

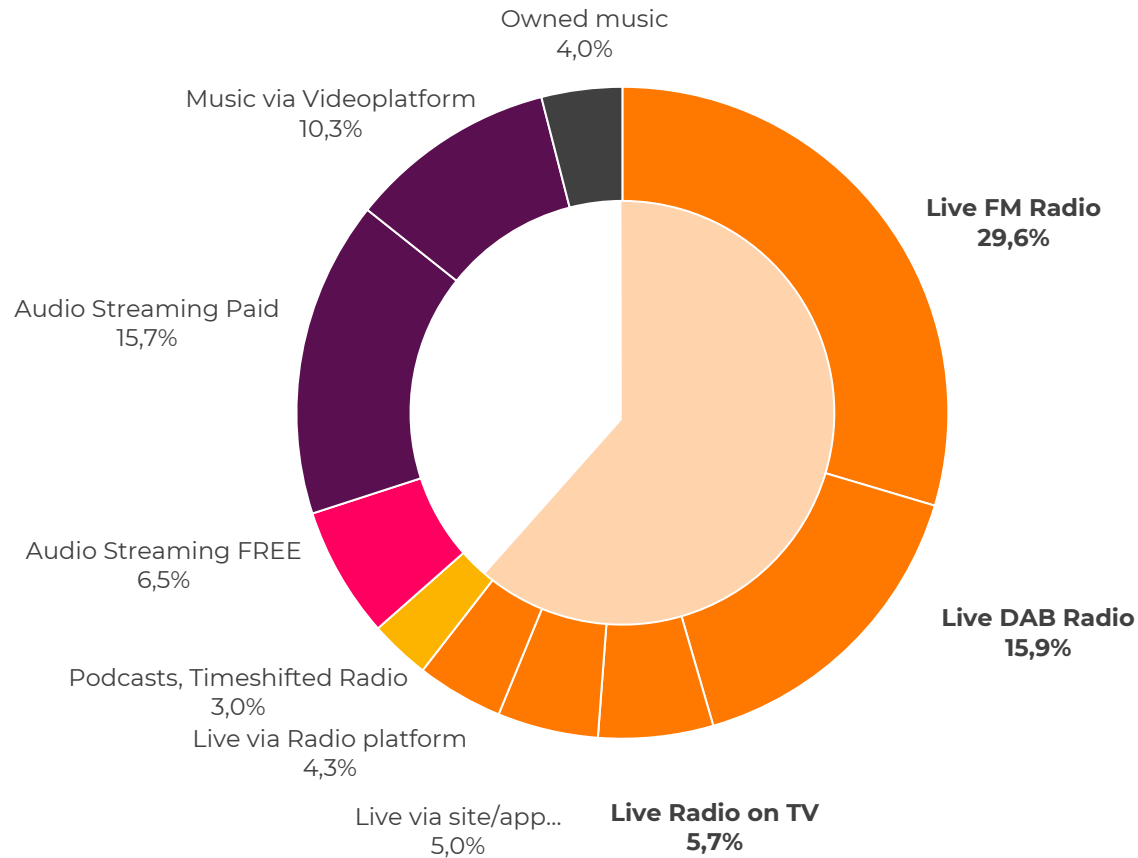
# THE REPORTS 2025

Video

Cinema

Audio

# Share of Audio

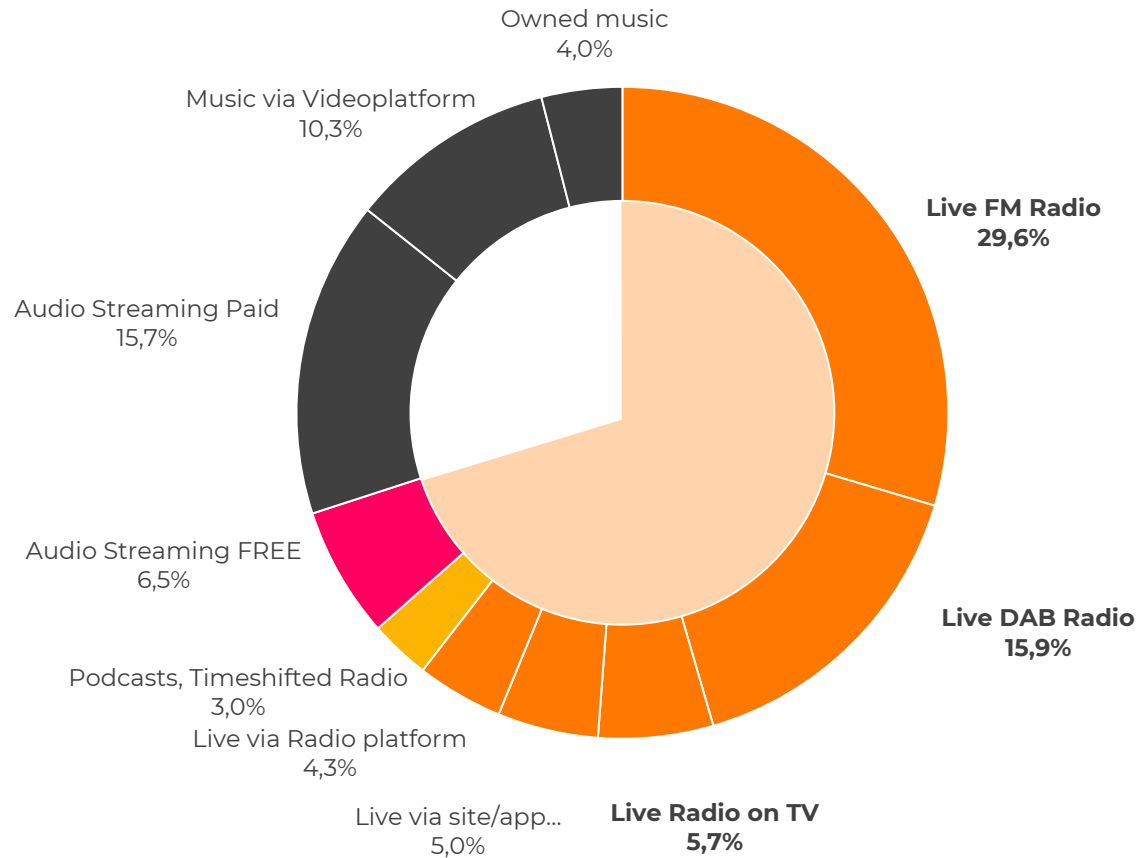


Live Radio =

**61%**

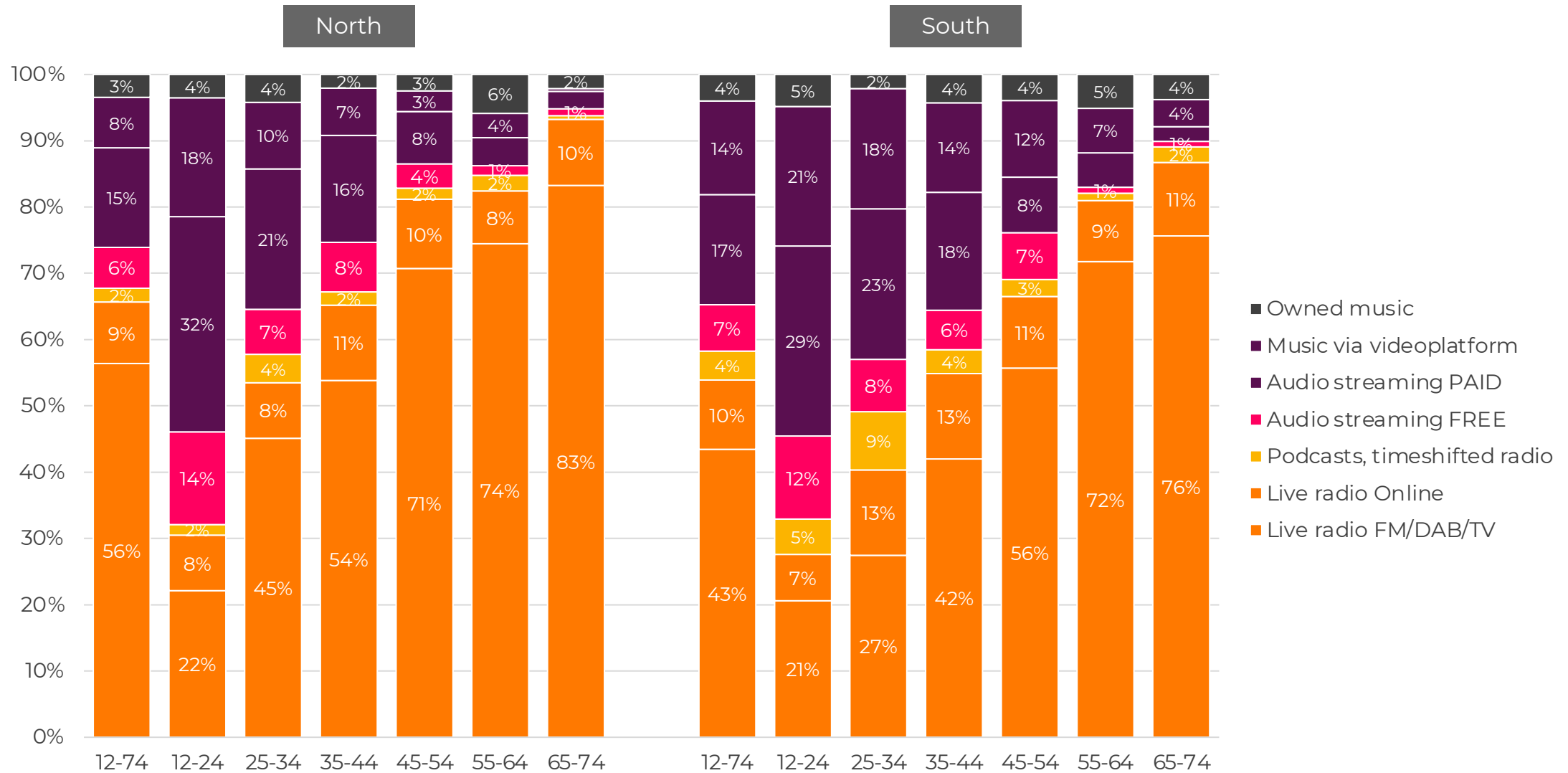
of total audio consumption

# What is commercial Audio?



Commercial audio =  
**70%**  
of total audio consumption

# Audio content types breakdown by age



# 1. Listening to Radio



# An unrivalled reach

Total Reach 91%

Weekly Reach 83%

Daily Reach 59%

Average Time Spent 2h04

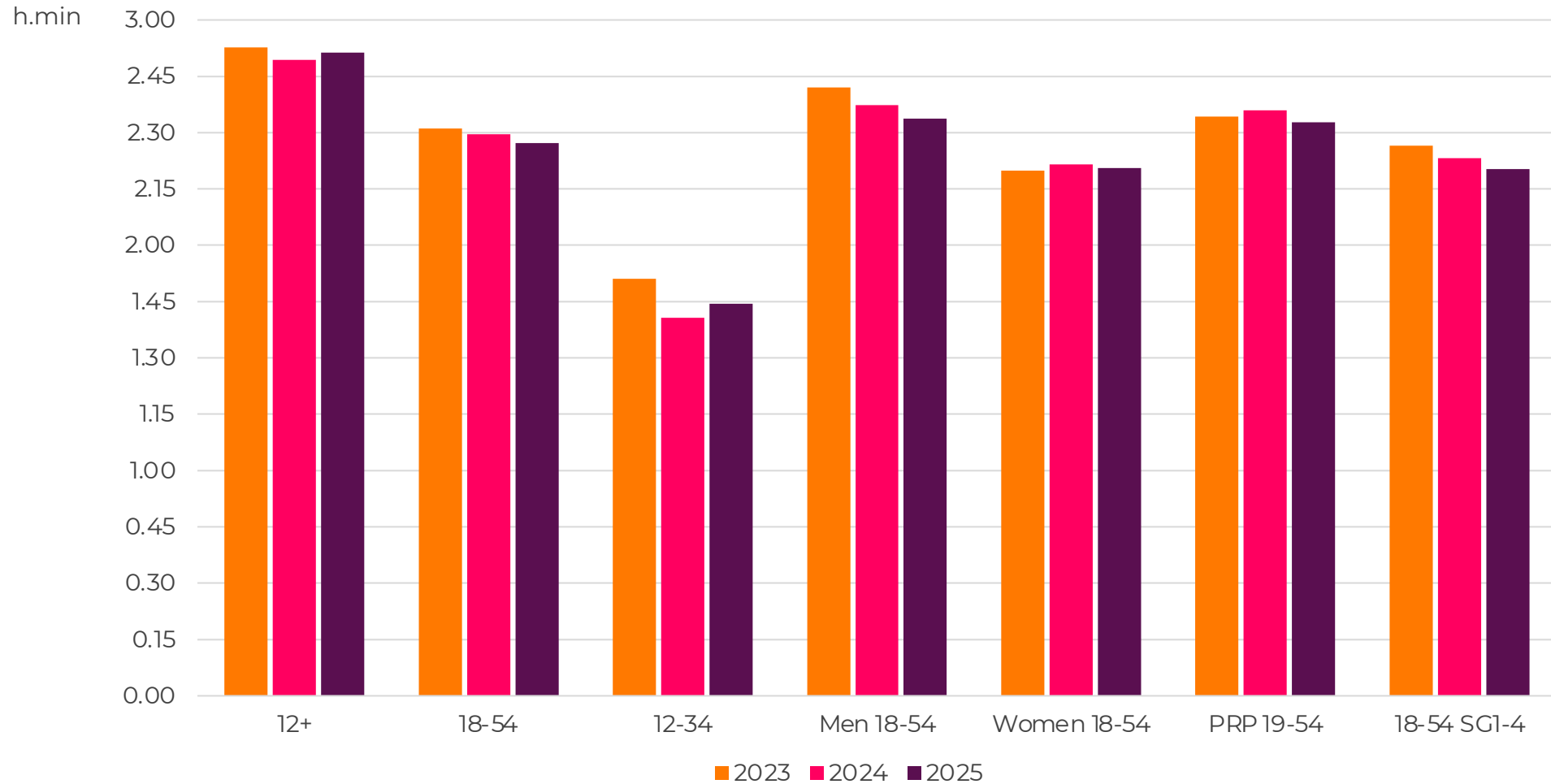
# Radio Reach **North**

	<b>18-54</b>	<b>12-34</b>	<b>PRP 18-54</b>	<b>18-54 SG1-4</b>
Total	93%	91%	94%	95%
Weekly	86%	81%	87%	88%
Daily	62%	53%	63%	63%

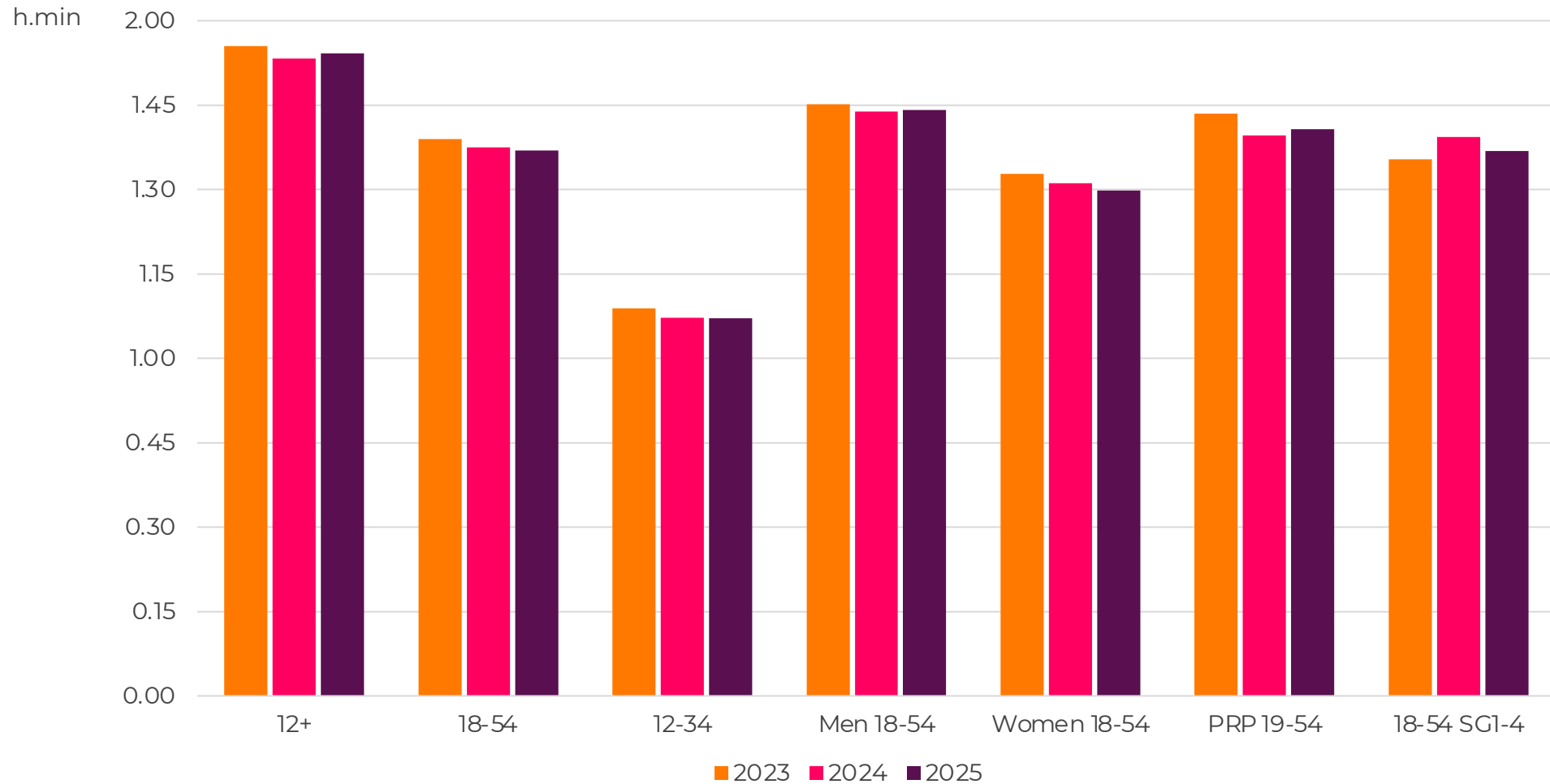
# Radio Reach **South**

	<b>18-54</b>	<b>12-34</b>	<b>PRP 18-54</b>	<b>18-54 SG1-4</b>
Total	87%	78%	88%	91%
Weekly	79%	69%	81%	83%
Daily	59%	44%	57%	58%

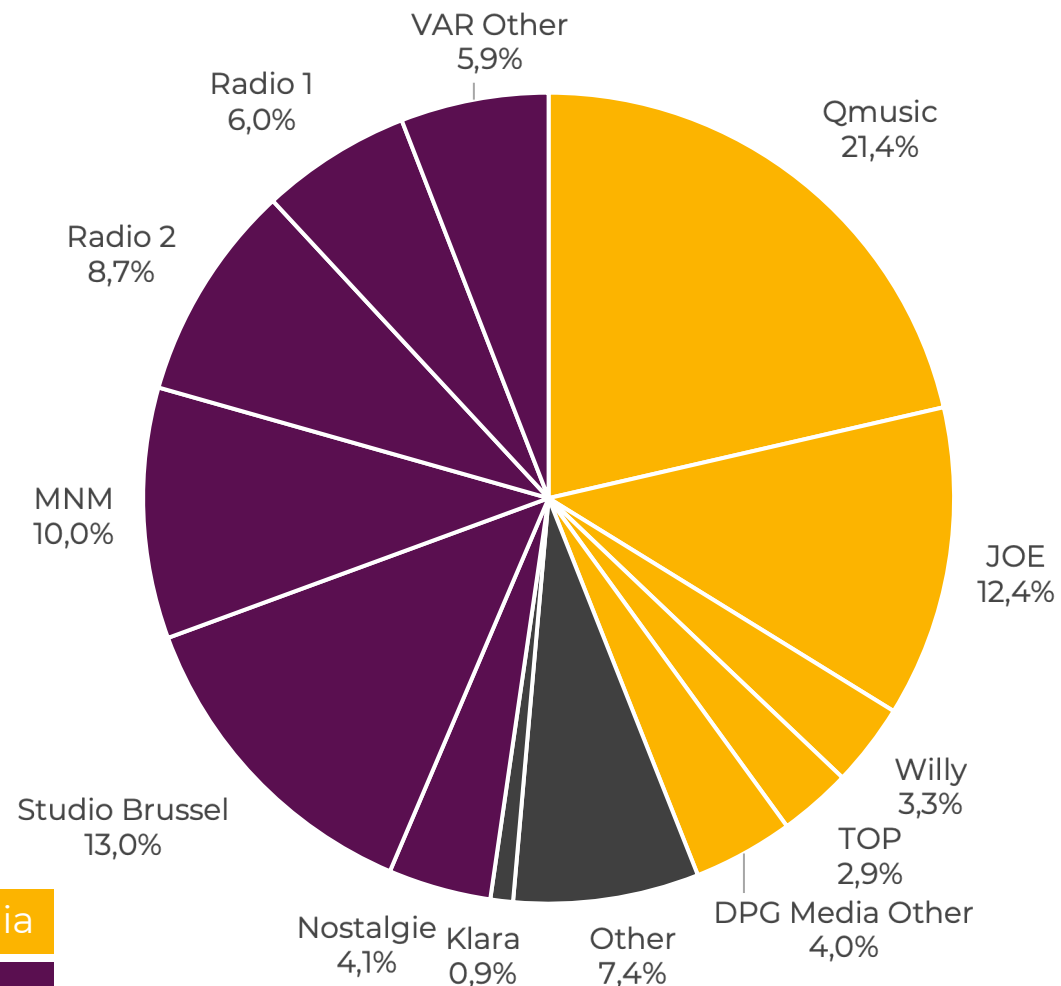
# Time spent listening North



# Time spent listening **South**



# Market Share 18-54 North

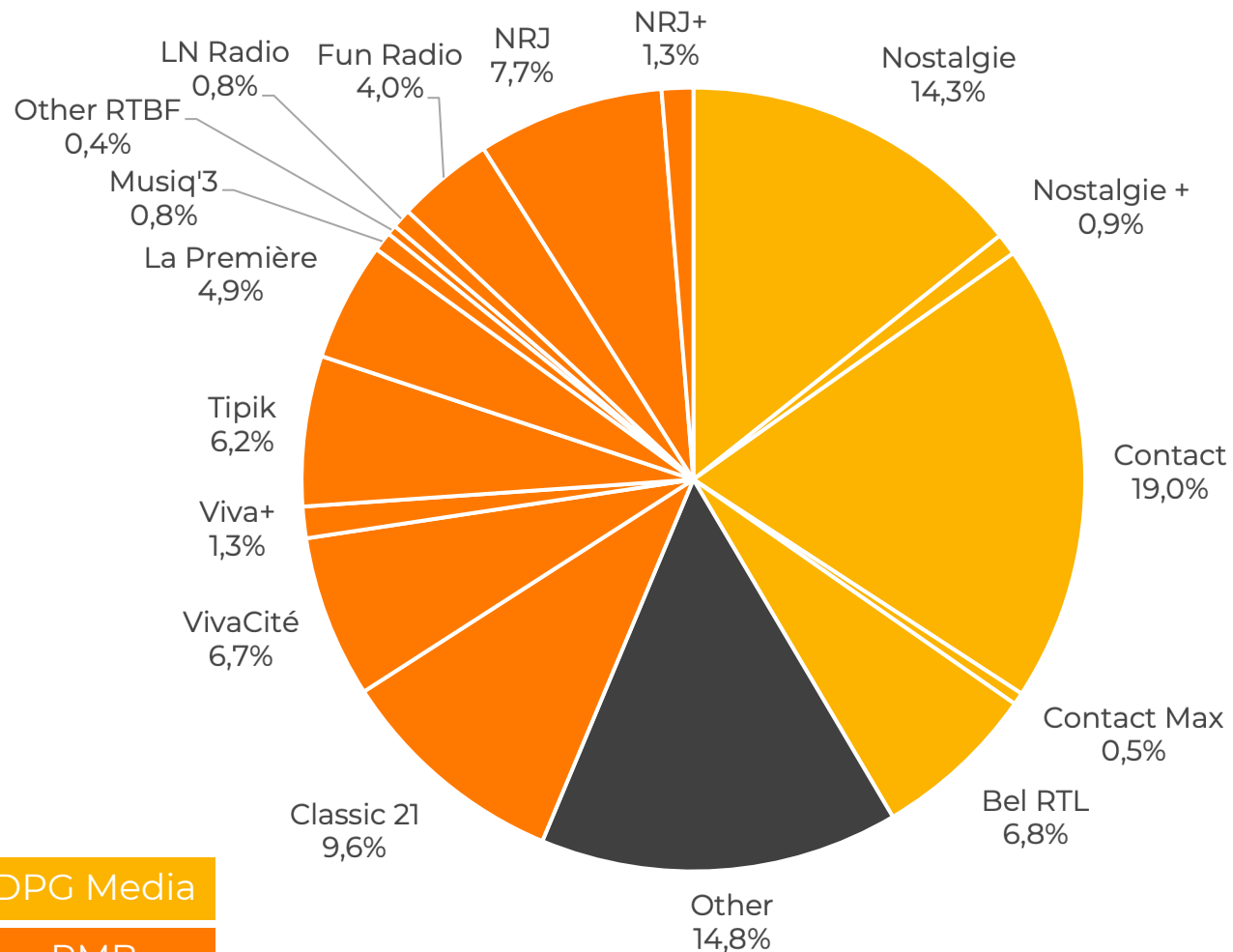


Station	2025 vs 2024
Qmusic	+0,2
Studio Brussel	+0,1
Joe	-0,4
MNM	+0,8
Radio 2	-0,7
Radio 1	-0,1
Nostalgie	+0,3
Willy	-0,2
Top	-0,6
Klara	-0,1
VAR Other	+0,3
DPG Media Other	-0,1
Other	+1,8

DPG Media  
VAR



# Market Share 18-54 South



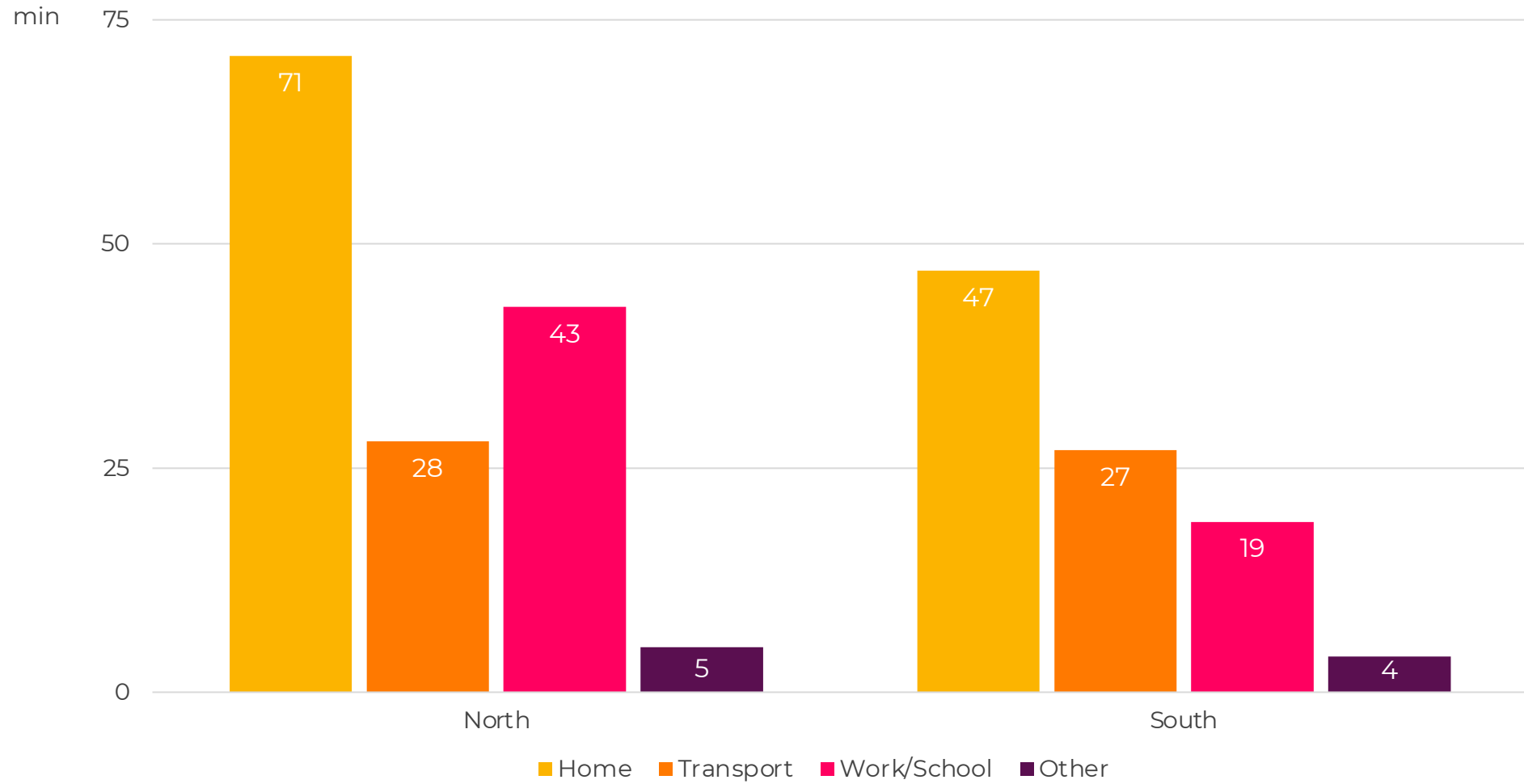
Station	2025 vs 2024
Radio Contact	-0,9
Nostalgie	+2,2
Classic 21	+0,4
NRJ	-0,2
Bel RTL	-1,5
Vivacité	-0,8
Tipik	+0,9
La Première	+0,2
Fun Radio	-0,1
NRJ +	+0,4
Viva +	+0,7
Nostalgie +	-0,3
LN Radio	-
Musiq'3	-
Sud Radio	-0,3
Contact Max	New
Other	+0,8

DPG Media

RMB

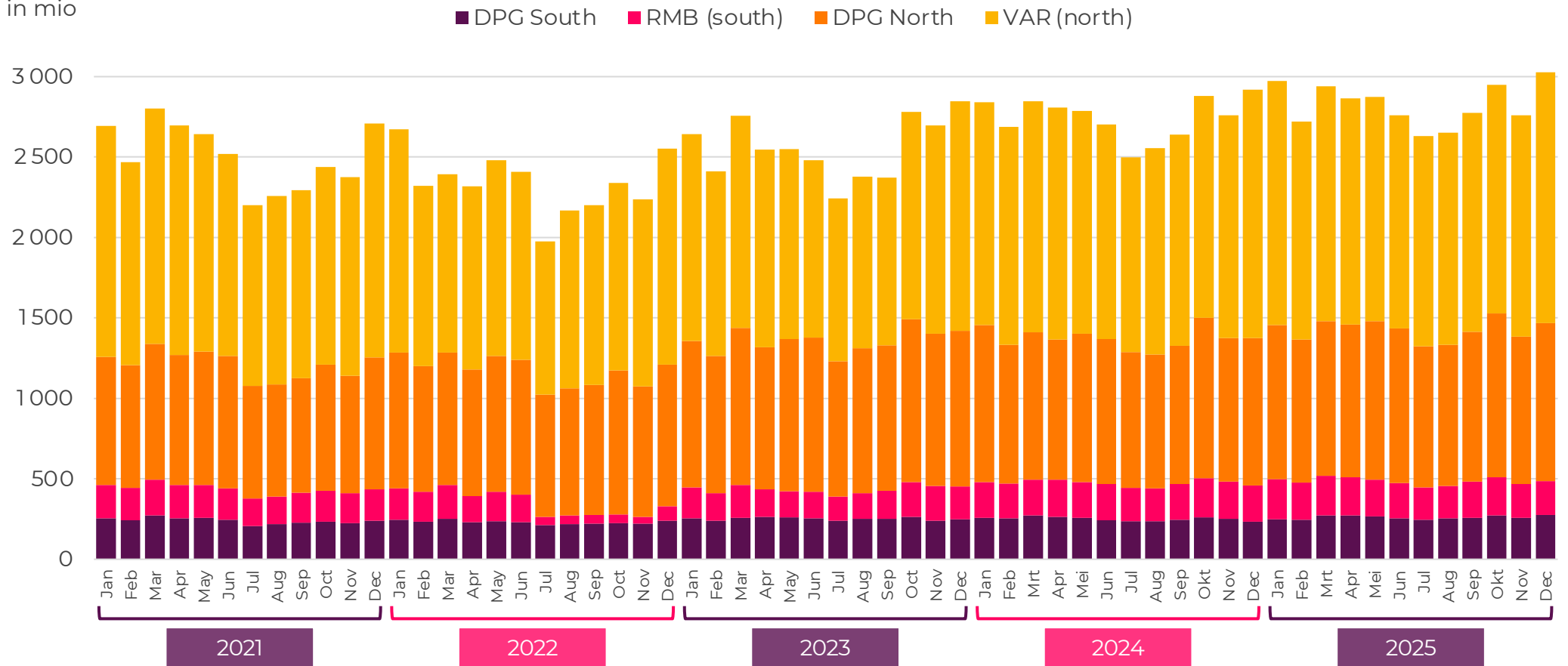


# Location



# Streaming Live Radio

Streamed minutes  
in mio



Source : CIM Radio Stream Monitor – Belgian IP Adresses

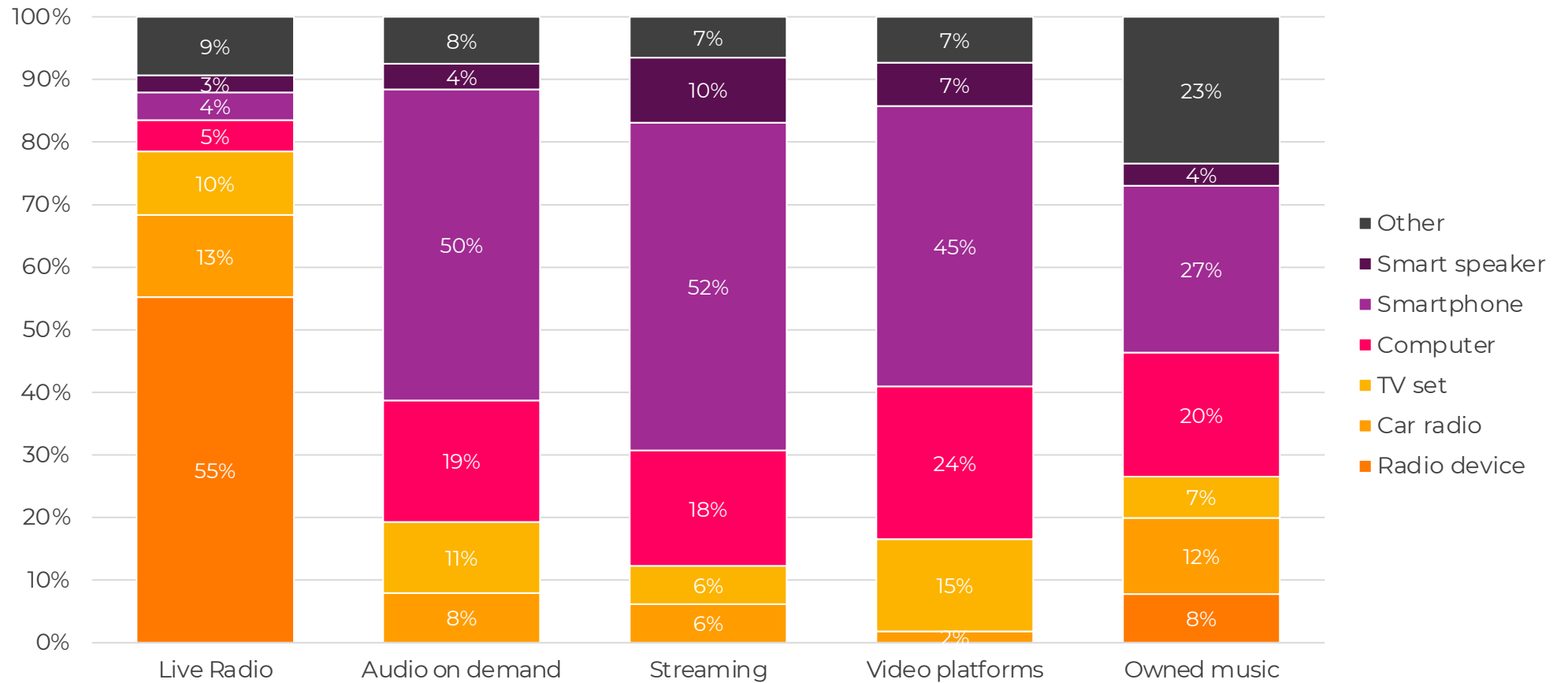
## 2. Listening to other content



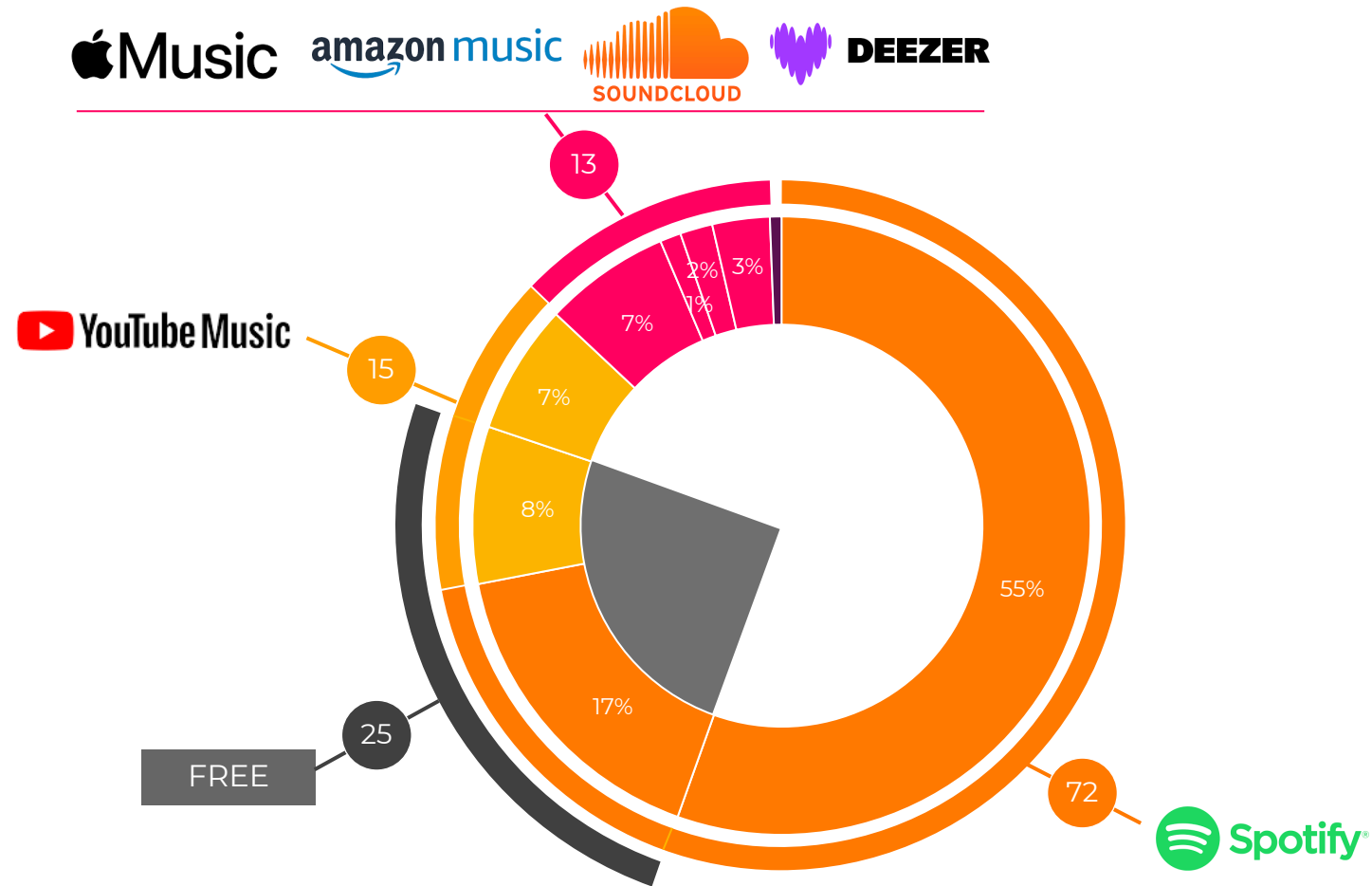
# Devices used for each type of content



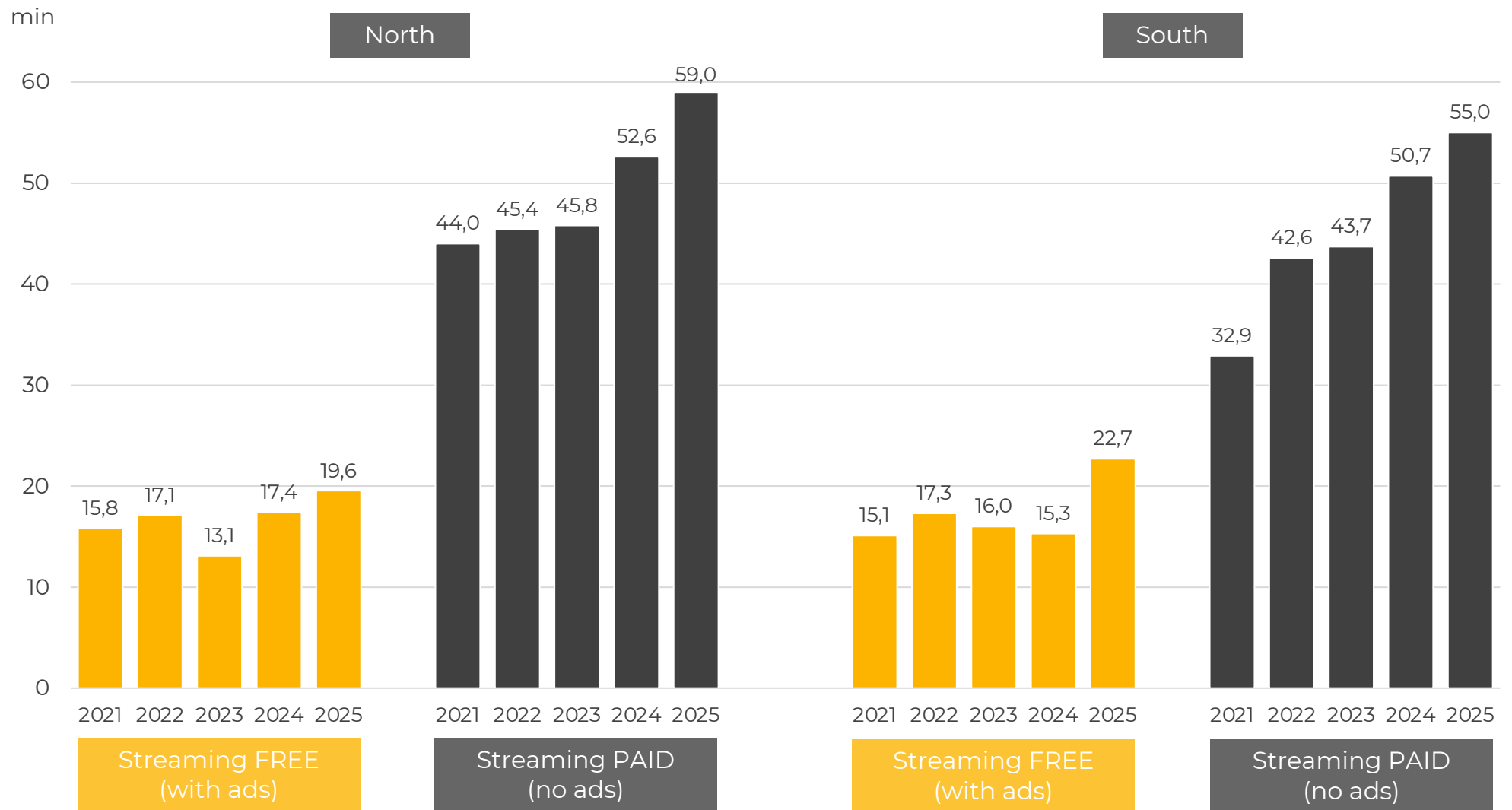
# Devices used for each type of content



# Streaming platforms



# Streaming platforms : evolution FREE vs PAID

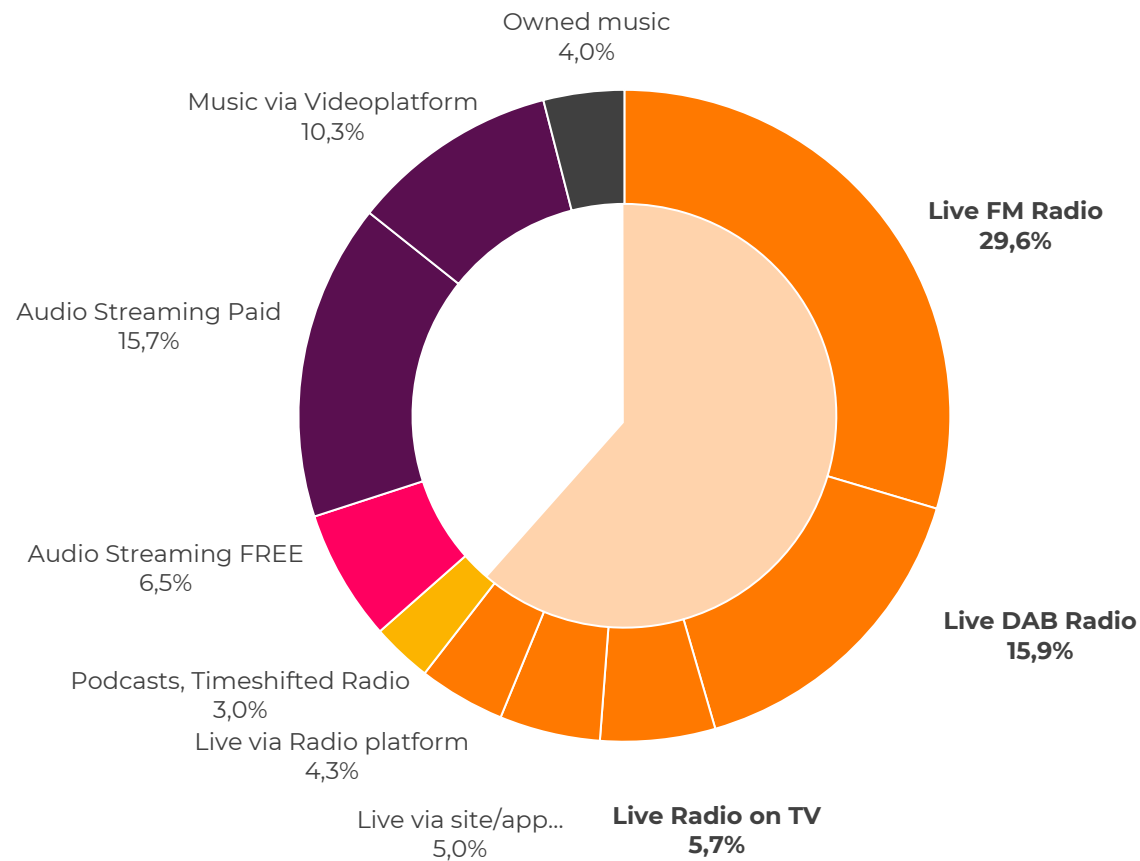


Source : Audio Time 2025 – 18-54 – FREE volume contains Spotify, YouTube, Deezer, Apple Music, Amazon Music, Soundcloud,...

# 3. Total Audio Advertising



# Share of Audio

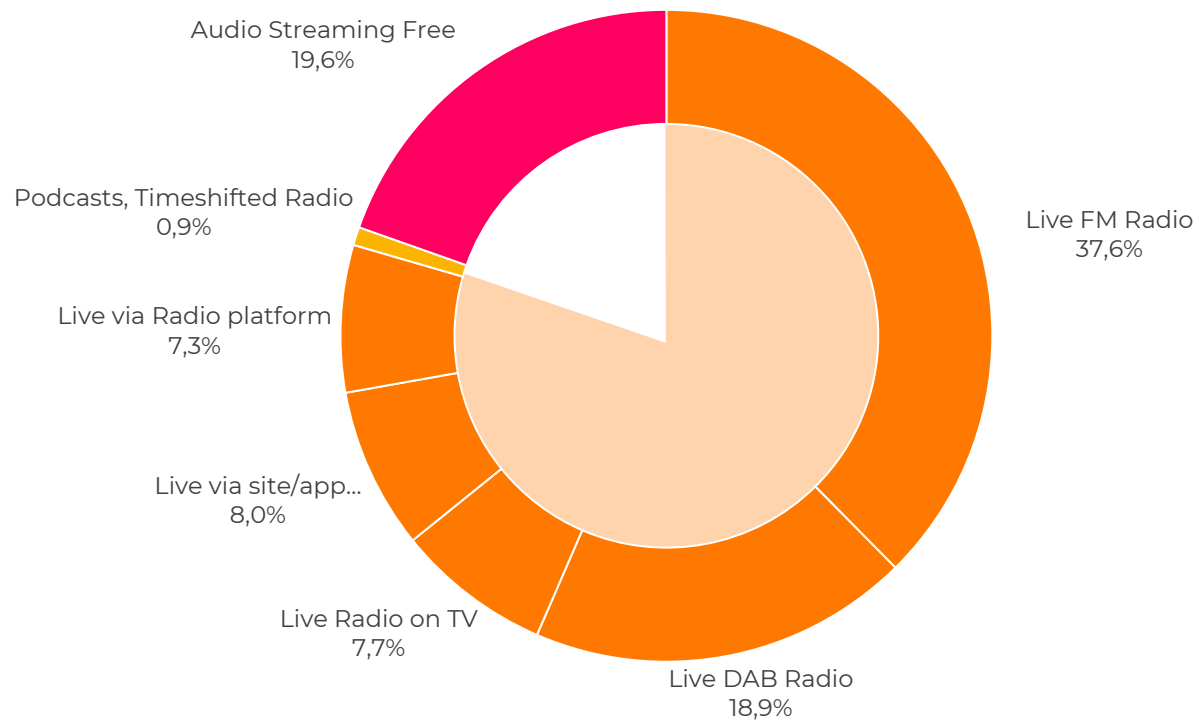


Live Radio =

**61%**

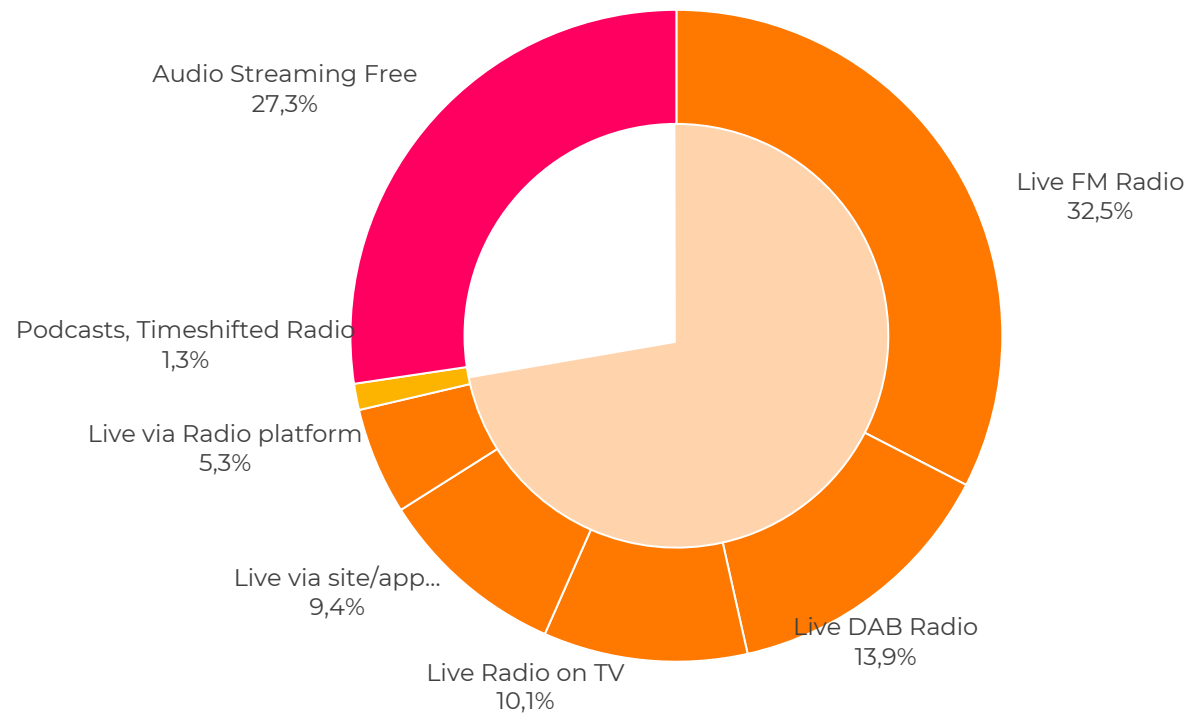
of total audio  
consumption

# Share of Audio Advertising



In Belgium,  
**80%**  
of all casted  
audio ads are  
delivered by  
Radio  
broadcasters

# Share of Audio Advertising

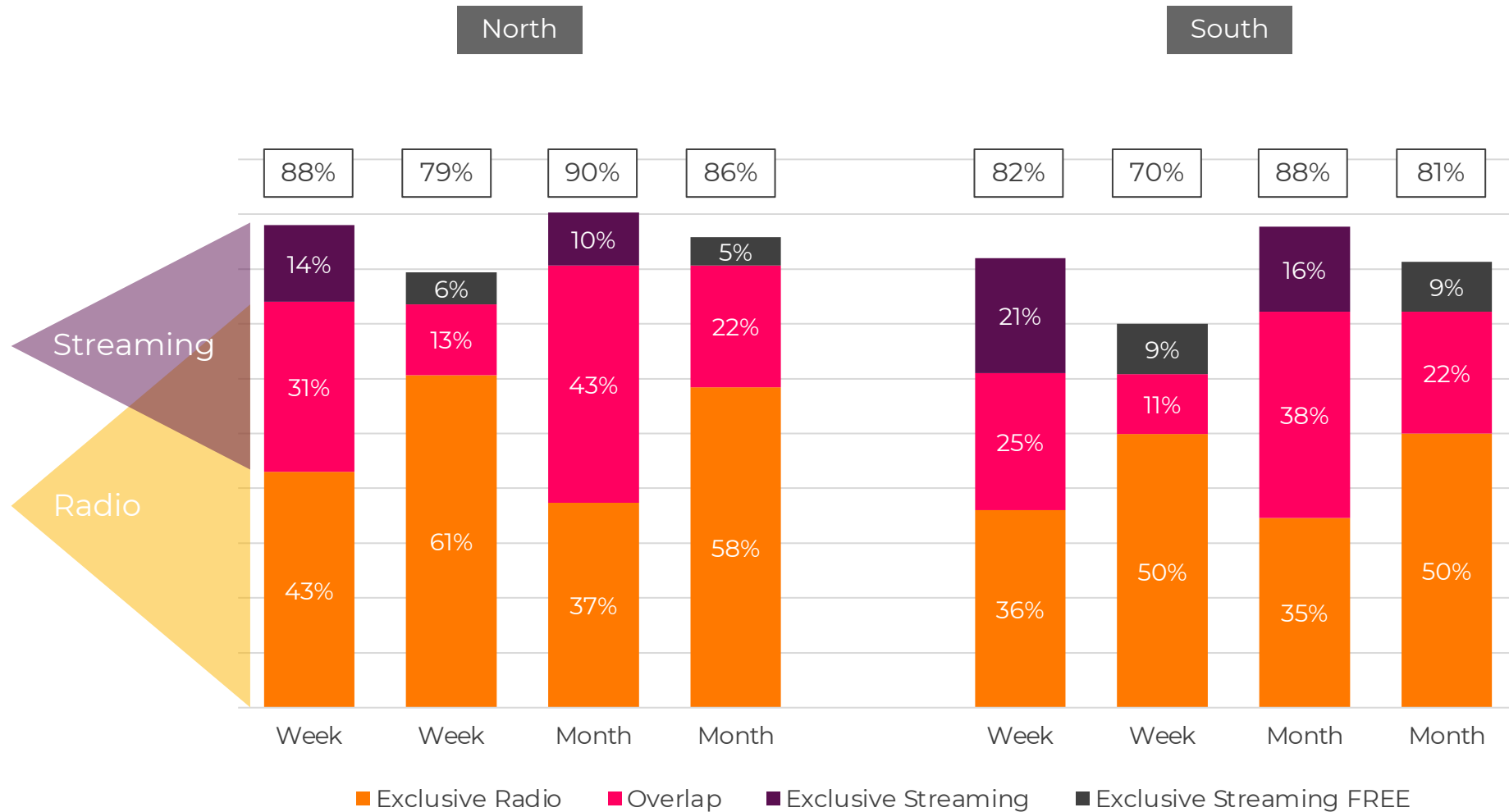


On the 18-34,

**71%**

of all casted  
audio ads are  
delivered by  
Radio  
broadcasters

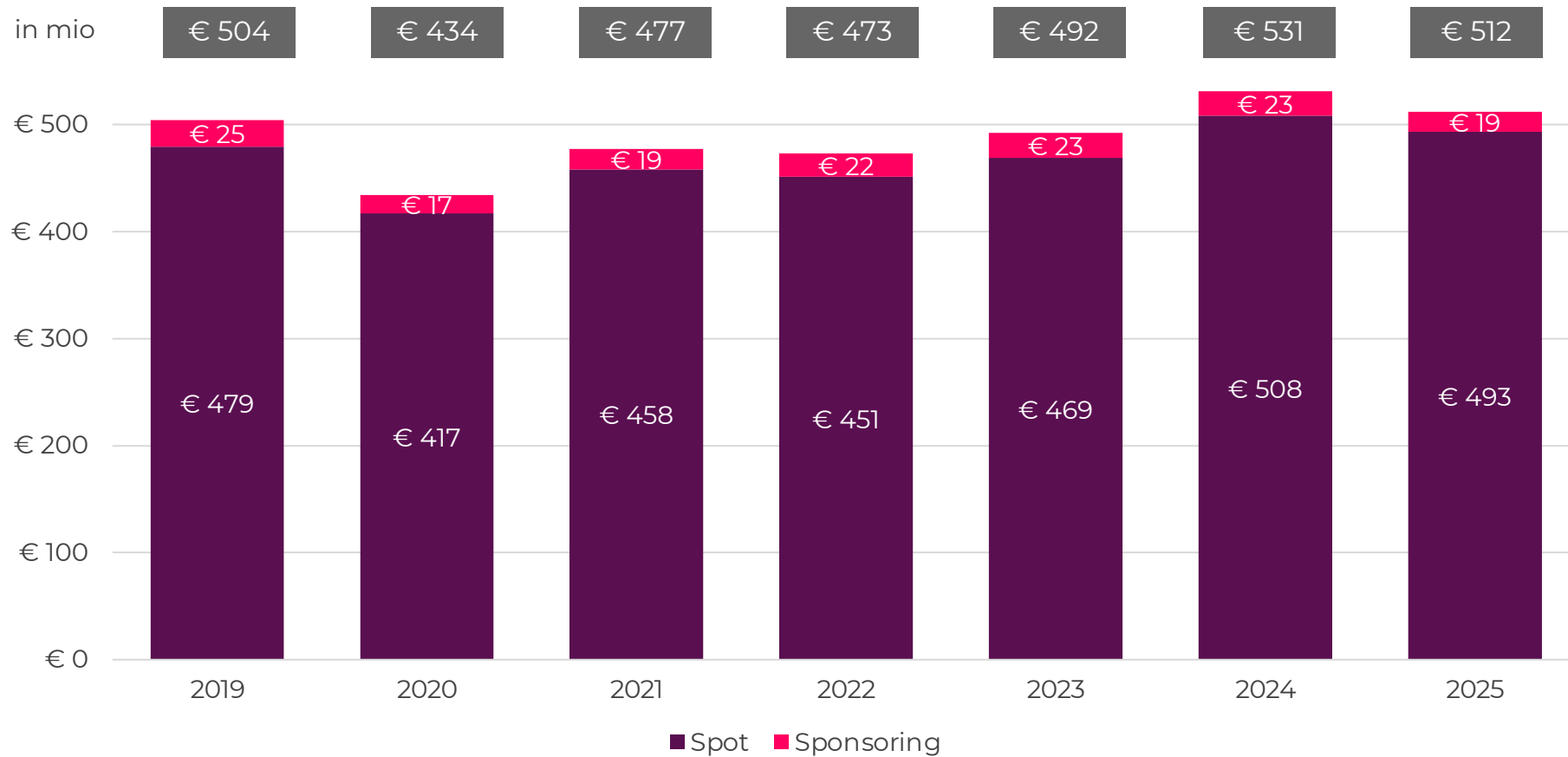
# Streaming platforms incremental reach potential



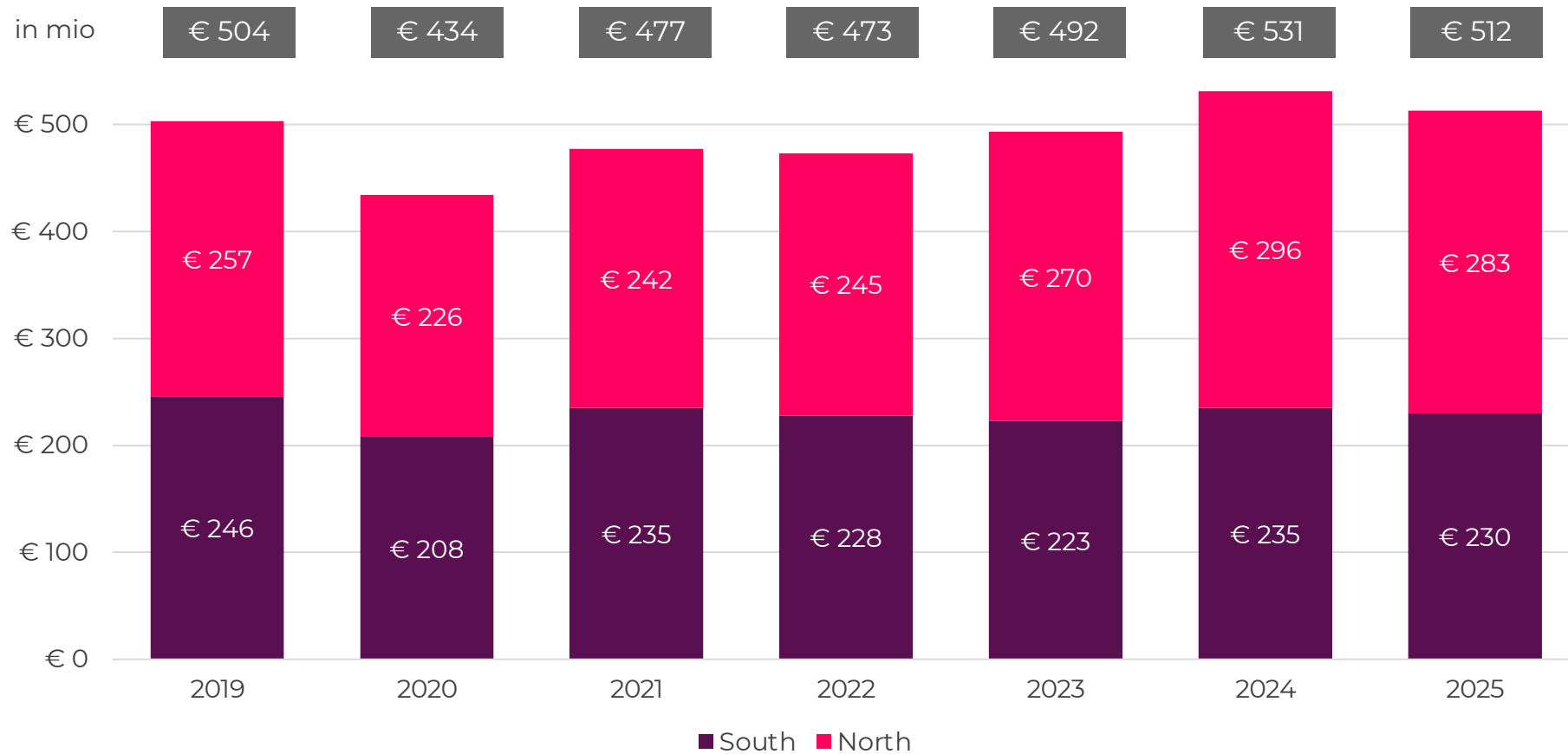
## 4. Audio investments



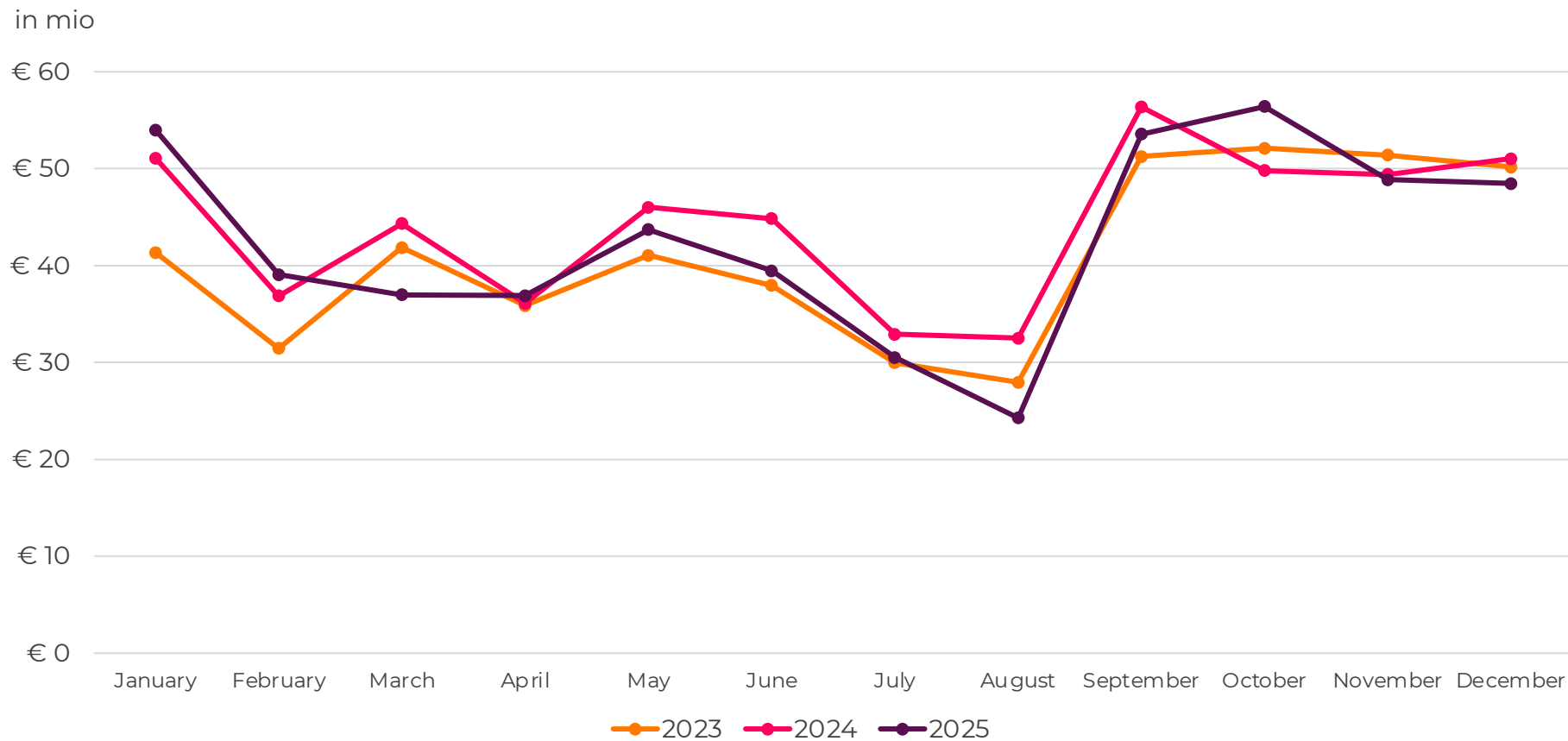
# Radio Advertising – Gross Investments



# Radio Advertising – Gross Investments

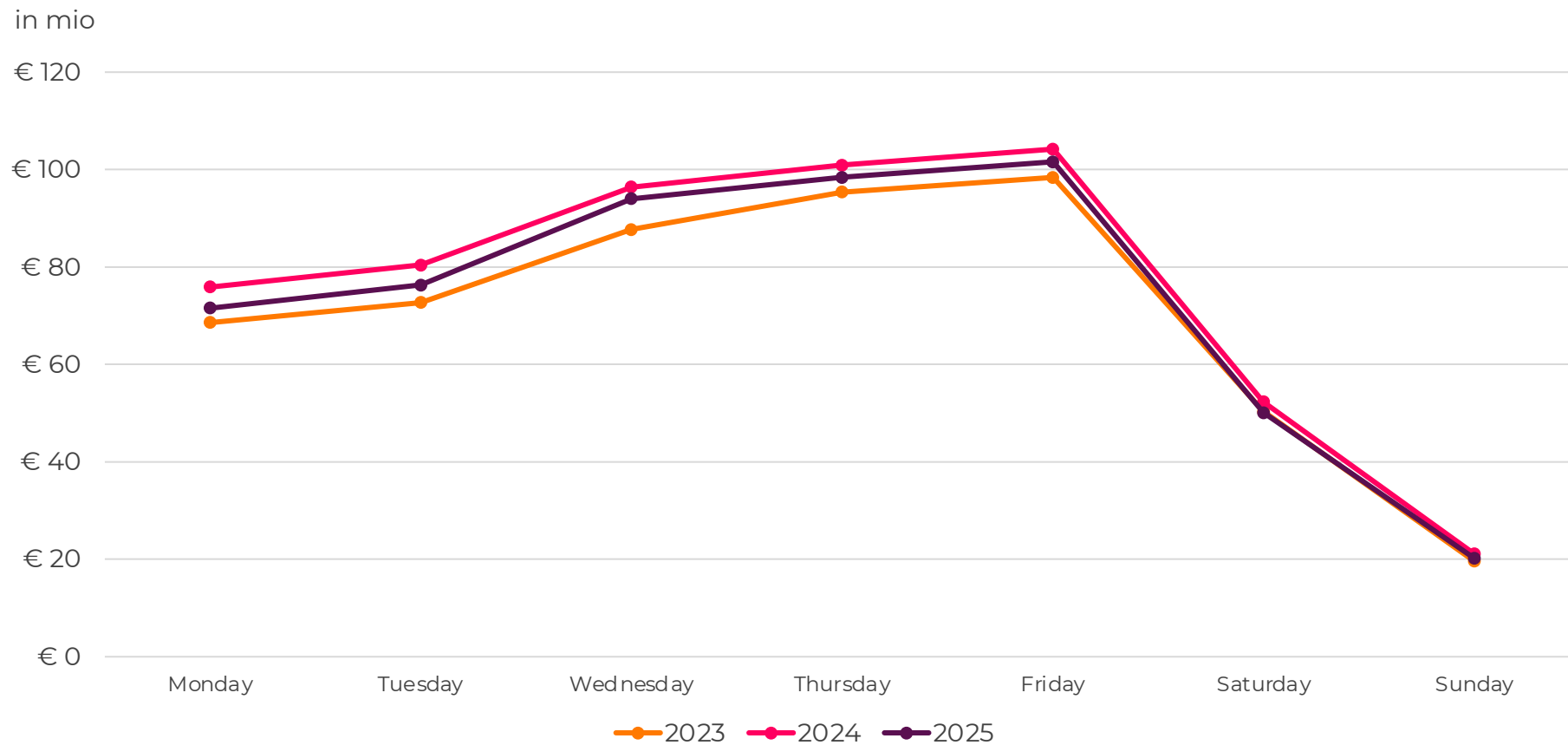


# Gross Radio investments per month

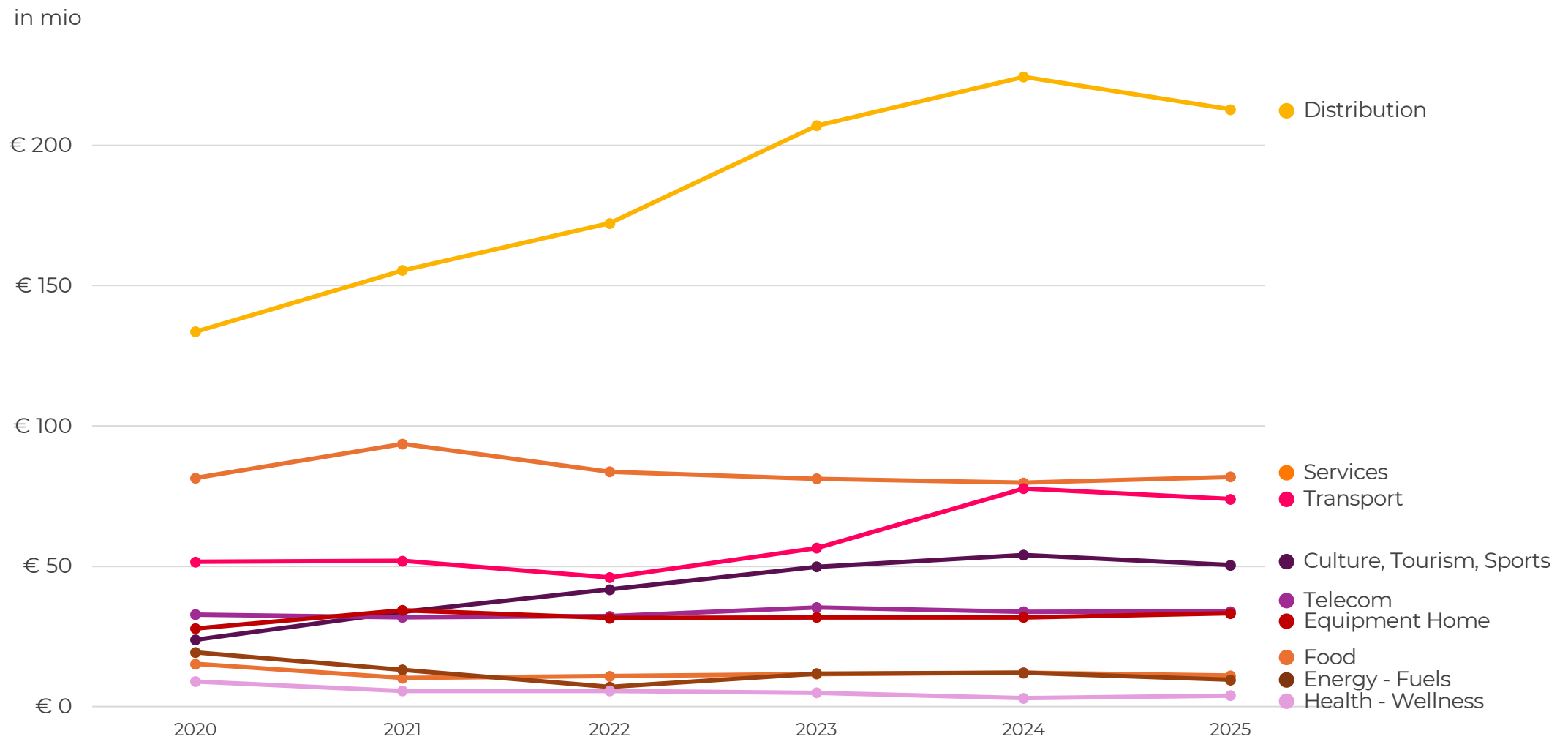


Source : MDB Nielsen – Excluded : (Associated) Events – Shows, Fairs, Media, Publishers

# Gross Radio investments per day of the week



# Gross Radio investments per economic group



# Gross Radio investments – Top 15 Advertisers

1	Colruyt Group	24 mio
2	D'leteren Group	20 mio
3	Ahold Delhaize	17 mio
4	Lidl	16 mio
5	Proximus Group	16 mio
6	Stellantis	14 mio
7	Loterie Nationale	14 mio
8	Aldi	14 mio
9	Carrefour	11 mio
10	Orange	10 mio
11	Telenet Group	9 mio
12	AS Watson	8 mio
13	BMW	8 mio
14	Communautés & Regions	8 mio
15	Amazon	6 mio

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