

# Audio Time

Measurement of all radio and audio consumption  
including local and international players

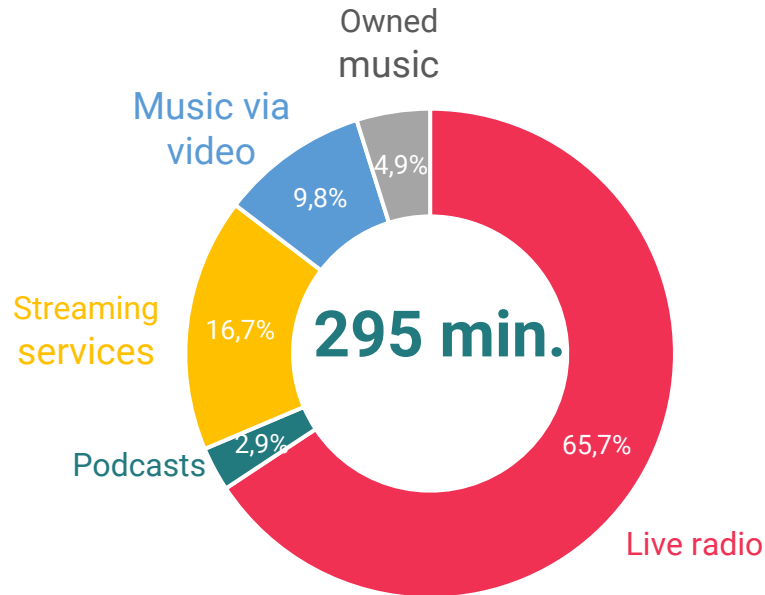


Second edition  
February 2023\*

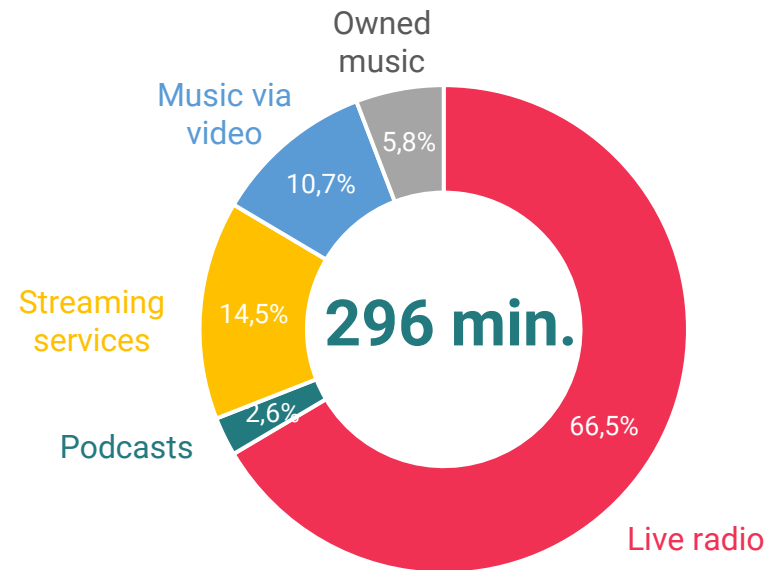
*\*Data collected through 4.092 online surveys from October 2022 to December 2022*

# Stable radio and audio time consumption

2023



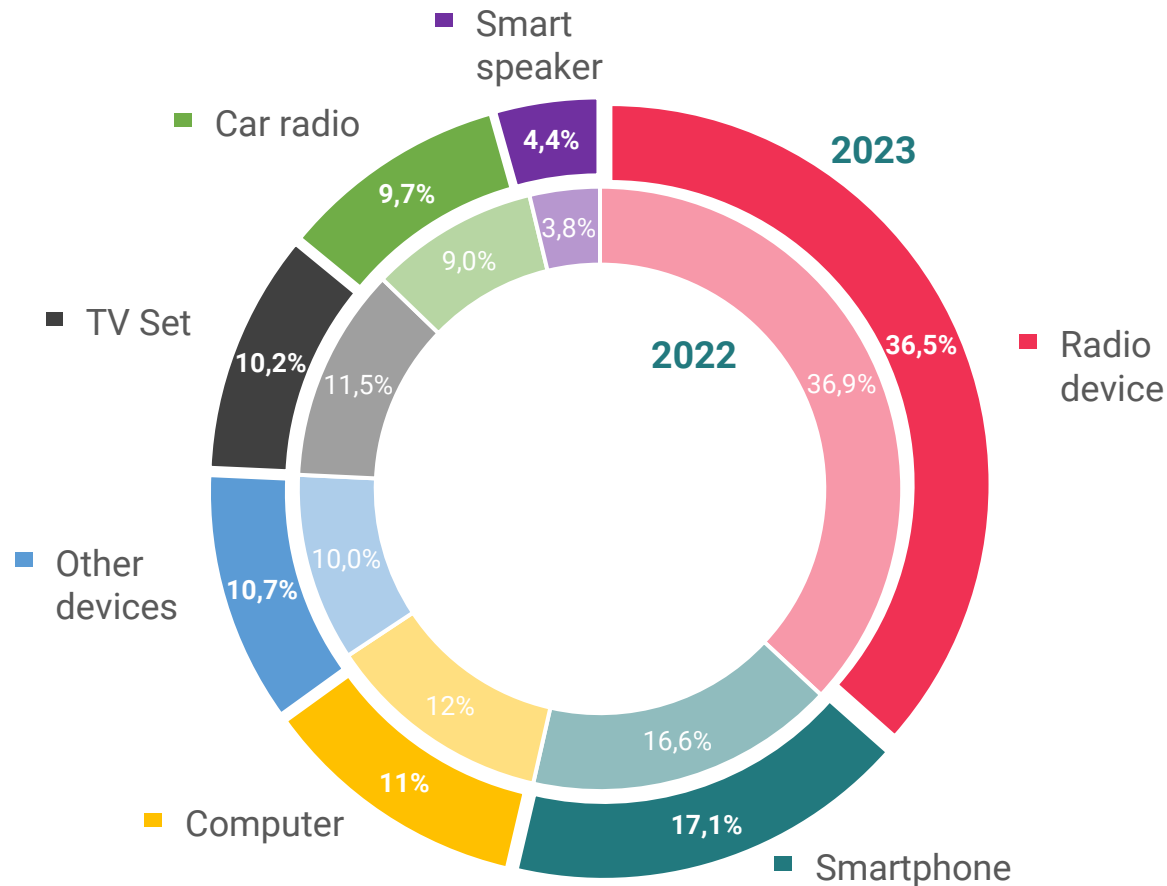
2022



Unchanged duration of almost 5 hours of audio by day

Stable (largest) share for live radio

# Minor changes in device usage

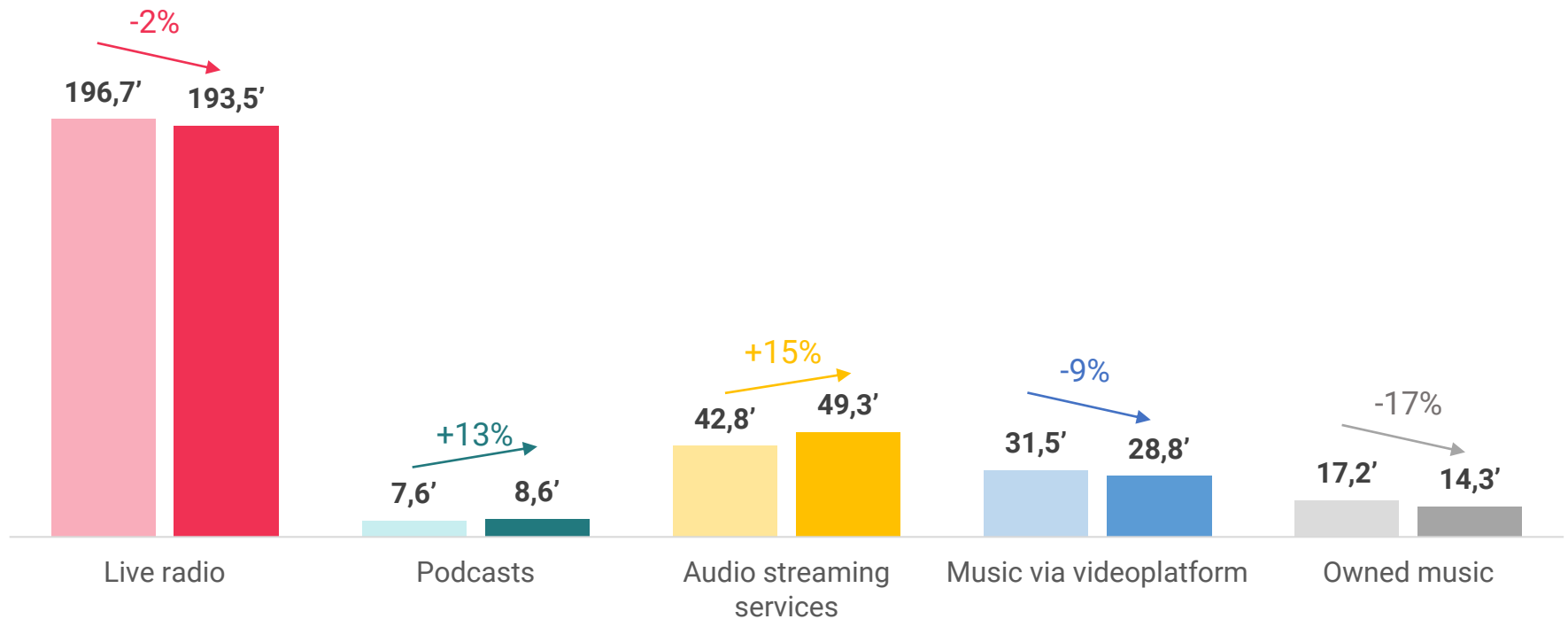


Smart speakers on the rise  
(+17% in relative terms)

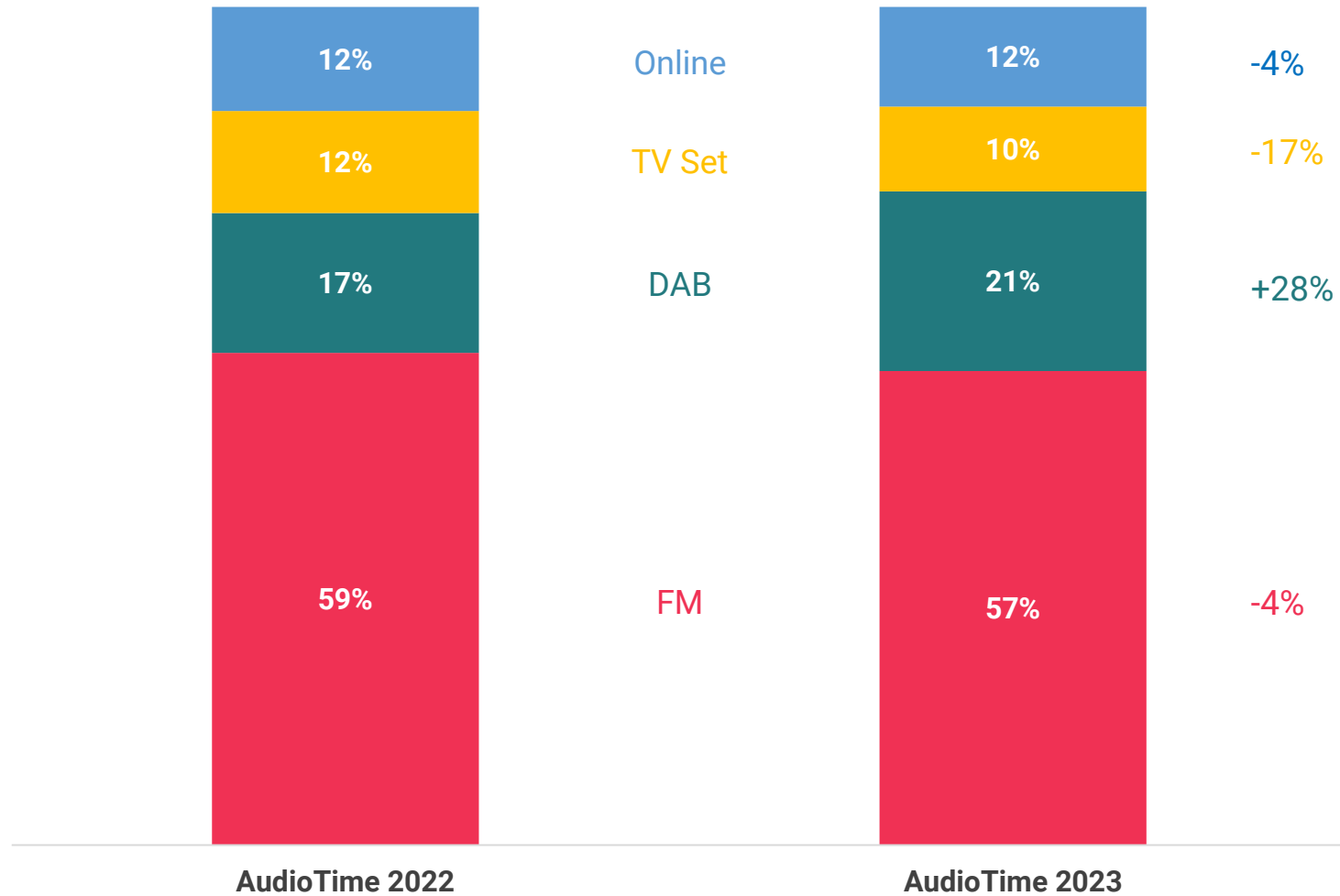
# More time spent on streaming services and podcasts

Podcasts and audio streaming services  
listening time increase

Music via videoplatforms and owned music  
are less listened to



# Significant increase of DAB to listen to live radio

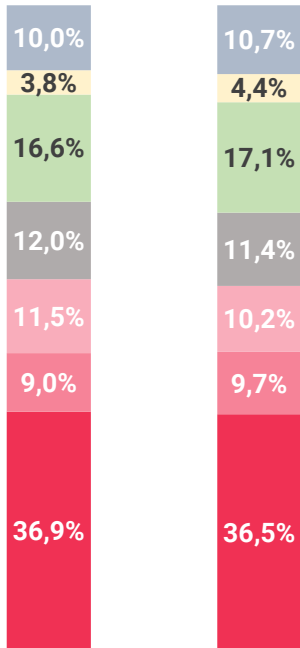


# Radio device is first device used to listen to audio

## All audio types

2022

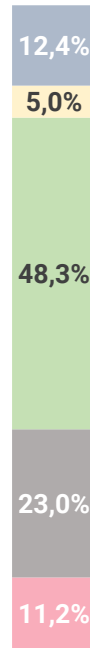
2023



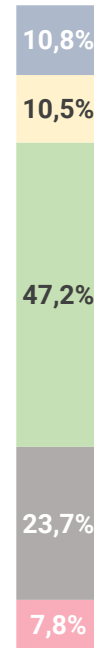
## 2023 by audio type



Live radio



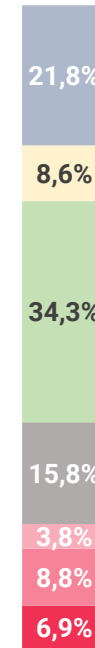
Podcasts TSL



Audio streaming



Music via video



Owned music

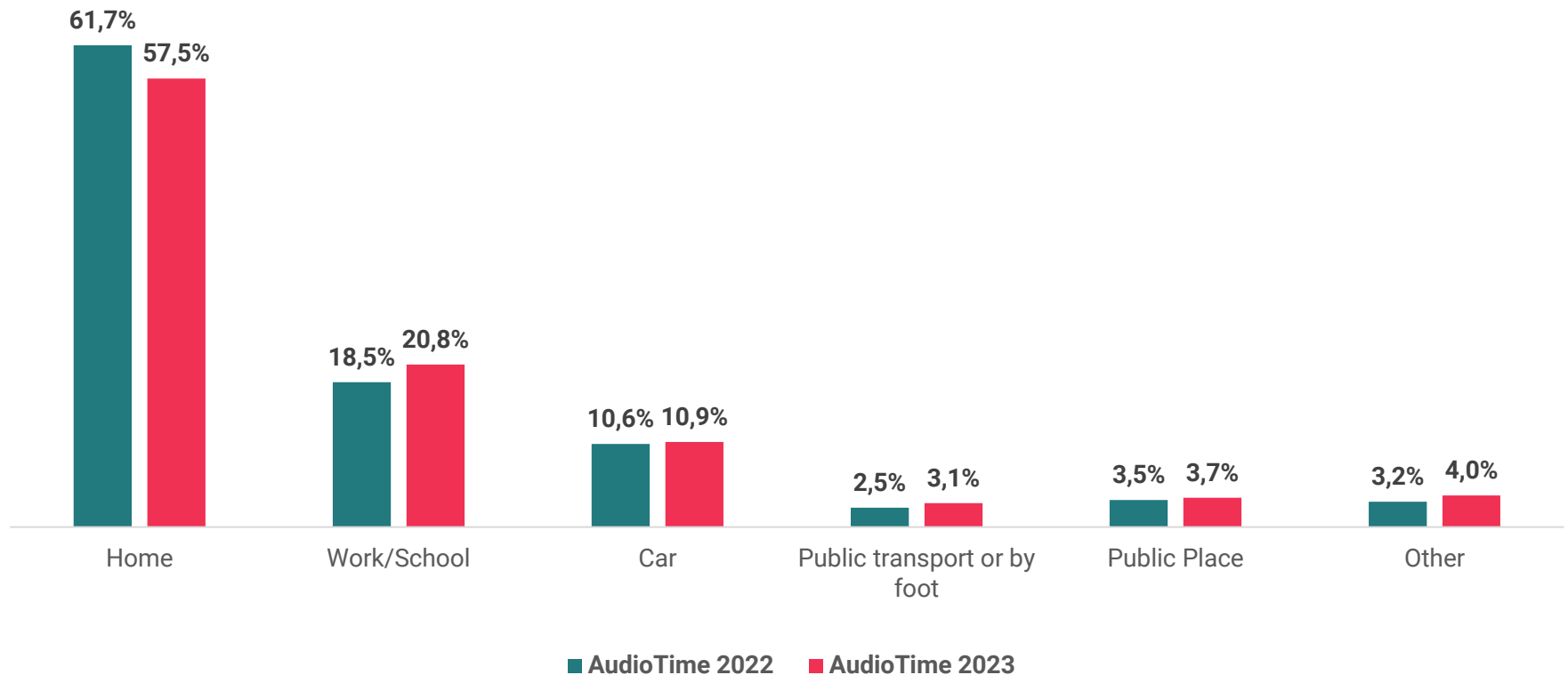
- Other devices
- Smart speaker
- Smartphone
- Computer
- TV set
- Car radio
- Radio device

Except for live radio, the most used device to listen to audio is the smartphone

The smart speaker gain in usage yoy and is most used for audio streaming

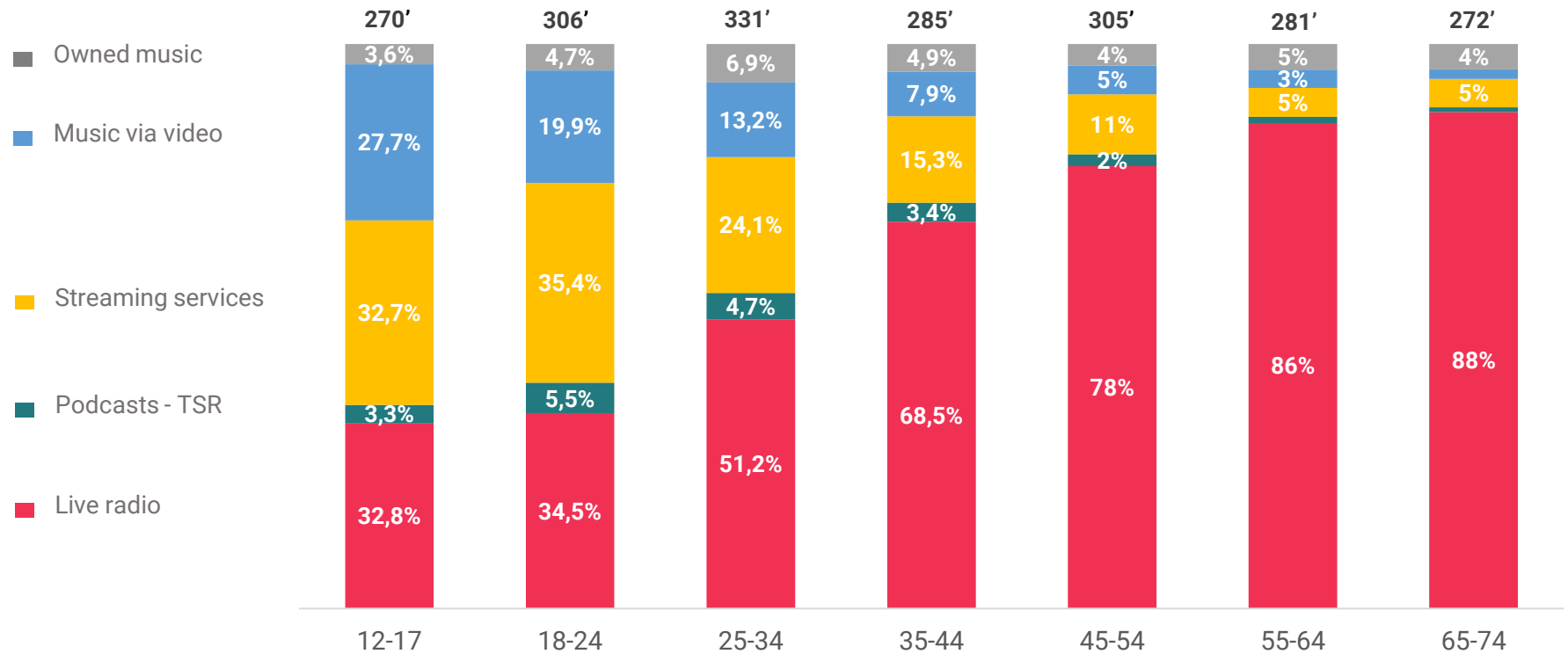
The computer is the most used to listen to music via videoplatforms

# Out-of-home listening increased by 7%



- Streaming services and podcasts are most used in public transport or by foot
- The share of live radio is the highest in the car (82%), followed by work (71%) and home (64%)

# Young generations are more digital



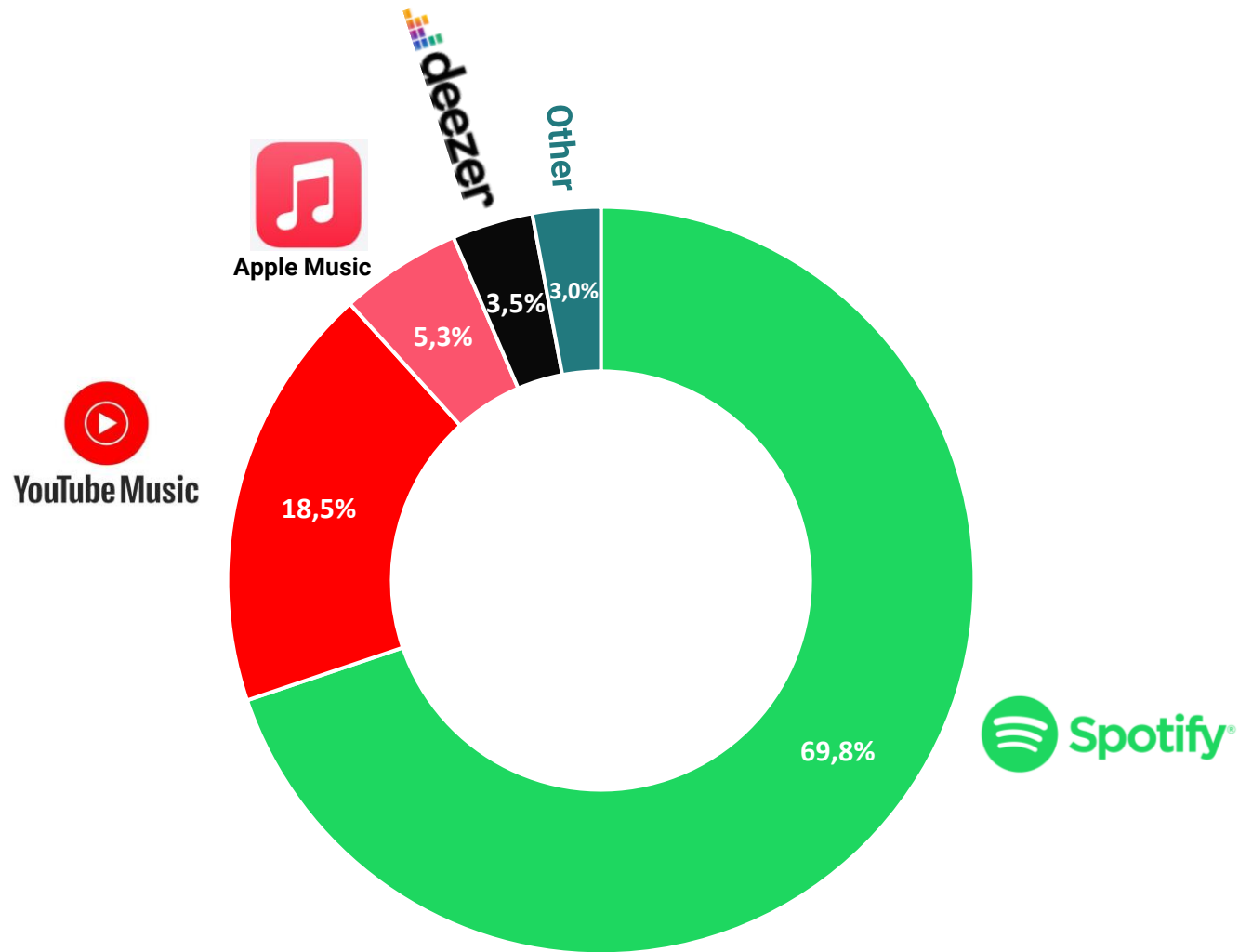
The older we are, the greater the share of live radio

People between 25 and 34y listen the most to audio (331' instead of 295' on avg)

Streaming services are the most used media type between 18 and 24y



# Spotify is by far the first streaming service in Belgium



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