



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

RMB'S OFFER IN KEY FIGURES

TOTAL LISTENING

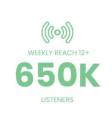




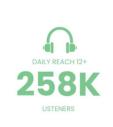




ONLINE LISTENING









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.)
La Première	289.000	6.0	102
Vivacité	481.500	13.0	134
Classic 21	335.000	10.1	149
Tipik	162.500	3.2	98
Musiq'3	68.000	1.6	119
NRJ	240.000	4.9	101
LN RADIO	30.300	0.8	134
FUN RADIO	110.000	2.2	101

Radio strengths



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



dominates the booming Audio landscape



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



is listened throughout the day



is the dominant medium in connected cars



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



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



is a lever for digital KPI's



is much more than a call-to-action medium



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



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

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