



CIM
Audio Time
2024

ON AIR



CIM Audio Time 2024 – Third Edition



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

This is the third edition of CIM Audio Time

1st edition : November – December 2021

2nd edition: October – December 2022

3rd edition : October – December 2023



CIM Audio Time 24 – The survey



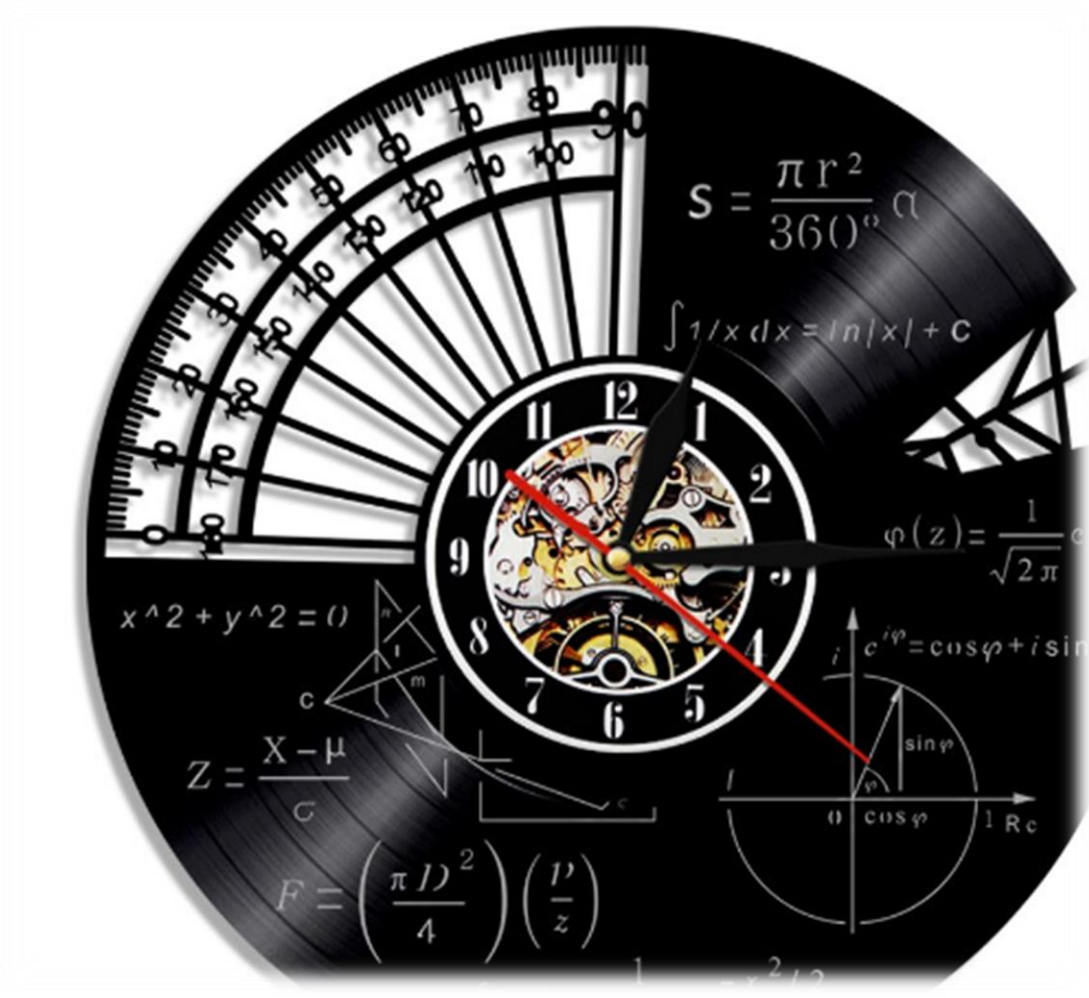
Online Survey (CAWI)



interviews : 4.167
Universe: Belgium 12-74



October – December 23





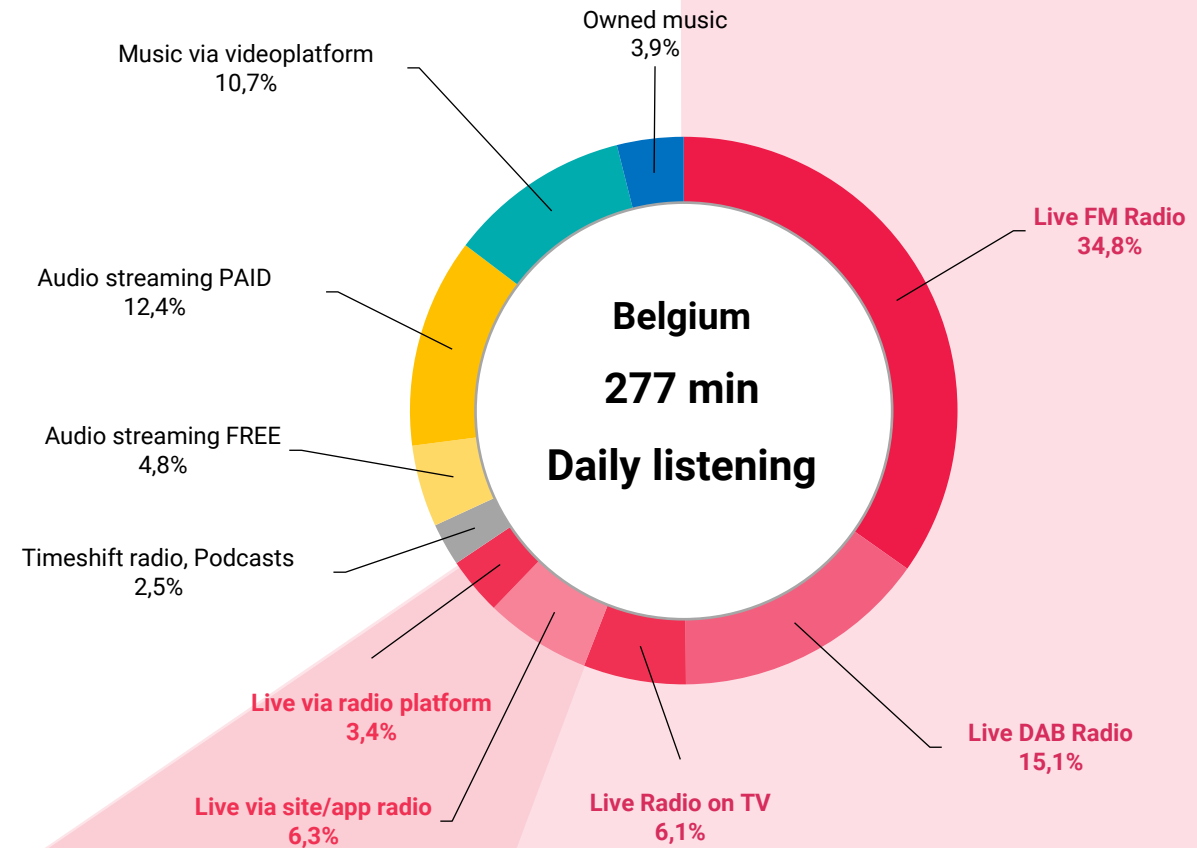
Audio touchpoints

- **Live FM Radio** – Radio stations listened via an FM radio device
- **Live DAB Radio** – Radio stations listened via a DAB device.
- **Live Radio on TV** – the use of Tv to listen to live radio
- **Live via Site/app radio** – online listening, directly to the station's online live stream
- **Live via Radio Platform** – online listening, via platforms a connection to multiple stations
- **Timeshift radio, Podcast** – on demand radio, podcasts
- **Audio Streaming services FREE** – streaming audio services like Spotify, Apple music, Deezer that are not paid for
- **Audio Streaming services PAID** – « premium » streaming audio services like Spotify, Apple music, Deezer that are paid for
- **Music via videoplatform** – using video platforms like Youtube to listen to music
- **Owned music** – own records, CD's or other recordings.

Share of Audio 2024

Monday-Sunday - 12-74
Total Belgium

Live radio account for **65.6%**
of all audio consumption



12.4 % of live radio is Online

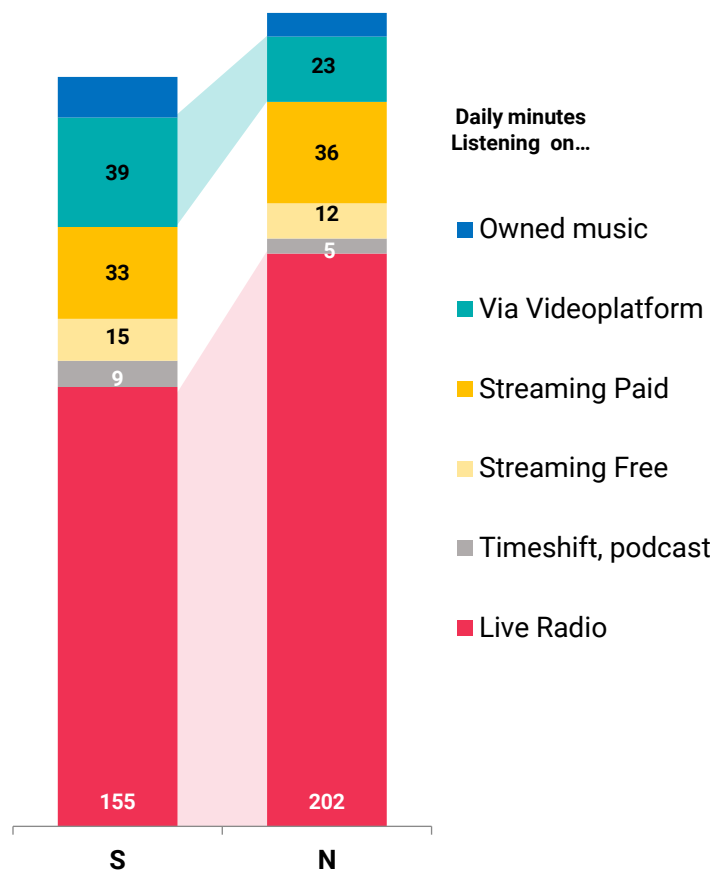
Belgium North & South – listening minutes

Two distinct markets

Audiotypes



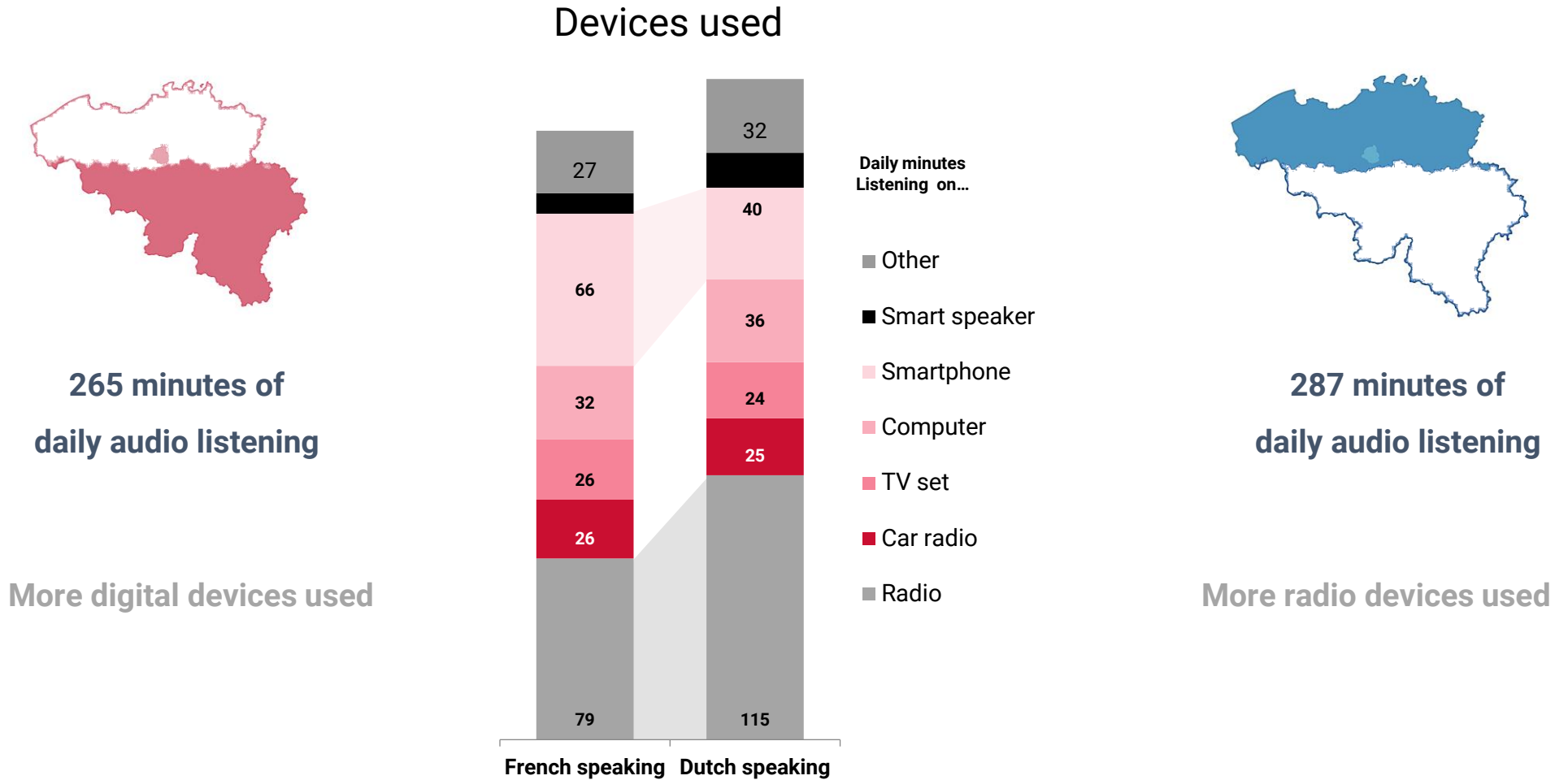
265 minutes of
daily audio listening



287 minutes of
daily audio listening

Belgium North & South – listening minutes

Two distinct markets



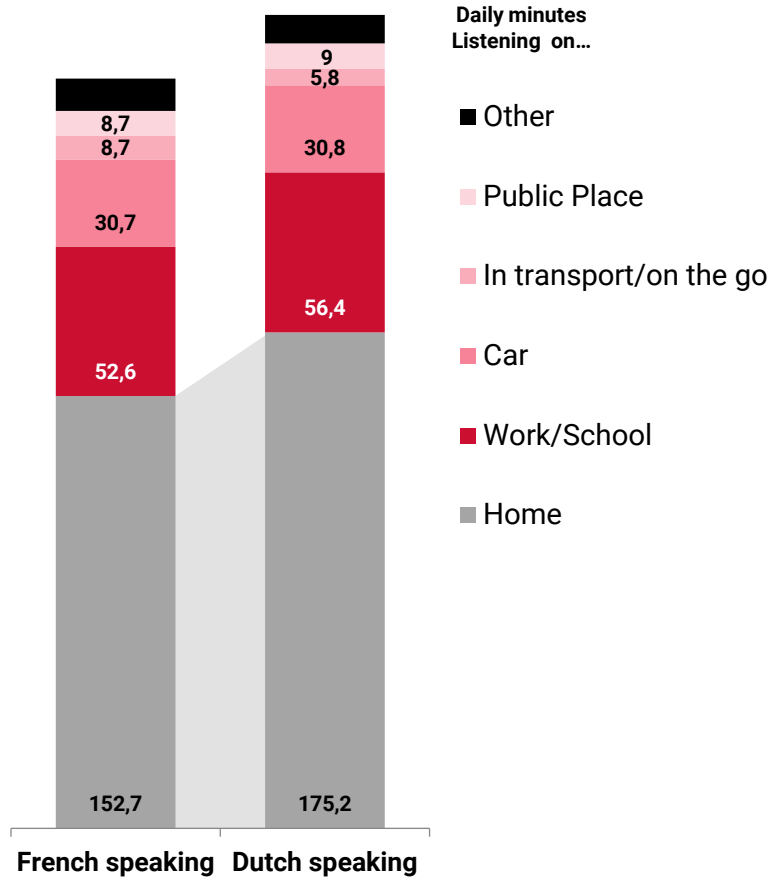
Belgium North & South – listening minutes

Two distinct markets



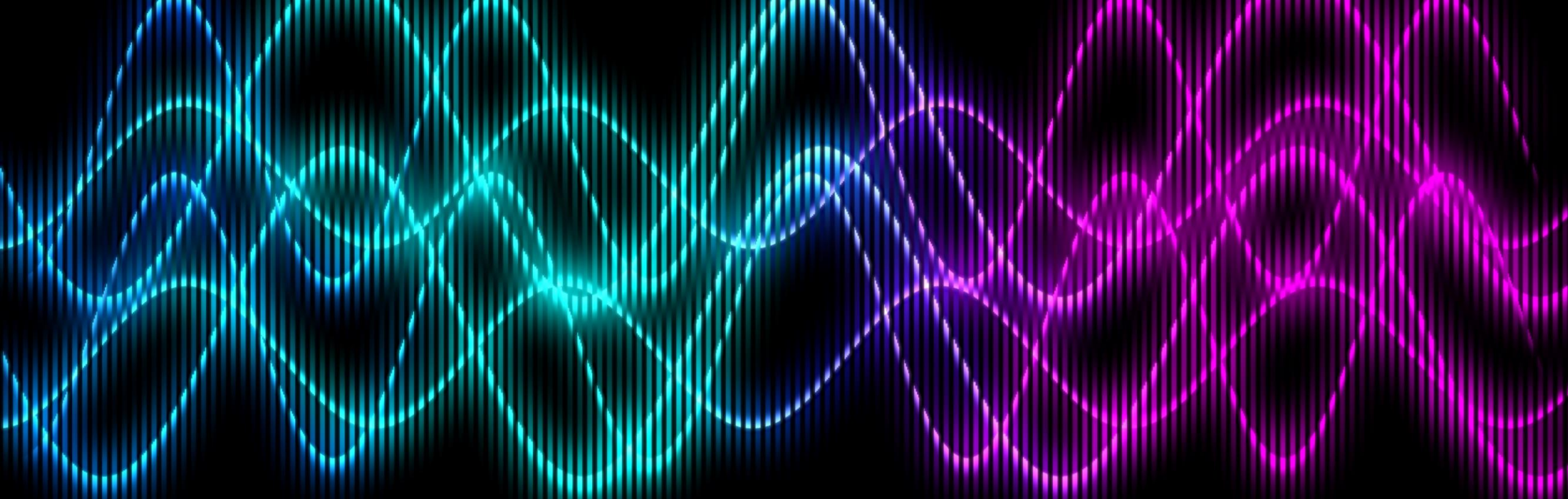
265 minutes of daily audio listening

Locations



287 minutes of daily audio listening

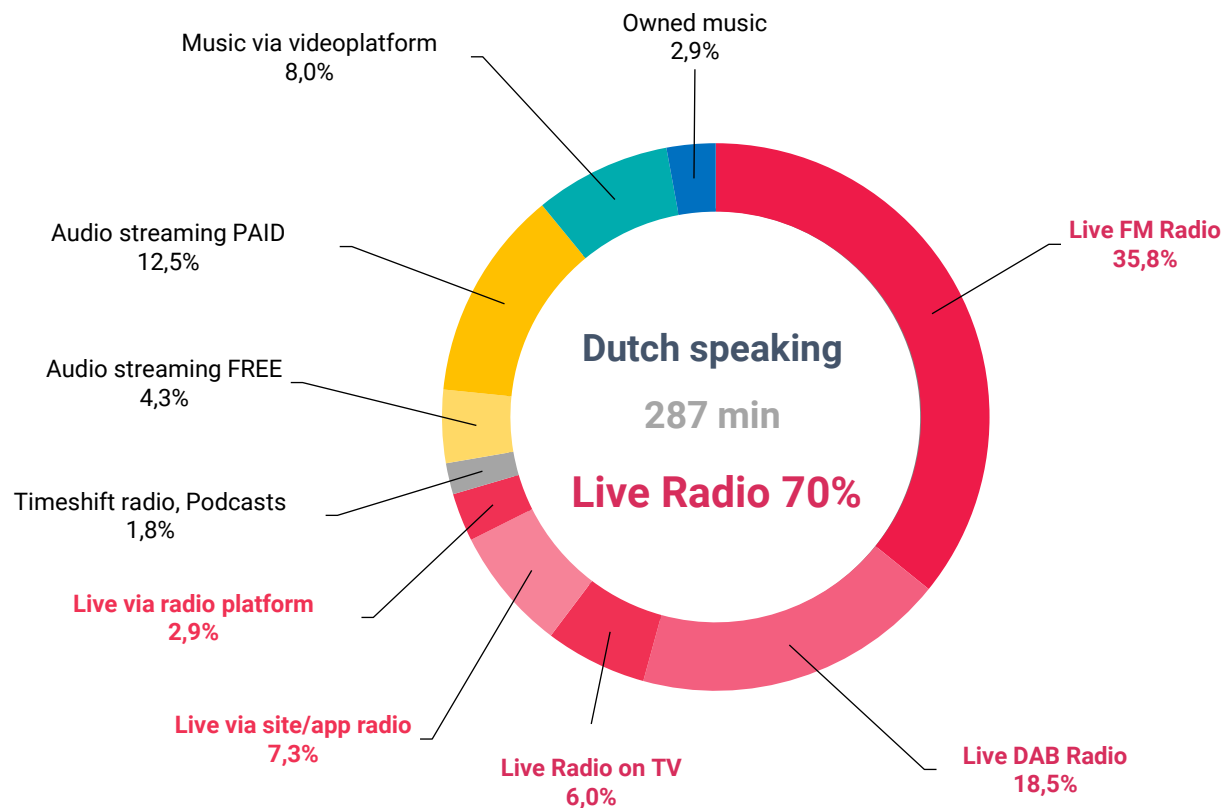
More listening at home



Share of Audio & Daily reach

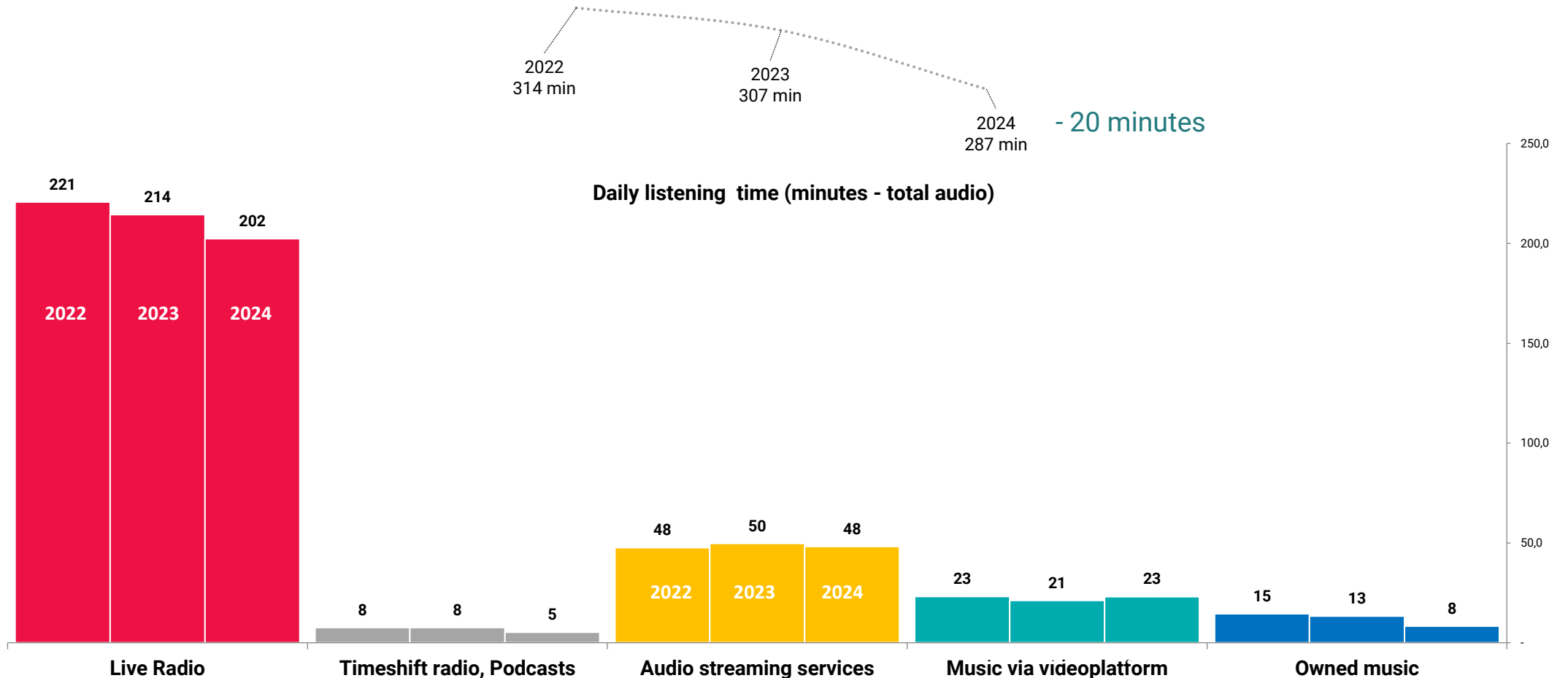
Share of Audio 2024

Monday-Sunday - 12-74 – Dutch Speaking



Evolution of audio time spent in minutes

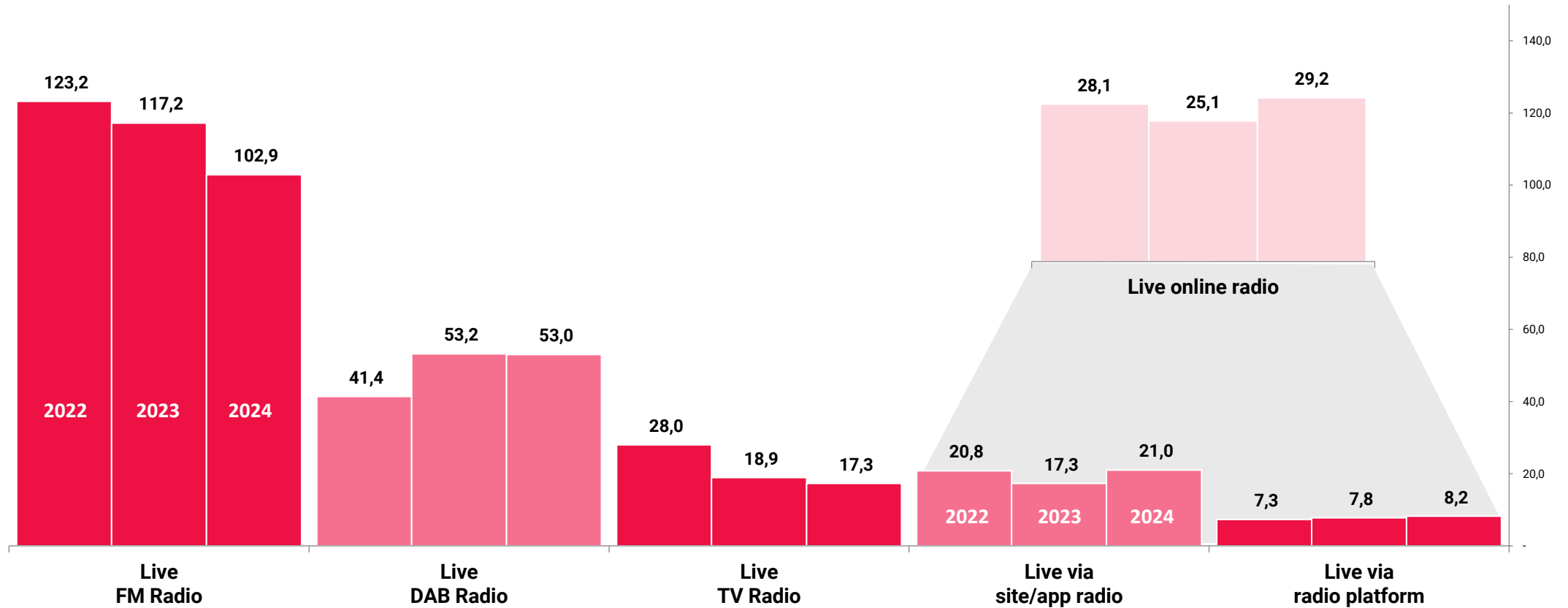
Monday-Sunday - 12-74 – Dutch speaking



Evolution of audio time spent in minutes

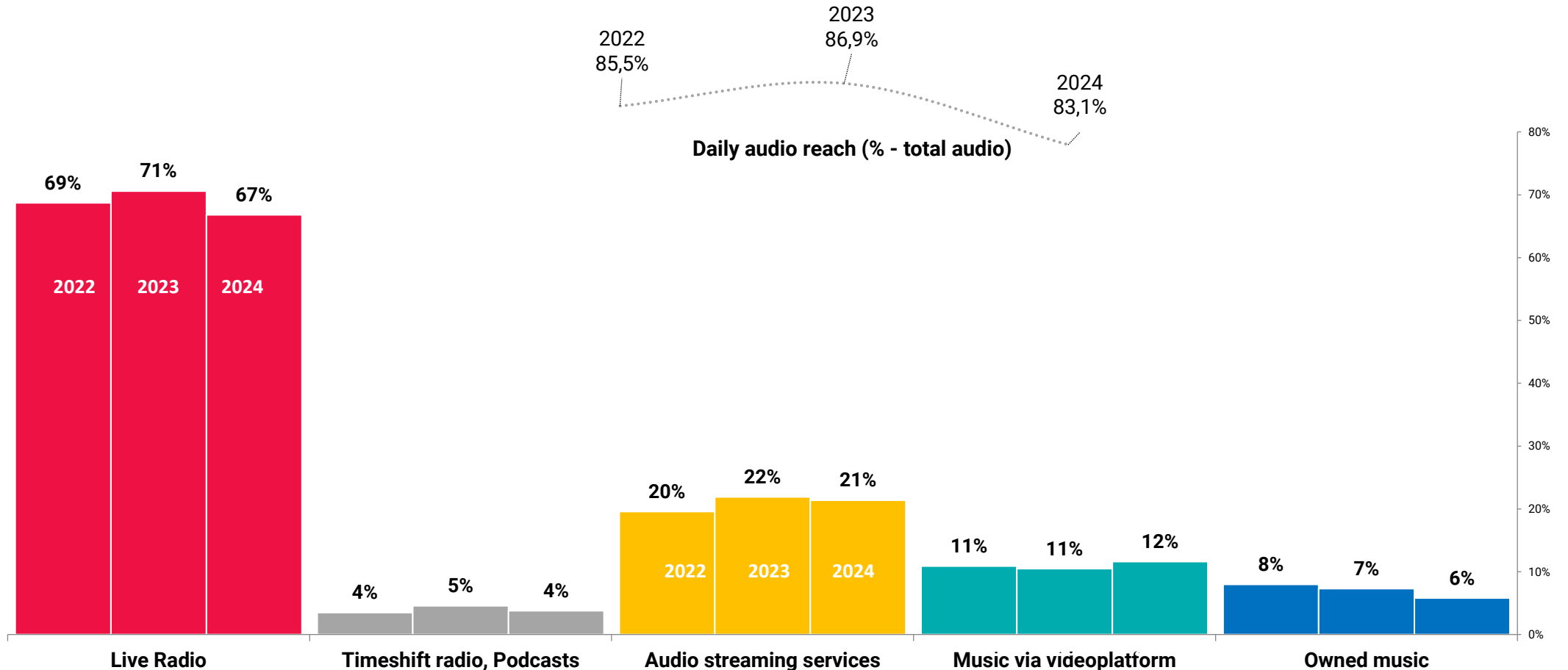


Monday-Sunday - 12-74 – Dutch speaking – breakdown of LIVE radio



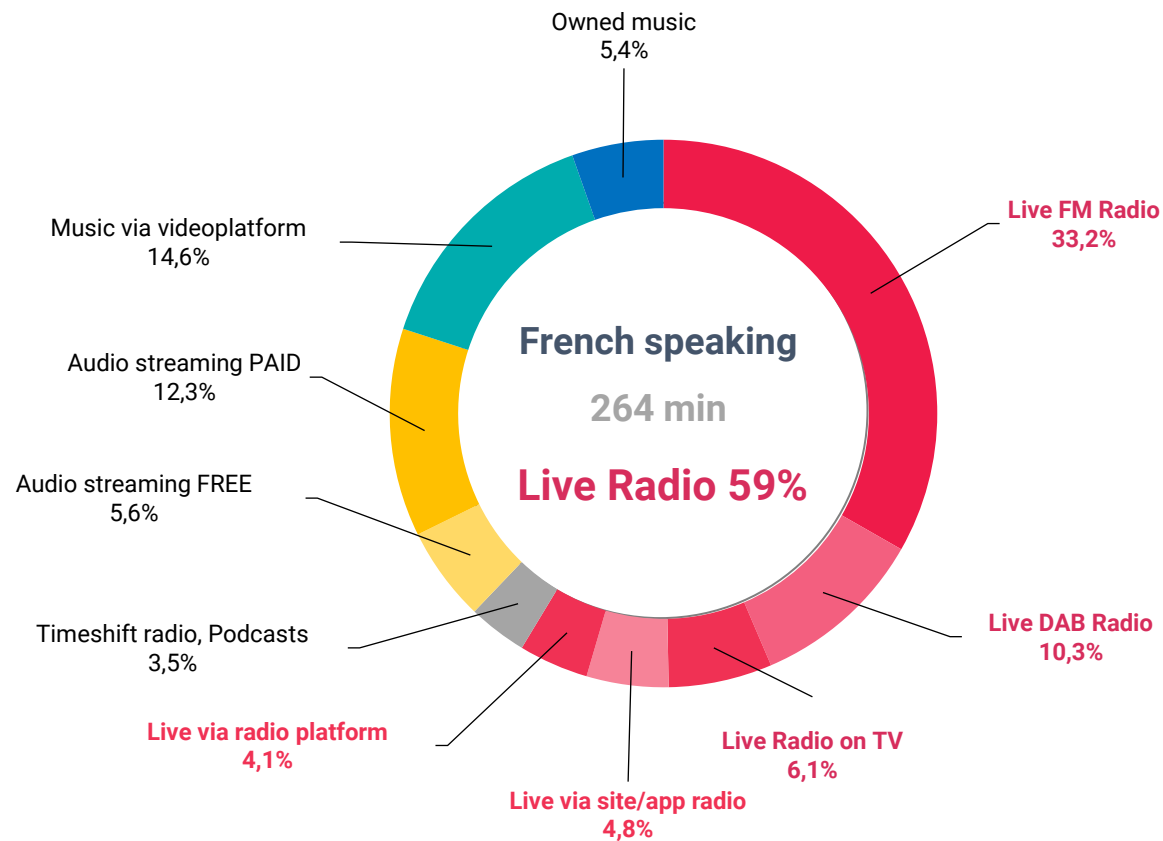
Audio Daily Reach evolution in %

Monday-Sunday - 12-74 – Dutch speaking



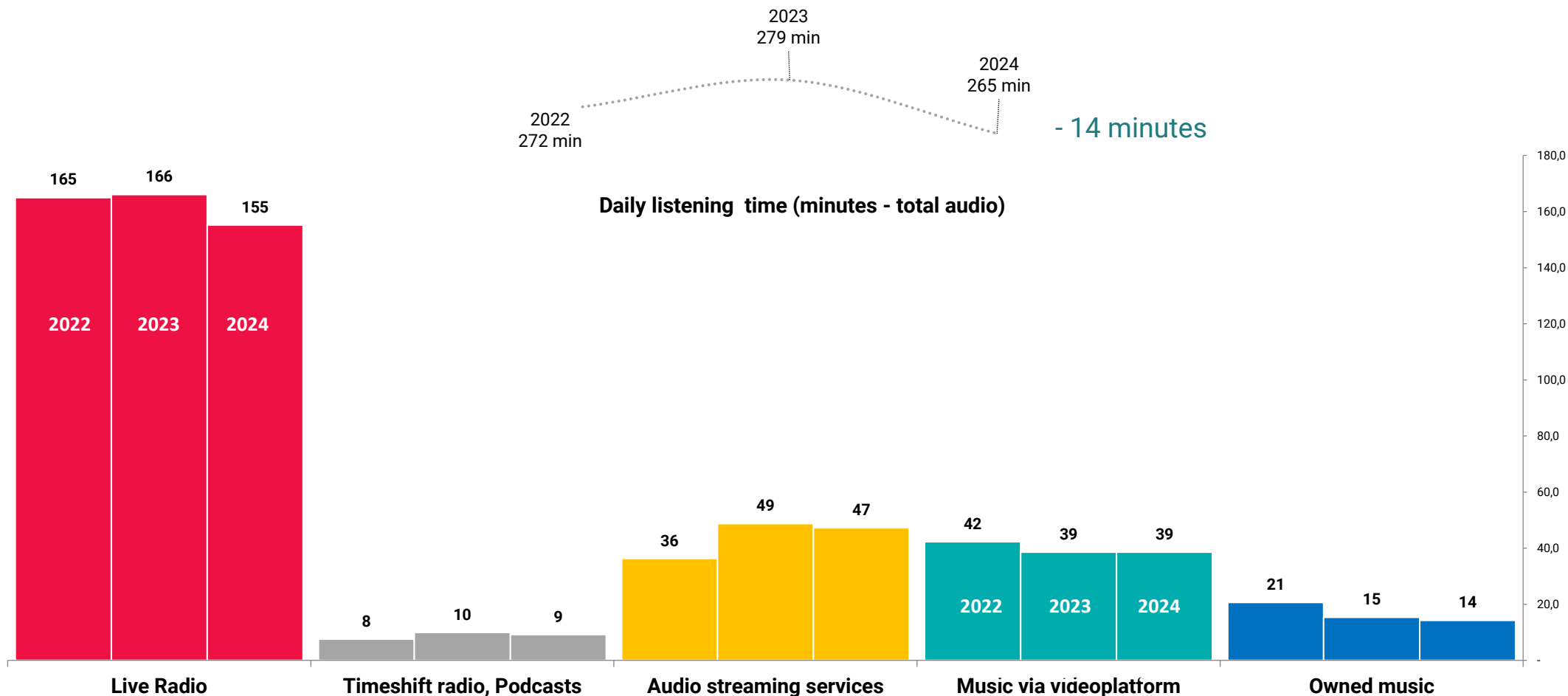
Share of Audio 2024

Monday-Sunday - 12-74 – French Speaking



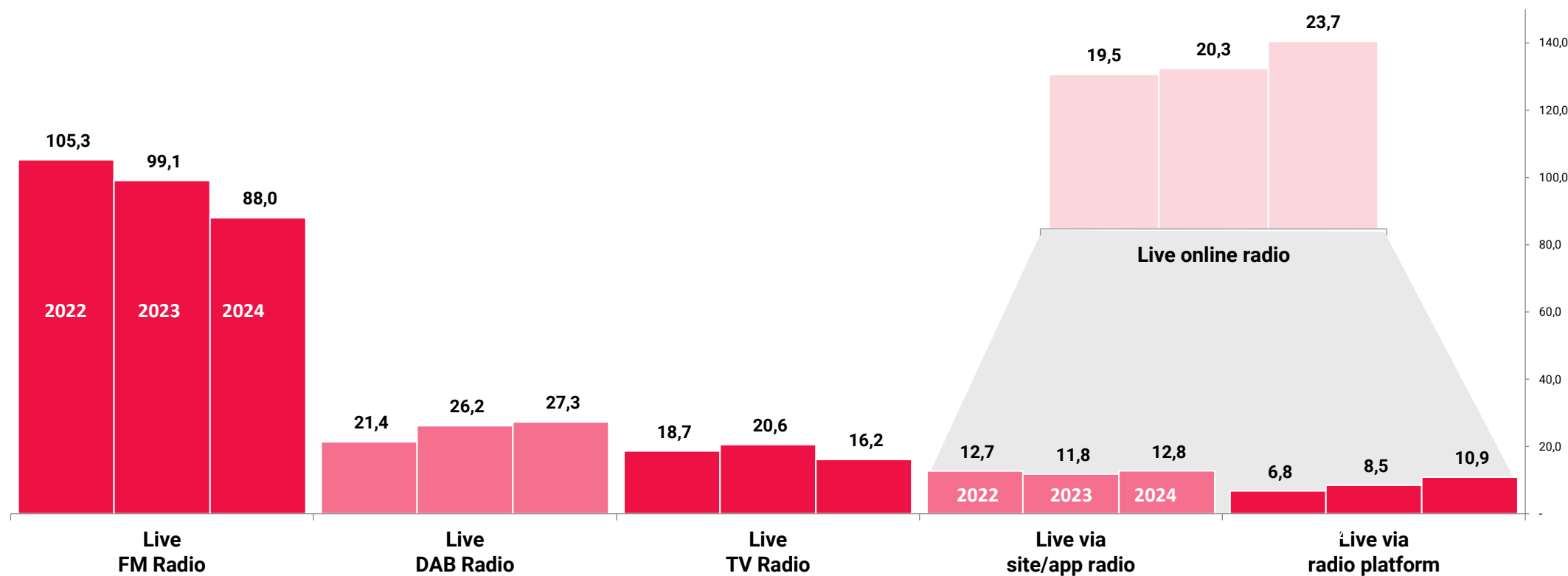
Evolution of audio time spent in minutes

Monday-Sunday - 12-74 – French speaking



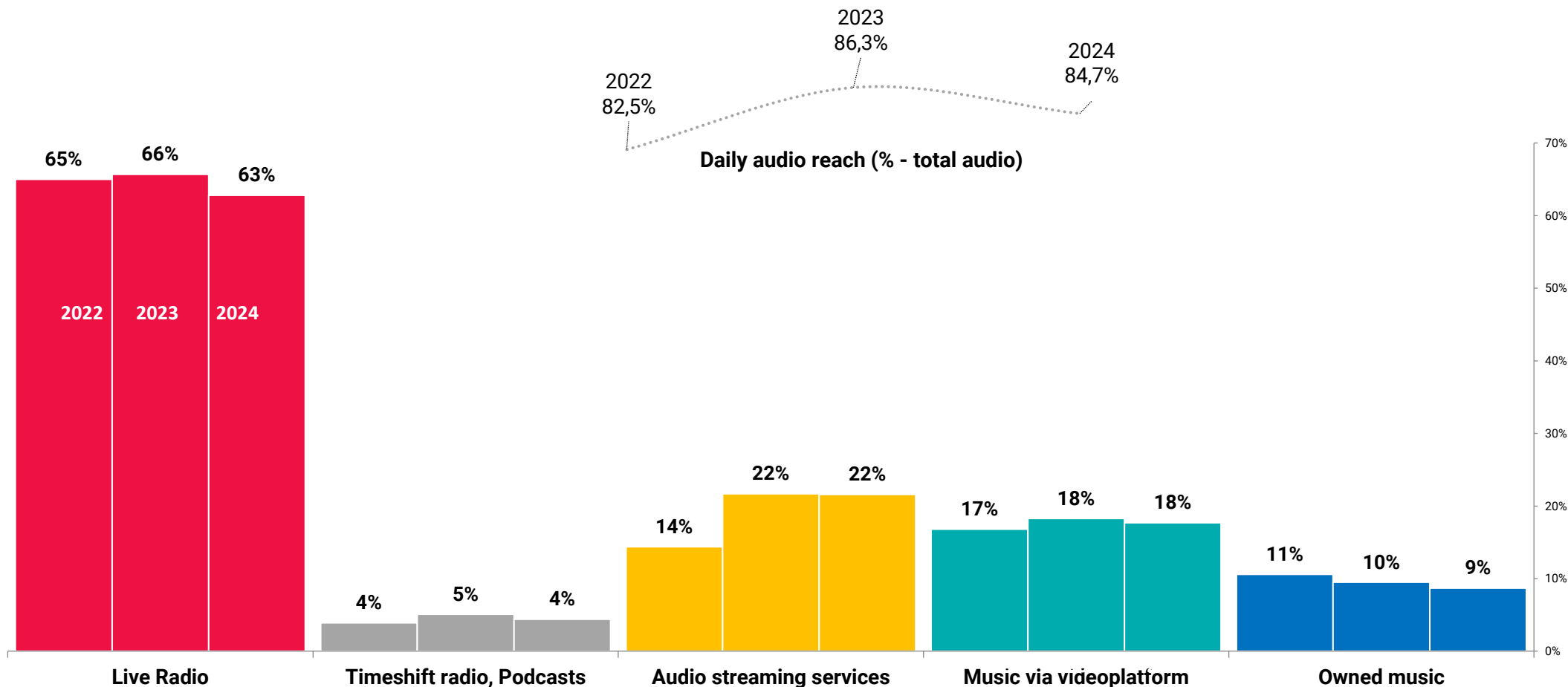
Evolution of audio **time spent** in minutes

Monday-Sunday - 12-74 – French speaking - **breakdown of LIVE radio**



Audio Daily Reach evolution in %

Monday-Sunday - 12-74 – French speaking

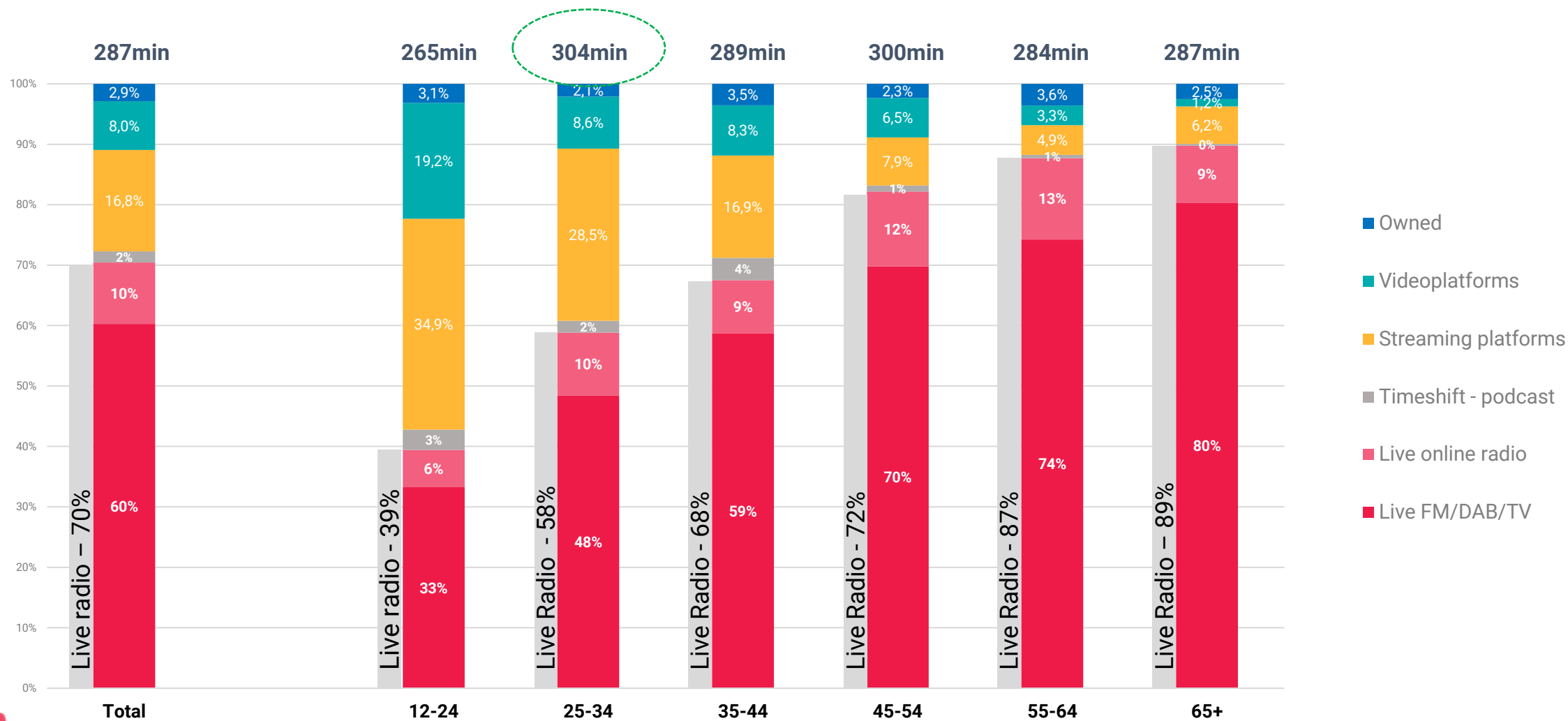




Socio-demo differences

Breakdown by ages in minutes

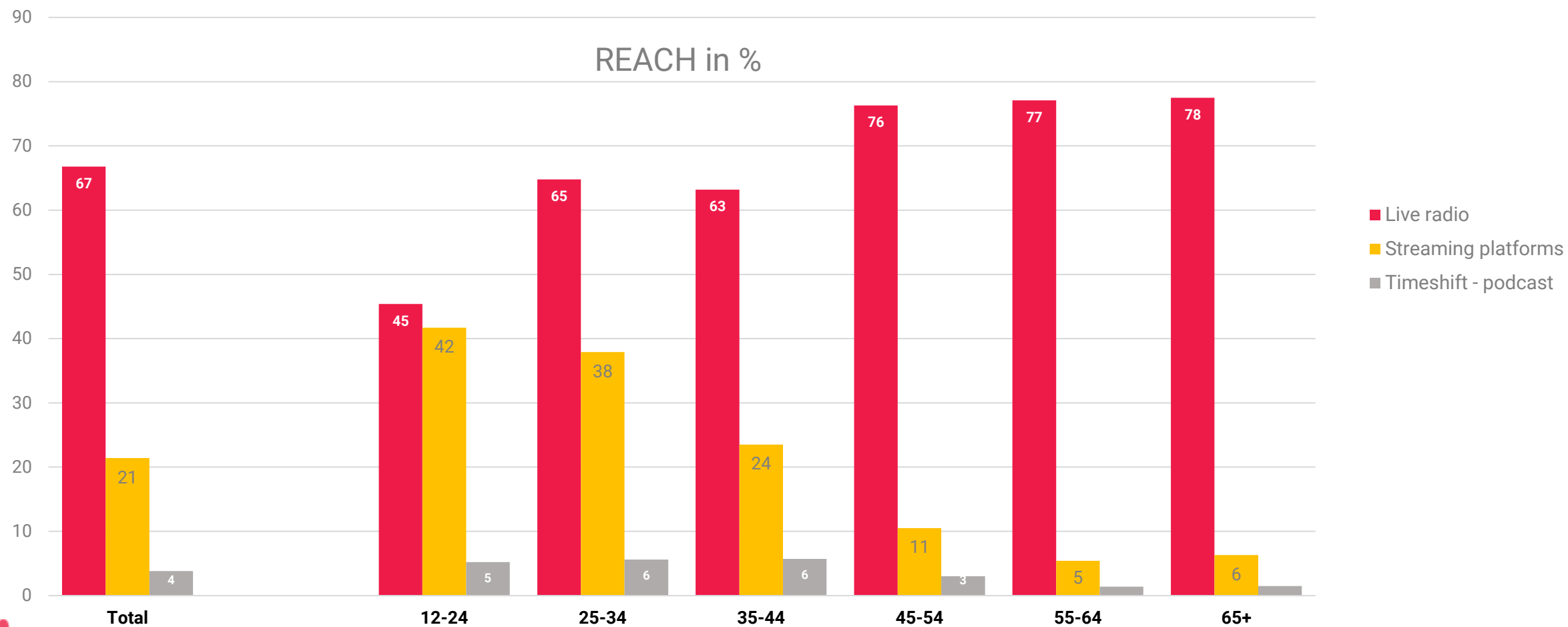
Monday-Sunday - 12-74 – Dutch speaking



Source : CIM Audio Time 2024

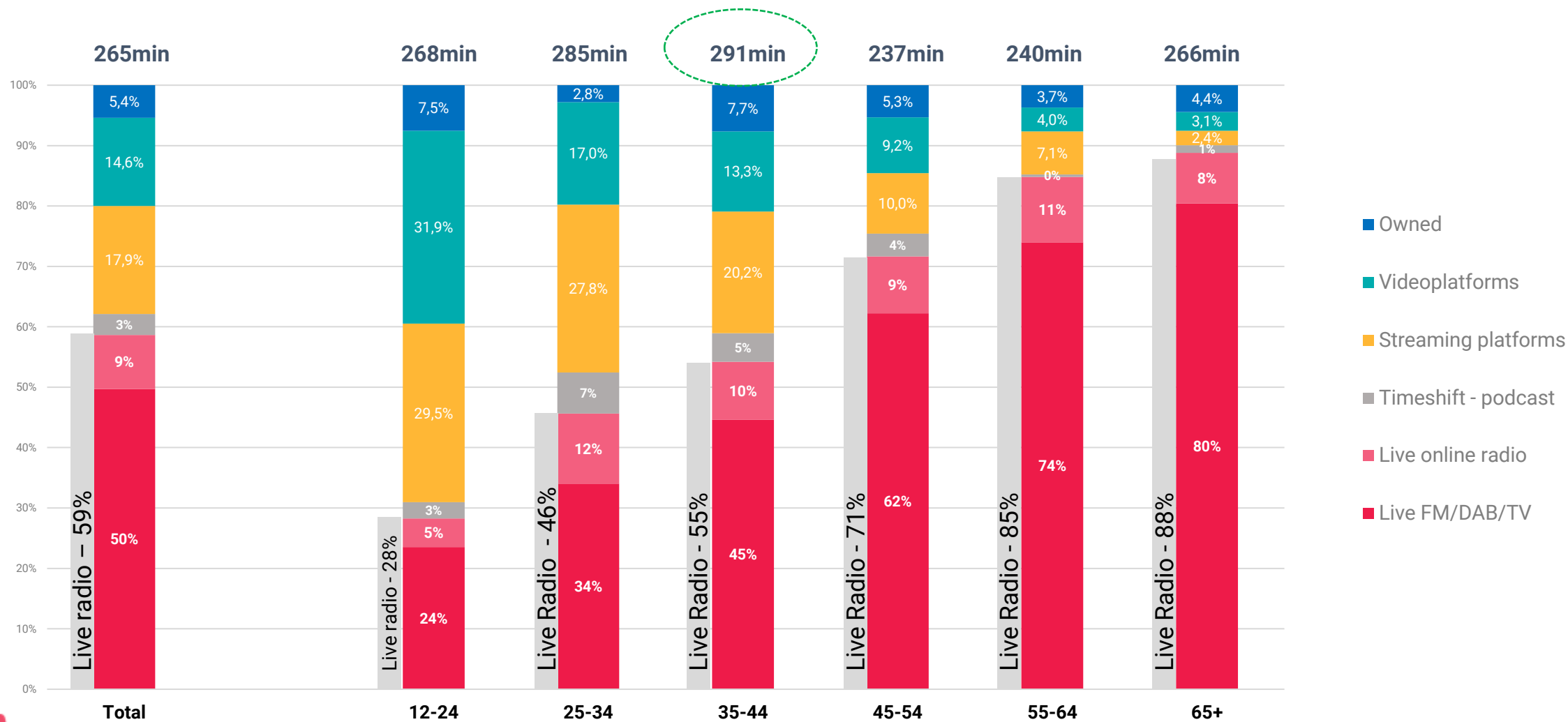
REACH of audio types by age

Monday-Sunday - 12-74 – Dutch speaking



Breakdown by ages in minutes

Monday-Sunday - 12-74 – French speaking

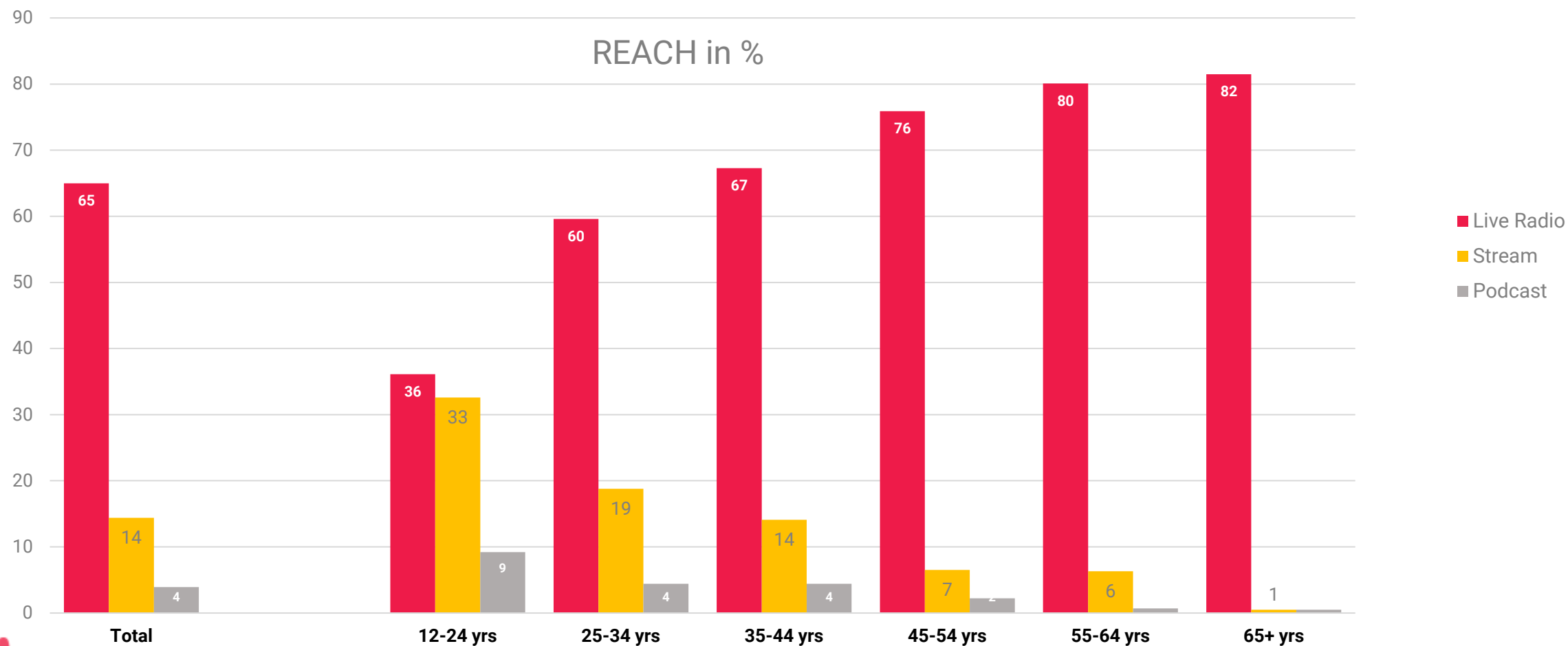


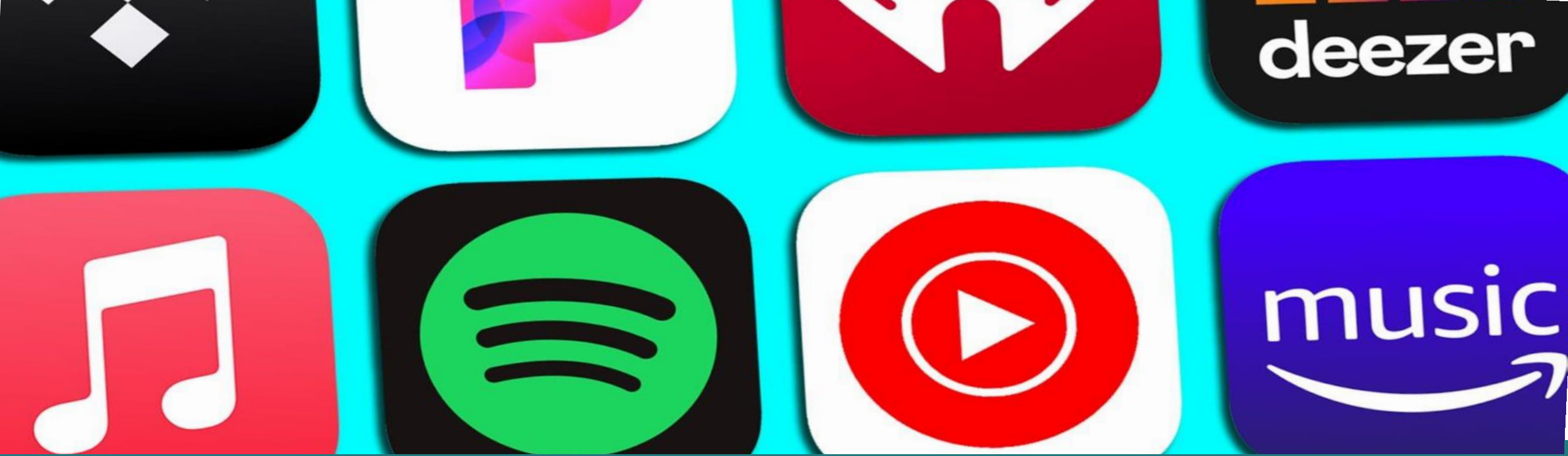
- Owned
- Videoplatforms
- Streaming platforms
- Timeshift - podcast
- Live online radio
- Live FM/DAB/TV



REACH of audio types by age

Monday-Sunday - 12-74 – French speaking

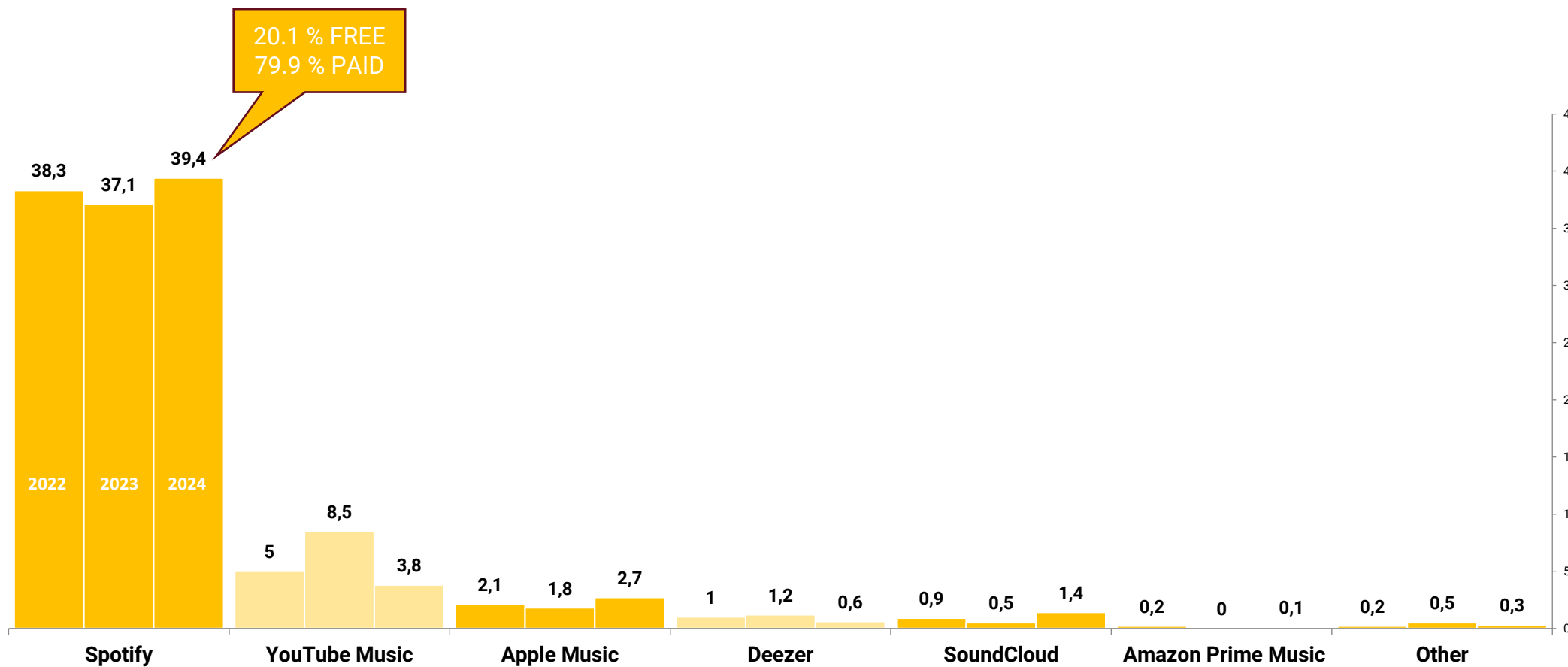




Streaming audio
Which brands?

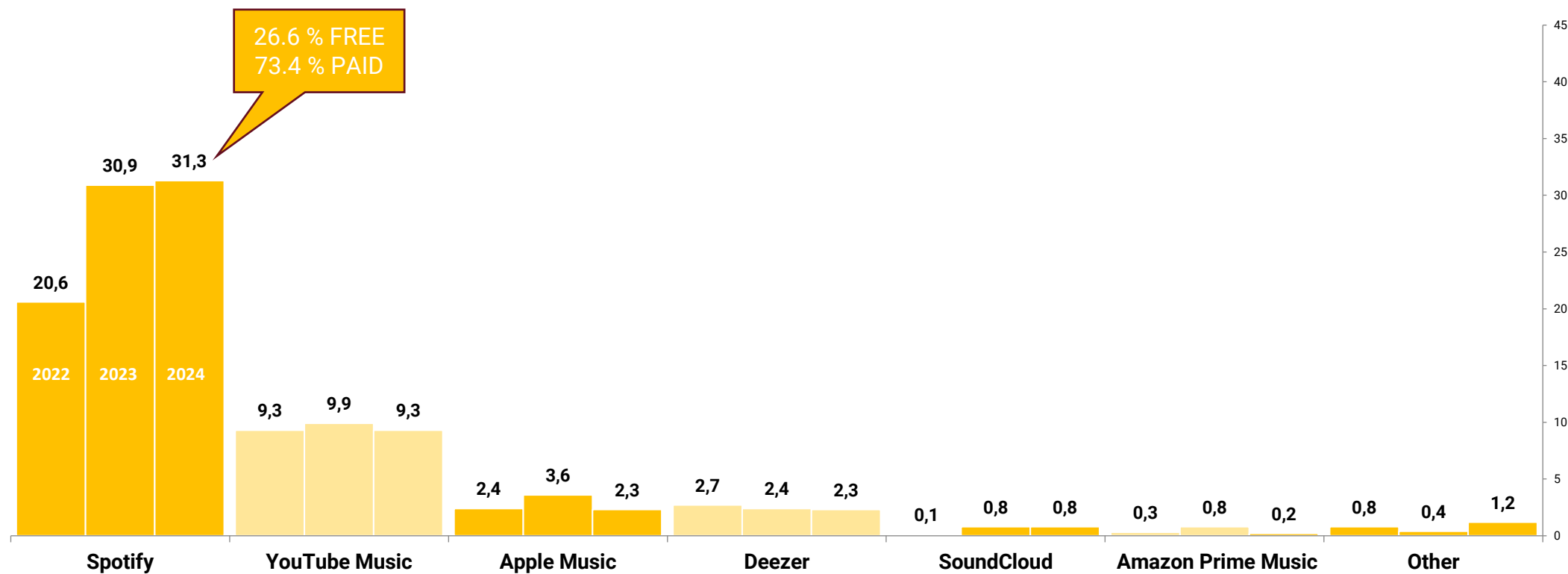
Evolution of audio streaming services in minutes

Monday-Sunday - 12-74 – Dutch speaking



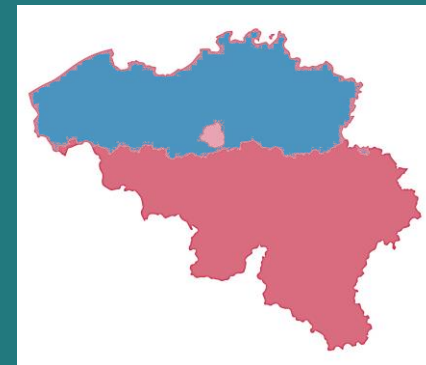
Evolution of audio streaming services in minutes

Monday-Sunday - 12-74 – French speaking



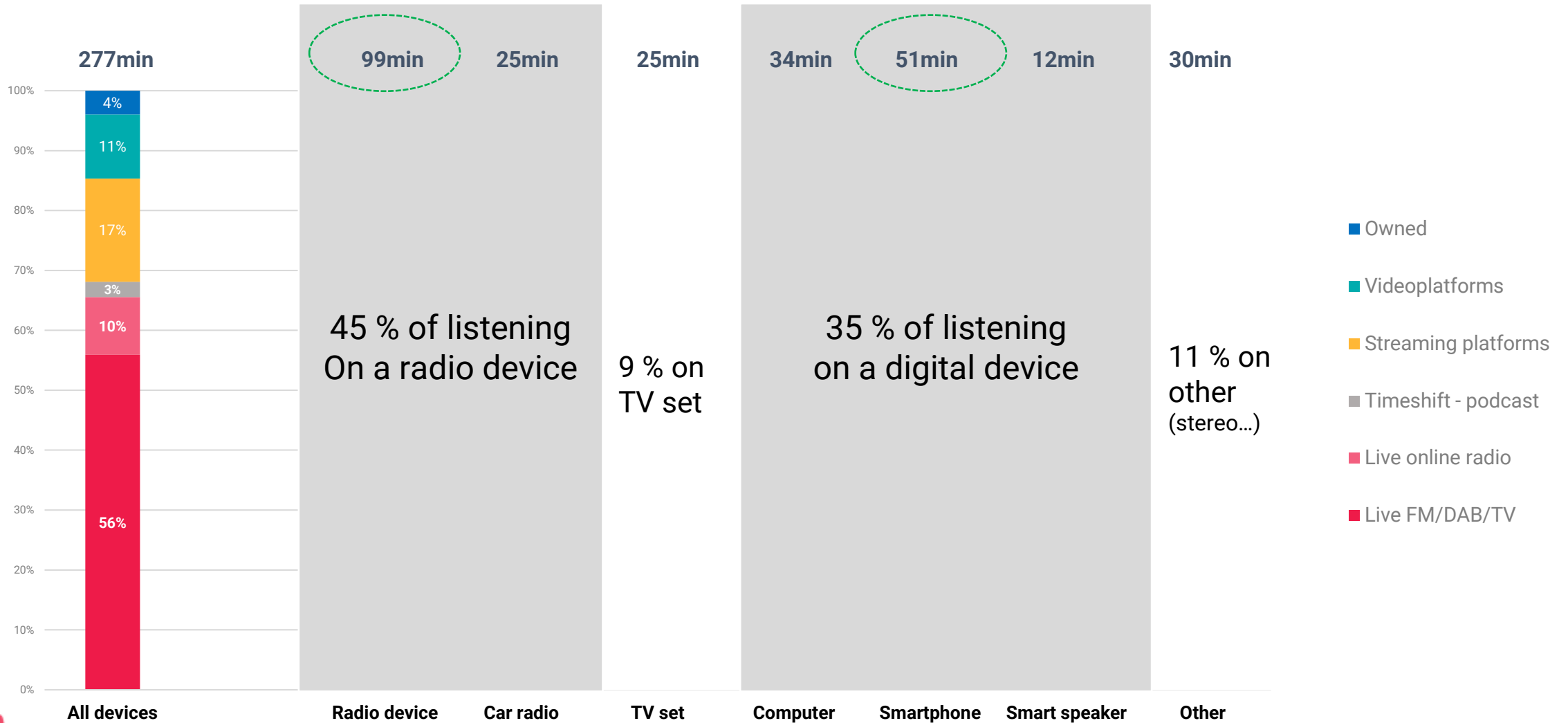


Devices, places (national)



Share of Audio DEVICES

Monday-Sunday - 12-74 – National



- Owned
- Videoplatforms
- Streaming platforms
- Timeshift - podcast
- Live online radio
- Live FM/DAB/TV

All devices

Radio device

Car radio

TV set

Computer

Smartphone

Smart speaker

Other

Source : CIM Audio Time 2024



Share of Audio DEVICES

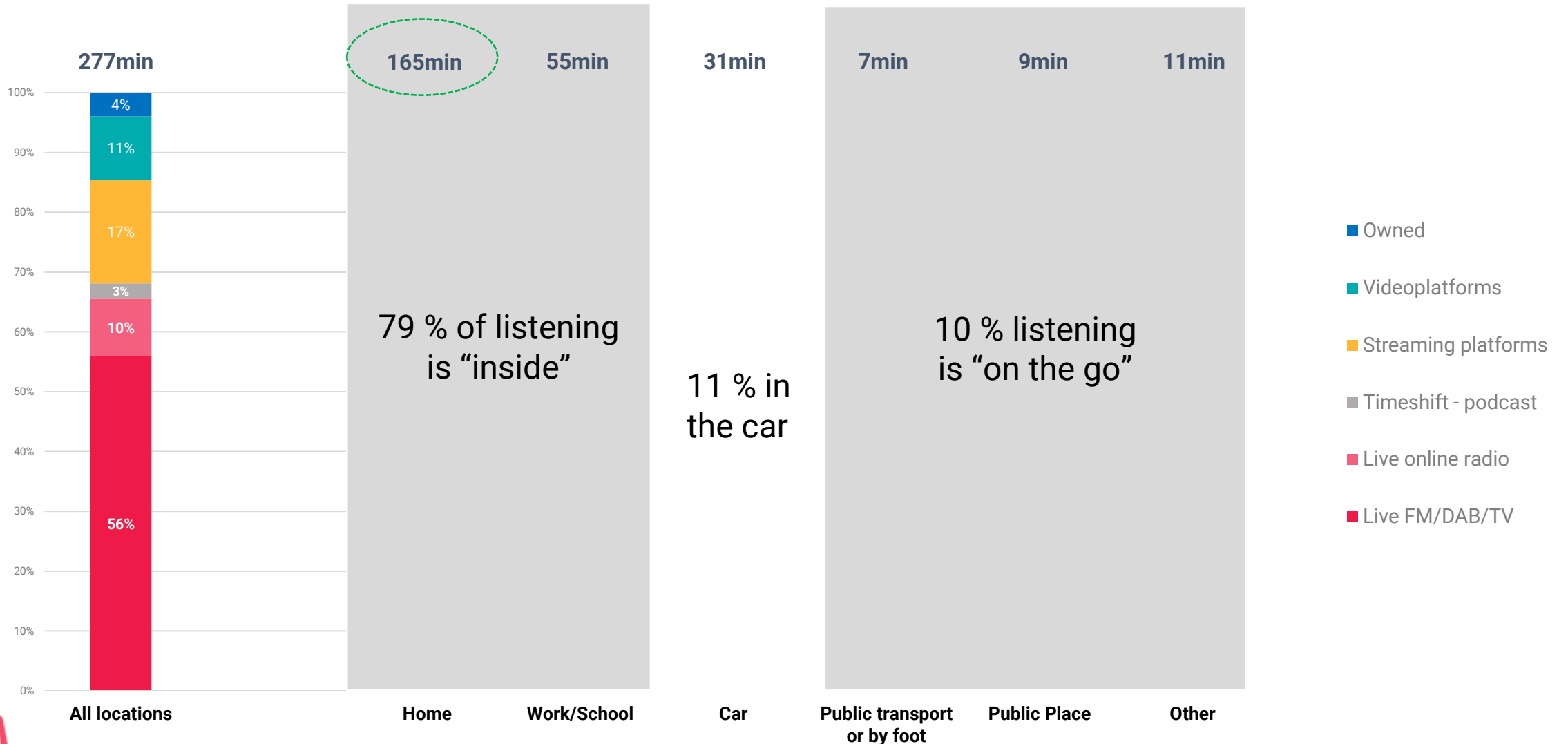
Monday-Sunday - 12-74 – National



Source : CIM Audio Time 2024

Share of Audio LOCATIONS

Monday-Sunday - 12-74 – National

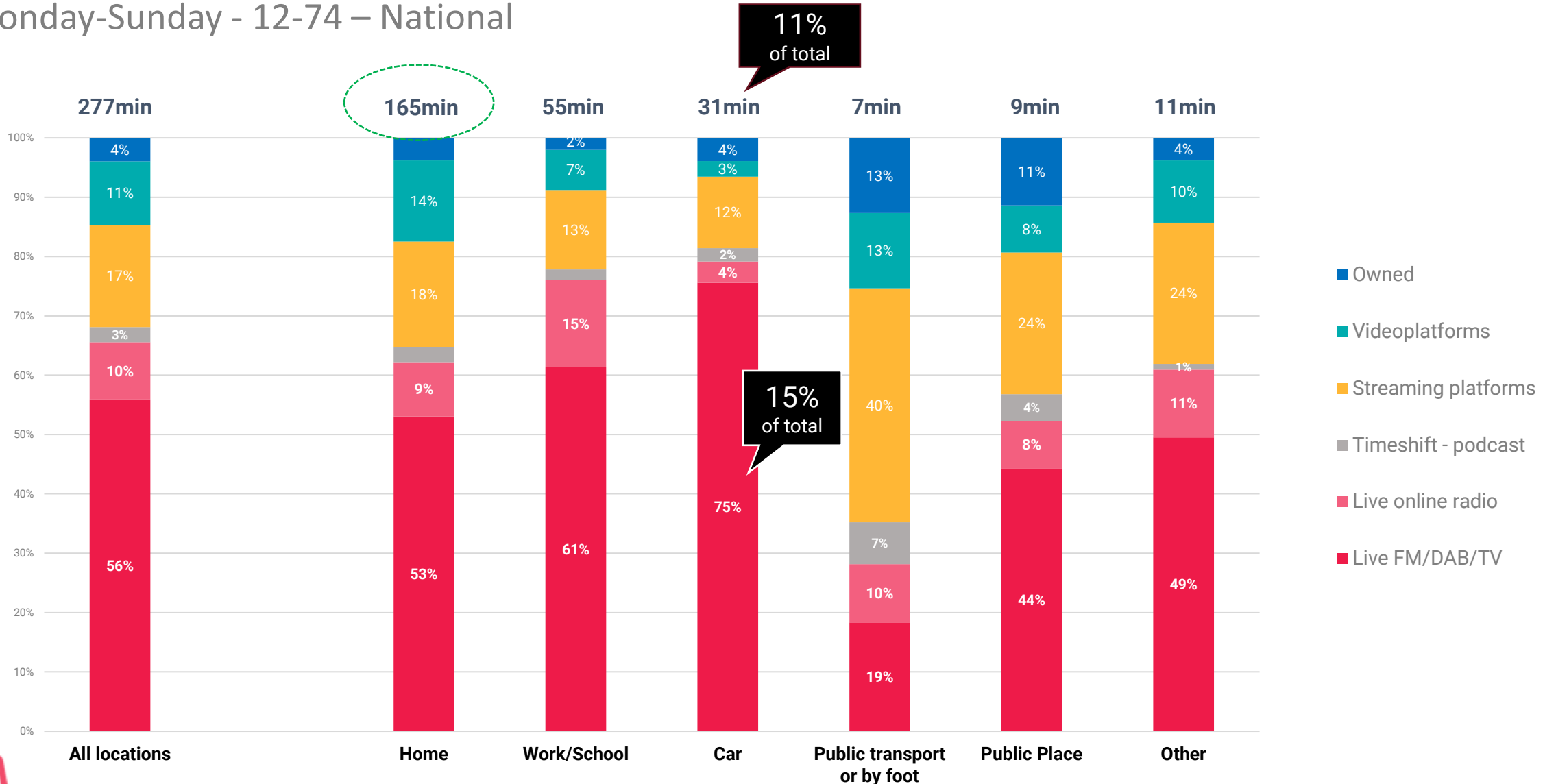


Source : CIM Audio Time 2024



Share of Audio LOCATIONS

Monday-Sunday - 12-74 – National



THANK YOU for listening

Presentation will be sent to attendees
And made available on cim.be and thinkvia.be
Recording will also be made available
on the VIA website



DON'T MISS OUR NEXT WEBINARS

(a link will be available when sending today's deck)



SONIQ
webinar |

From sound to brand
RADIO AS A BRAND BUILDER
20 February 2024, 9-10 hr



looking back and forward

THE 2023 REPORTS
TV-RADIO-CINEMA

14 March, 9-10h

VIA