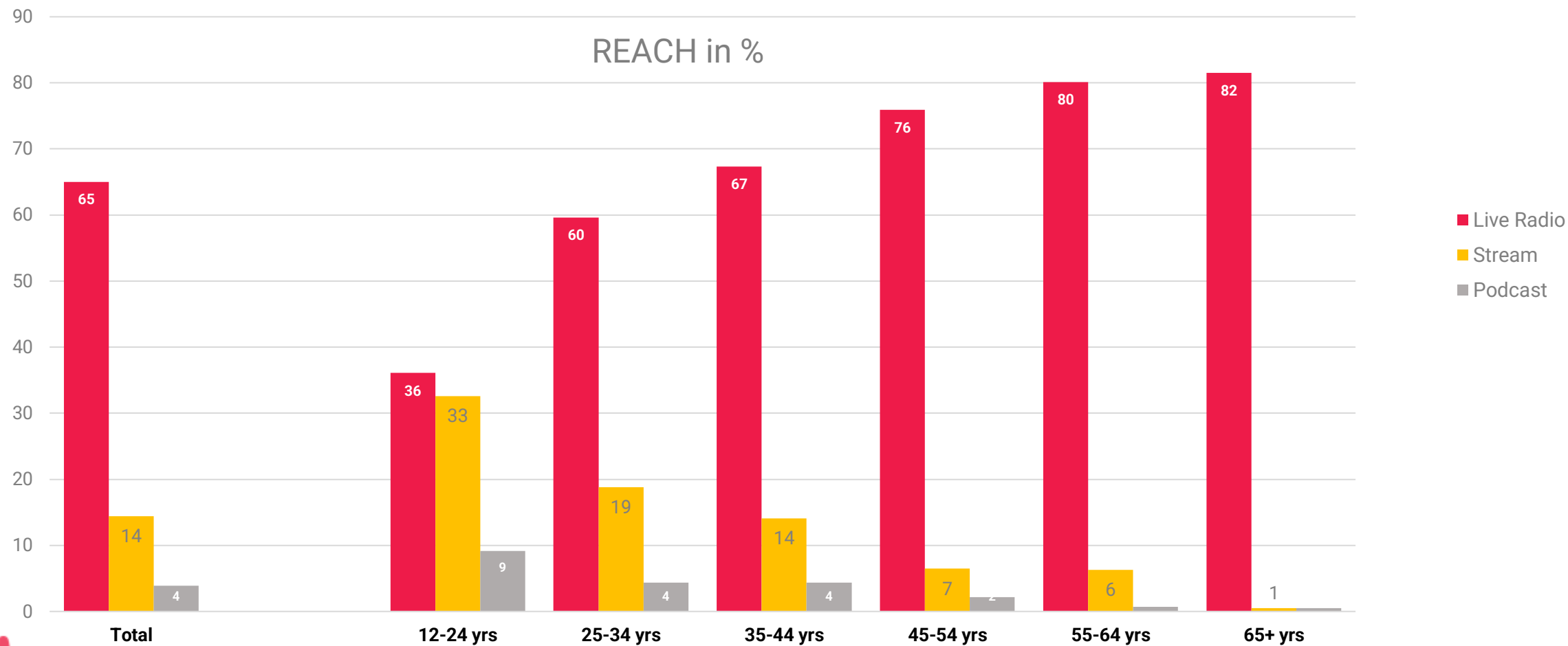


- Owned
- Videoplatforms
- Streaming platforms
- Timeshift - podcast
- Live online radio
- Live FM/DAB/TV



REACH of audio types by age

Monday-Sunday - 12-74 – French speaking

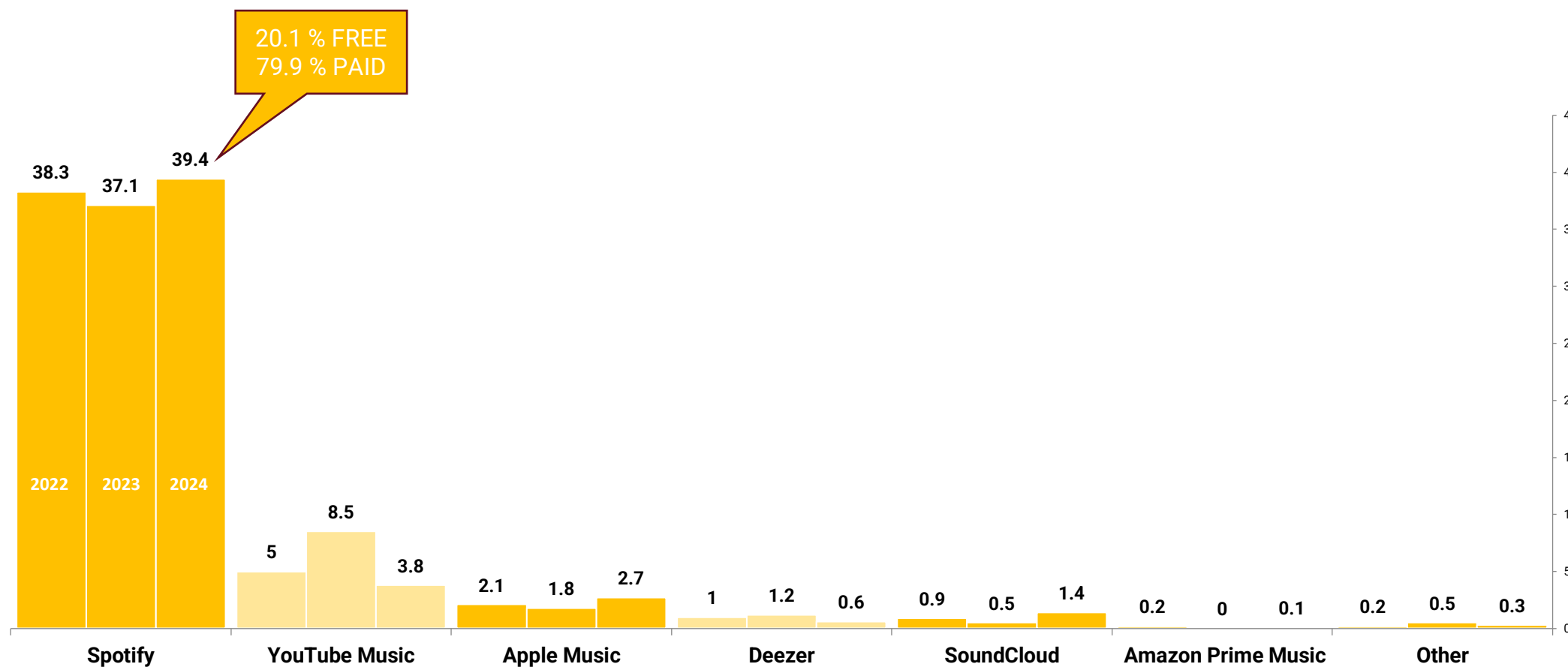




Streaming audio
Which brands?

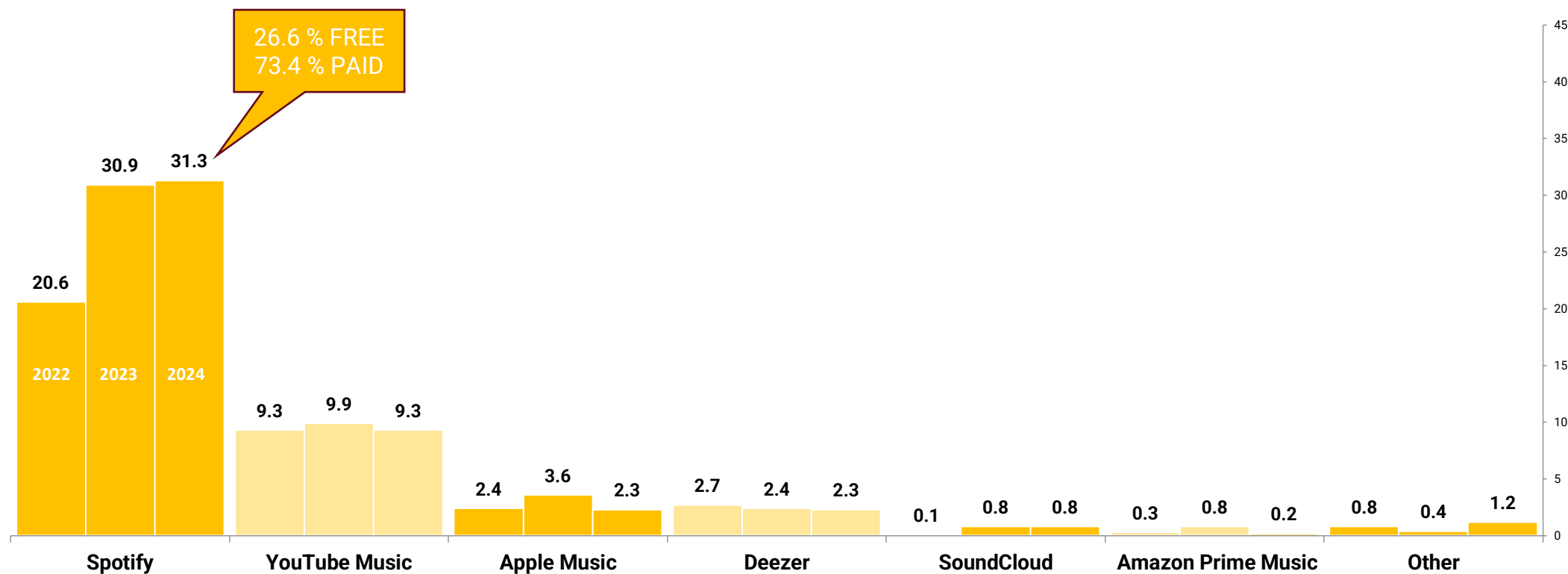
Evolution of audio streaming services in minutes

Monday-Sunday - 12-74 – Dutch speaking



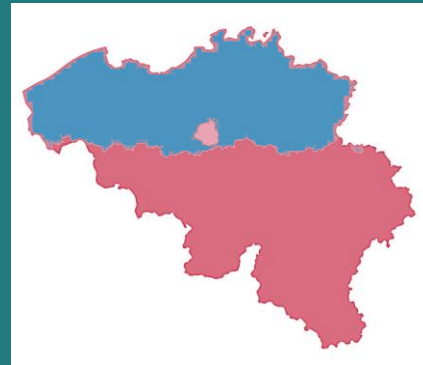
Evolution of audio streaming services in minutes

Monday-Sunday - 12-74 – French speaking



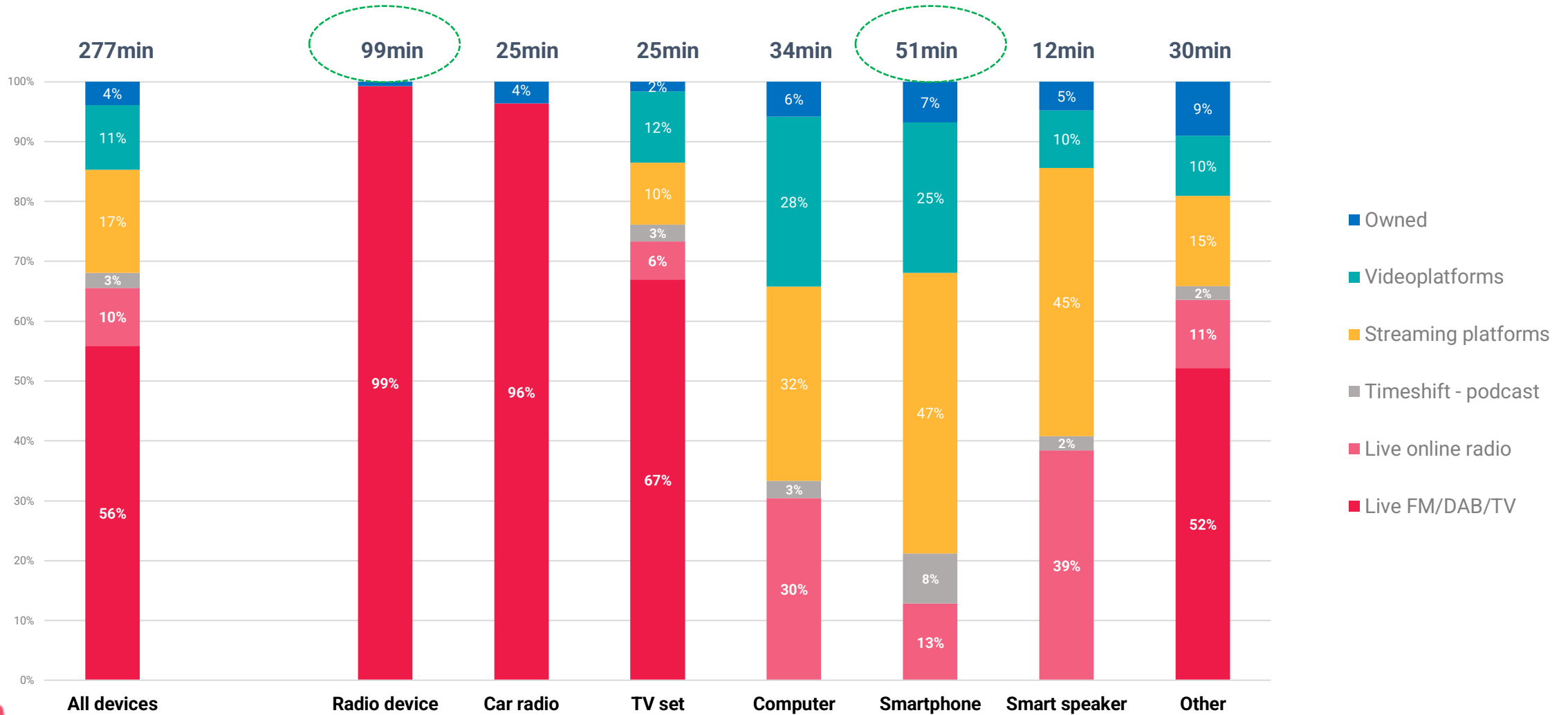


Devices, places (national)



Share of Audio DEVICES

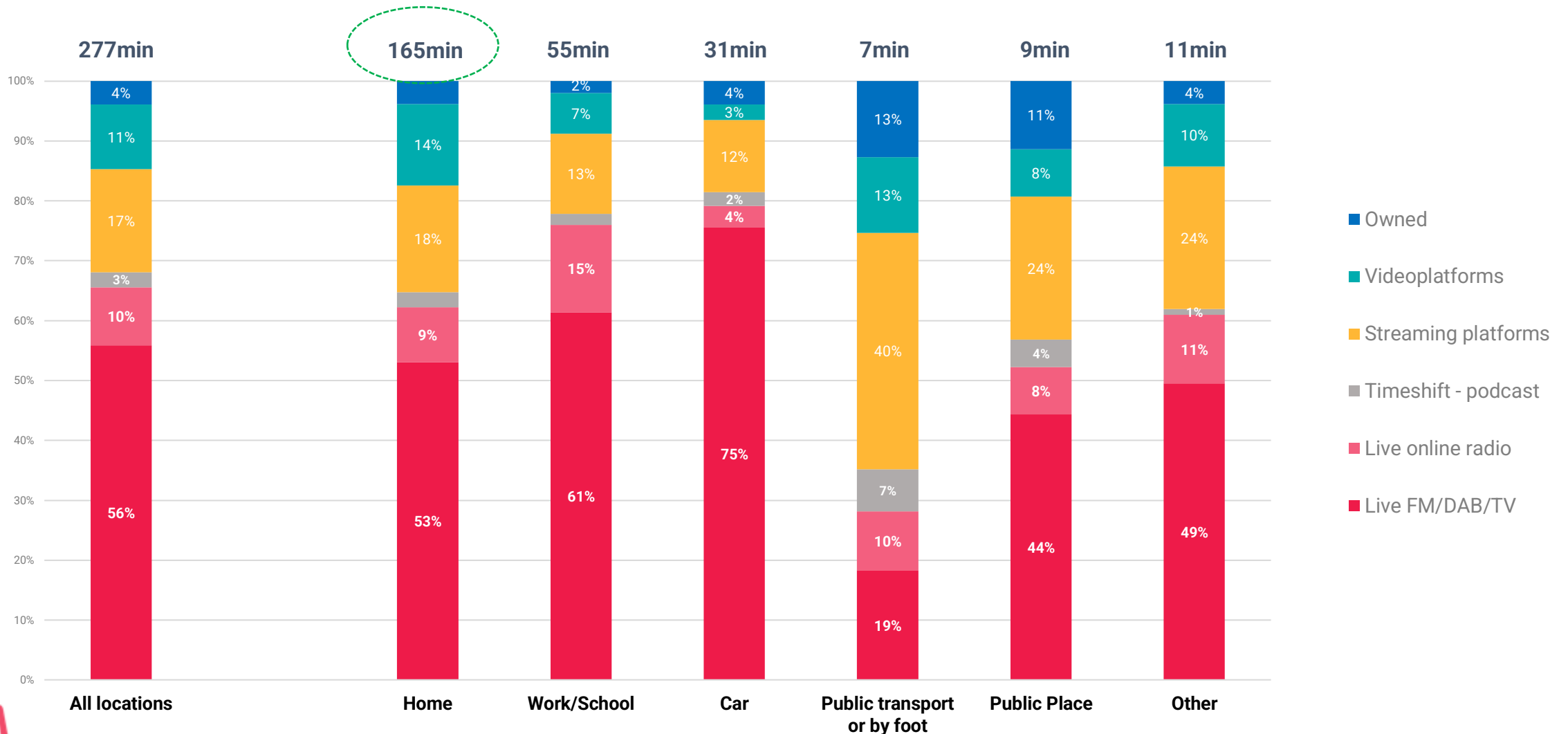
Monday-Sunday - 12-74 – National



Source : CUM Audio Time 2024

Share of Audio DEVICES

Monday-Sunday - 12-74 – National



Source : CUM Audio Time 2024



The recording of the
webinar is available
on thinkvia.be

