



CIM
Audio Time
2022

ON AIR



CIM Audio Time – A new CIM survey



What is CIM Audio Time ?

Measurement of **ALL** radio and audio consumption : radio, streaming, owned music...

Including **local and international** players

At quarter hour level for one day including :

- Audiotype
- Brand
- Device
- Location



Why an Audio Time survey ?

Shared initiative from all CIM broadcasters

Complementary to CIM RAM and RSM, giving a global overview of Total Audio landscape

Accessible to all CIM radio subscribers





CIM Audio Time – The survey



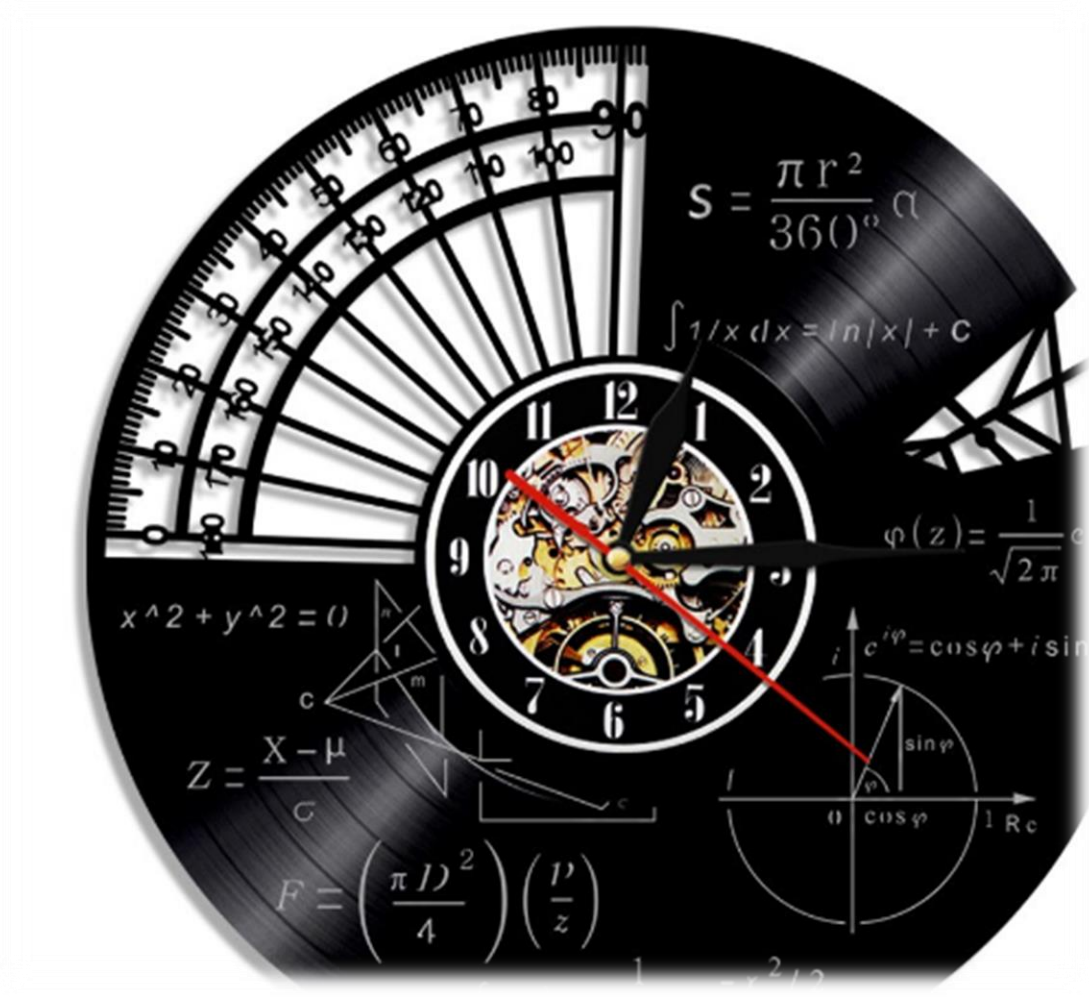
Online Survey (CAWI)



interviews : 3.457
Universe: Belgium 12-74



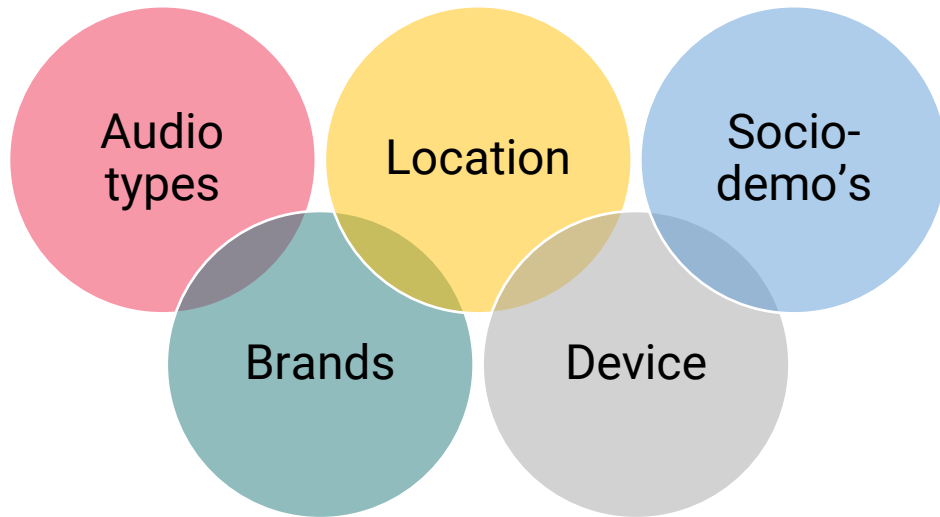
November – December 21





CIM Audio Time – What can I do with CIM Audio Time ?

How does an audio day look like ?



Which audio content are listened on mobile ?

What's the incremental reach of podcast ?

How many paid subscribers of streaming services ?

When do young people listen to radio ?

...



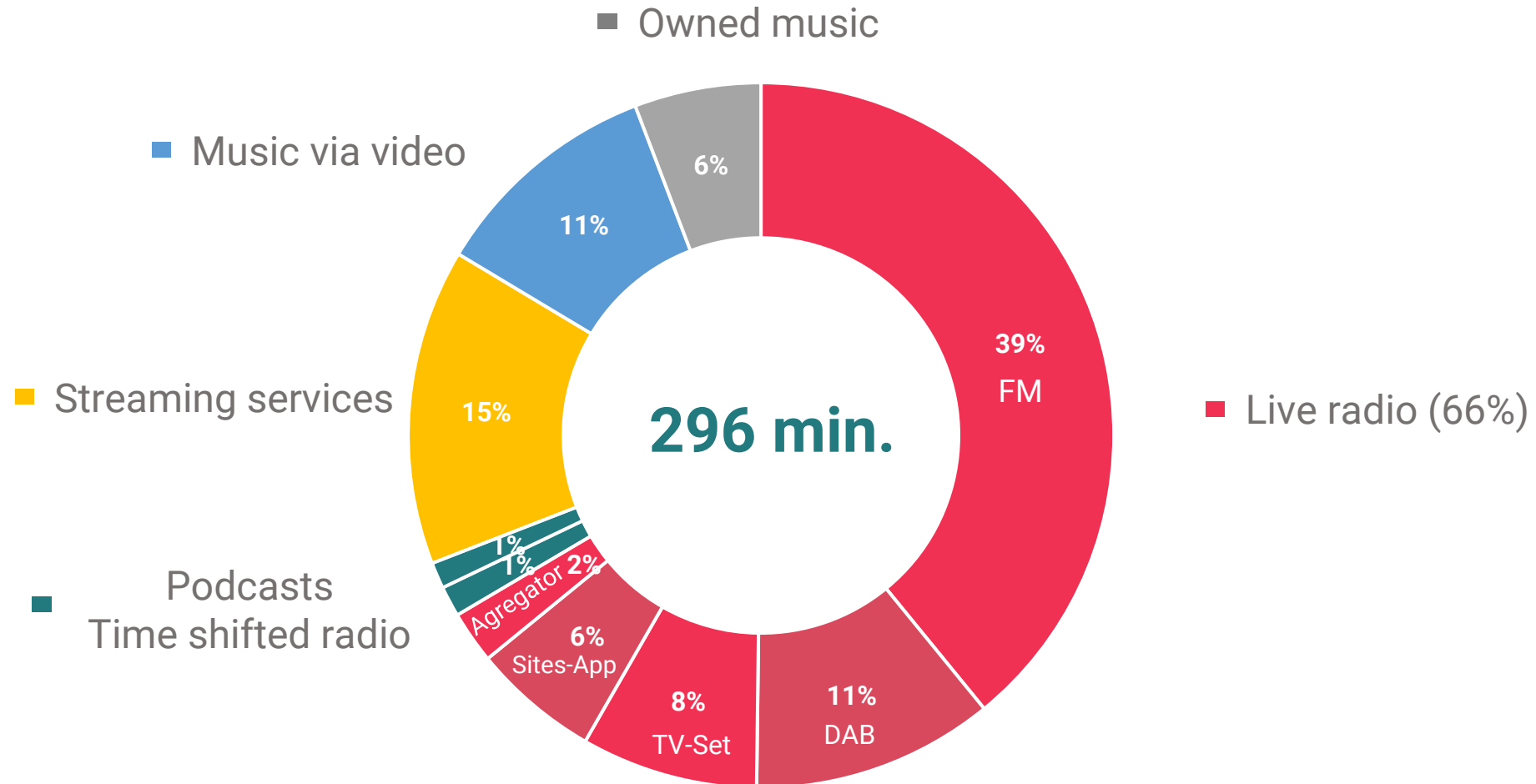
CIM Audio Time



296



CIM Audio Time – The share of Audio Time (Avg.day)



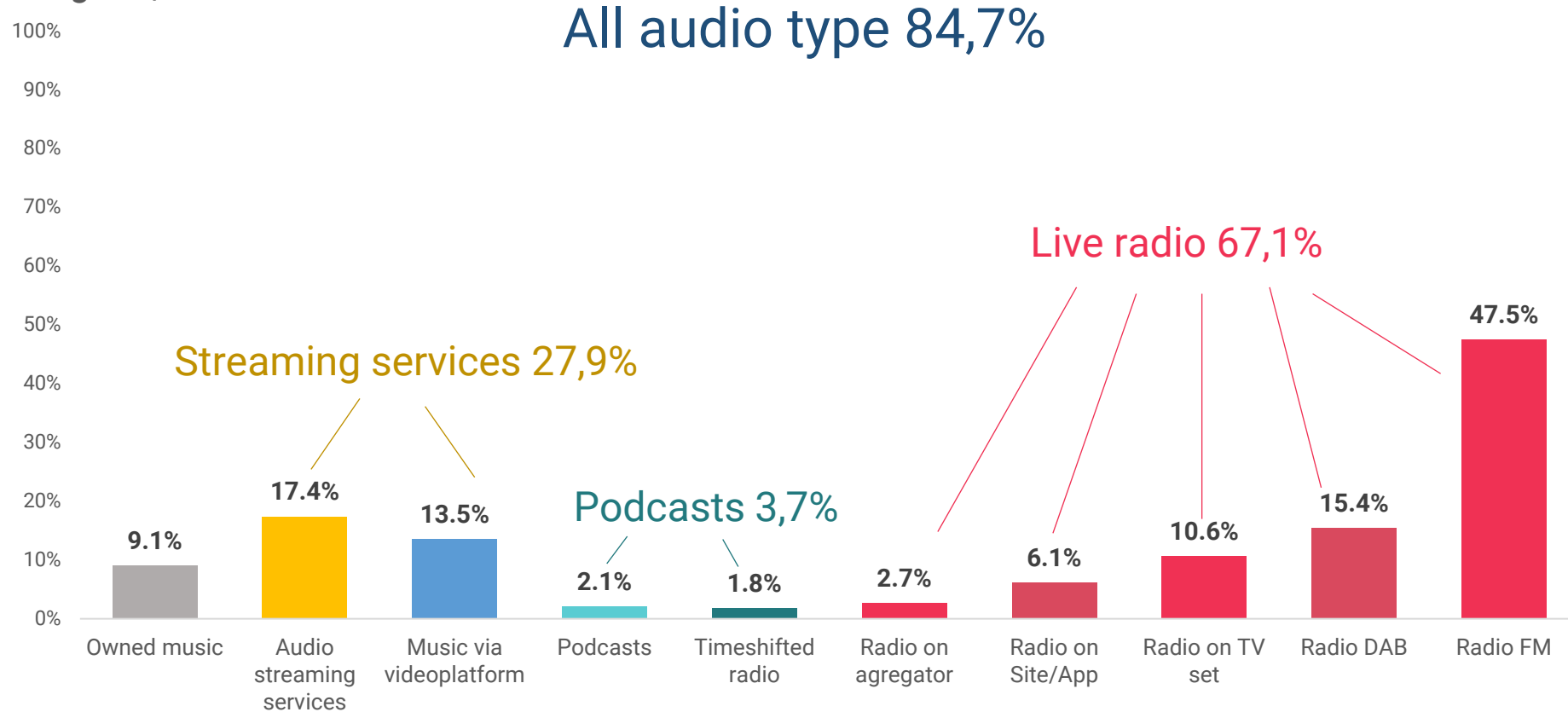
4h56 minutes of audio by day !

Live radio still by far the largest share.



CIM Audio Time – The reach of Audio types (Avg.day)

Belgium | 12-74





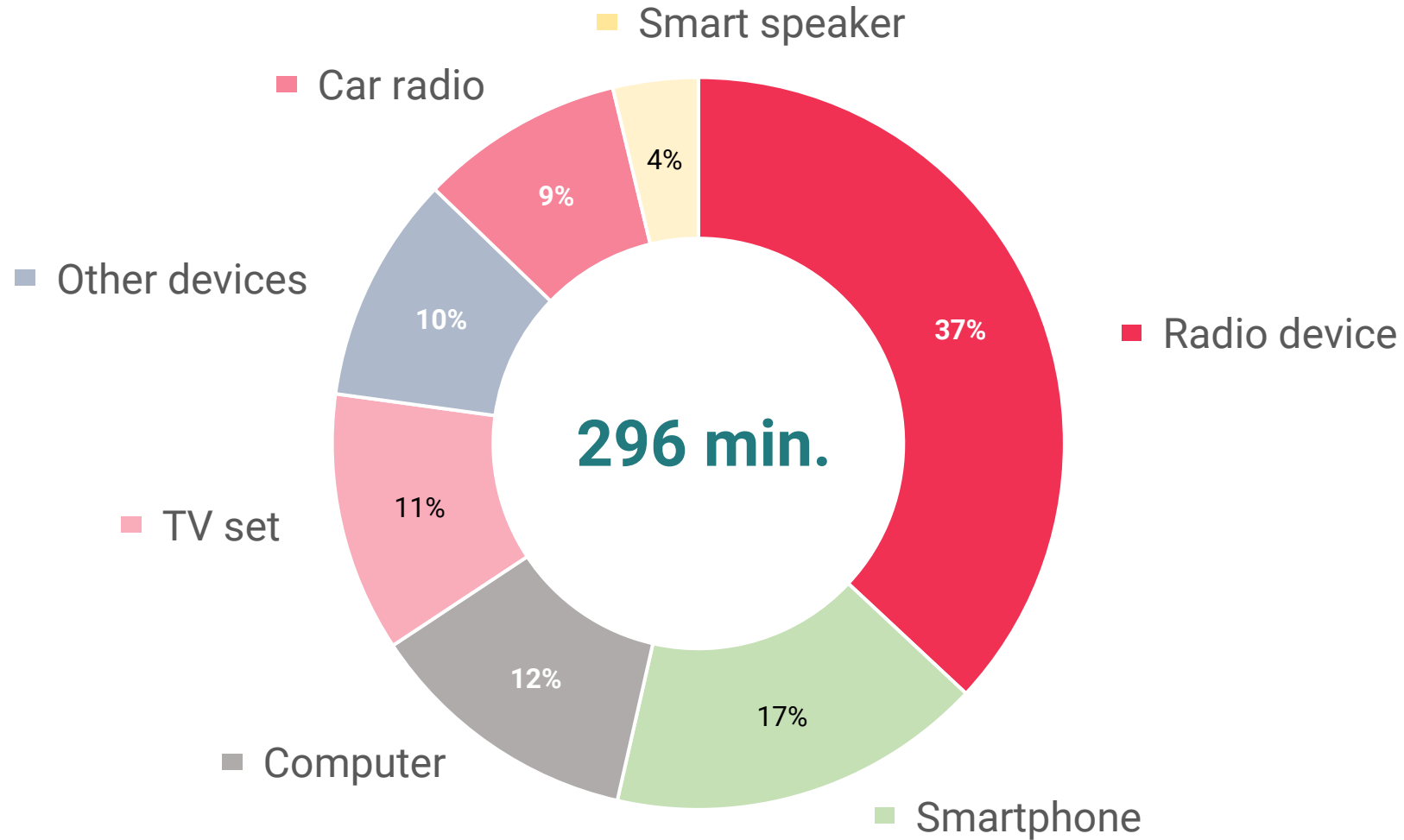
CIM Audio Time



11%



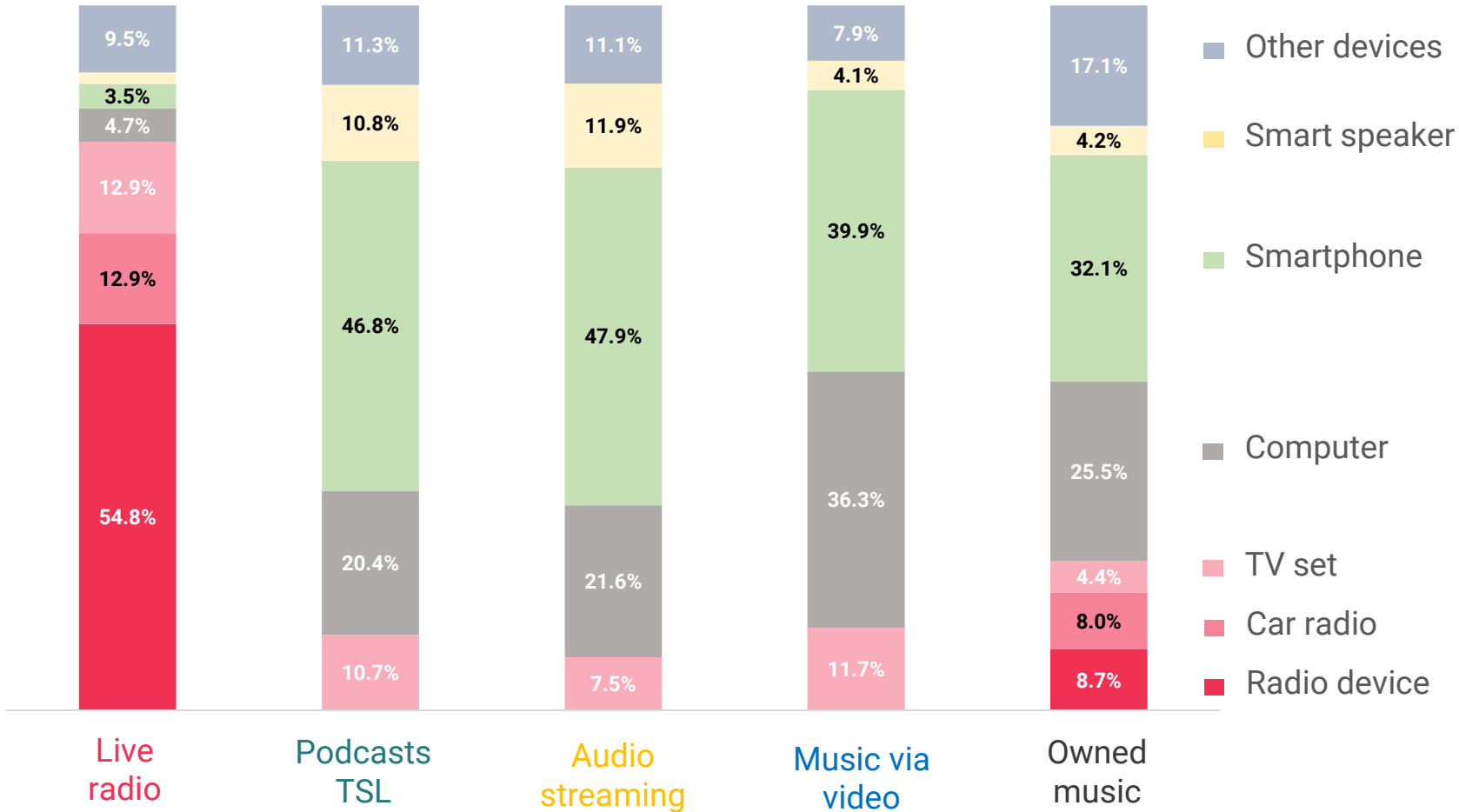
CIM Audio Time – Share by devices



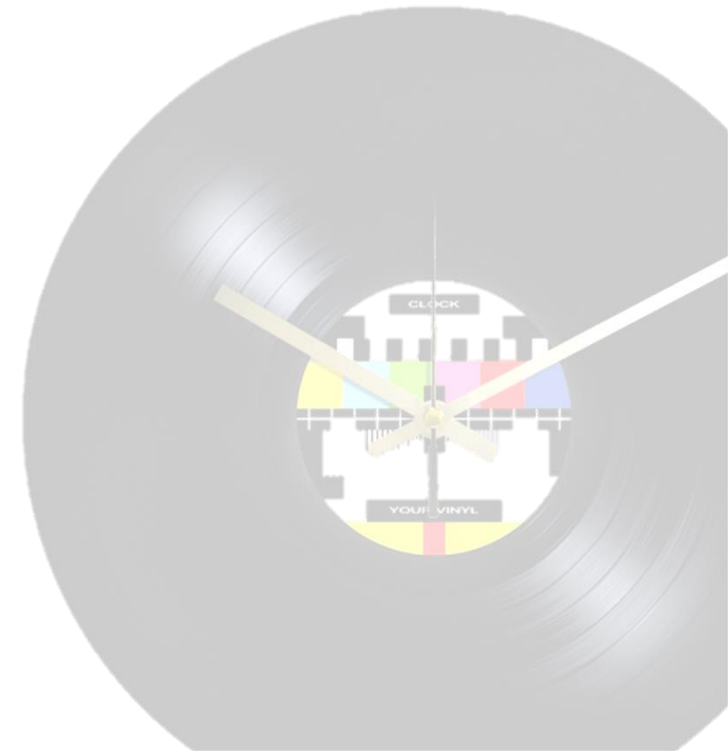
Smartphone is now the second most used device to listen to audio.



CIM Audio Time – Audio type by devices



35% of live radio listening via other devices than radios.
Mobile is the most used device for all other types of audio.

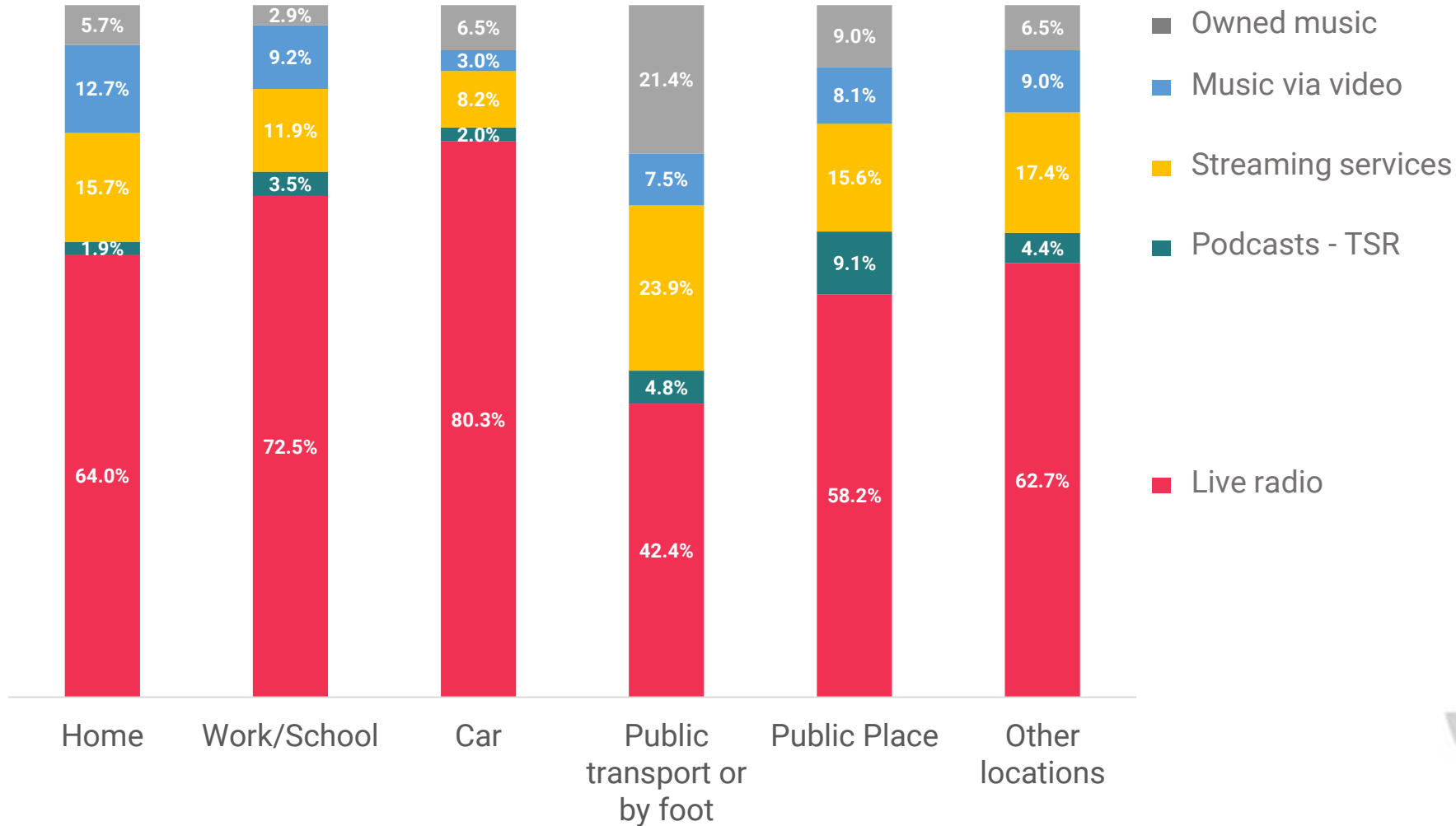




64%

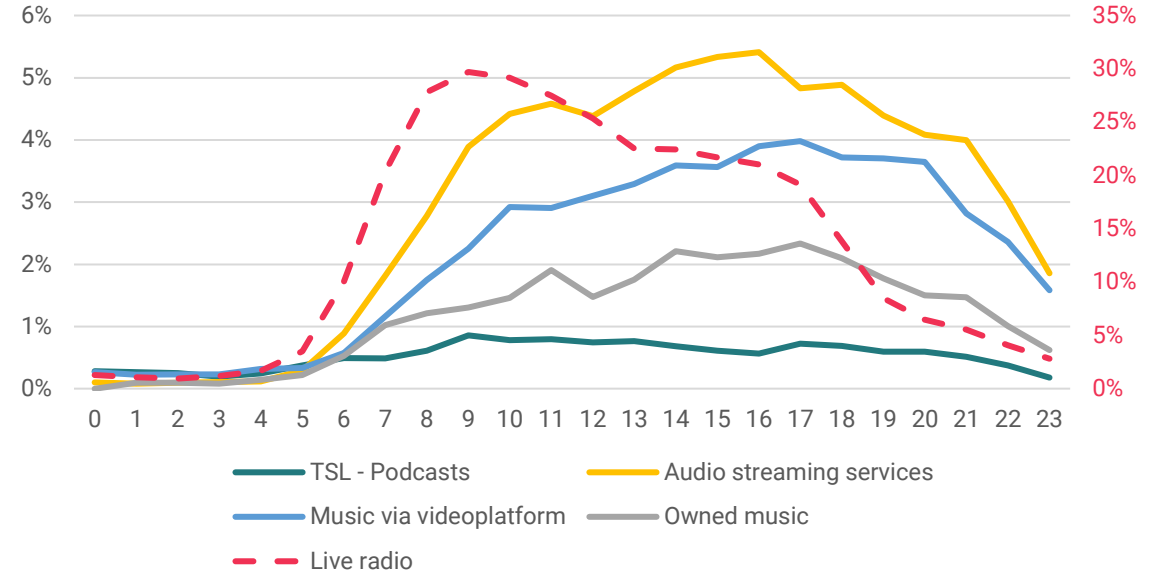
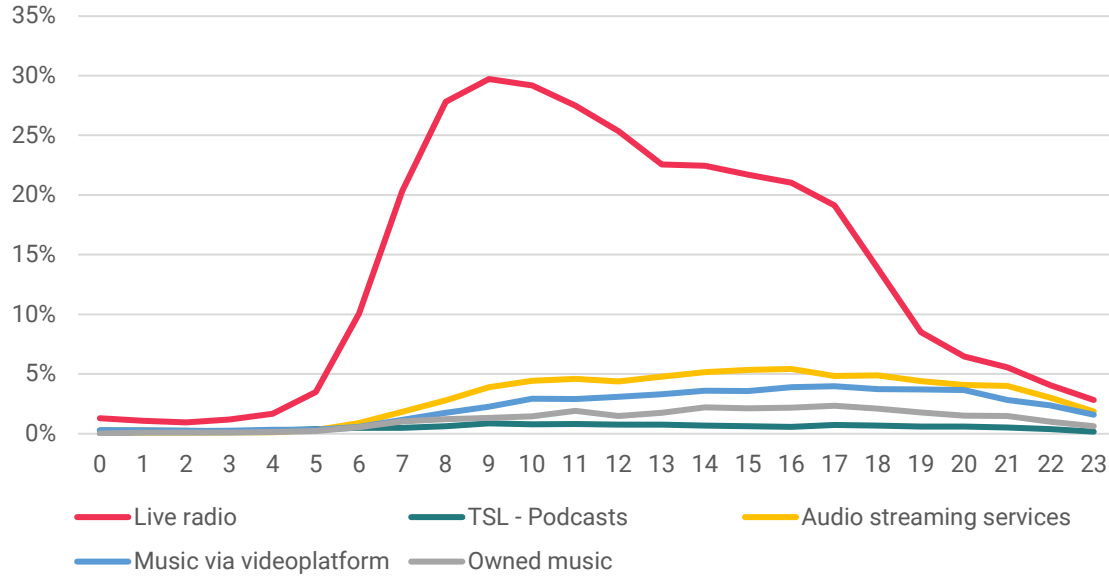


CIM Audio Time – Audio type by location





CIM Audio Time – Rating by daypart



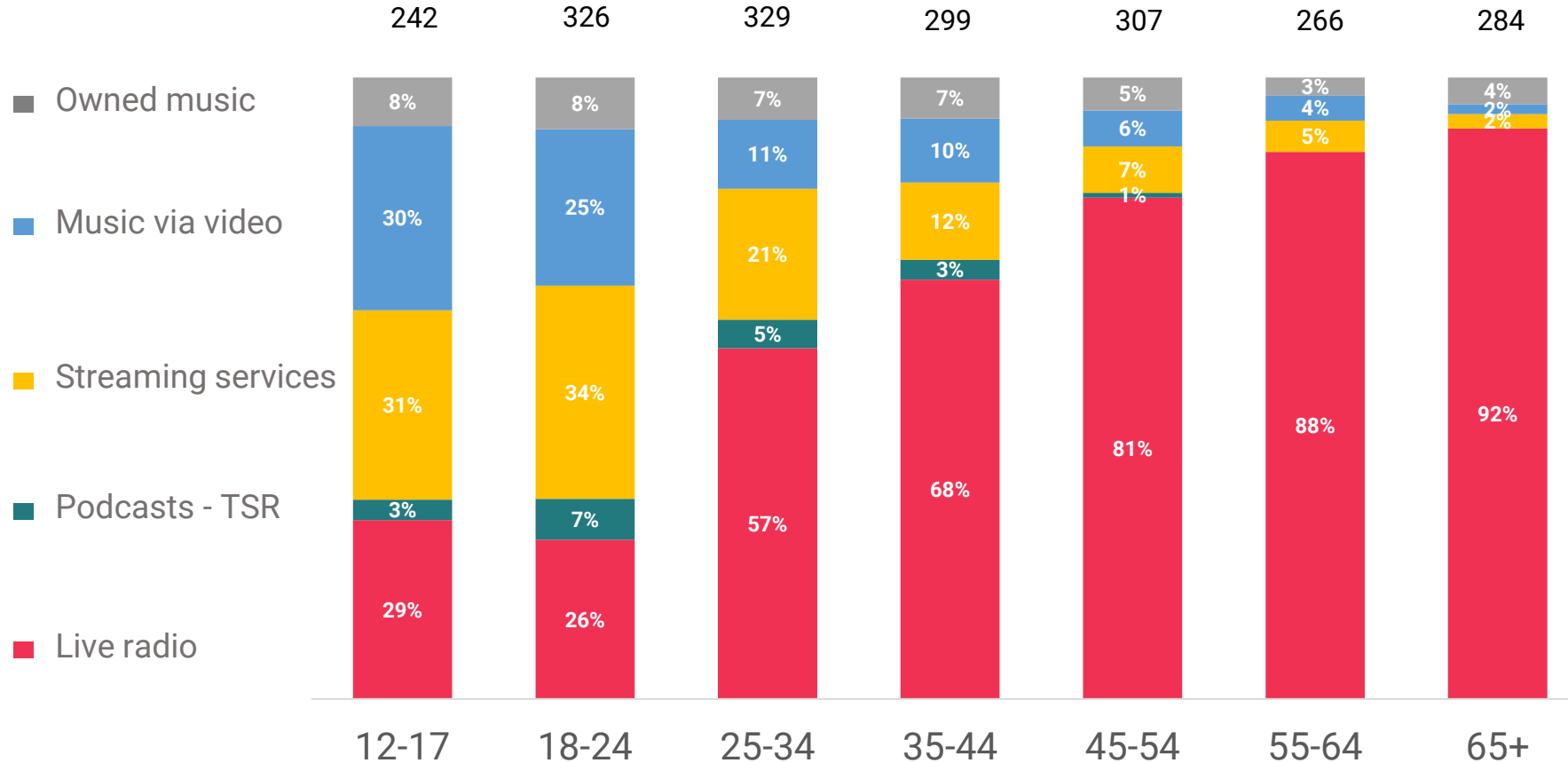
Radio remains the 'day' media. Other audio more listened in the evening.



2% - 31%



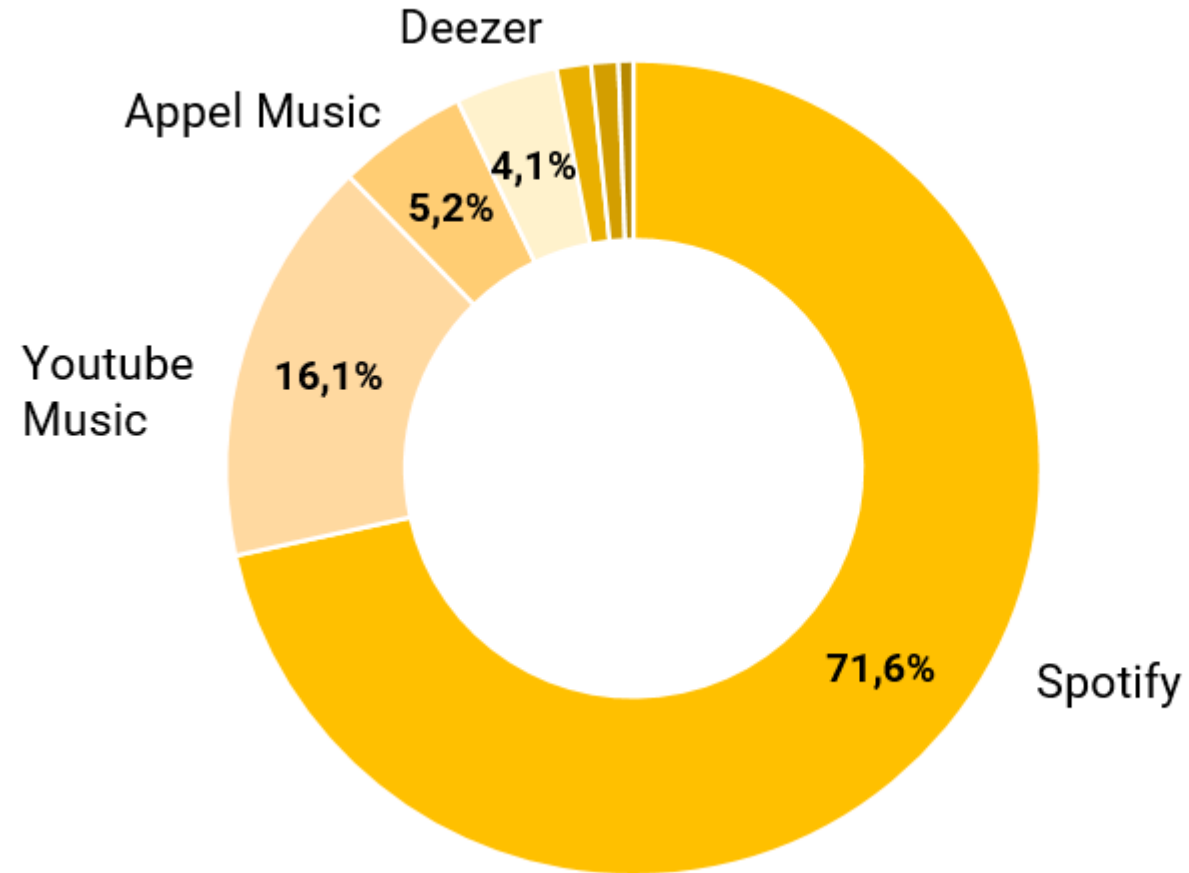
CIM Audio Time – Audio type by age groups



Major differences between generations



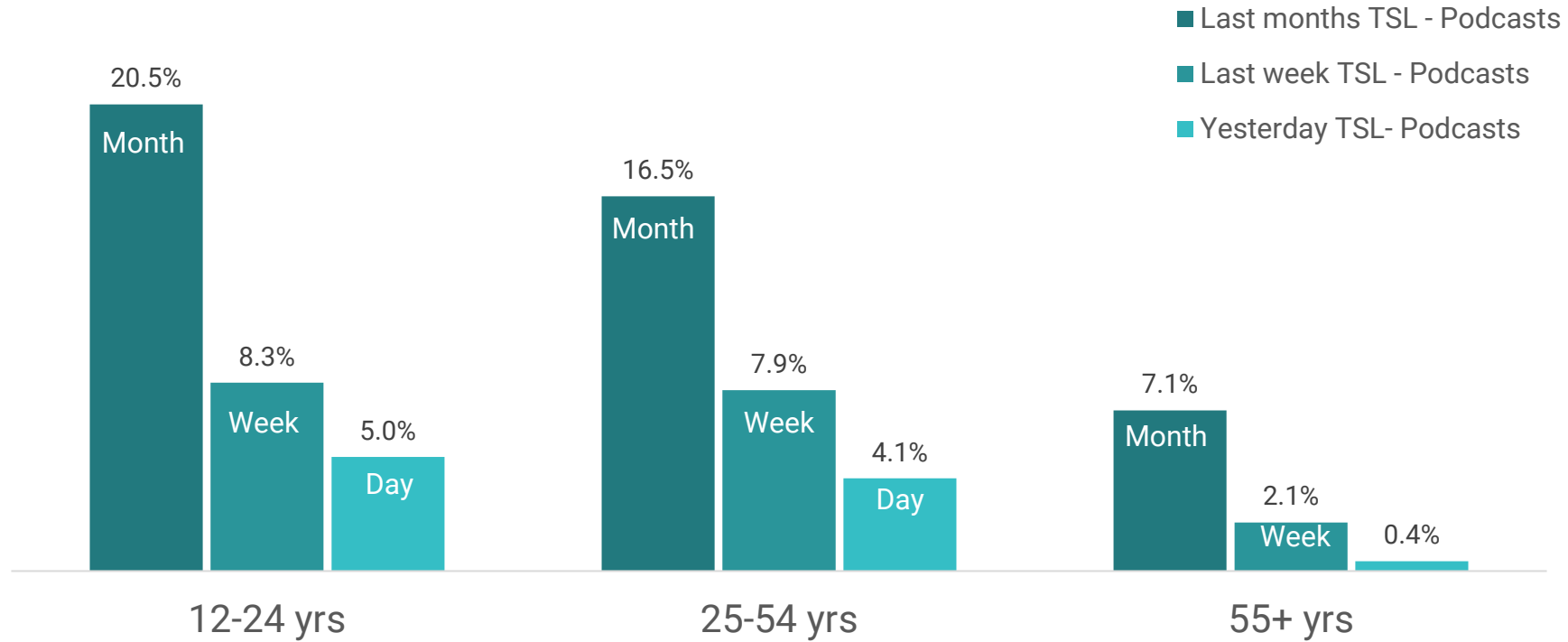
CIM Audio Time – Share of streaming services



Spotify by far leader of the streaming services



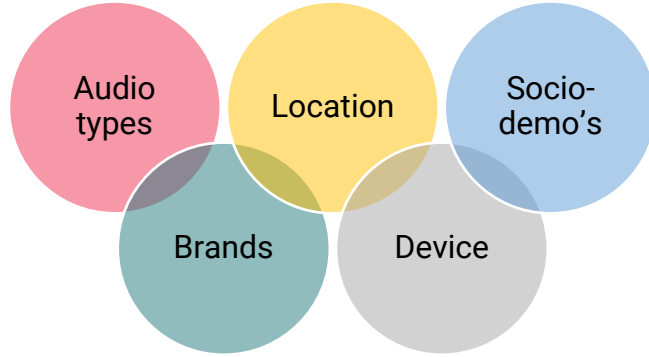
CIM Audio Time – Reach of podcasts



Podcasts far more popular in young age groups, but not (yet?) at high daily levels.



CIM Audio Time – The End ?



This is just a sneak preview...
Huge potential for additional analysis



See you next year for new evolutions ...