

February 2025


www.worldradioalliance.com



WORLD
RADIO
ALLIANCE



Radio, the Audio Leader

Compiled by  egta





Radio, the audio leader

We, the **World Radio Alliance**, want to demonstrate to advertisers and agencies that **radio is the leader in audio** within an evolving media landscape, offering brands a unique opportunity to deliver impactful messages.



About WRA

WRA is a worldwide grouping of broadcasters and sales houses' trade bodies from 16 markets, across 4 continents, whose joint objective is to promote and demonstrate the power and value of radio and audio in the media landscape.





Radio: the Audio Leader



**Highest
audio consumption and
ad-supported listening**



Most trusted



Unmatched reach



Most mobile



1

Radio dominates the audio consumption

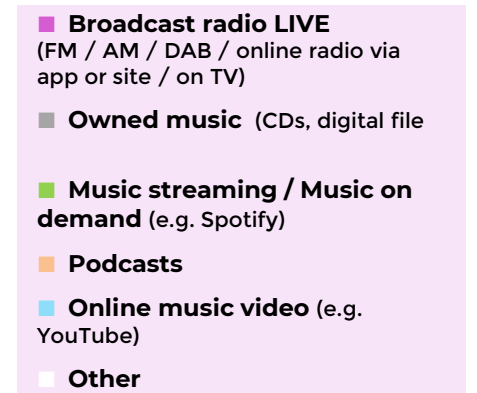
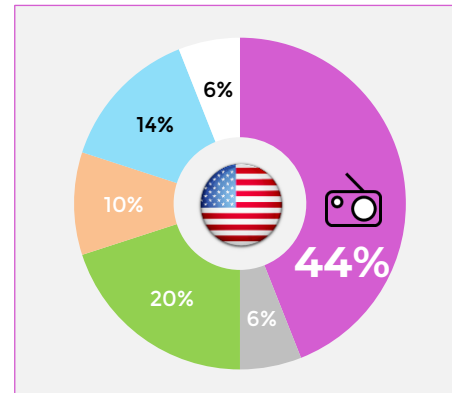
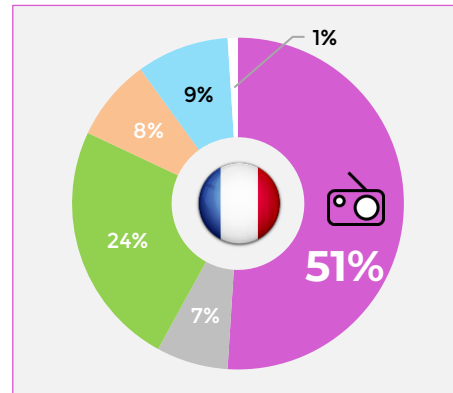
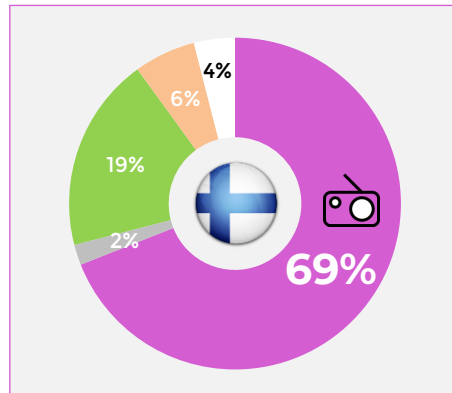
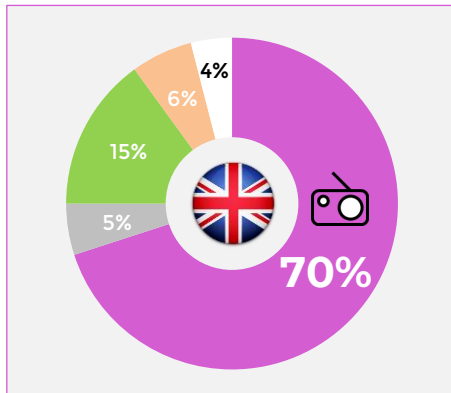
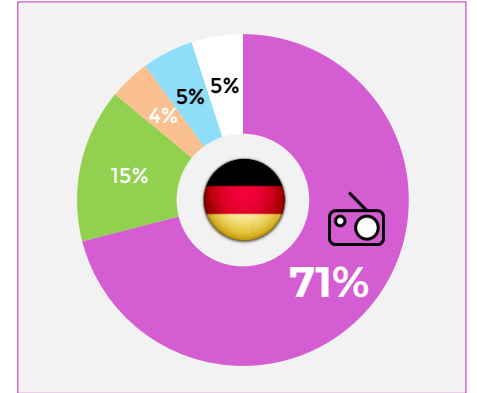
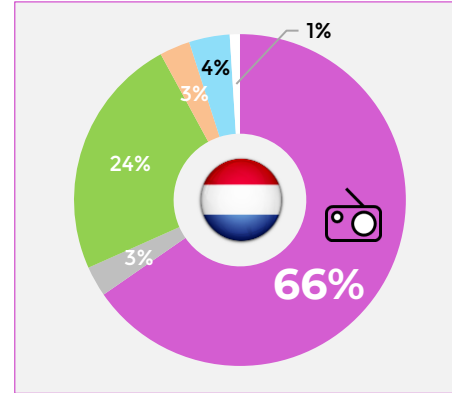
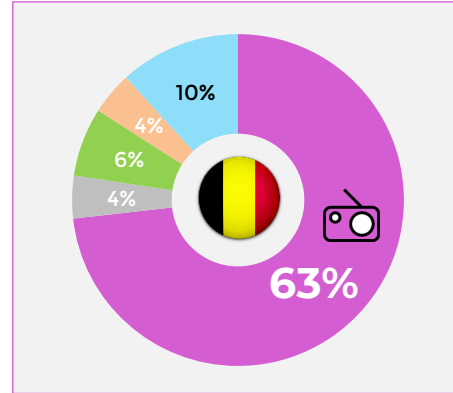
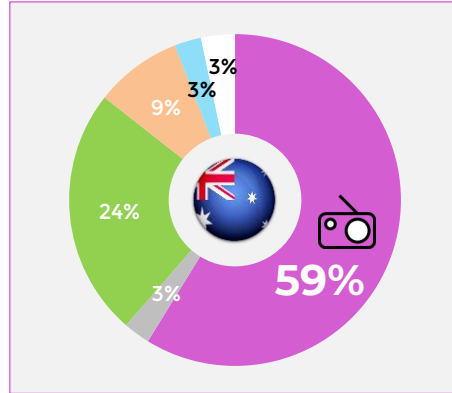
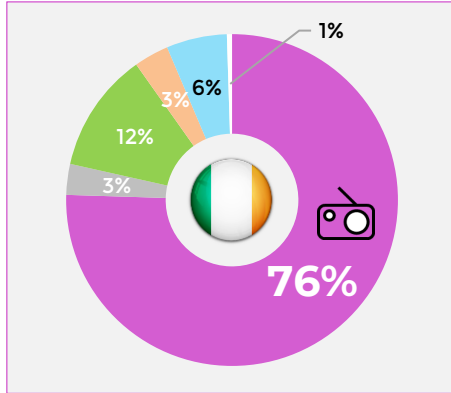
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Radio has the highest share of listening time and is the biggest part of the ad-supported audio landscape



1. Radio has the highest share of listening time

Daily share of audio listening time



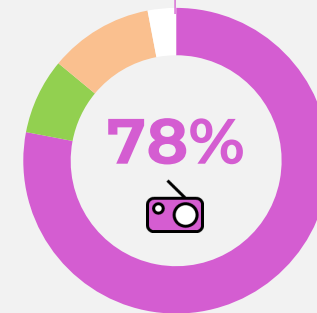
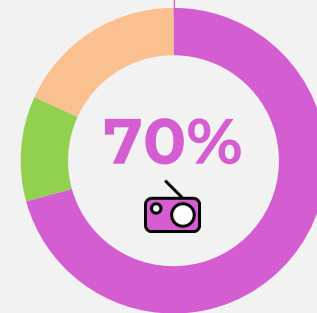
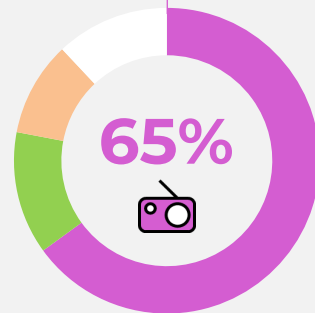
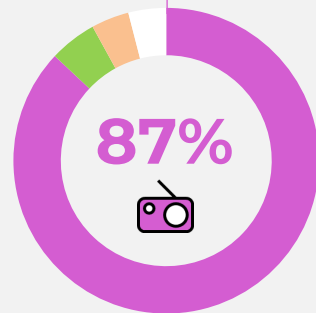
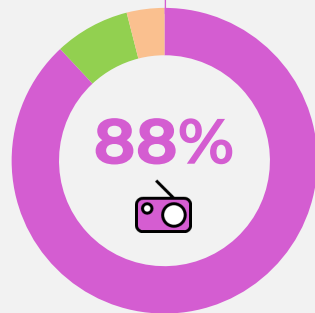
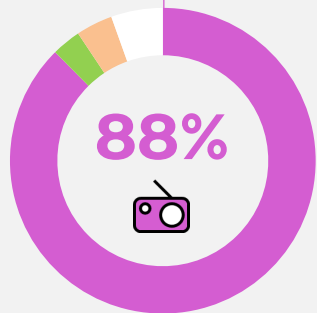
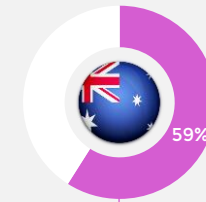
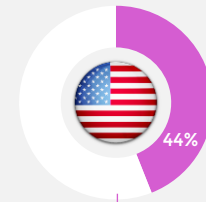
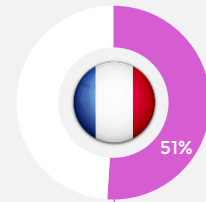
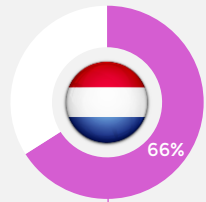
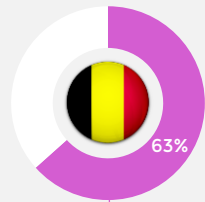
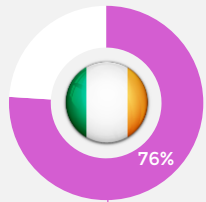
Source: IE: Ipsos JNLR 2024 2 Audio Module (April 24 – June '24), pop. 15+ | AU: GfK Share of Audio 2022, Metro, pop. 10+ | BE: CIM Audio Time 2025, pop. 12+ | NL: NMO December 2024, pop. 13+ | DE: Medienstudie 2024, pop. 14+ | UK: Rajar Midas 2024 | FI: National Radio Survey, Finnpanel, Jan-Nov 2024, population 9+ | FR: Mediametrie Global Audio 2024, pop. 15-80 y.o. | US: Edison Share of Ear 2024, pop. 13+ |



1. Live radio is the biggest part of the ad-supported audio landscape

Radio is the only medium that offers scale for brands to reach their consumers within the audio landscape

Daily share of time spent with RADIO within total audio listening



Daily share of time spent with LIVE RADIO within ad-supported audio listening

■ Broadcast radio LIVE (FM / AM / DAB / online radio via app or site / on TV)
 ■ Music streaming / Music on demand (e.g. Spotify)
 ■ Podcasts
 ■ Other

Source: IE: Ipsos JNLR 2024 2 Audio Module (April 24 – June '24), pop. 15+ | BE: CIM Audio Time 2024, pop. 12+ | NL: NMO December 2024, pop. 13+ | FR: Mediametrie Global Audio 2024, pop. 15-80 y.o. | US: Edison Share of Ear 2024 | AU: GFK Share of Audio 2022, Metro, pop. 10+



2

Radio has an unmatched reach

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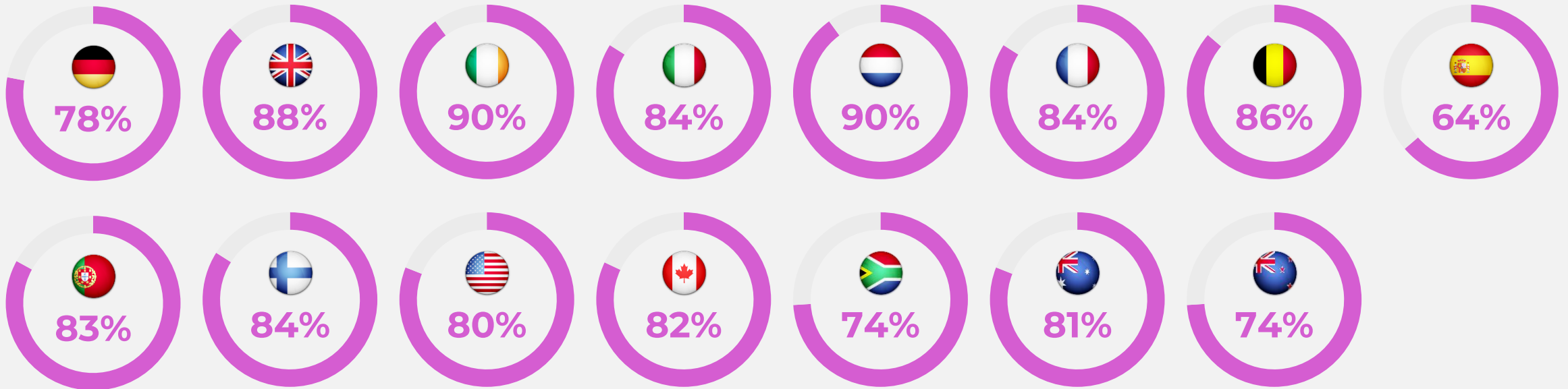
Radio offers brands a powerful platform to connect with large audiences, making it an essential tool for maximising visibility and impact



2. Radio has an incomparable reach across the world

Radio is the only medium that offers scale for brands to reach their consumers within the audio landscape

% of population listening to radio every week



Source: DE: ARD/ZDF-Medienstudie 2024, pop. 14+ | UK: RajarMidas 2024 | IE: Ipsos JNLR 2024 2 Audio Module April 24 – June '24, pop. 15+ | NL: NMO December 2024, pop. 13+ | IT: ER (Tavolo Editori Riuniti), total 2024, pop. 14+ | FR: EAR Insights, Sept-Oct24, pop. 13+ | BE : CIM RAM sept23-aug24, pop. 13+ | ES: EGM 3rd wave 2024 | PT: Marktest Bareme Radio, Jan-Dec 2024, pop. 15+ | FI: National Radio Survey, Finnpanel, Jan-Nov 2024, pop. 9+ | US: Nielsen Radar 162 2024, pop. 12+ | CA: Numeris PPM Total Meter CTRL, Fall 2024, pop. 18+ | ZA: BRC RAM data for Jan 22 - Dec 23, pop. 15+ | AU: The Infinite Dial 2024, total pop. 12+ | NZ: The Infinite Dial 2023, total pop. 16+

3

Radio is the most trusted and reliable medium

...

Radio stands out as a trusted medium that fosters companionship and connection with listeners

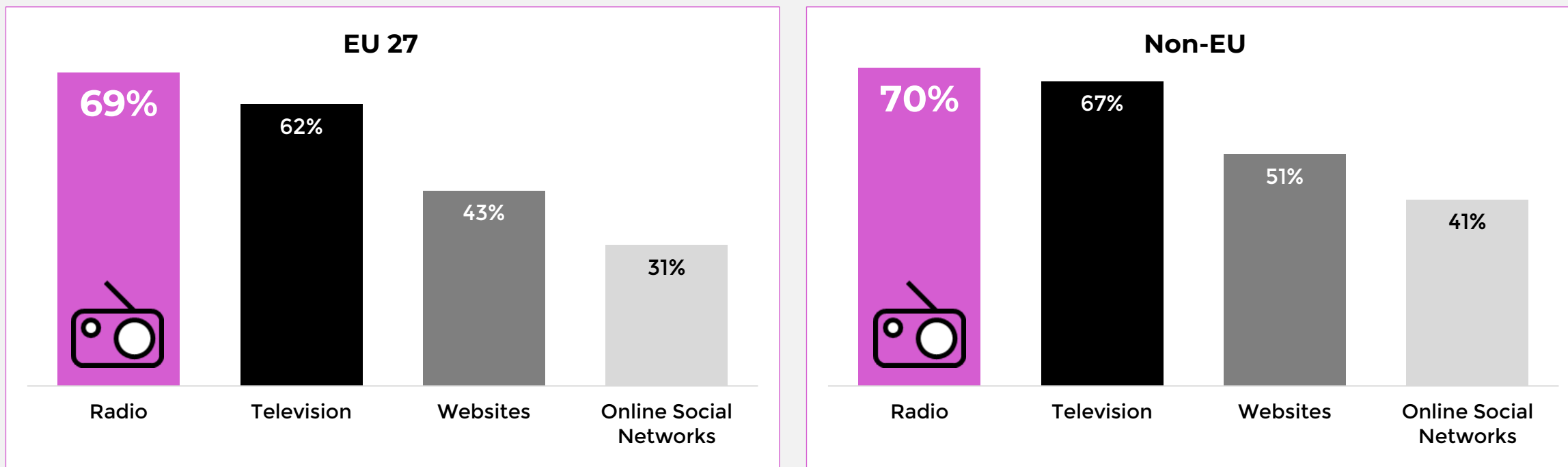




3. Radio is the most trusted medium

Radio offers premium content in a trusted and safe environment

% of population who tend to trust by type of media

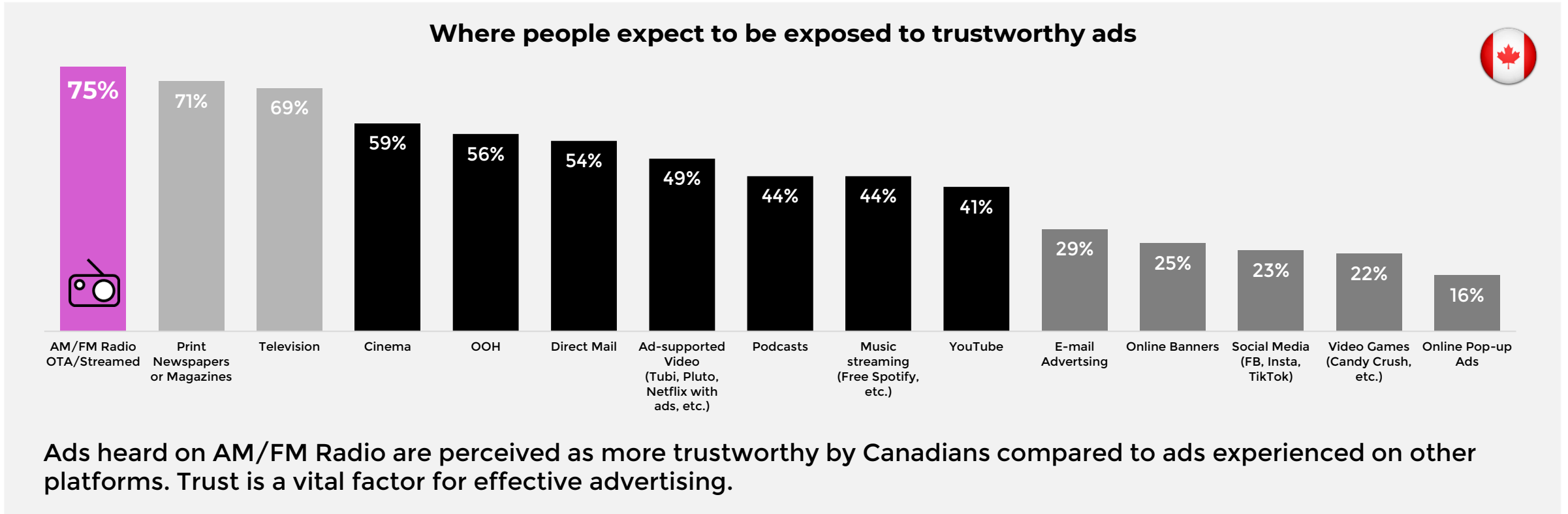


Source: European Commission – Standard Eurobarometer 102 - Oct-Nov 2024 - population 15+



3. Radio ads are the most trusted form of advertising

This trust translates into higher engagement rates, making radio an essential medium for advertisers looking to build lasting consumer relationships



Source: Canada: Signal Hill Insights | Maru Voice Canada, September 2024 survey of 3,000 Canadians 18+.

4

Radio is the most mobile mass medium

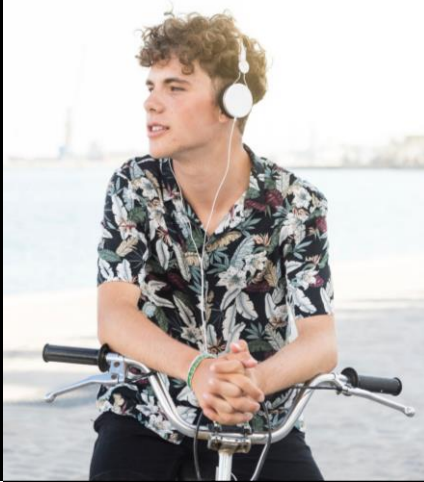
...

Radio is the ultimate mobile medium: accessible everywhere, hands-free, eyes-free, on any device, seamlessly accompanying listeners throughout the day



Radio is everywhere and more than ever the most mobile mass medium

**Multiple
devices**



Multiplatform



**Live
and
on-demand**



**Hands-free
and
eyes-free**



**Accompanies
listeners
throughout
the day**



On-the-go





1,000X

Radio, the Audio Leader

Radio is the **leader of audio**, connecting communities worldwide. Even as audiences embrace new platforms, radio stands out with **unmatched reach, time spent, trust, and engagement**, offering brands a unique opportunity to deliver impactful messages and achieve results in a fragmented media landscape.

