



ALL YOU NEED TO KNOW ABOUT THE LATEST CIM WAVE

The CIM has just published the results of the latest wave of the radio survey

RMB'S OFFER IN KEY FIGURES

TOTAL LISTENING



WEEKLY REACH 12+

2.5M

LISTENERS



COMMERCIAL SHARE 12+

51%



DAILY REACH 12+

1.5M

LISTENERS



ATL 12+

2H20

ONLINE LISTENING



WEEKLY REACH 12+

650K

LISTENERS



COMMERCIAL SHARE 12+

50%



DAILY REACH 12+

258K

LISTENERS



ATL 12+

2H19

FOCUS ON IN-HOUSE BRANDS



DAILY REACH: 289.000 LISTENERS

Best Affinity Daily Reach SG 1-2

187

DAILY REACH: 481.500 LISTENERS

Best Daily Reach on Men

241.482





DAILY REACH: 335.000 LISTENERS

Best ATL Managers + Independants

161

DAILY REACH: 162.500 LISTENERS

Best Affinity on Women SG 1-4

138



DAILY REACH: 68.000 LISTENERS

Best Affinity 55+ SG 1-4

298

DAILY REACH: 240.000 LISTENERS

Affinity Women 18-34

195





DAILY REACH: 30.300 LISTENERS

ATL Men 12-34

154

DAILY REACH: 110.000 LISTENERS

Affinity 25-54

153



FIGURES ON IN-HOUSE BRANDS

	DAILY REACH #	MARKET SHARE (%)	AVG. TIME LISTENING (min.)
<i>La Première</i>	289.000	6.0	102
<i>Vivacité</i>	481.500	13.0	134
<i>Classic 21</i>	335.000	10.1	149
<i>Tipik</i>	162.500	3.2	98
<i>Musiq'3</i>	68.000	1.6	119
<i>NRJ</i>	240.000	4.9	101
<i>LN RADIO</i>	30.300	0.8	134
<i>FUN RADIO</i>	110.000	2.2	101

Radio strengths



allows brands to **reach millions** of people every day



generates a **great ROI** and is **economical**



dominates the booming Audio landscape



is a lever for **digital KPI's**



has a **huge reach** among those under 35



is much **more than a call-to-action** medium



is listened **throughout the day**



ads are as **creative** as TV and billboards



is the dominant medium in **connected cars**



provides a **reliable, safe** and **sustainable** environment, especially in times of crisis



should be part of any **optimal media plan**

Egta, February 2023, World Radio Day 10 facts about Radio