



CIM
Audio Time
2025



CIM Audio Time 24 – The survey



Online Survey (CAWI)



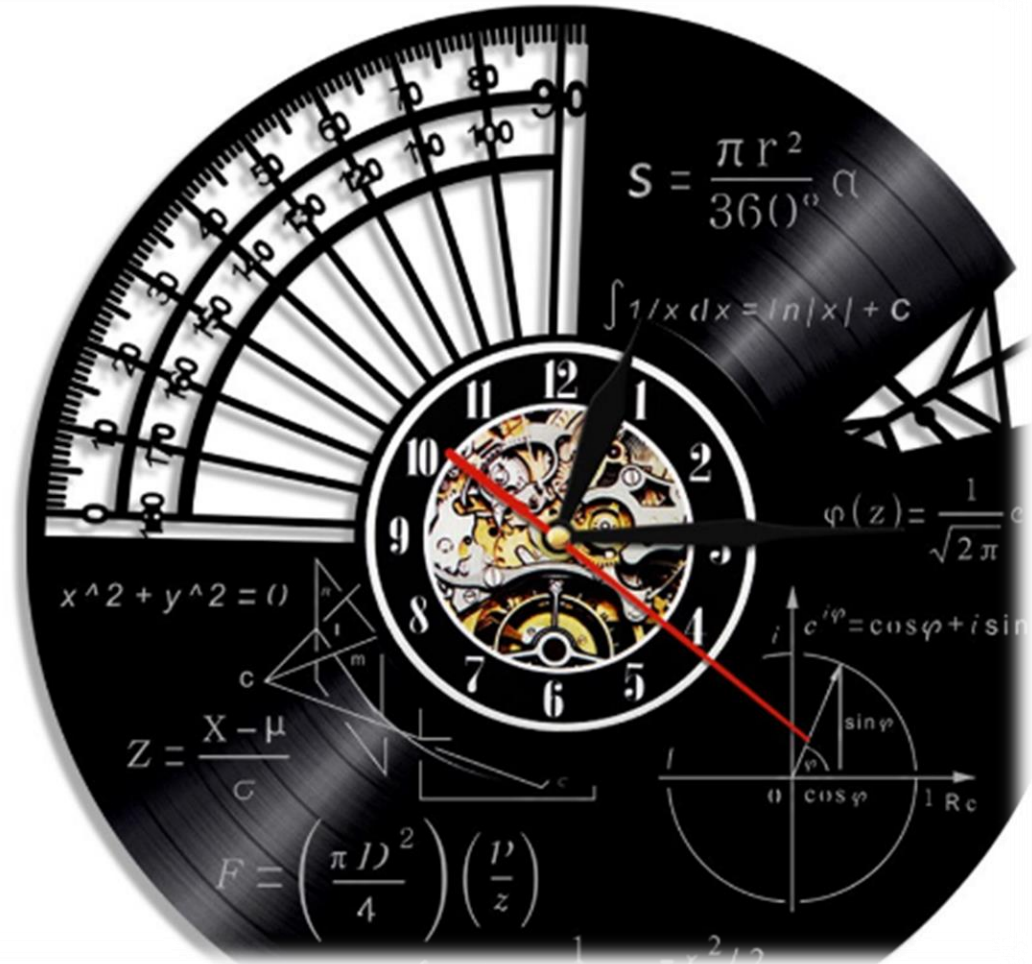
interviews : 4.009
Universe: Belgium 12-74



4th edition
October – December 24



Intake : **Total Audio** consumption habits & Socio-demo's
Listening diary : detailed audio consumption yesterday at quarter level
4 Dimensions : Audiotype, brand, location, device



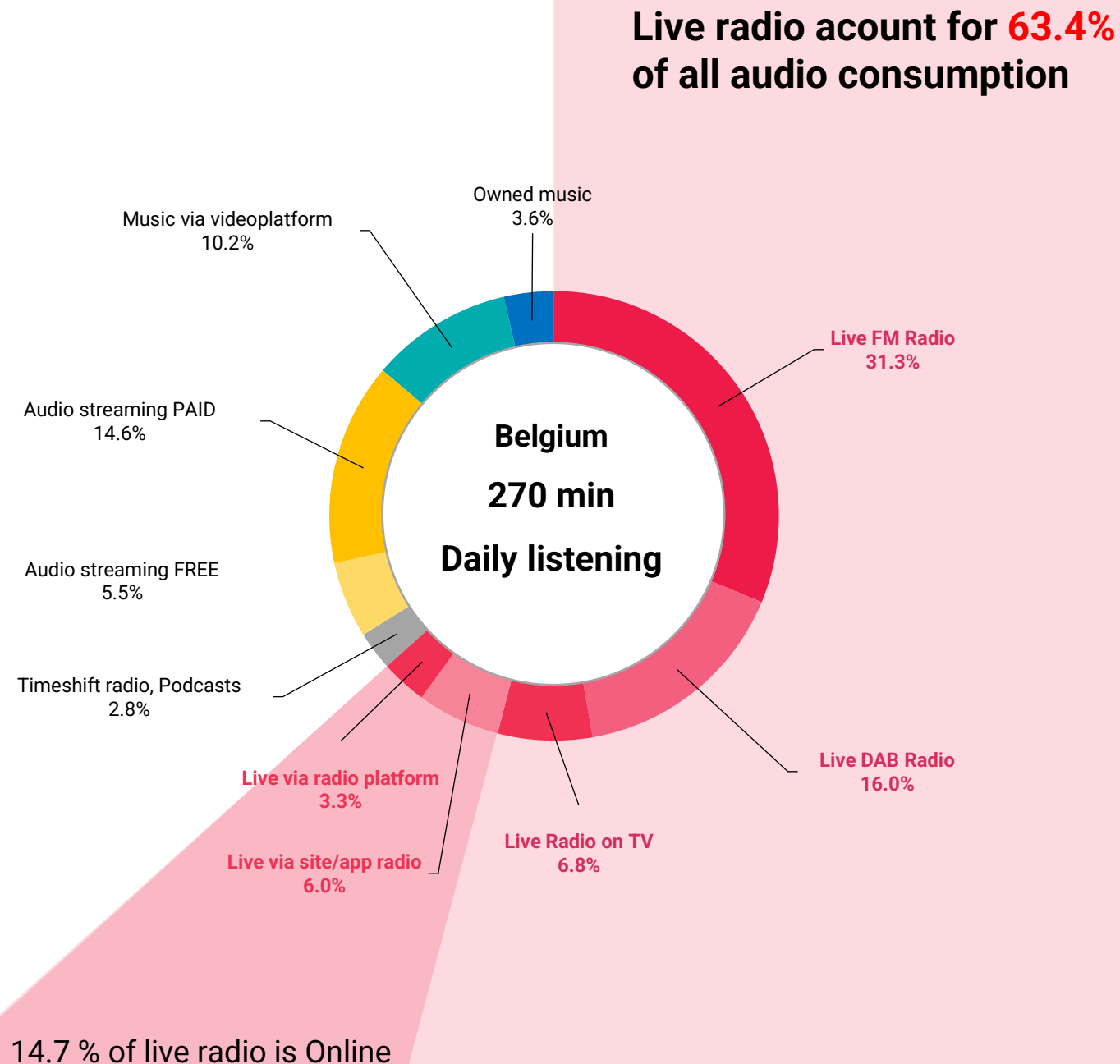


Audio touchpoints

- **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



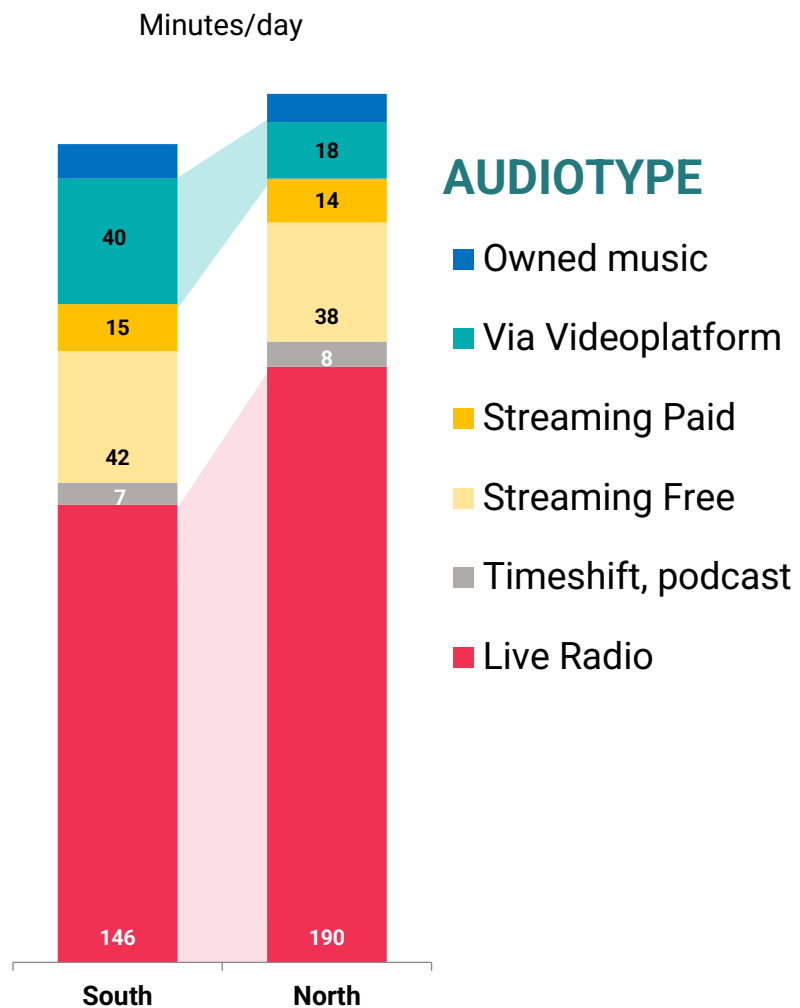
Source : CIM Audio Time 2025

Minutes by AUDIOTYPE

North & South : two distinct markets



**262 minutes of
daily audio listening**



**276 minutes of
daily audio listening**

Minutes by DEVICE

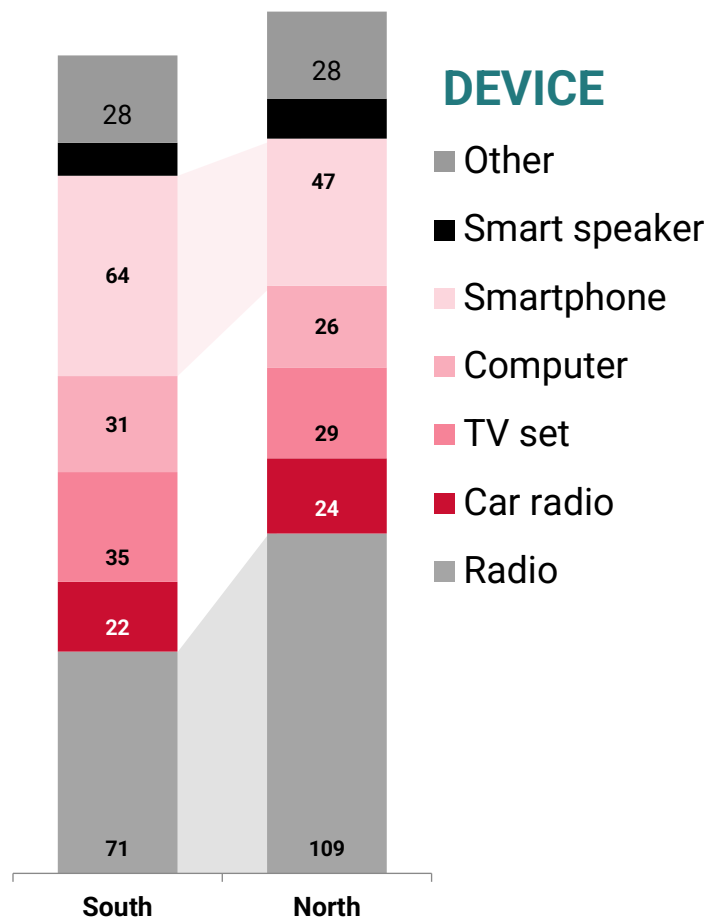
North & South : two distinct markets



262 minutes of
daily audio listening

More digital devices used

Minutes/day



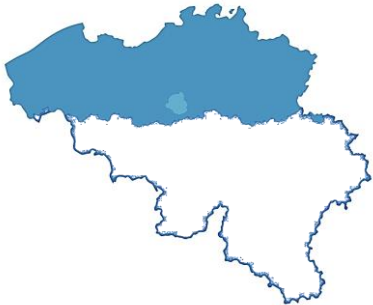
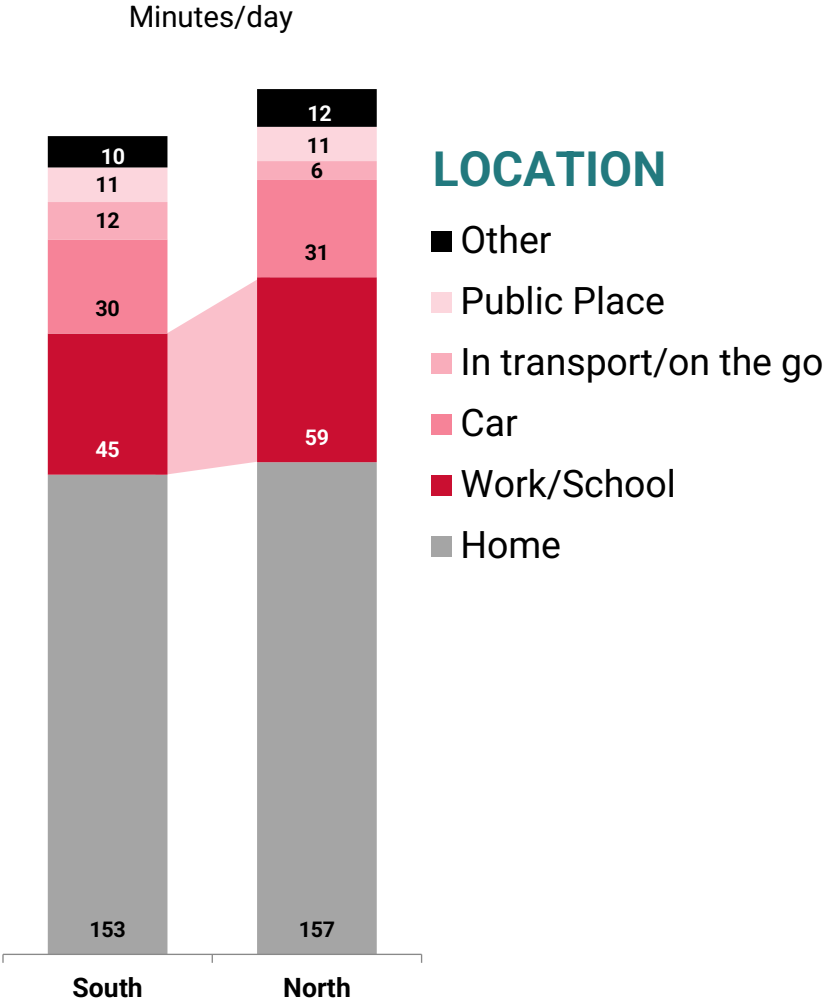
276 minutes of
daily audio listening

More radio devices used

Minutes by LOCATION

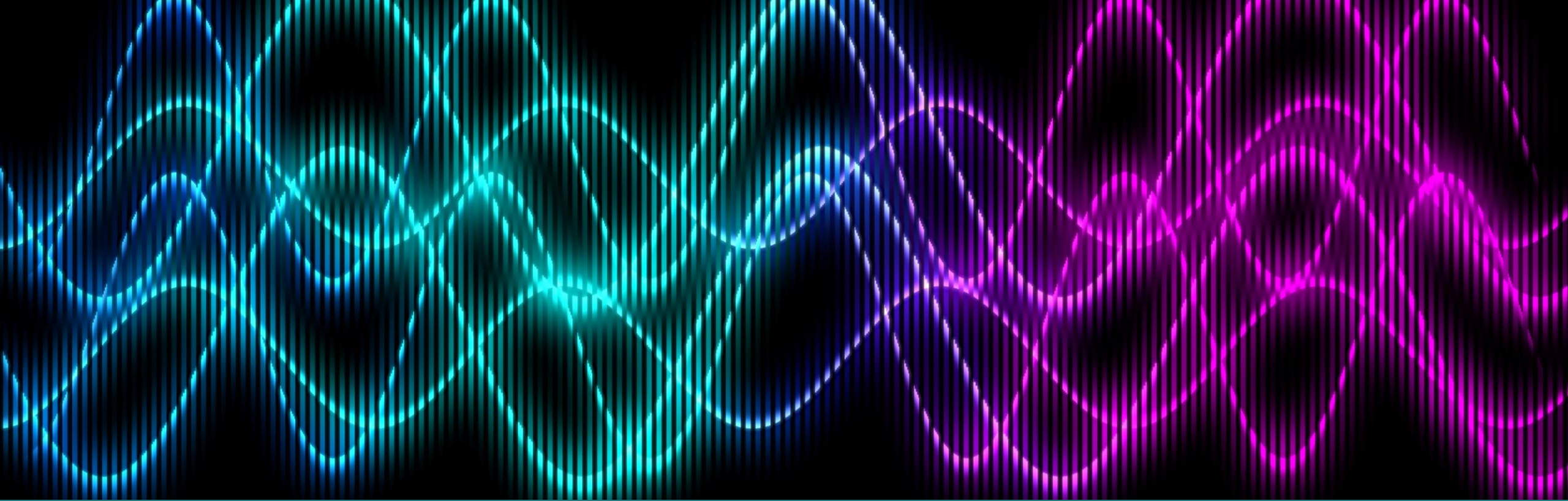


262 minutes of daily audio listening



276 minutes of daily audio listening

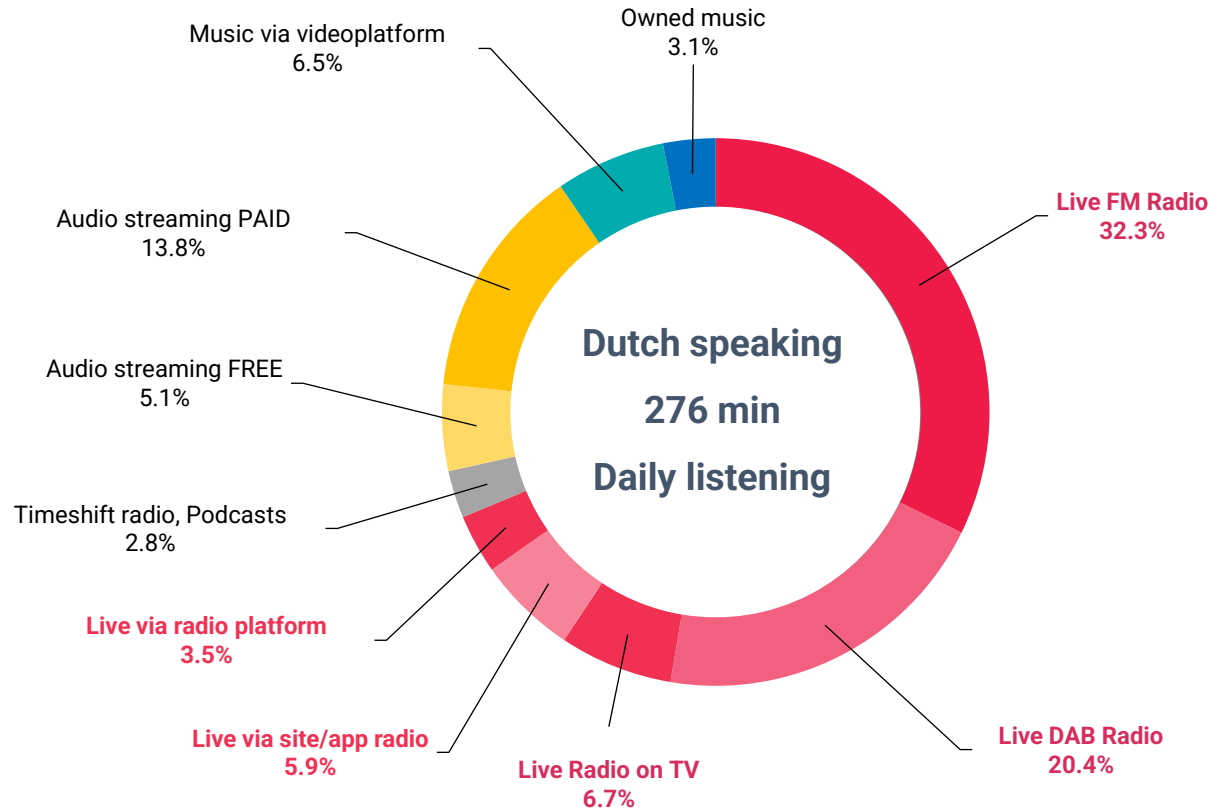
More listening at work



Share of Audio & Daily reach

Share of Audio 2025

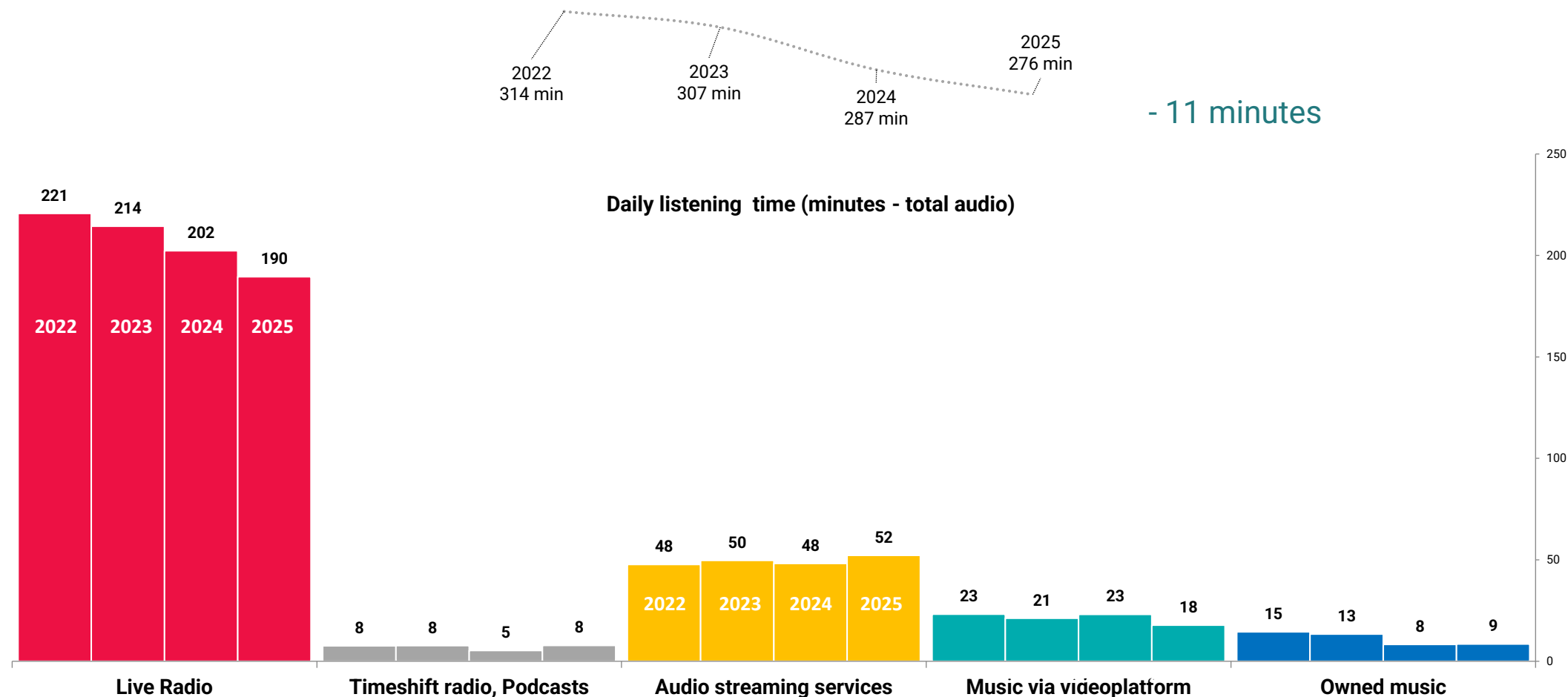
Monday-Sunday - 12-74 – Dutch Speaking



Live Radio 69%

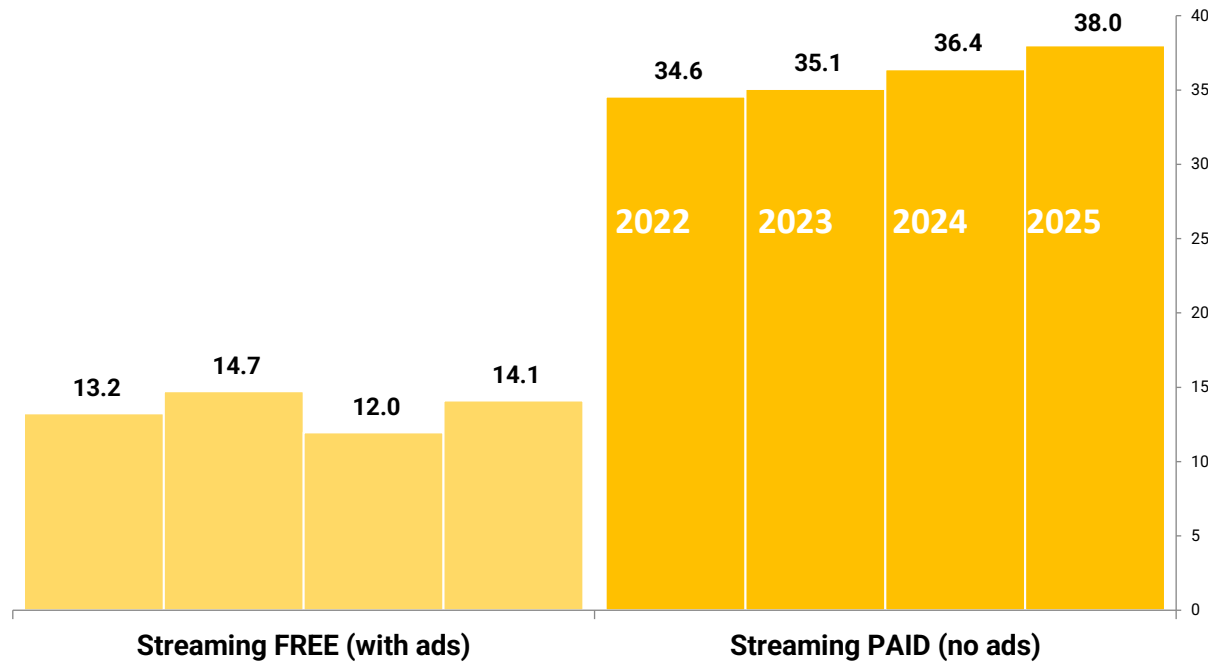
Evolution of audio **time spent** in minutes

Monday-Sunday - 12-74 – Dutch speaking



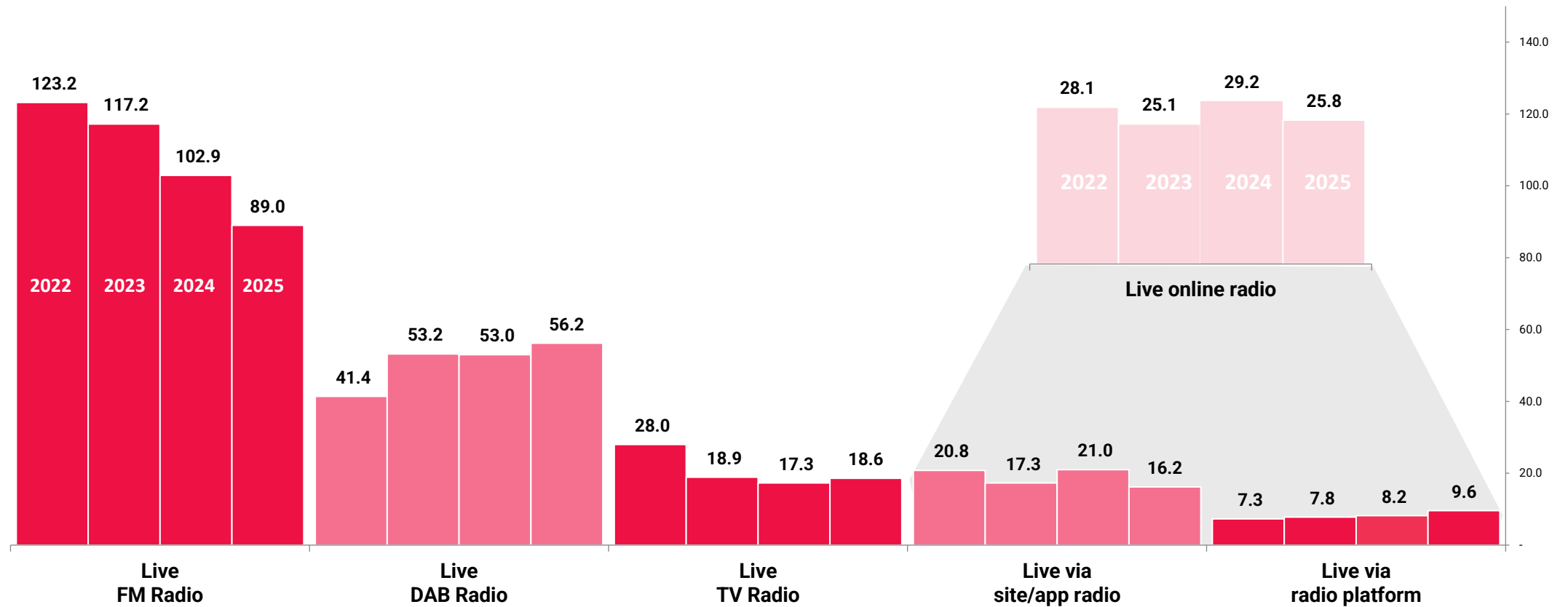
Evolution of audio **time spent** in minutes

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



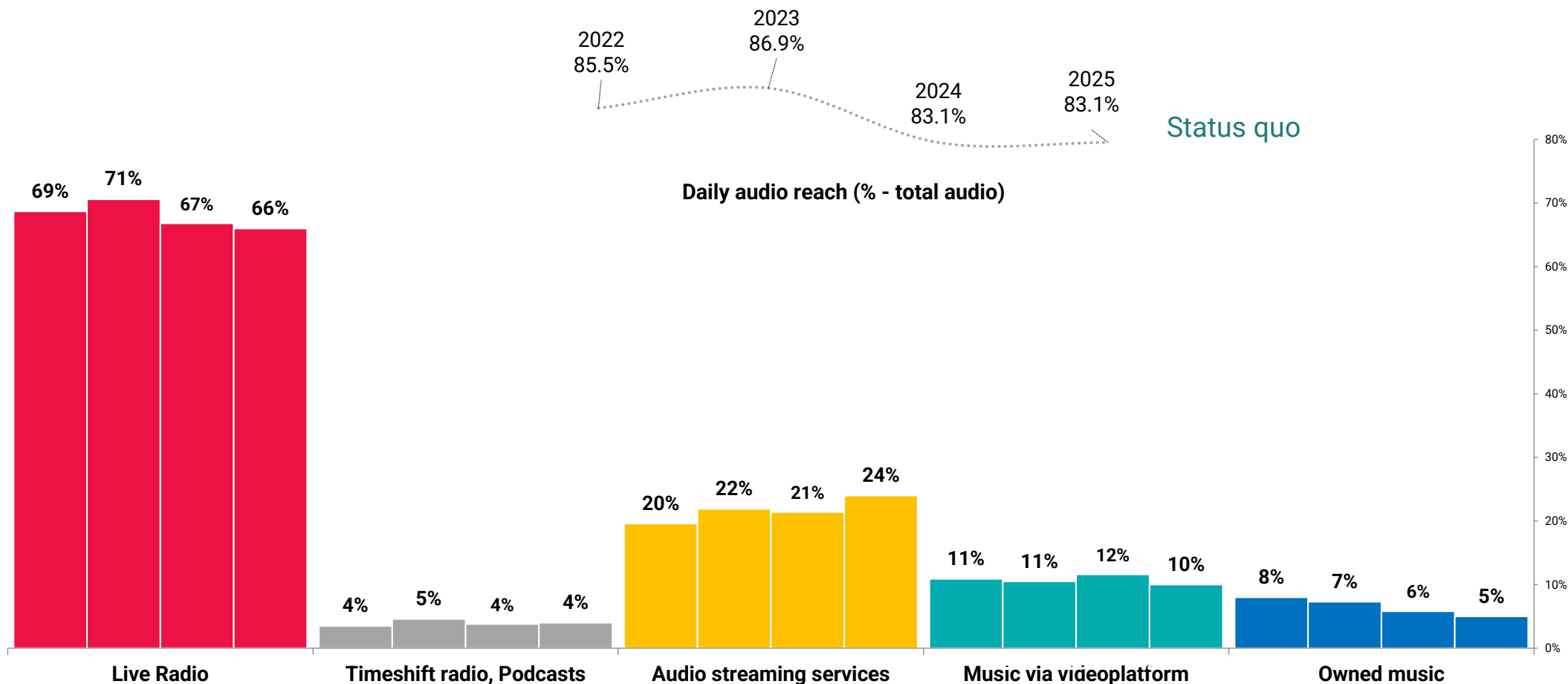
Evolution of audio **time spent** in minutes

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



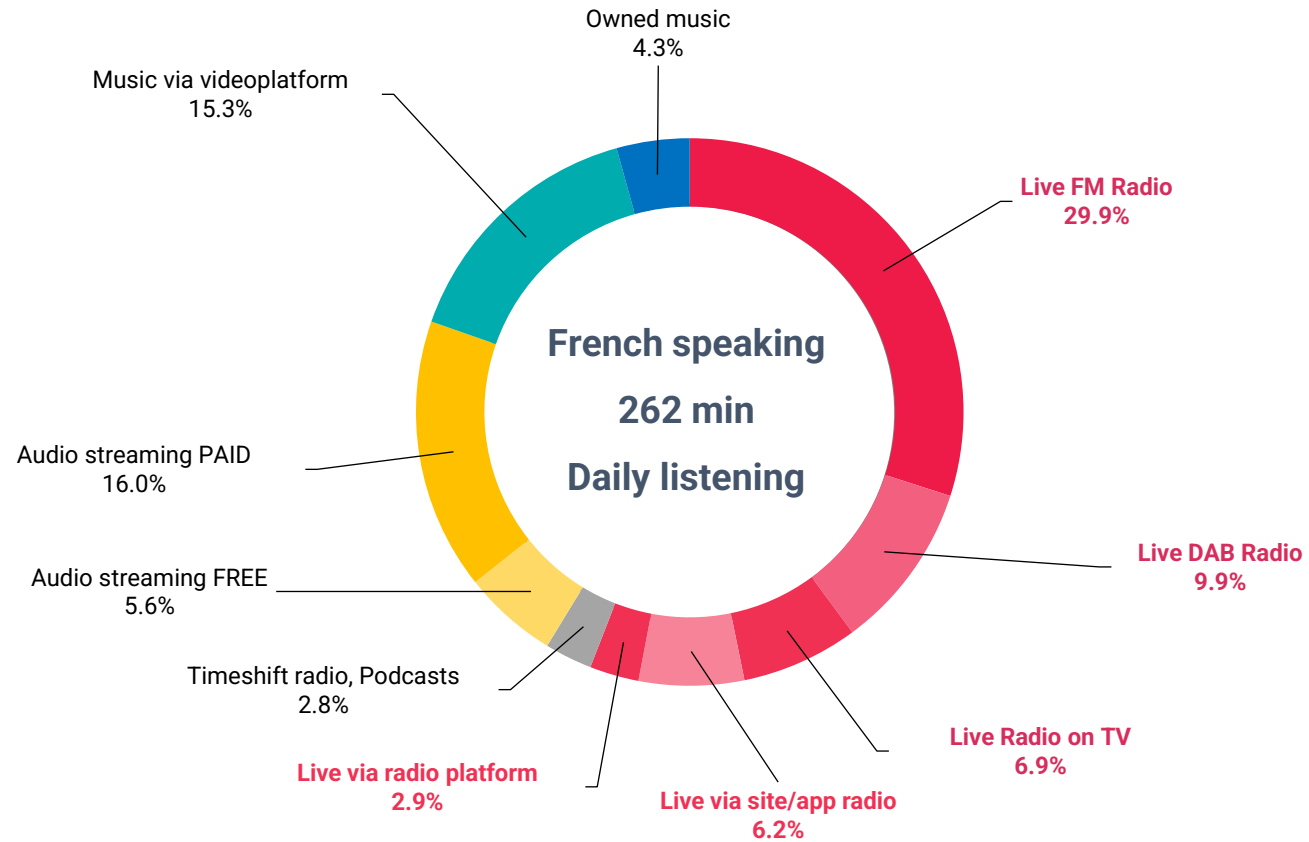
Audio Daily Reach evolution in %

Monday-Sunday - 12-74 – Dutch speaking



Share of Audio 2025

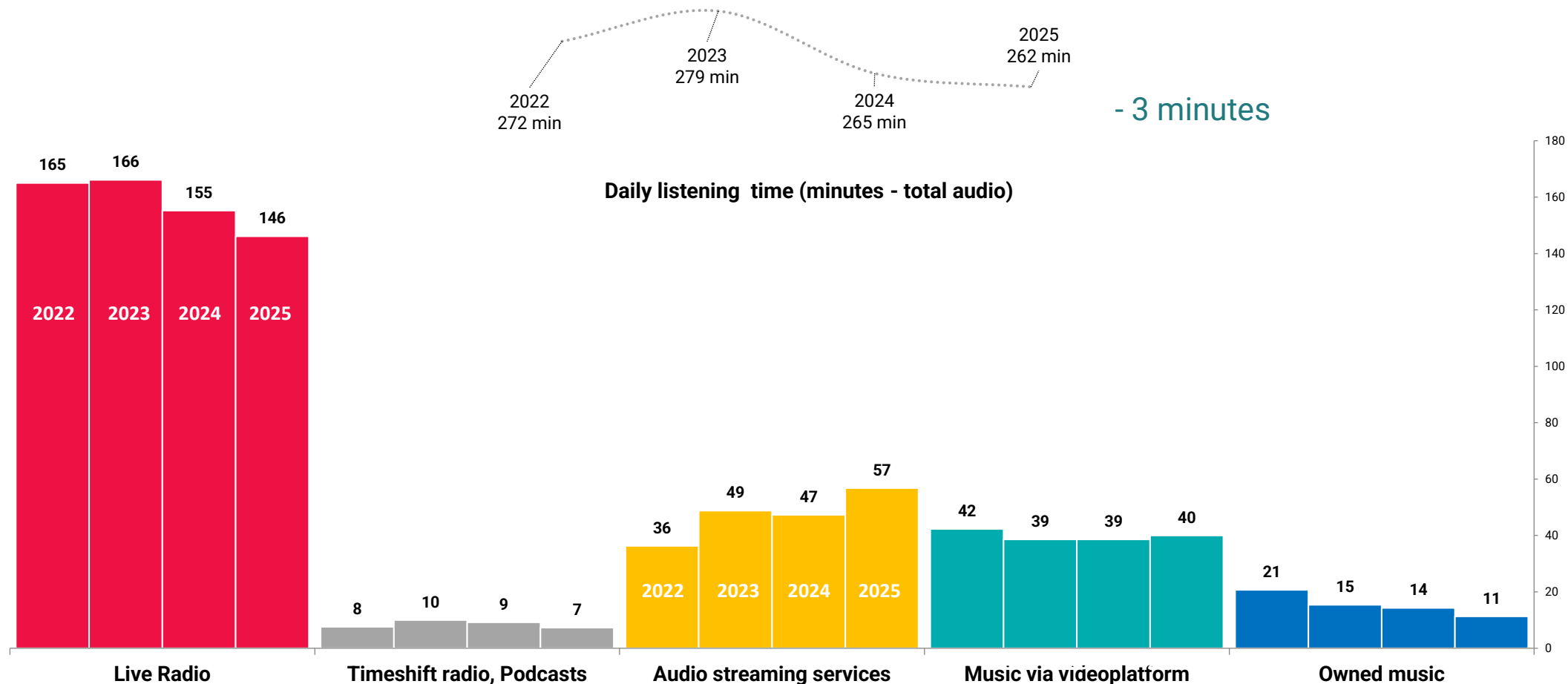
Monday-Sunday - 12-74 – French Speaking



Live Radio 56%

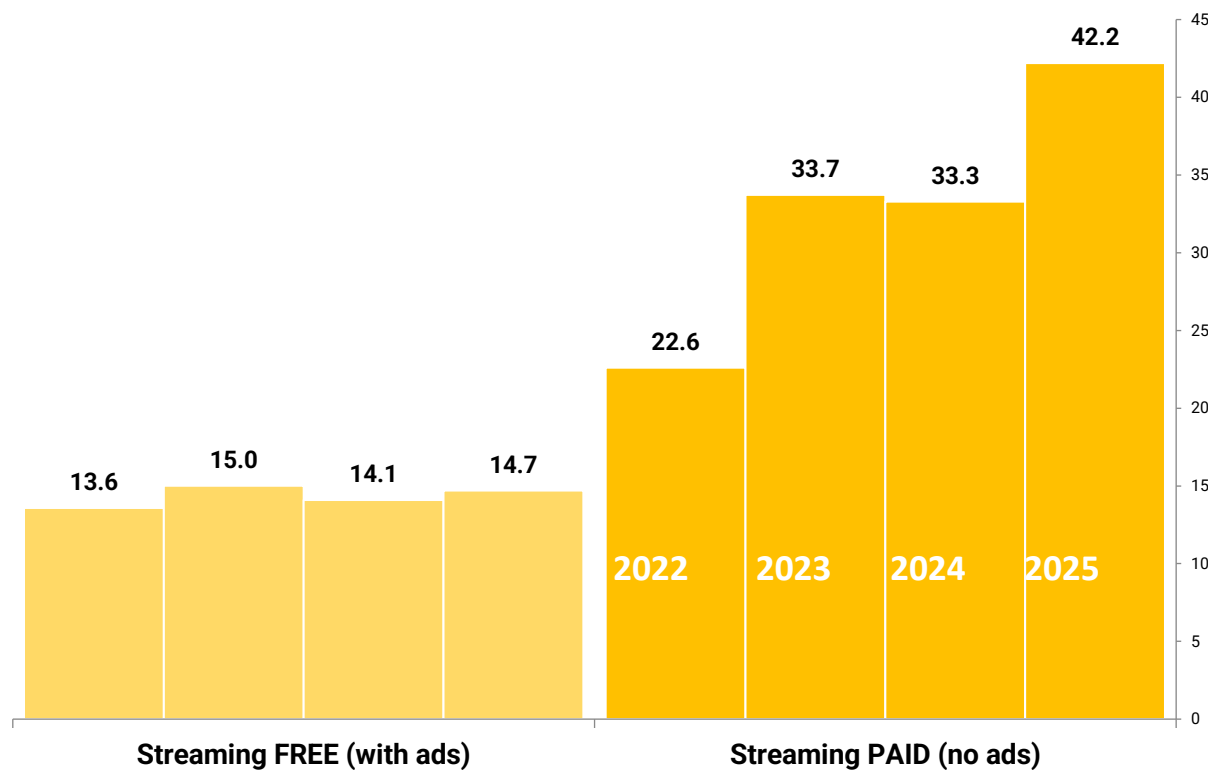
Evolution of audio **time spent** in minutes

Monday-Sunday - 12-74 – French speaking



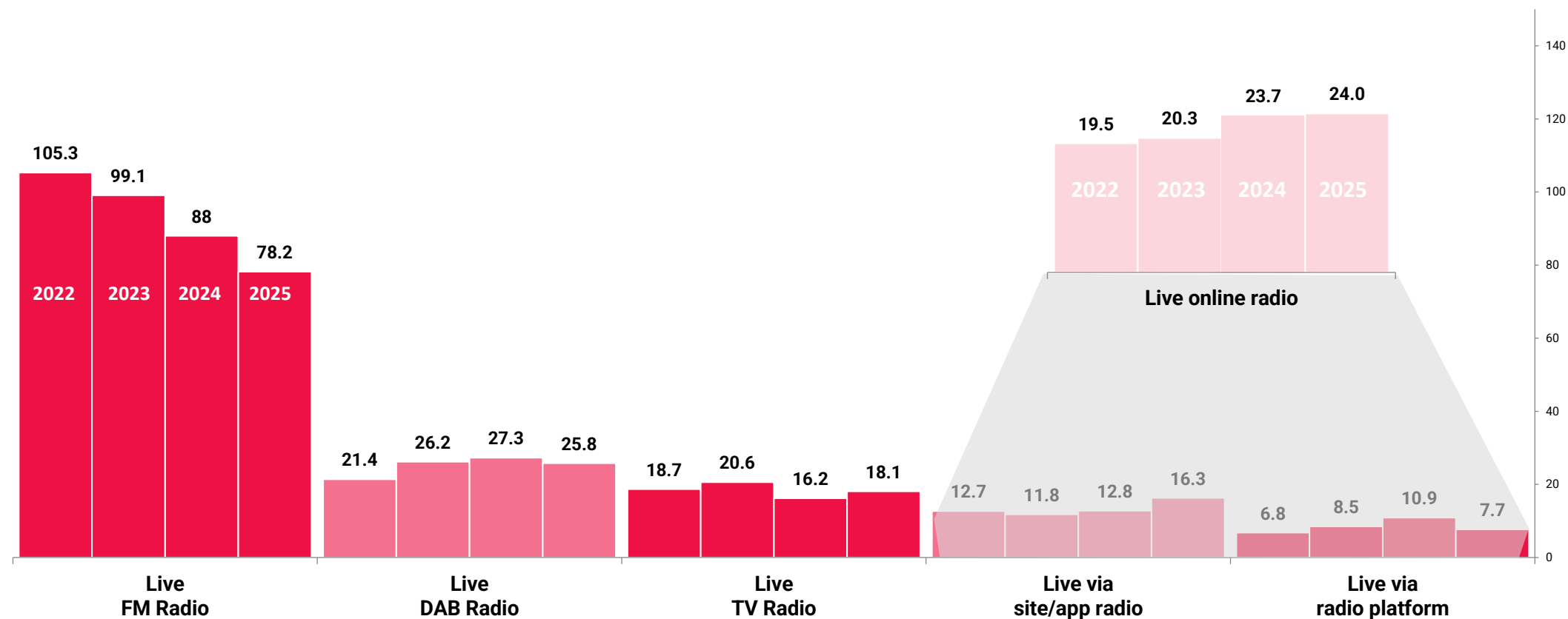
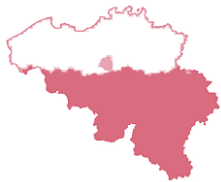
Evolution of audio **time spent** in minutes

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



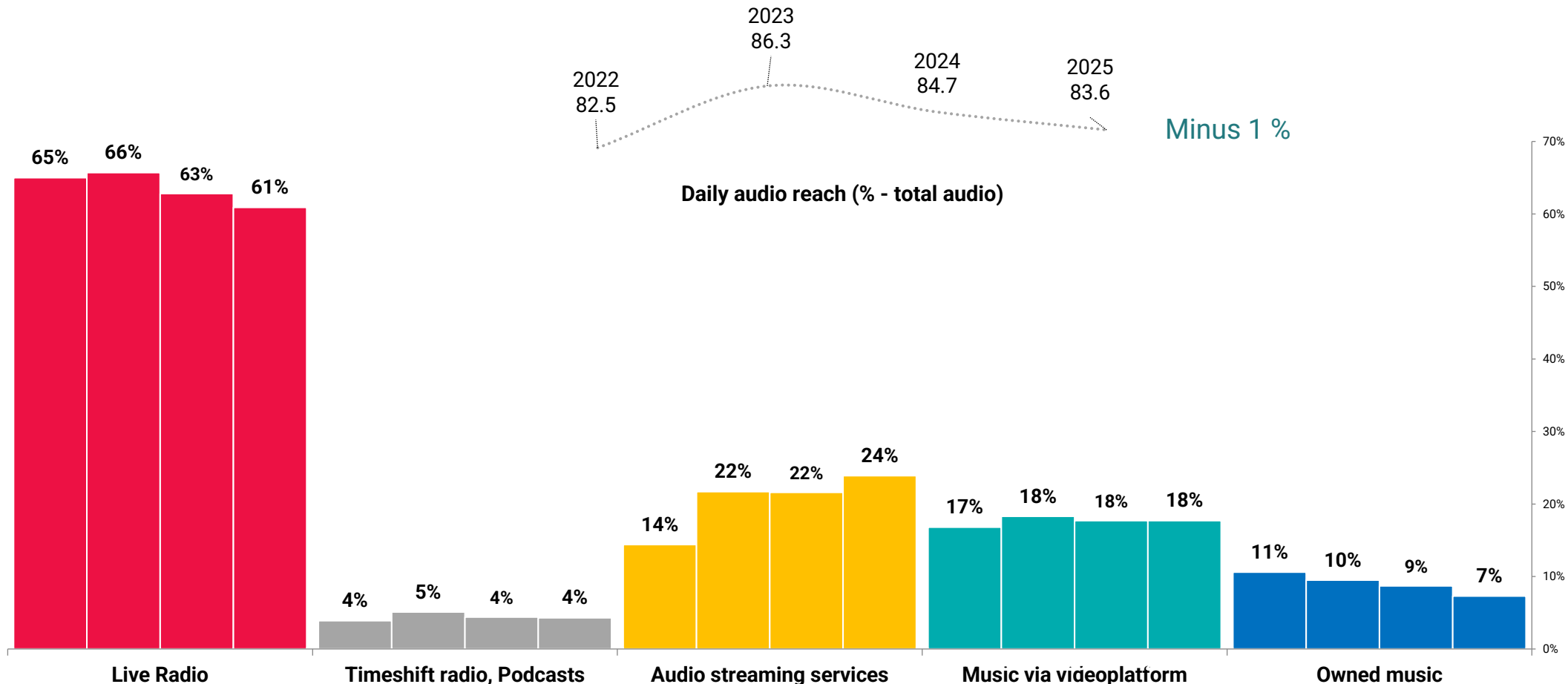
Evolution of audio **time spent** in minutes

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



Audio Daily Reach evolution in %

Monday-Sunday - 12-74 – French speaking

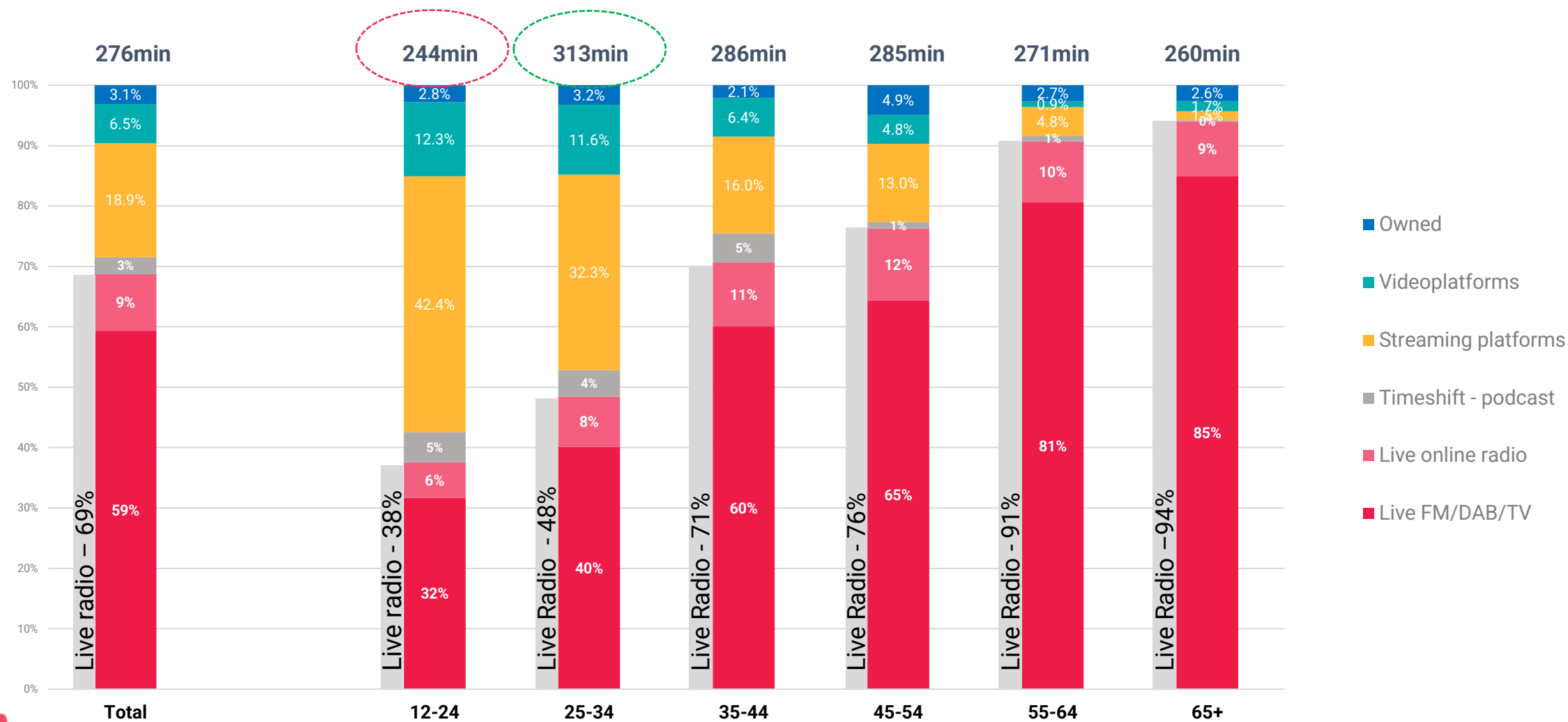




Socio-demo differences

Breakdown by ages in minutes

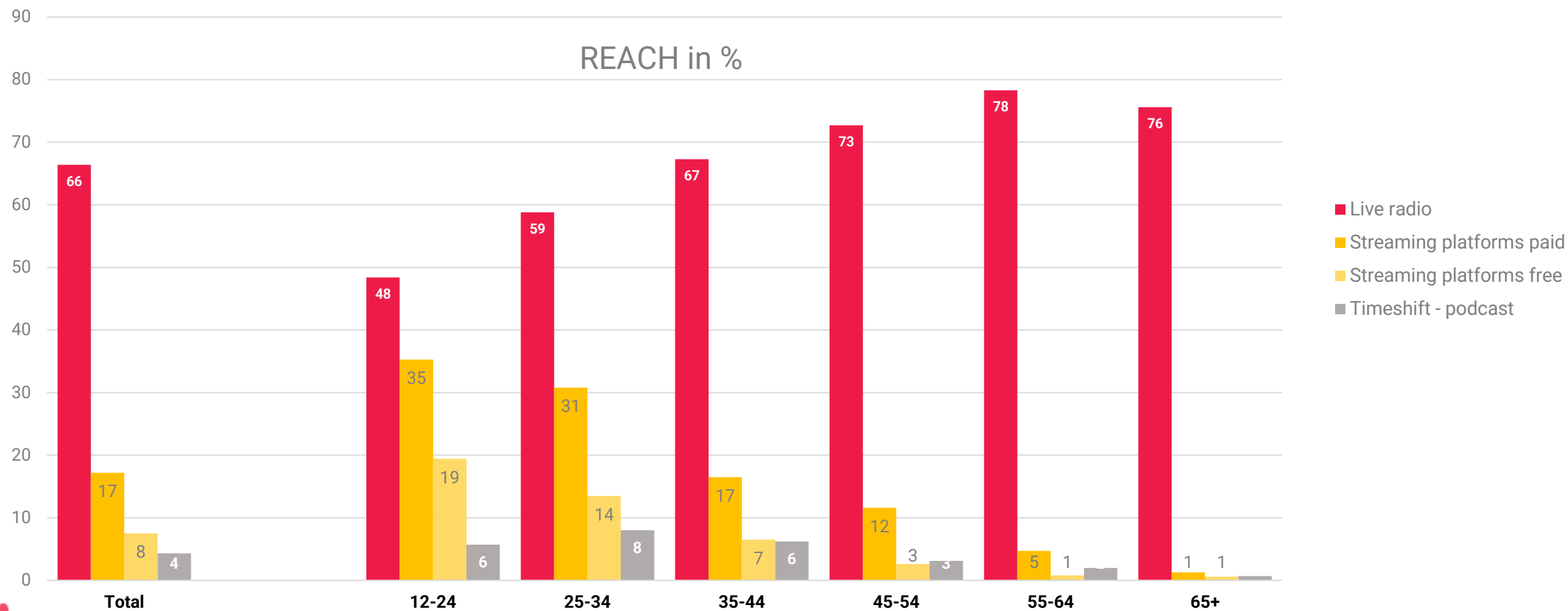
Monday-Sunday - 12-74 – Dutch speaking



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

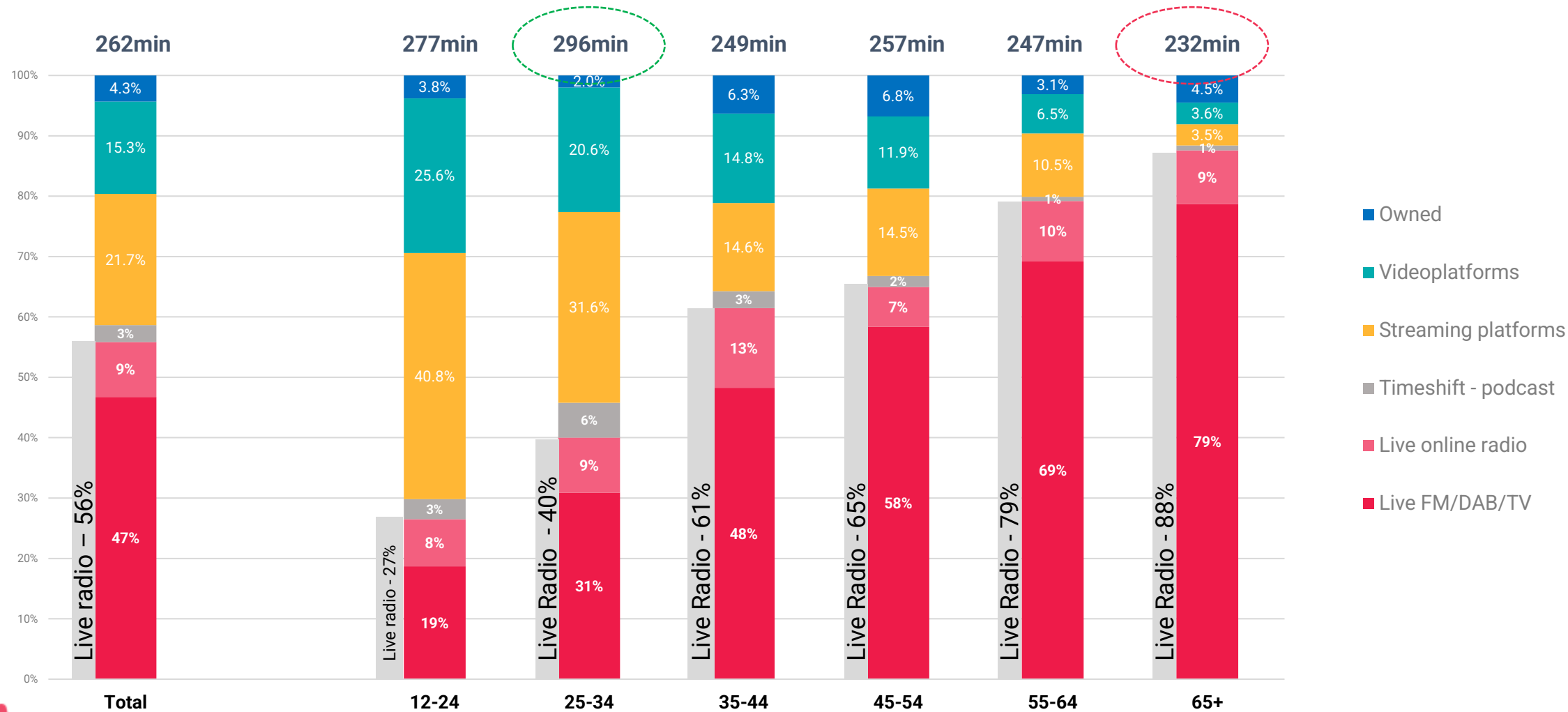
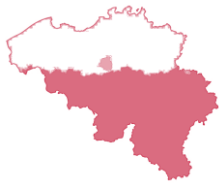
REACH of audio types by age

Monday-Sunday - 12-74 – Dutch speaking



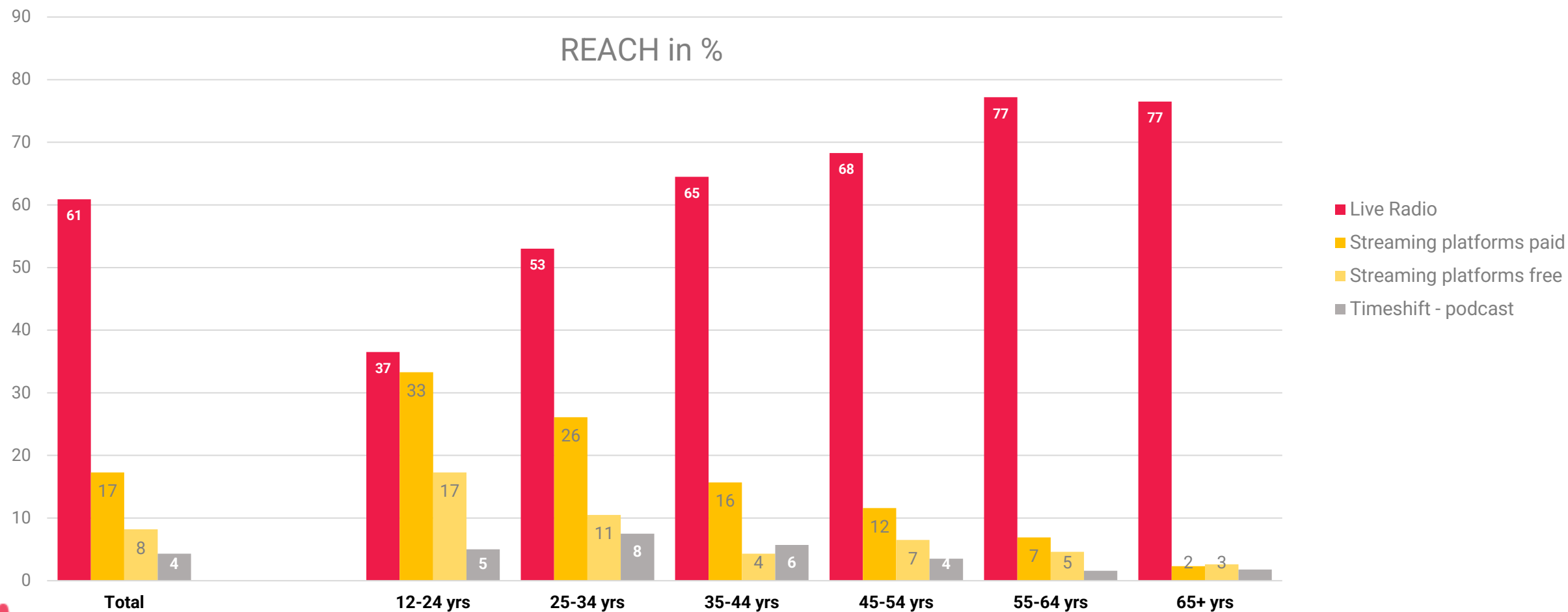
Breakdown by ages in minutes

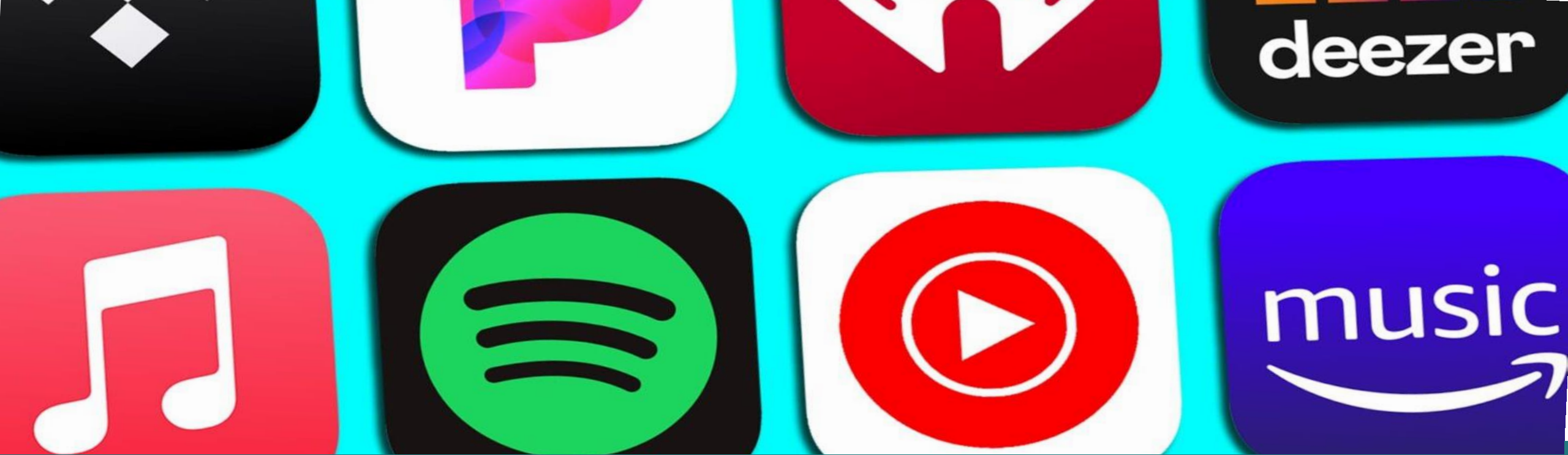
Monday-Sunday - 12-74 – French speaking



REACH of audio types by age

Monday-Sunday - 12-74 – French speaking

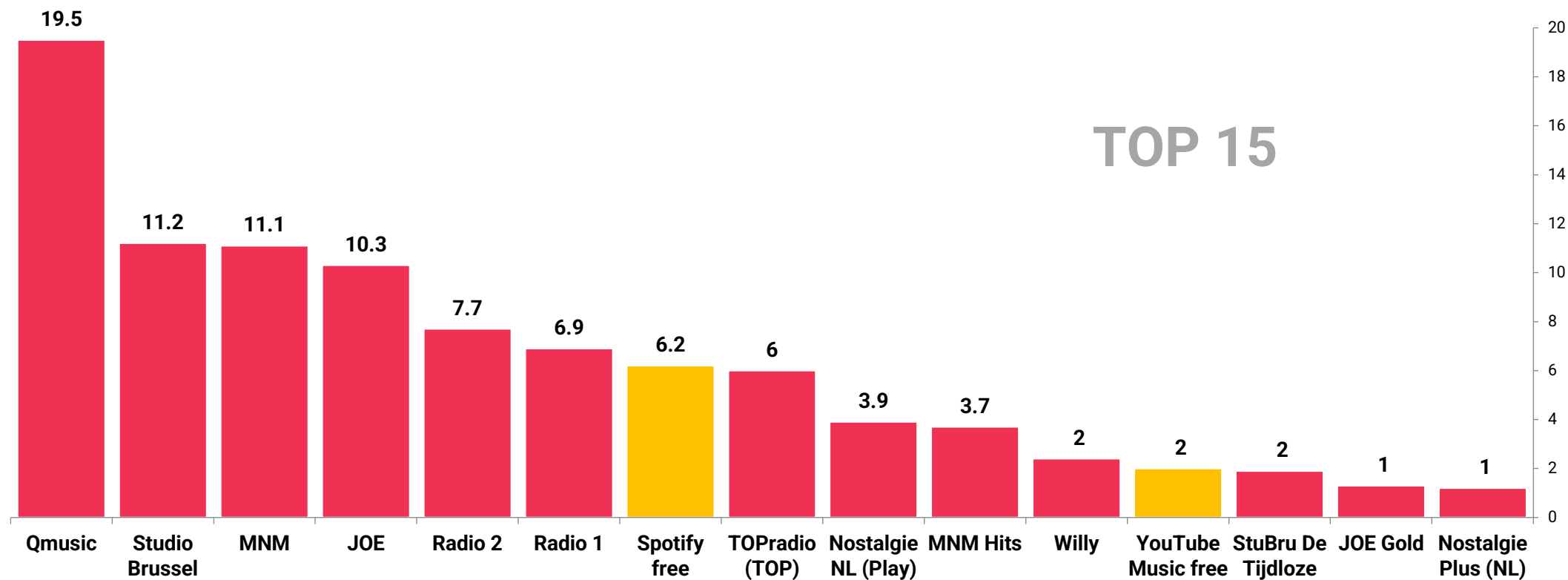




Commercial audio
Which brands?

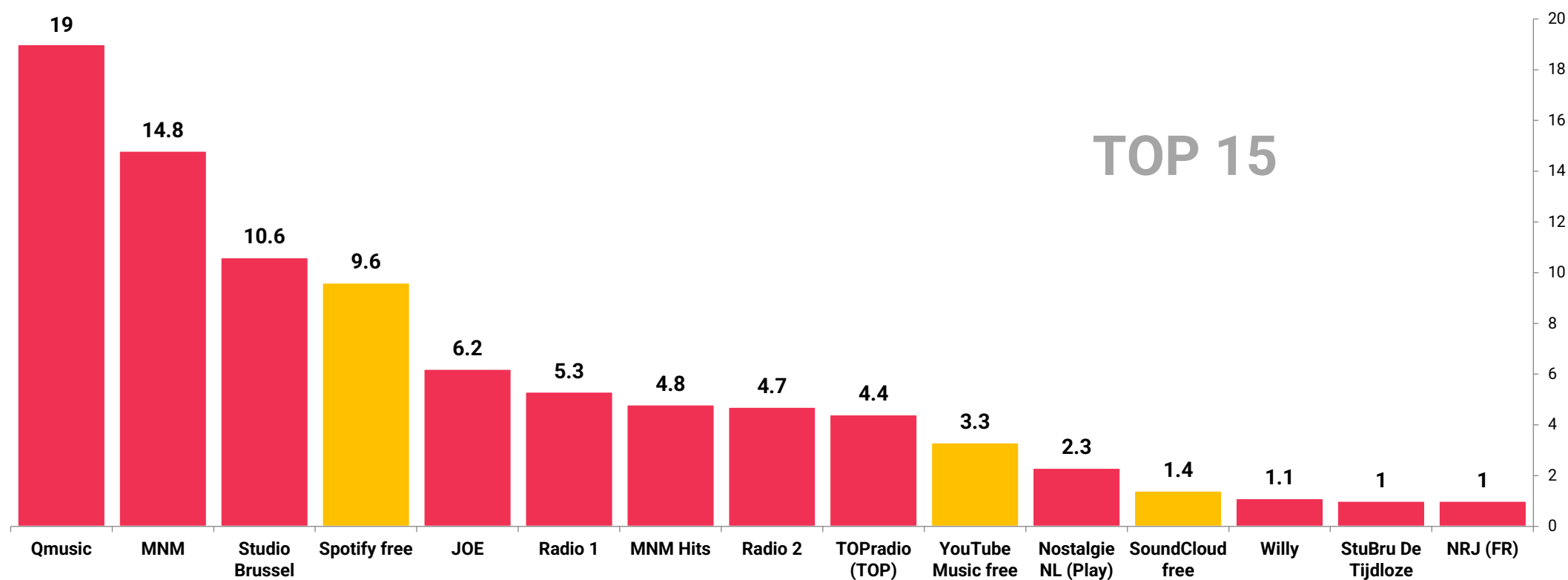
Daily reach of commercial audio brands

Monday-Sunday – 18-54 – Dutch speaking



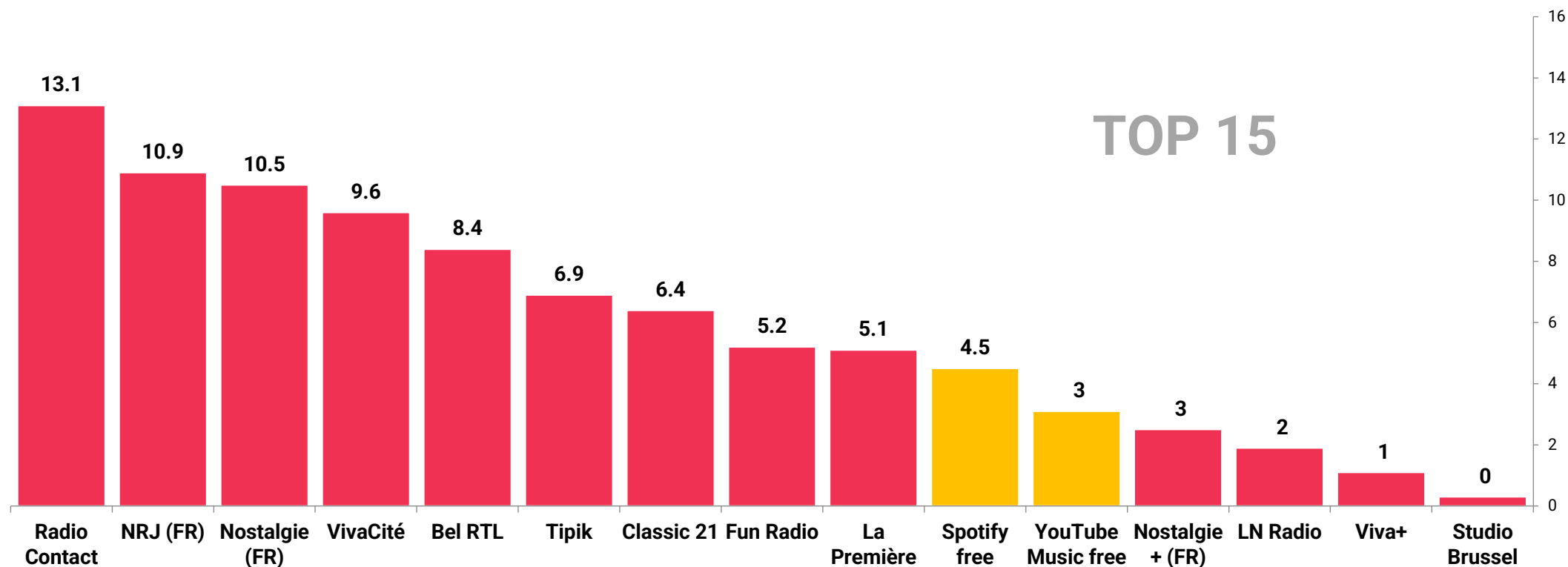
Daily reach of commercial audio brands

Monday-Sunday – 18-34 – Dutch speaking



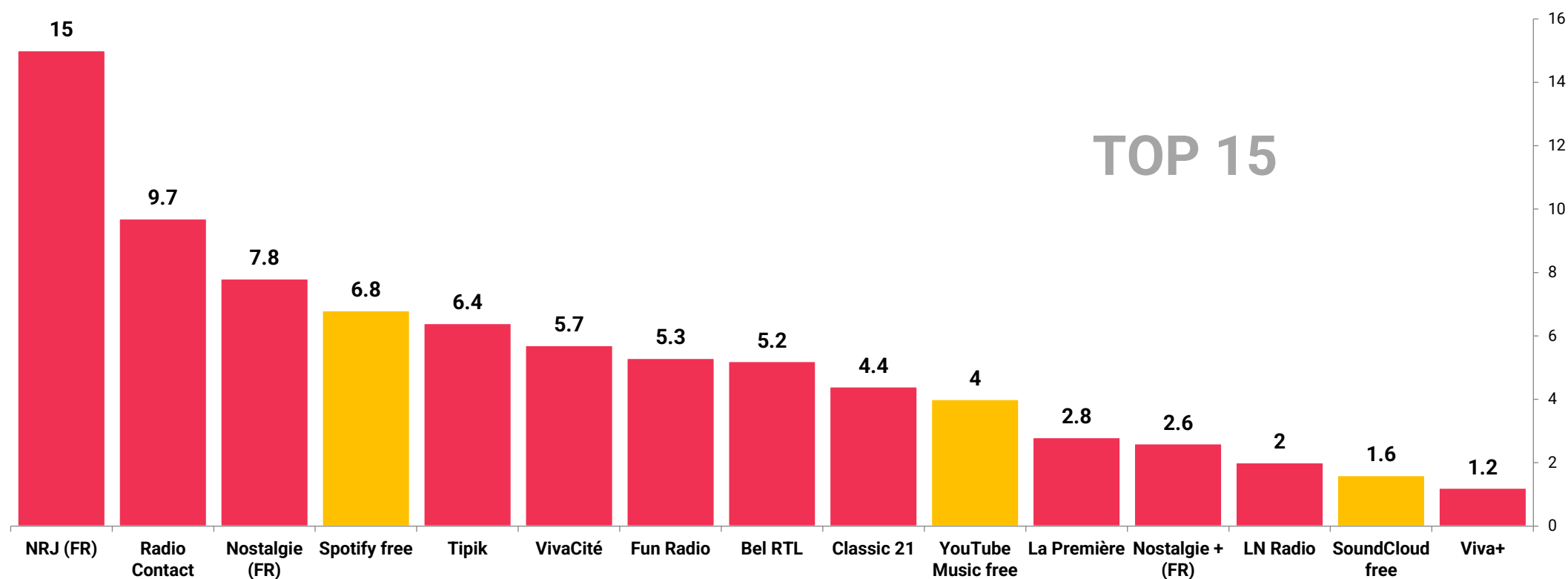
Daily reach of commercial audio brands

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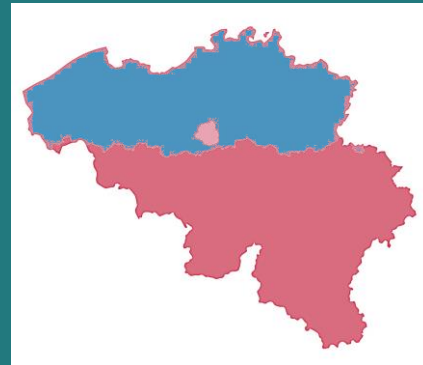
Daily reach of commercial audio brands

Monday-Sunday – 18-34 – French speaking



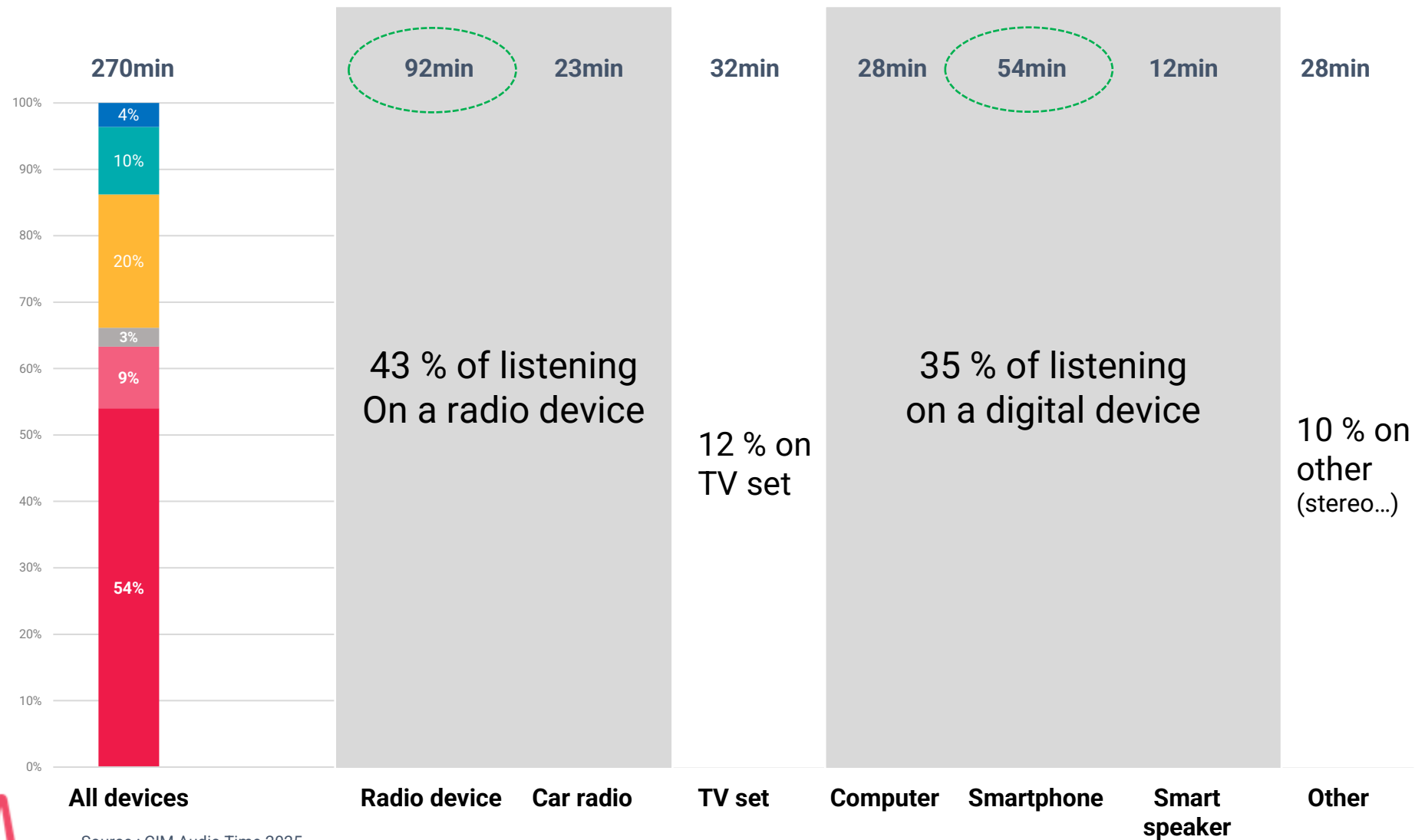


Devices, places (National)



Share of Audio DEVICES

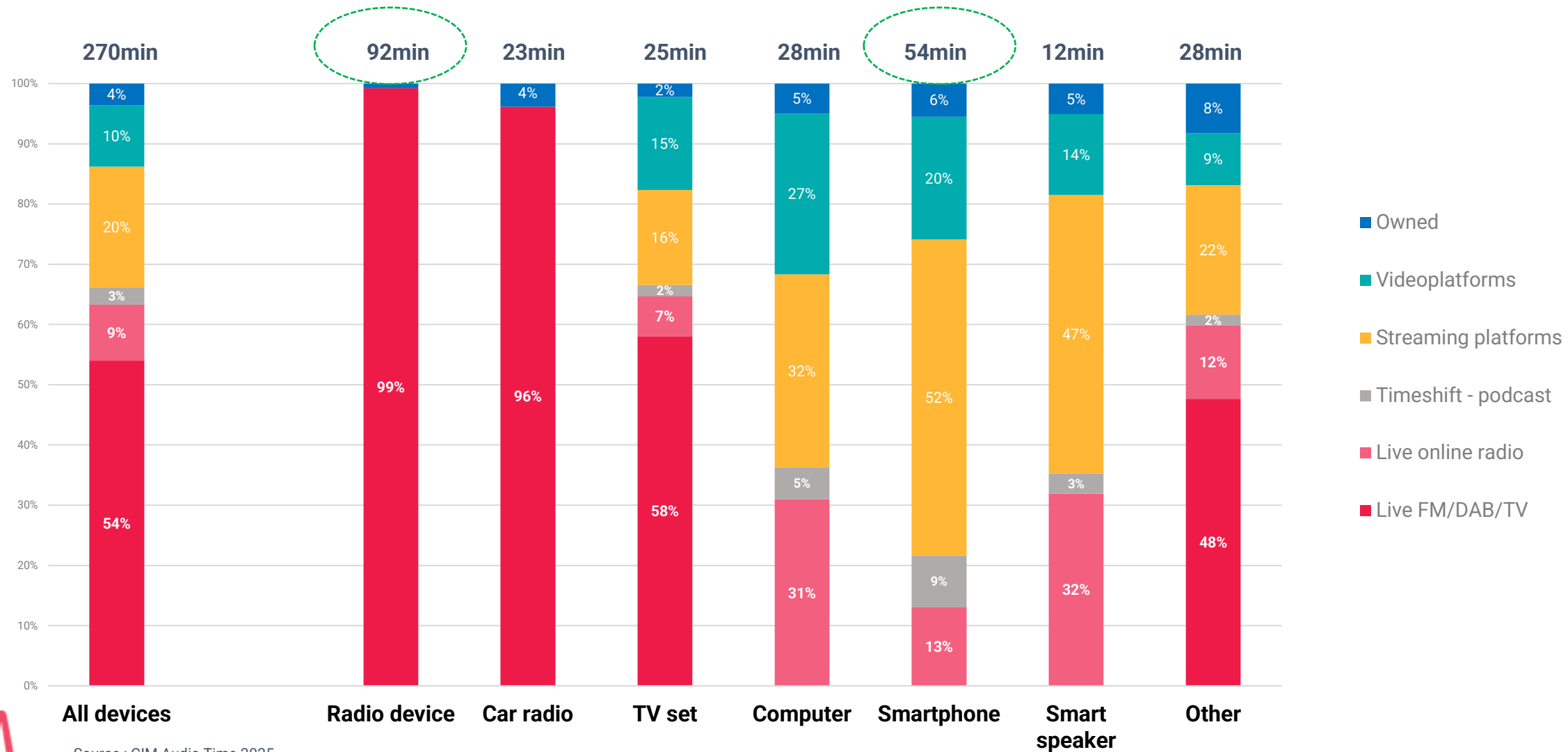
Monday-Sunday - 12-74 – National



Source : CIM Audio Time 2025

Share of Audio DEVICES

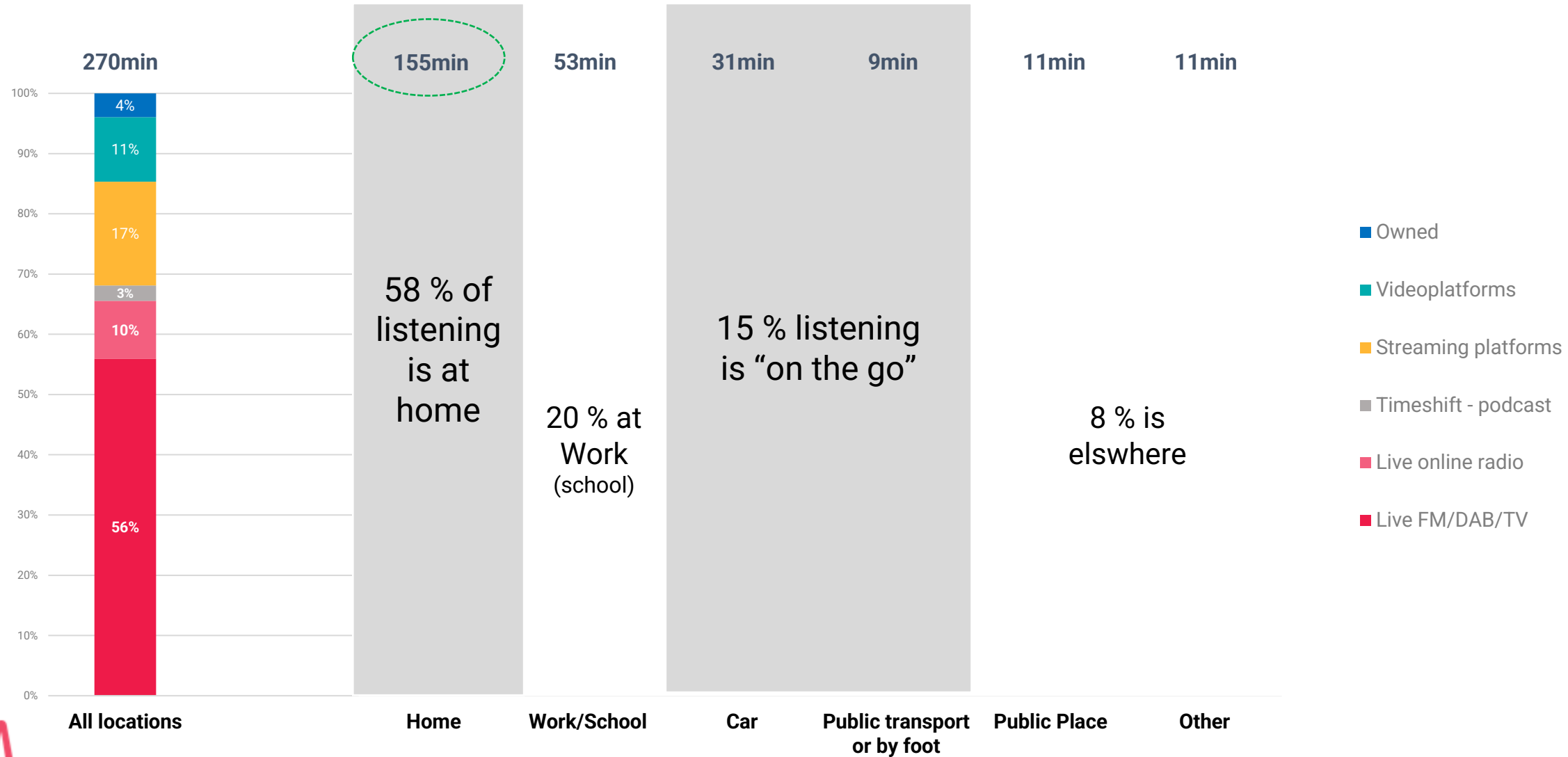
Monday-Sunday - 12-74 – National



Source : CIM Audio Time 2025

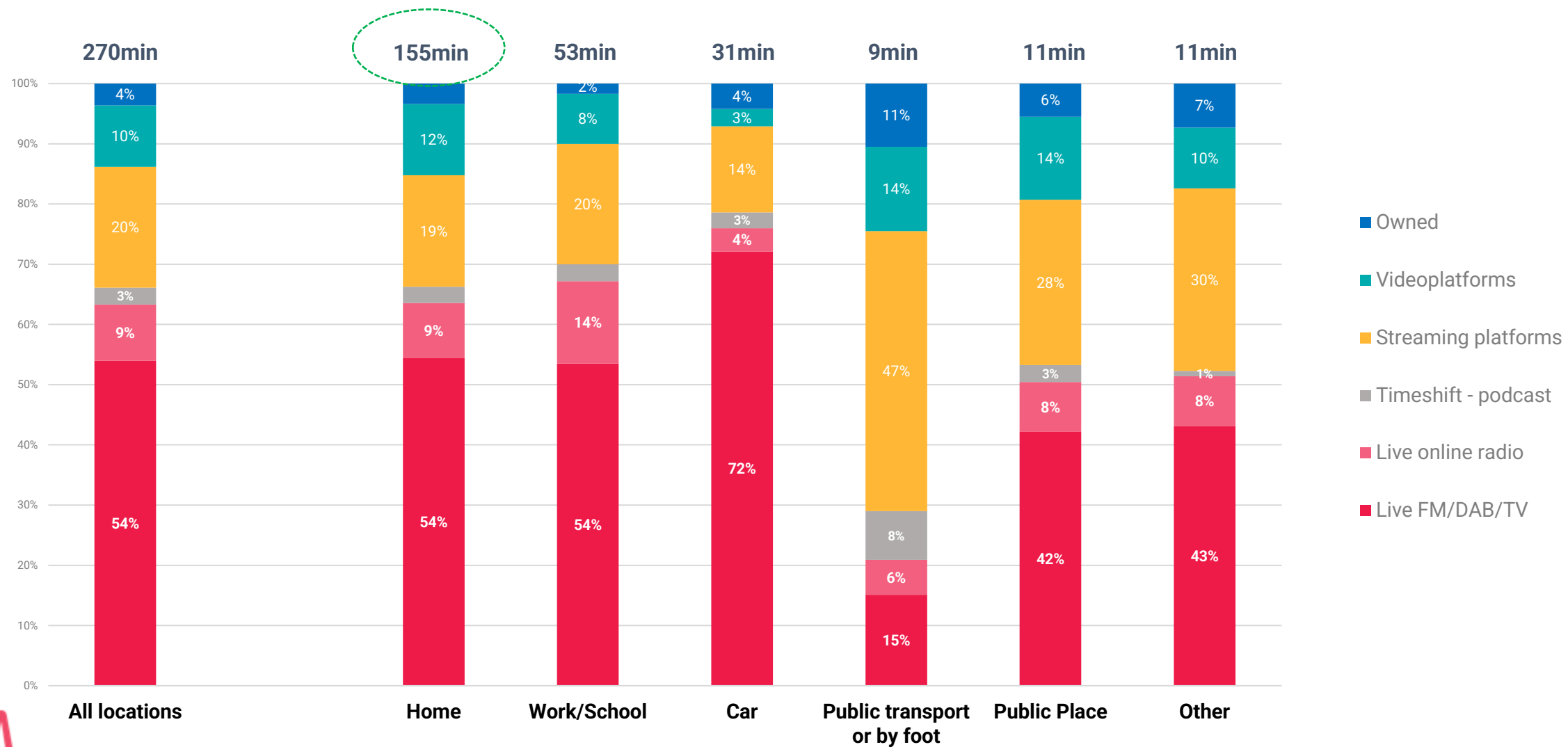
Share of Audio PLACES

Monday-Sunday - 12-74 – National



Share of Audio PLACES

Monday-Sunday - 12-74 – National



Source : CIM Audio Time 2025

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

