

# WORLD RADIO DAY 2025

## RADIO DOMINATES AUDIO: WORLD RADIO ALLIANCE UNVEILS LATEST GLOBAL DATA

Brussels, 13 February 2025

As audio consumption continues to evolve, one thing remains clear: Radio is the audio leader. New global data released for World Radio Day 2025 by the World Radio Alliance and egta, the international trade body of multiplatform TV and audio businesses, confirms that radio reaches up to 90% of the population in key markets, dominates the time spent with ad-supported audio, and remains the most trusted medium worldwide.

The captivating insights and argumentation, backed by global research and data, are available for download ([here](#)) and at [www.worldradioalliance.com](http://www.worldradioalliance.com), showcasing the following points:

1. **Radio dominates audio consumption:** Live radio holds the largest share of listening time—76% in Ireland, 71% in Germany, 69% in Finland, and 70% in the UK—proving that traditional radio is still the most consumed audio format and a powerful channel for advertisers seeking high engagement and sustained reach.
2. **Live radio leads ad-supported audio:** In a world of ad-free subscriptions, live radio remains the most significant ad-supported platform, radio accounts for 88% of the time spent with ad-supported audio in Belgium, 87% in the Netherlands, 78% in Australia and 70% in the US – offering brands direct, uninterrupted access to engaged audiences at scale.
3. **Radio reaches more people weekly than any other audio format:** With a weekly reach of 90% in Ireland and in the Netherlands, 88% in the UK, 84% in France, and 83% in Portugal, radio continues to be an essential medium for advertisers looking for scale and impact and remains one of the most powerful mass media channels.
4. **Radio is the most trusted and reliable medium:** 69% of the population in the EU and 70% of the population in non-European countries consider radio as the most trusted medium. This trust translates into higher engagement rates, making radio an essential medium for advertisers looking to build lasting consumer relationships.
5. **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.

#### Quotes:

“In support of World Radio Day, the World Radio Alliance members have developed this report highlighting radio's dominant role in the audio landscape. Recognized for its vast reach and the trust it earns from listeners across the globe, Live Radio is the preeminent audio platform in today's congested media landscape. And in an era marked by natural disasters, misinformation, and rapidly changing news cycles, radio stands as a reliable source of information and in some cases, a lifeline. Radio is the only audio platform that can connect thousands of people together instantaneously, fostering a sense of security and community among its audience. Available for free, on any device, Radio's universal accessibility not only brings us together but also resonates with our shared experiences, and remains an essential medium for engaging audiences, offering vast reach with reliable and accessible content, anytime and anywhere.” Caroline Gianias, President Radio Connects; President of the WRA

“In the fast-expanding world of audio, radio stands as the undisputed leader - with its exceptional reach, deep listener loyalty, and unparalleled companionship, radio delivers unrivalled advertising power, making it the ultimate platform for brands to build connections and drive results in the audio landscape.” Thierry Mars, Radio Director, egta.

Celebrate World Radio Day! Discover why radio continues to lead the audio revolution! Explore the full report at [www.worldradioalliance.com/radio-the-audio-leader](http://www.worldradioalliance.com/radio-the-audio-leader) and join the conversation using #WorldRadioDay.

#### ABOUT THE WORLD RADIO ALLIANCE

The World Radio Alliance is a worldwide grouping of broadcasters' and sales houses' trade bodies in Europe, the USA, Canada, Australia, South Africa, New Zealand whose joint objective is to promote and demonstrate the power and value of radio and audio in the media landscape. [www.worldradioalliance.com](http://www.worldradioalliance.com)

#### ABOUT EGTA

egta is the international trade body of multiplatform TV and audio businesses. We represent more than 180 members in over 40 markets. Our members are multiplatform TV and audio businesses that sit at the intersection of traditional TV and radio and digital video and audio platforms. Multiplatform TV and audio bring together linear and on-demand services, across all screens and platforms. <http://www.egta.com/>

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