



CIM Audio Time 2026



CIM Audio Time 2026

5th edition

What is CIM Audio Time?

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

Including local and international players

Total Audio consumption habits & Socio-demo's

Detailed audio of yesterday, at quarter level, including:

- Audiotype
- Brand
- Device
- Location

CIM Audio Time 2026 – The Survey



Online Survey (CAWI)



interviews : 4.274
Universe: Belgium 12-74



5th edition
September – November 25



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 gathering multiple radio stations
- **Timeshifted radio, Podcasts** – on demand radio, podcasts
- **Audio Streaming services FREE or PAID** – streaming audio services available for free (with advertising, e.g; Spotify, Deezer, Youtube Music and SoundCloud) or paid for
- **Music via videoplatform** – using video platforms like Youtube to listen to music
- **Owned music** – own records, CDs or other recordings

3 Key Figures



2h50'

Live
radio/day



83%

Total Audio
daily reach



80%

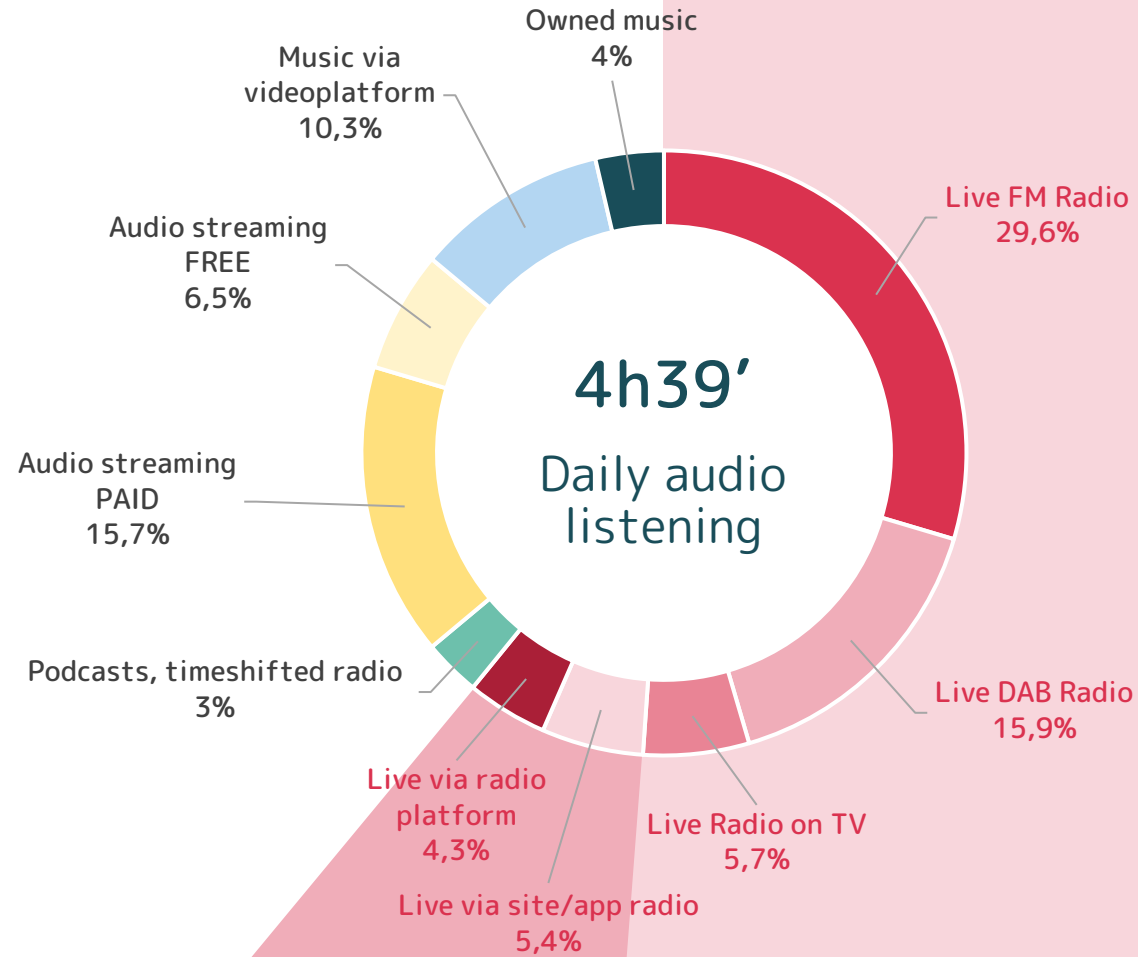
Share of Radio
advertising



Share of Audio

Share of Audio 2026

Total Belgium

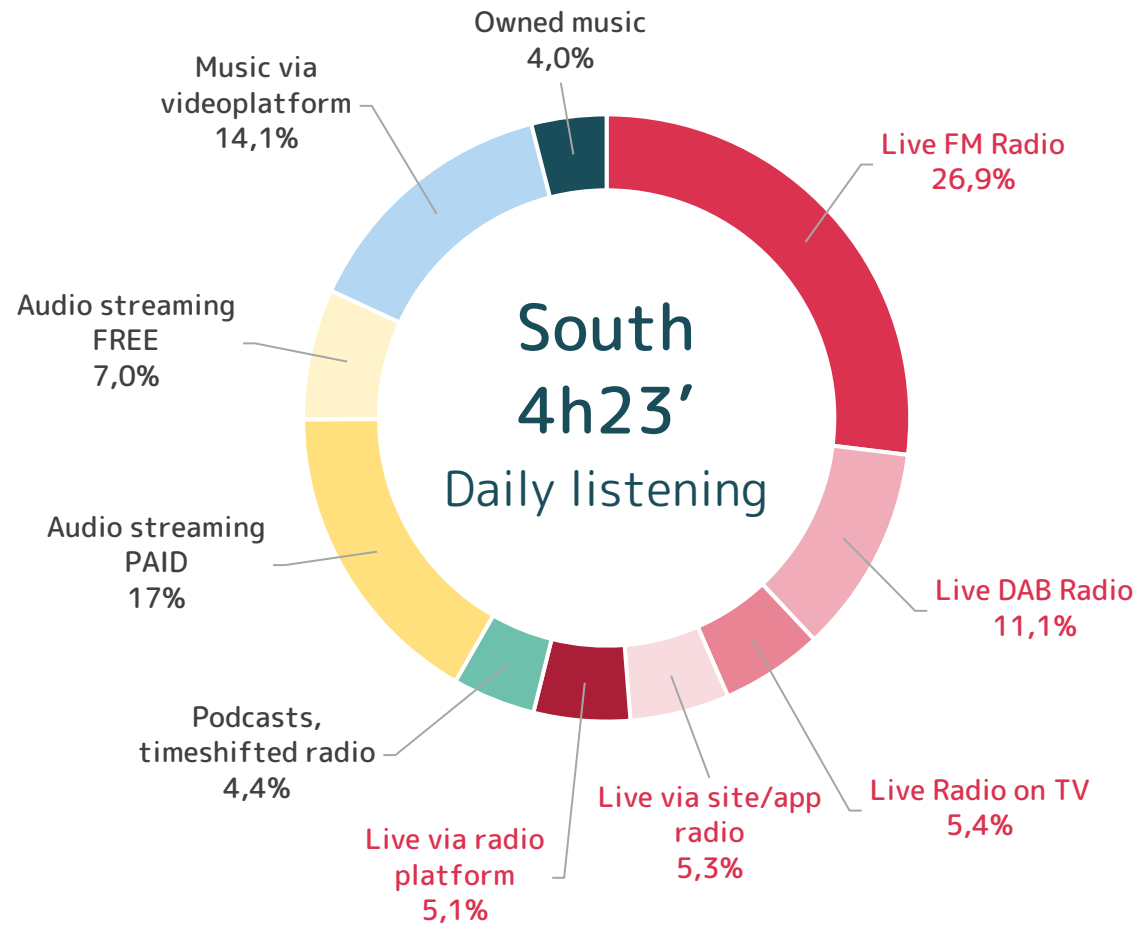


Live Radio = **61%**
of total audio consumption

Monday-Sunday
Total Belgium 12-74 y.o.

Share of Audio 2026

South

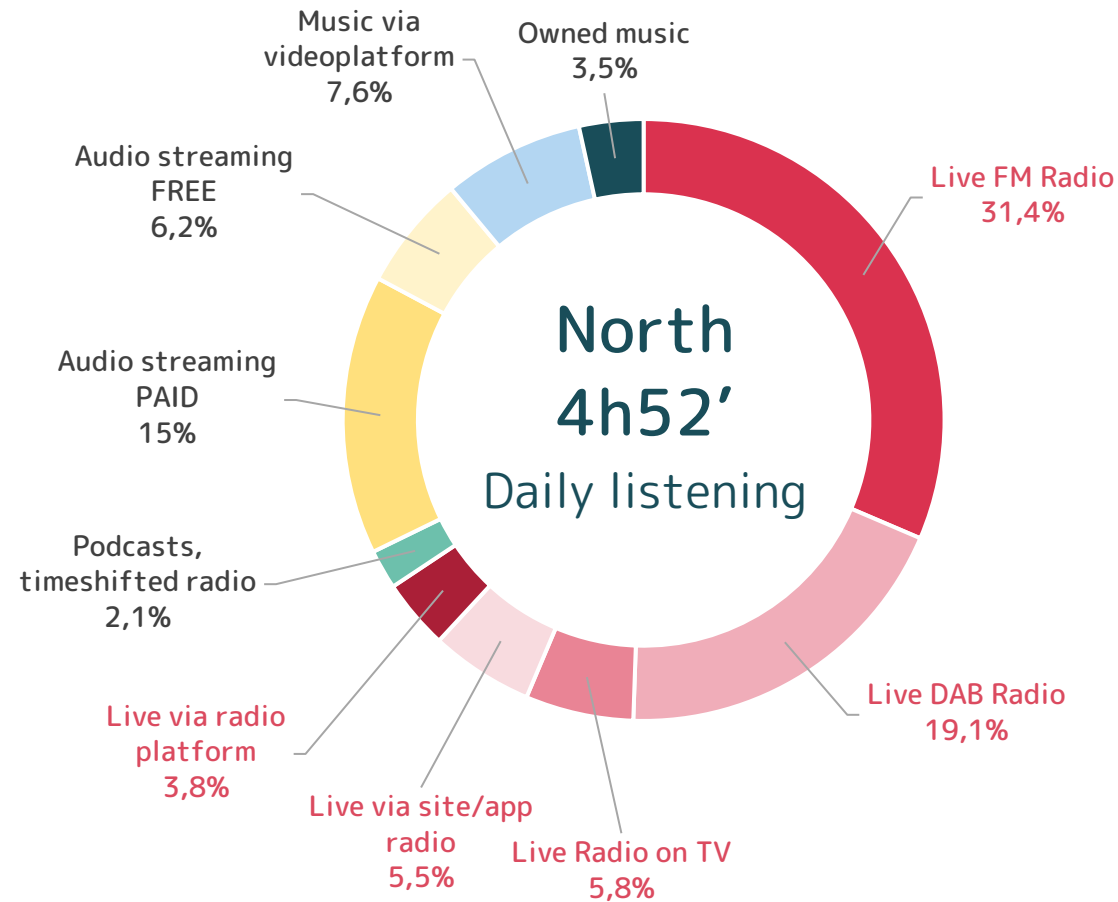


Total Live radio = 54%

Monday-Sunday
South 12-74 y.o.

Share of Audio 2026

North



Total Live radio = 66%

Monday-Sunday
North 12-74 y.o.

Share of Audio 2026

North & South



Daily Audio Listening

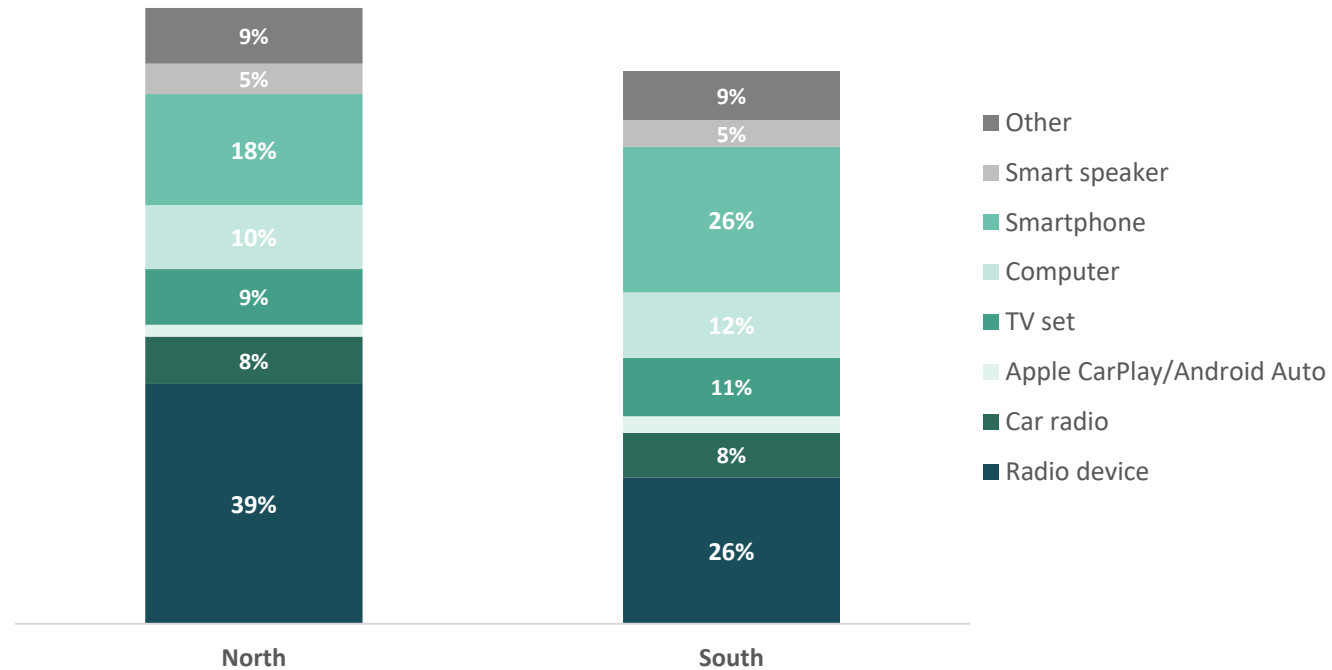


4h52'



4h23'

By device



Monday-Sunday
North & South 12-74 y.o.

Share of Audio 2026

North & South



Daily Audio Listening

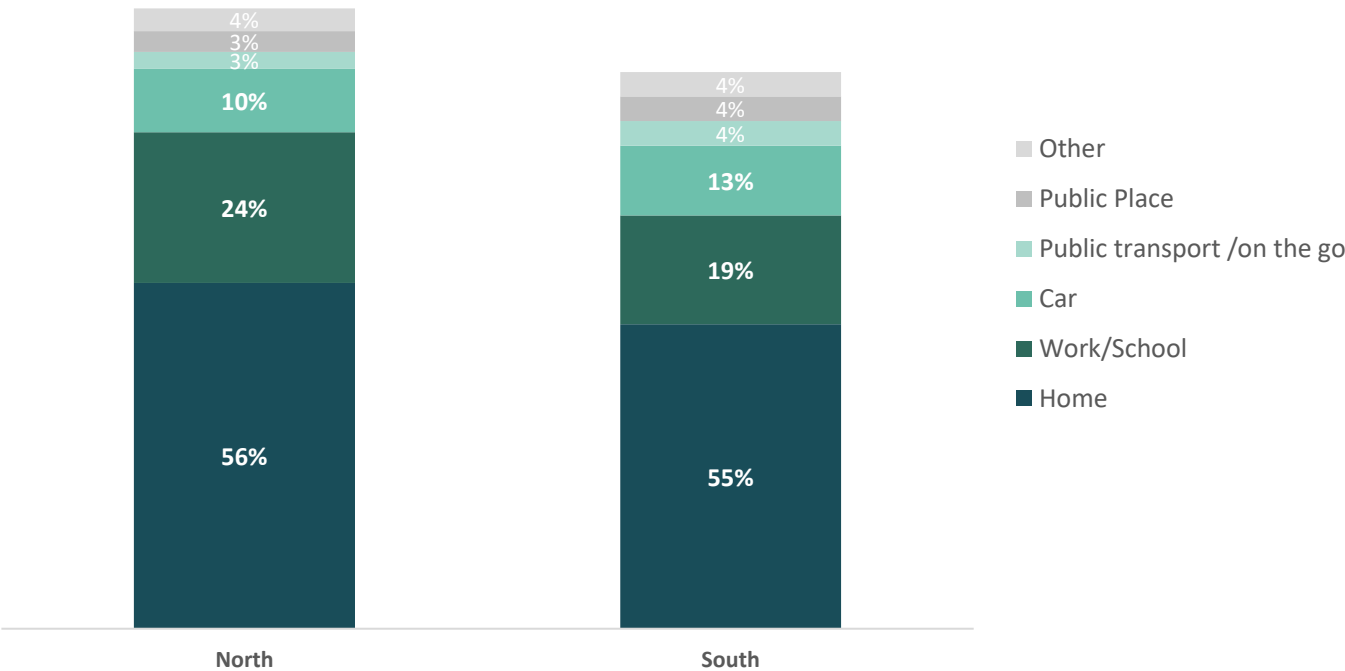


4h52'



4h23'

By location



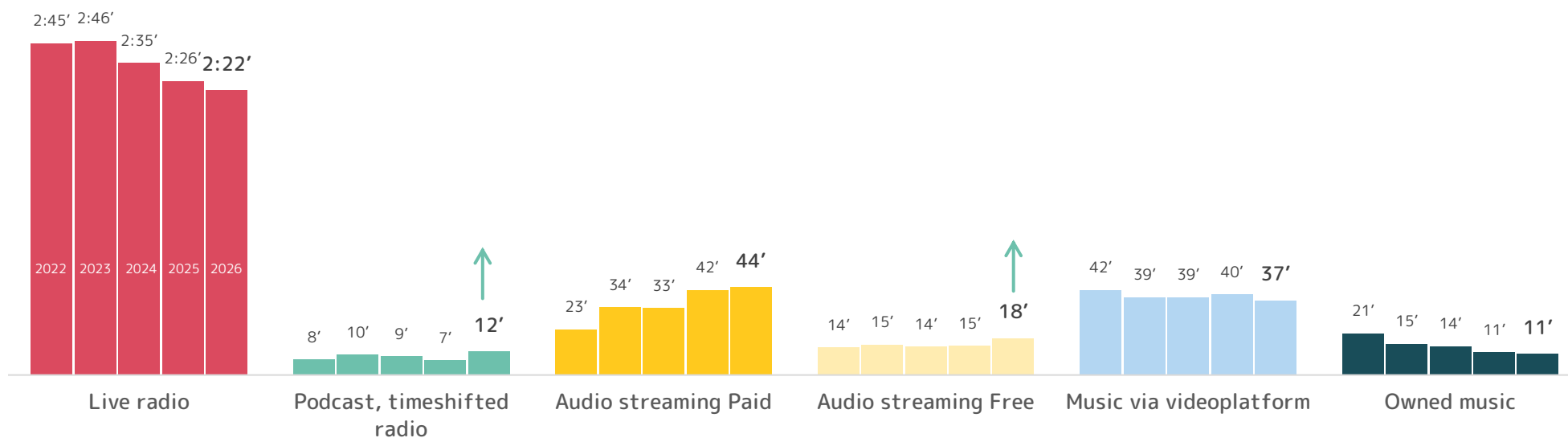
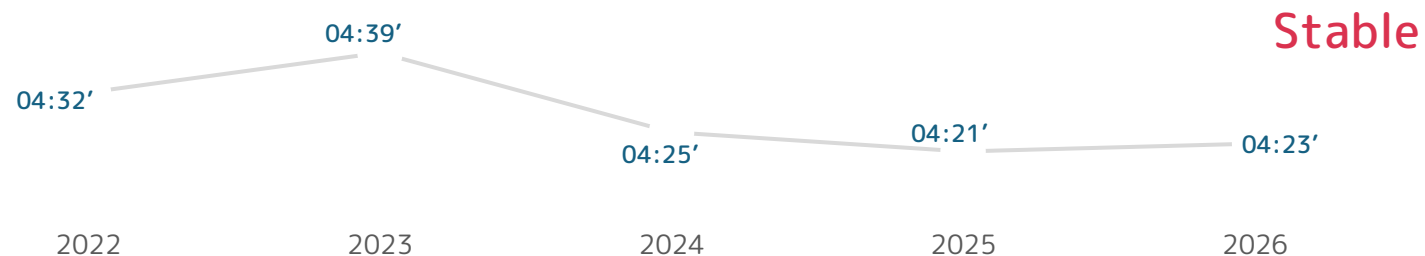
Monday-Sunday
North & South 12-74 y.o.



Evolutions

Evolution of Audio Time Spent

South



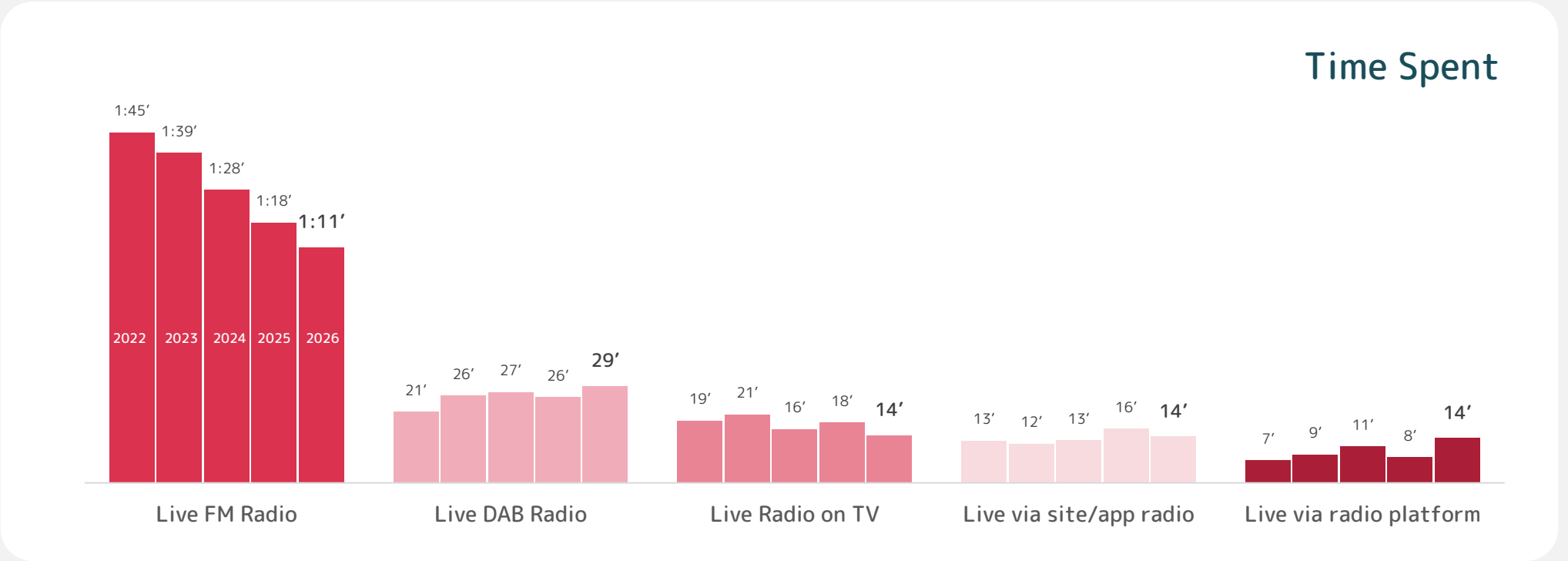
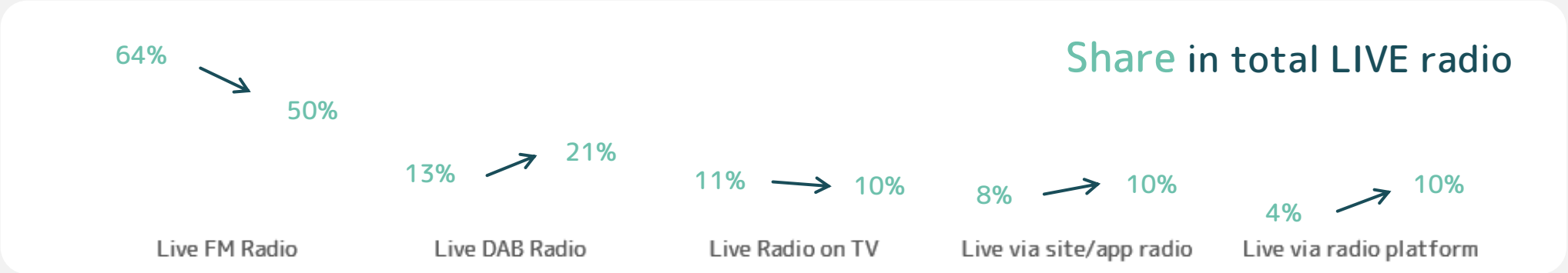
Monday-Sunday
South 12-74 y.o.

Evolution of Audio Time Spent

– Breakdown LIVE radio



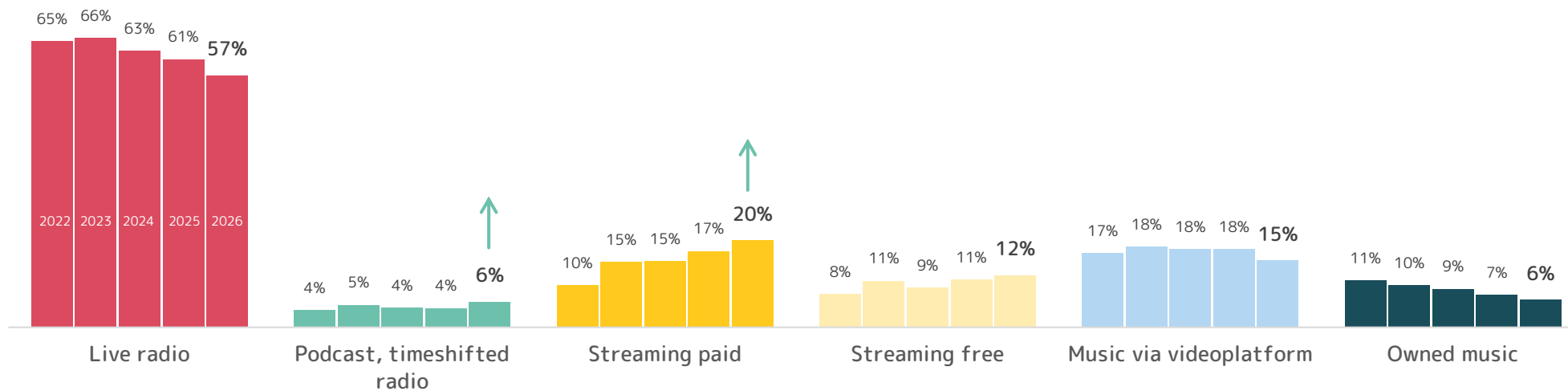
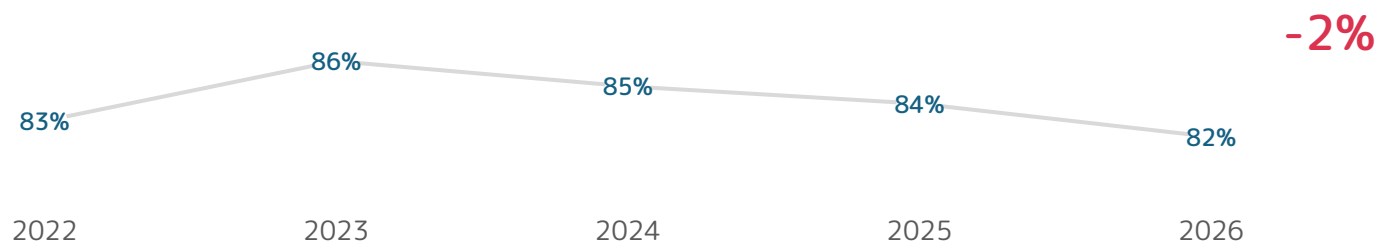
South



Monday-Sunday
South 12-74 y.o.

Evolution of Audio Daily Reach

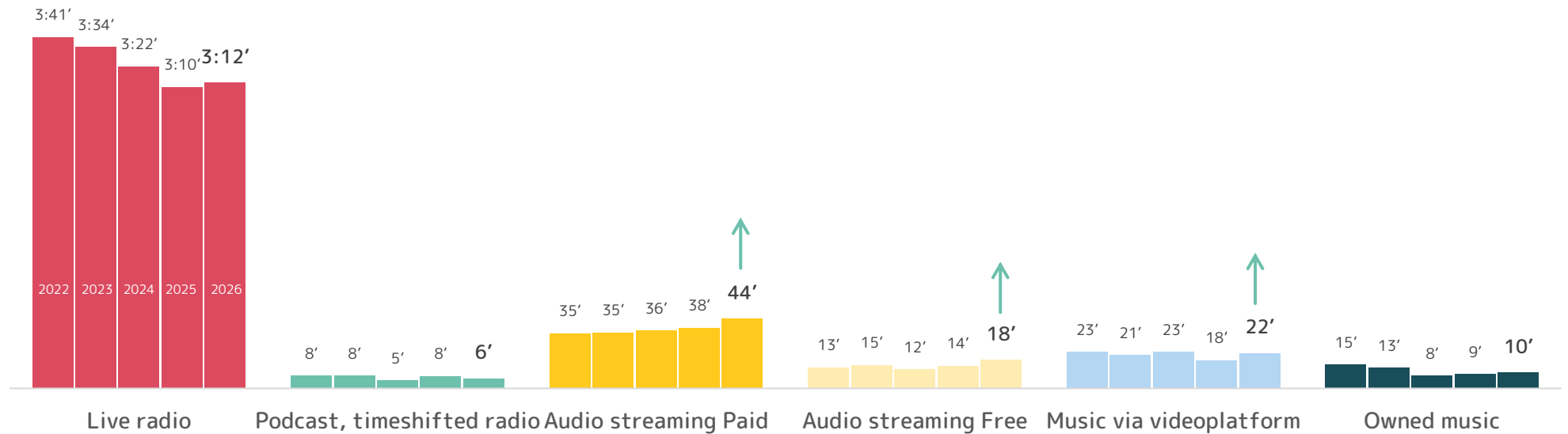
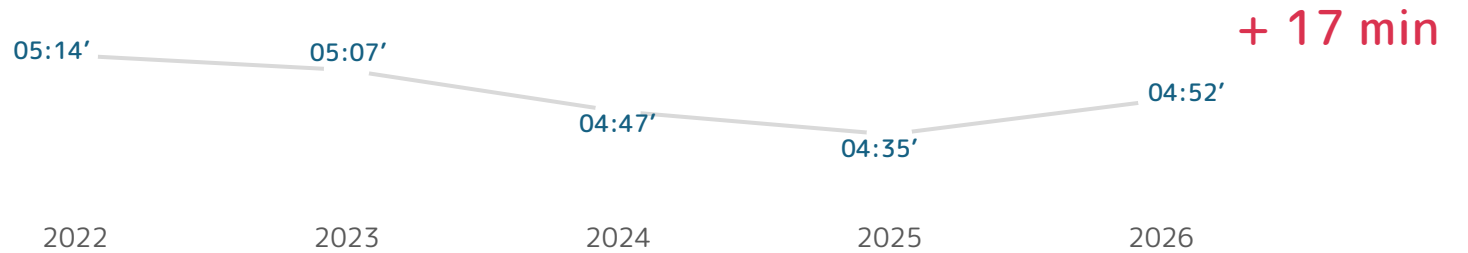
South



Monday-Sunday
South 12-74 y.o.

Evolution of Audio Time Spent

North

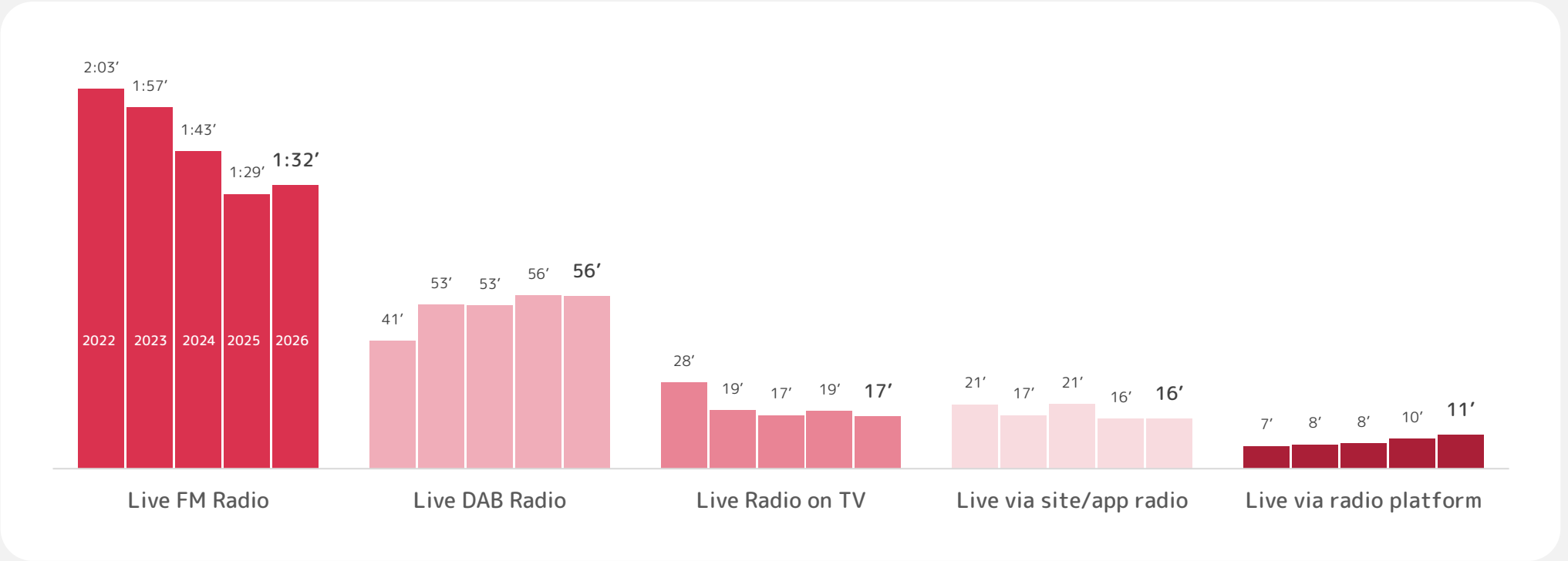
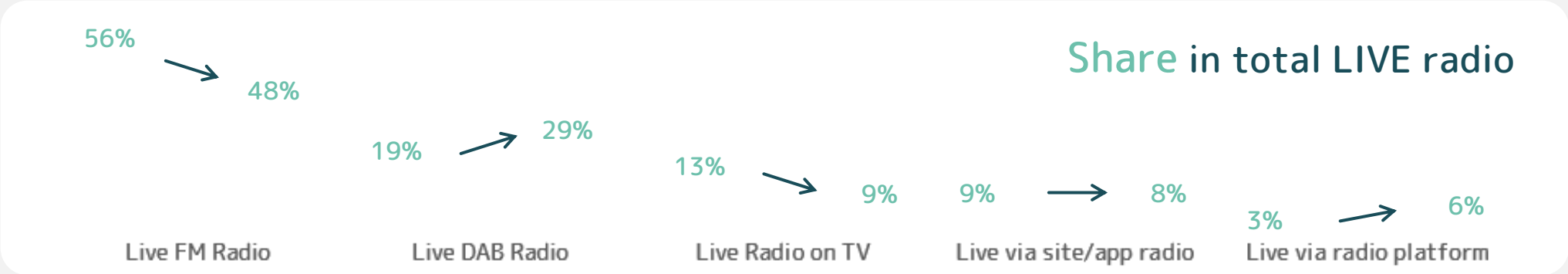


Monday-Sunday
North 12-74 y.o.

Evolution of Audio Time Spent – Breakdown LIVE radio



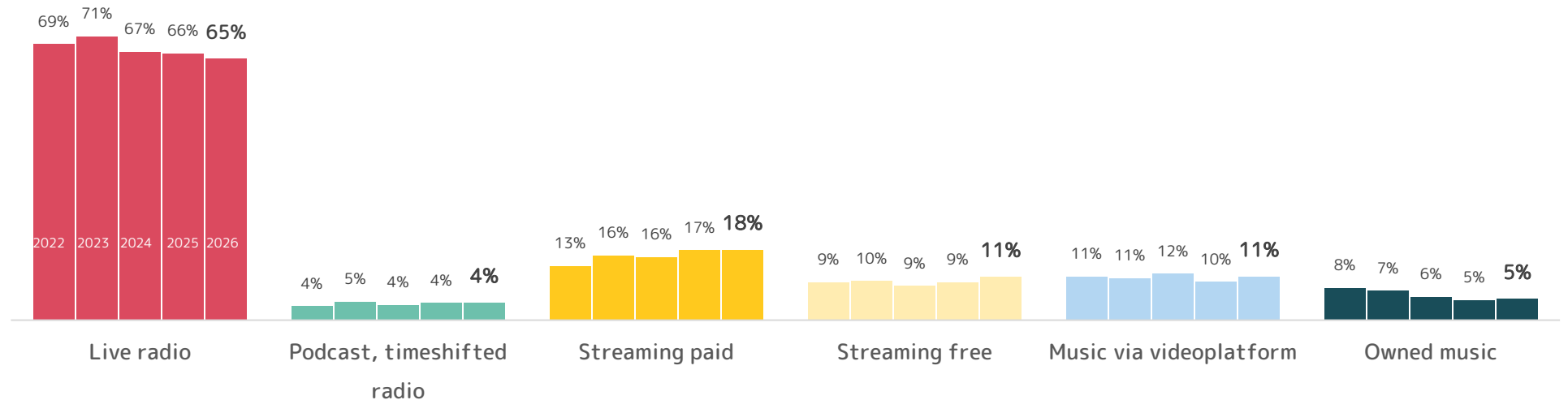
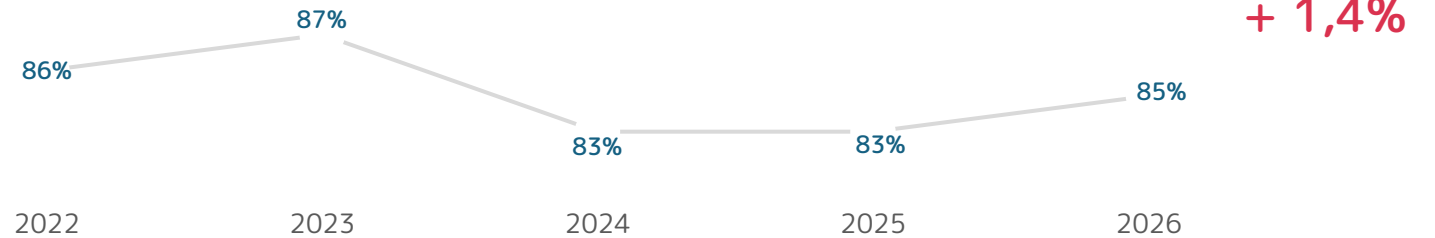
North



Monday-Sunday
North 12-74 y.o.

Evolution of Audio Daily Reach

North



Monday-Sunday
North 12-74 y.o.

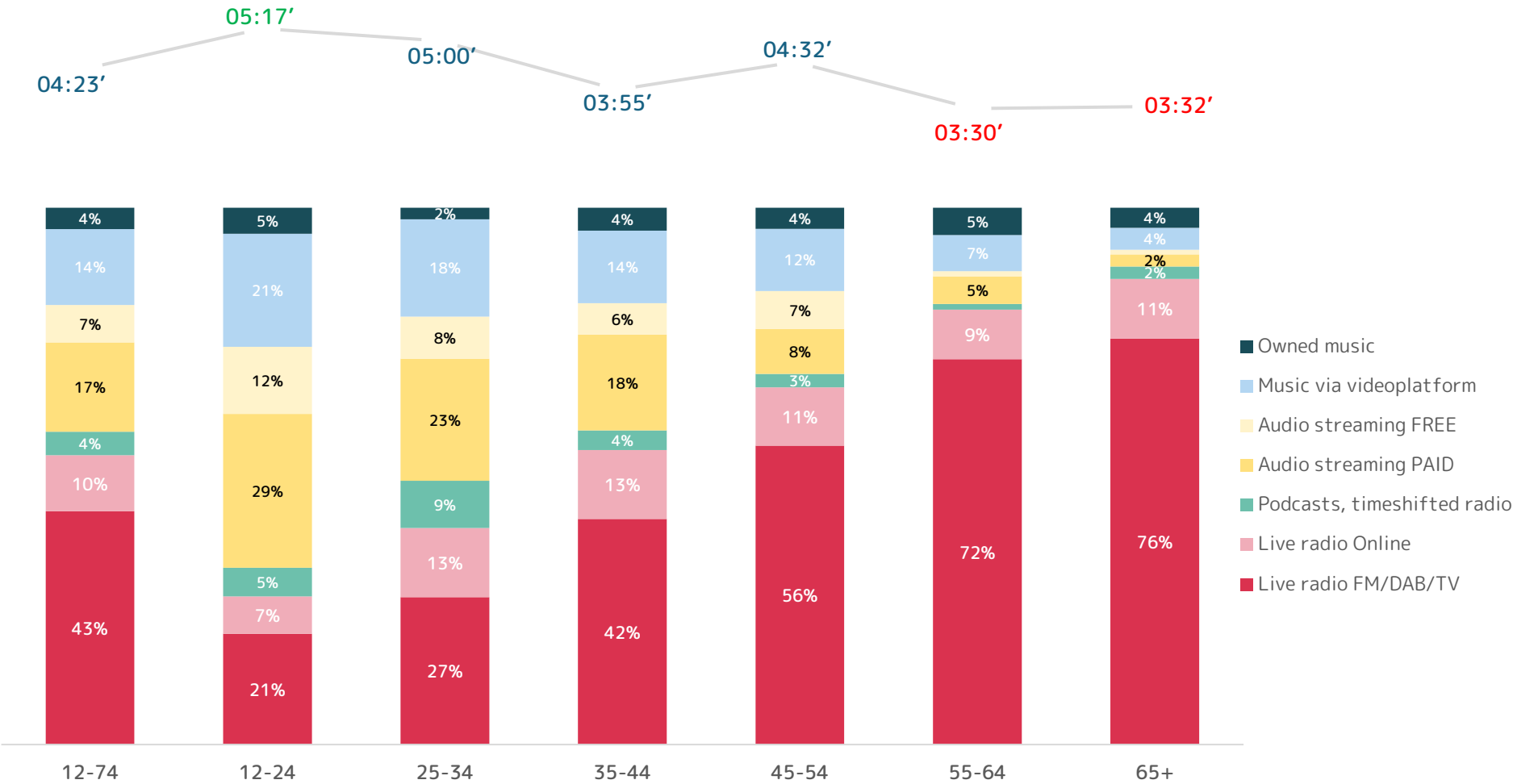


Socio-Demo Differences

Audio Time Spent – Breakdown by Age



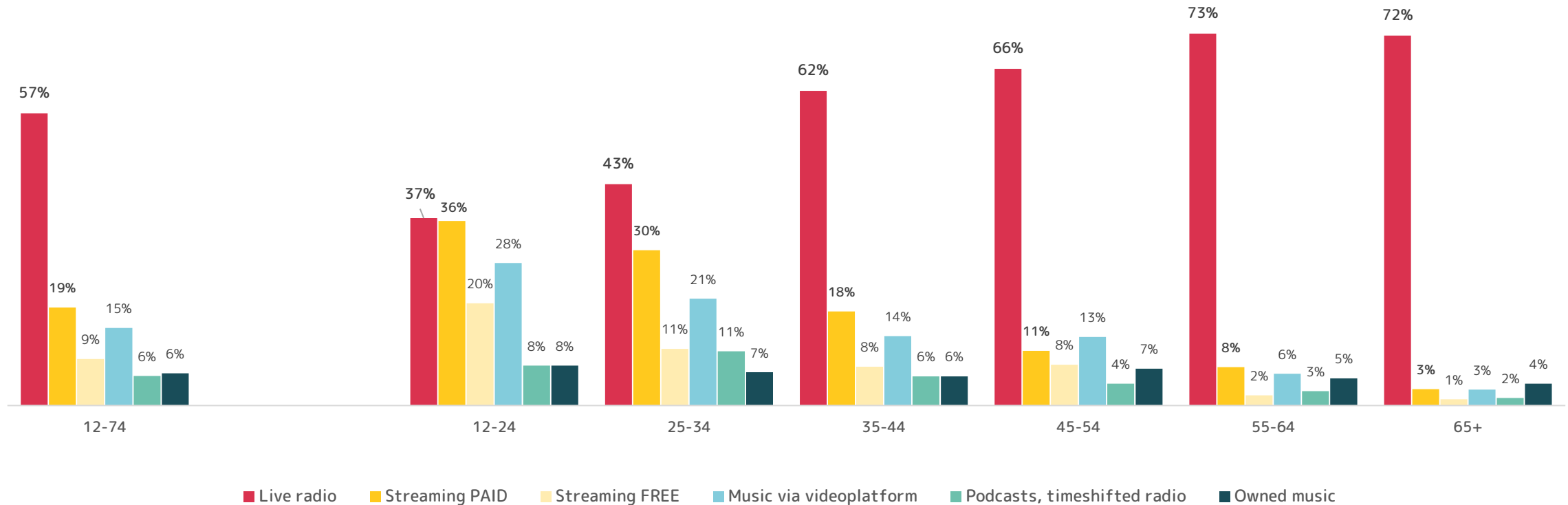
South



Monday-Sunday
South 12-74 y.o.

Audio Daily Reach – Breakdown by Age

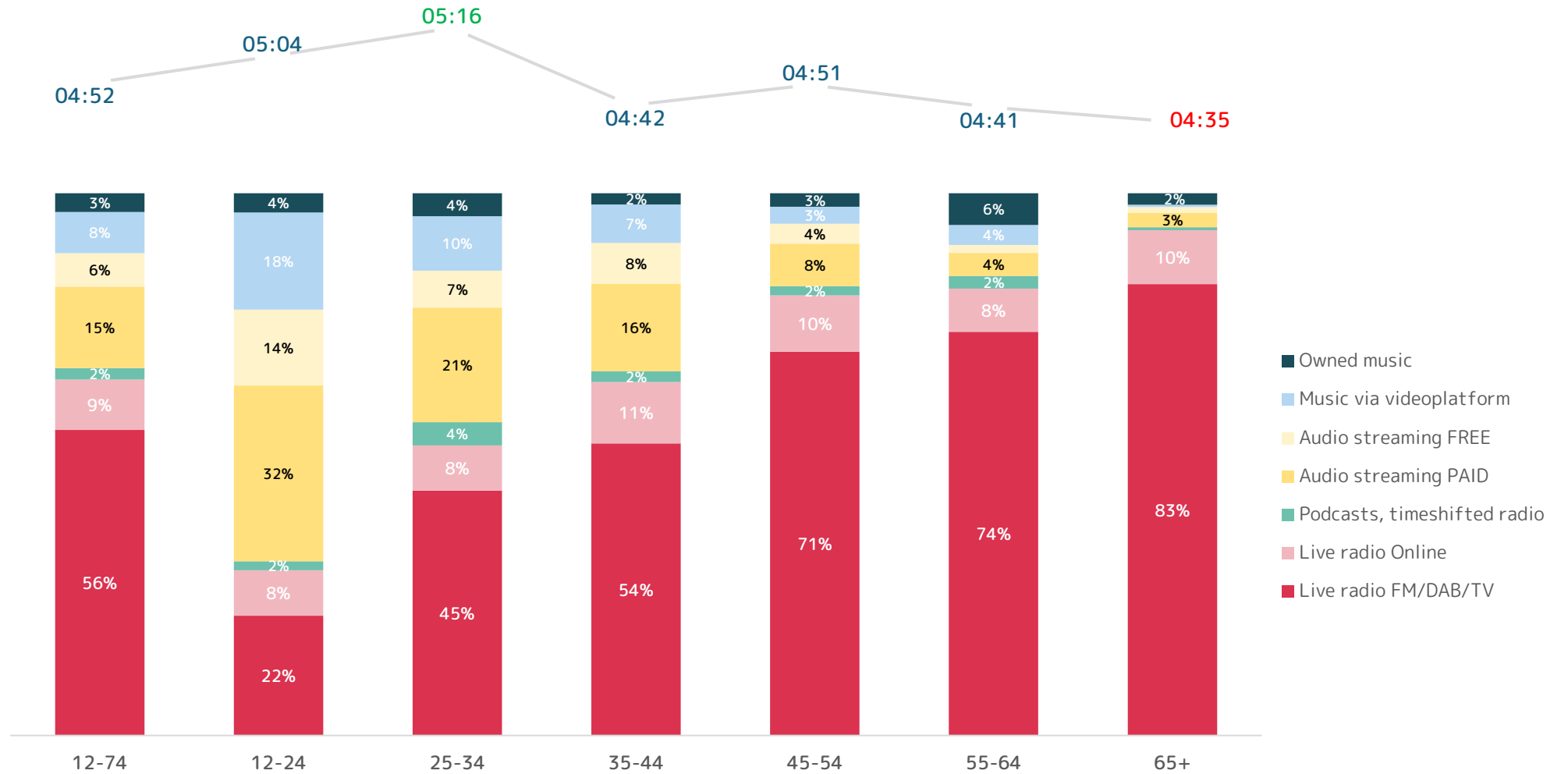
South



Monday-Sunday
South 12-74 y.o.

Audio Time Spent – Breakdown by Age

North

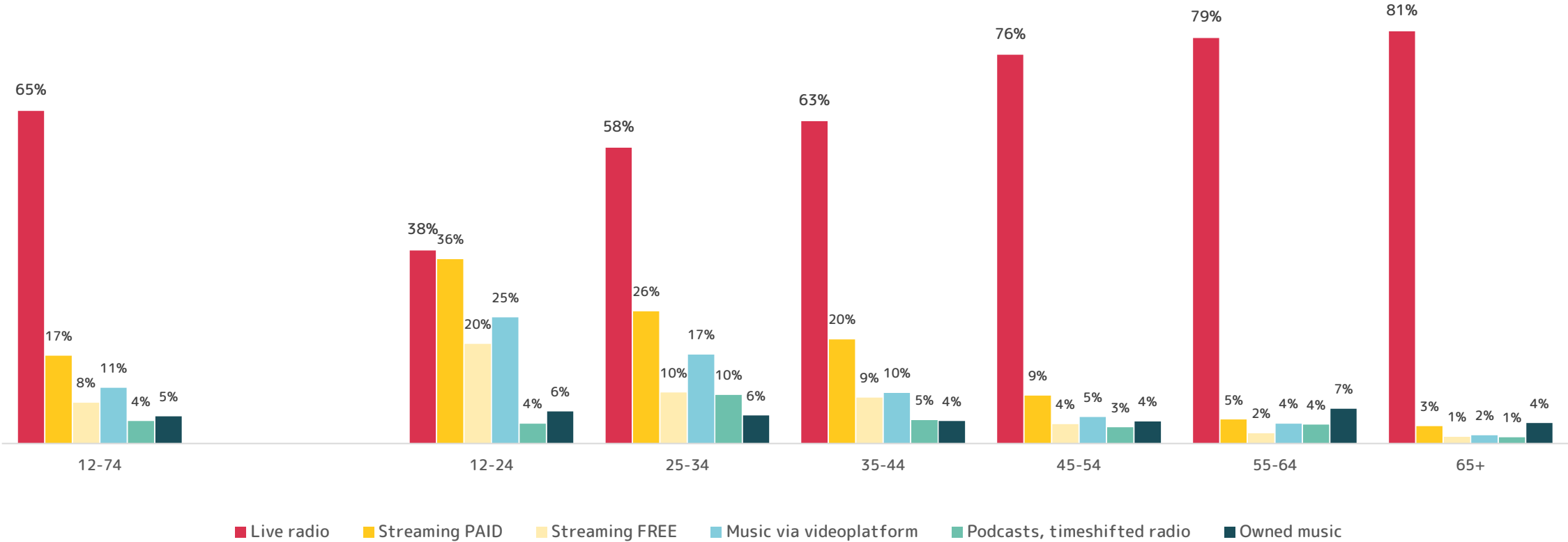


Monday-Sunday
North 12-74 y.o.

Audio Daily Reach – Breakdown by Age



North



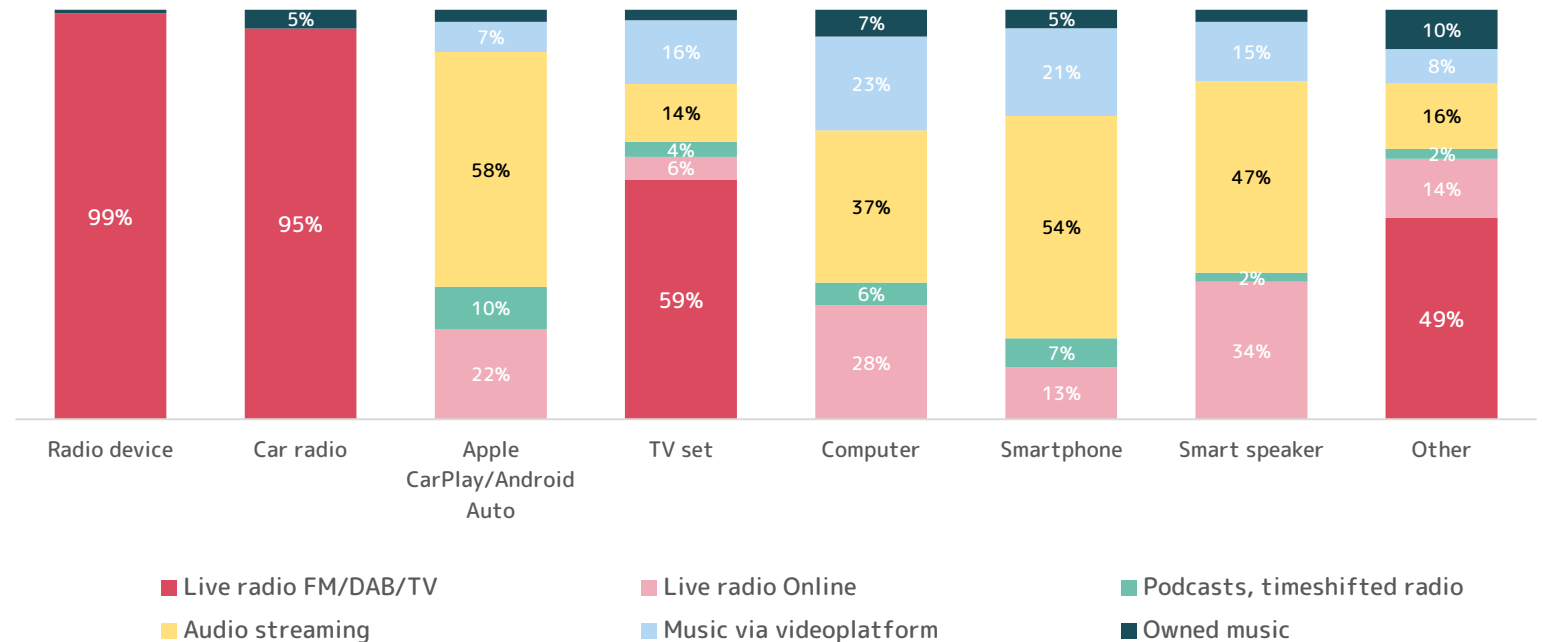
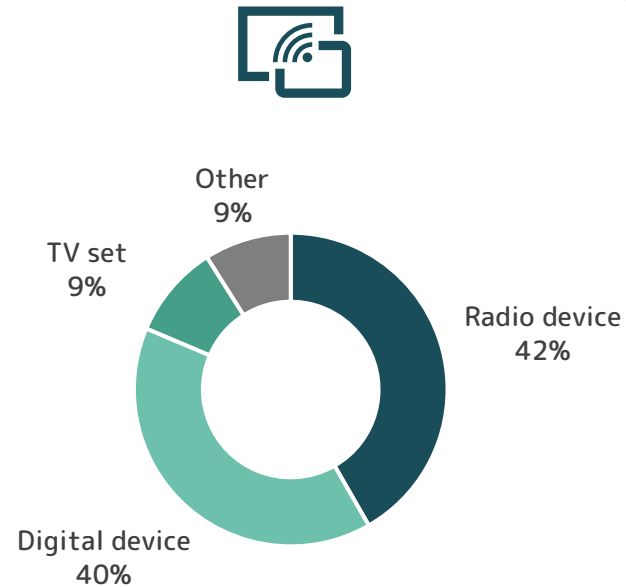
Monday-Sunday
North 12-74 y.o.



Devices, places

Share of Audio - Devices

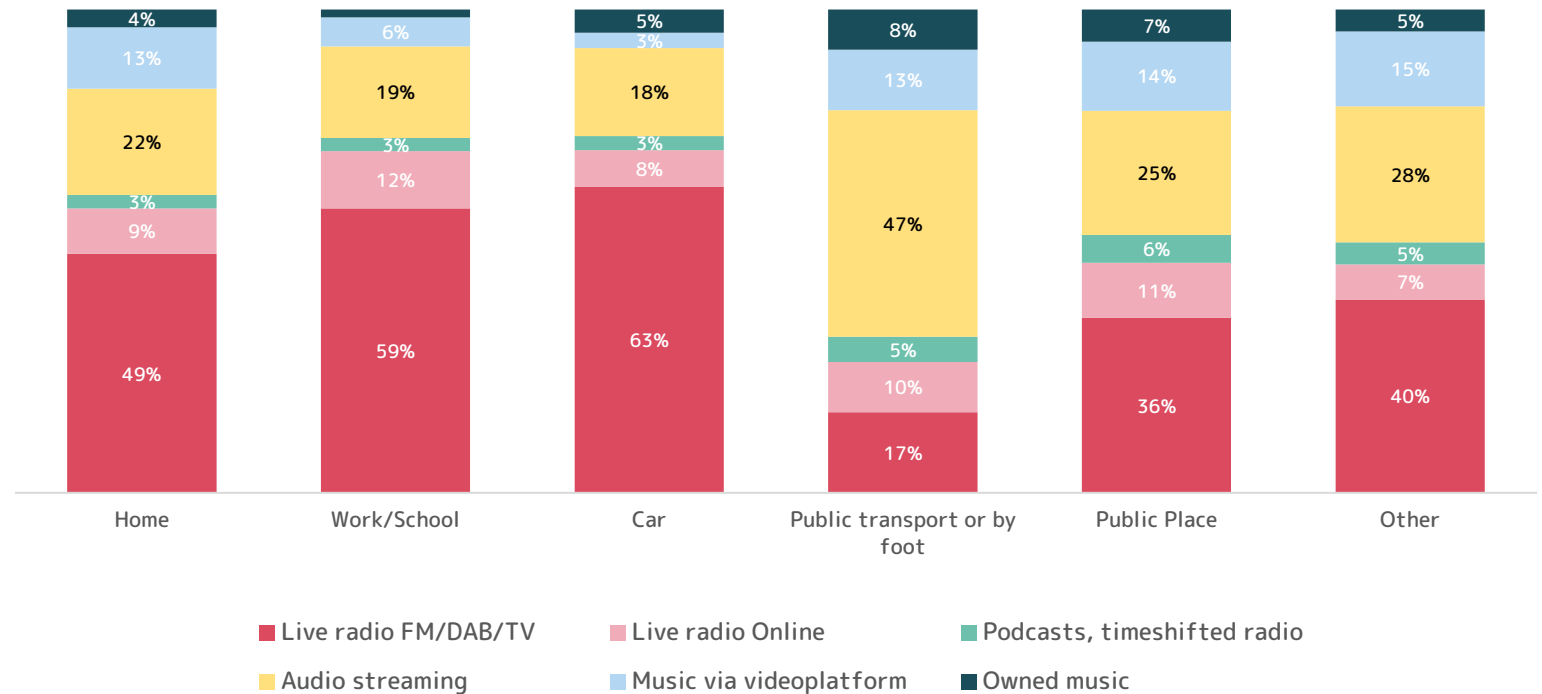
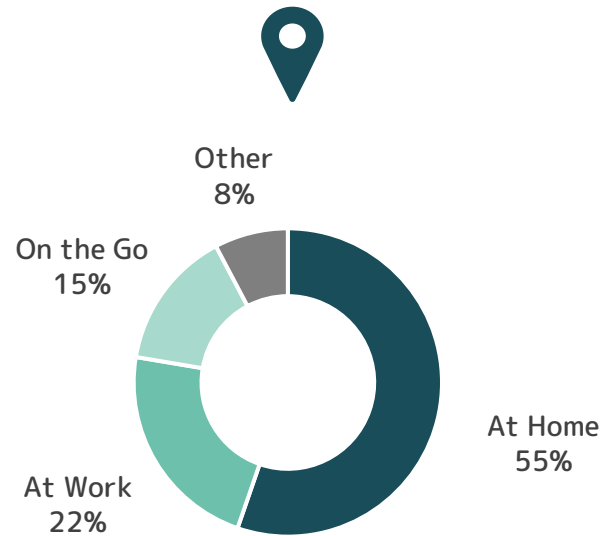
Total Belgium



Monday-Sunday
Total Belgium 12-74 y.o.

Share of Audio - Places

Total Belgium



Monday-Sunday
Total Belgium 12-74 y.o.



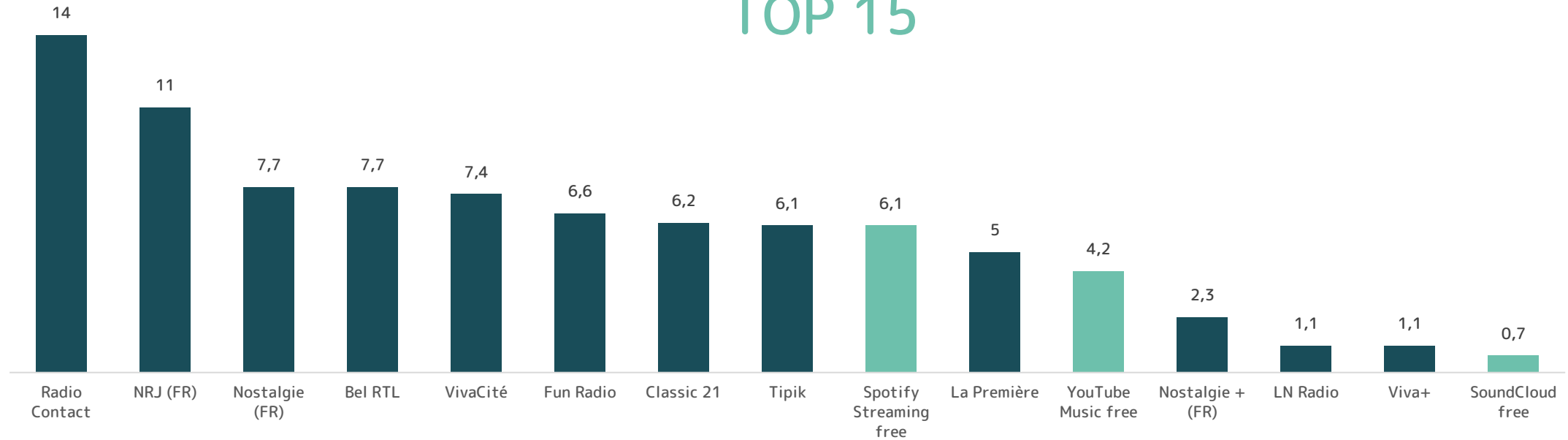
Commercial Audio: Which Brands?

Daily Reach of Commercial Audio Brands

South 18-54



TOP 15



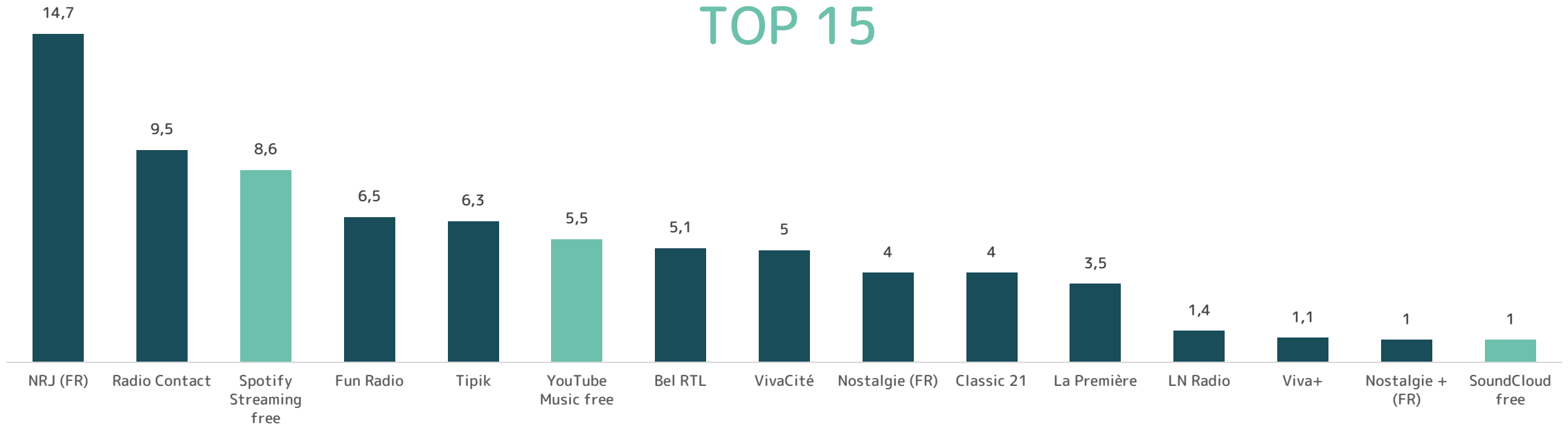
Monday-Sunday
South 18-54 y.o.

Daily Reach of Commercial Audio Brands

South 18-34



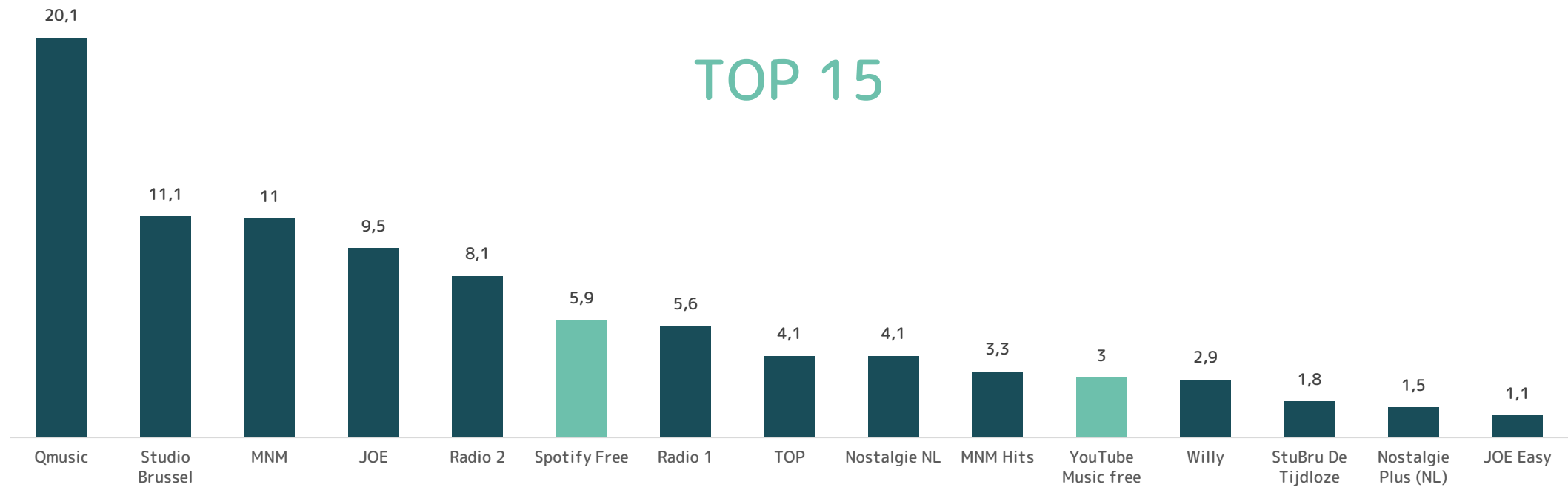
TOP 15



Monday-Sunday
South 18-34 y.o.

Daily Reach of Commercial Audio Brands

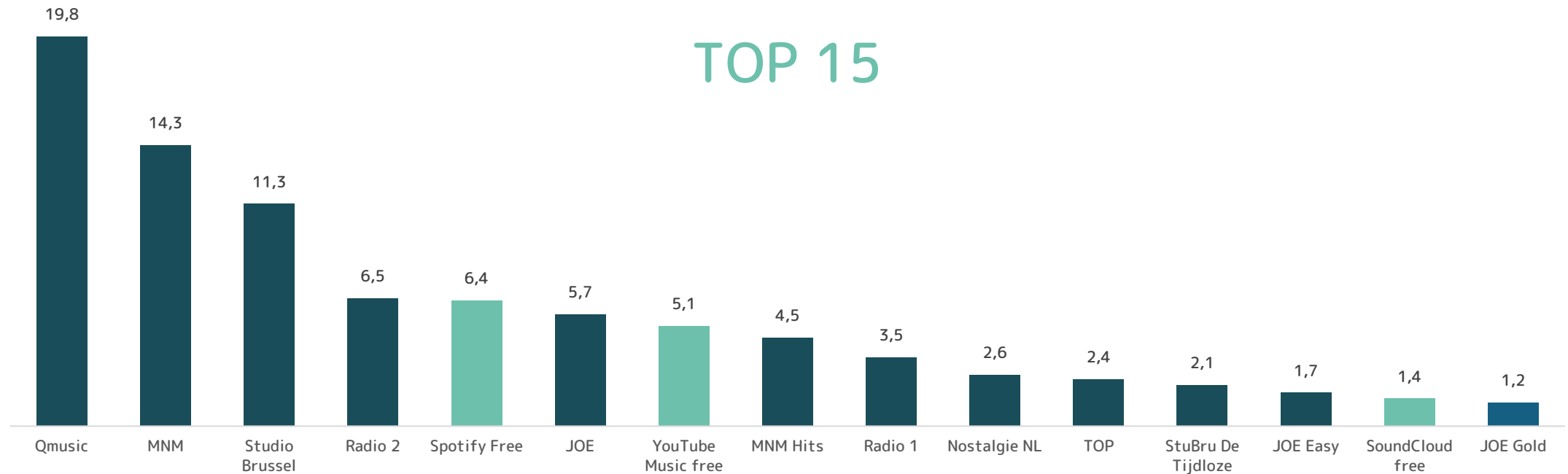
North 18-54



Monday-Sunday
North 18-54 y.o.

Daily Reach of Commercial Audio Brands

North 18-34

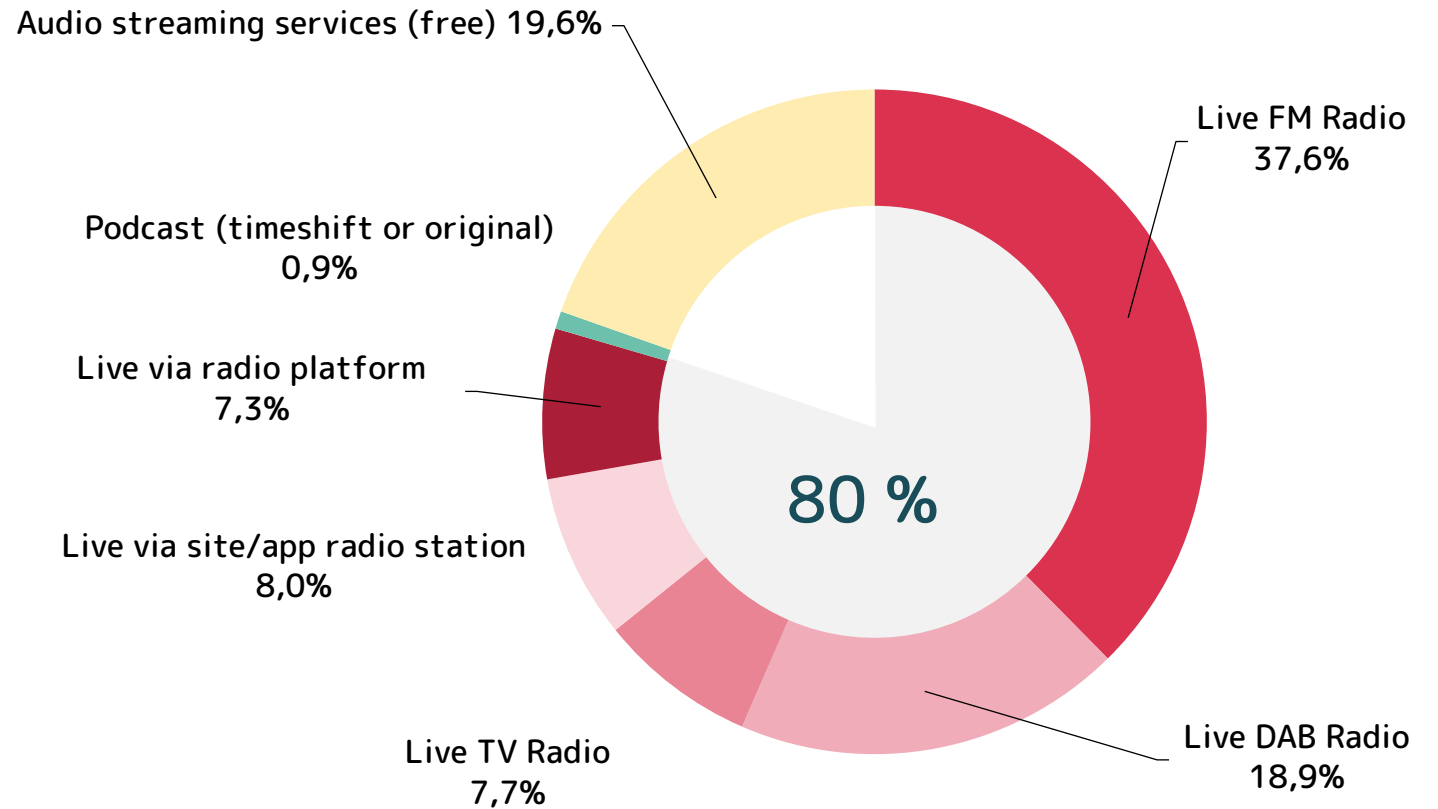


Monday-Sunday
North 18-34 y.o.

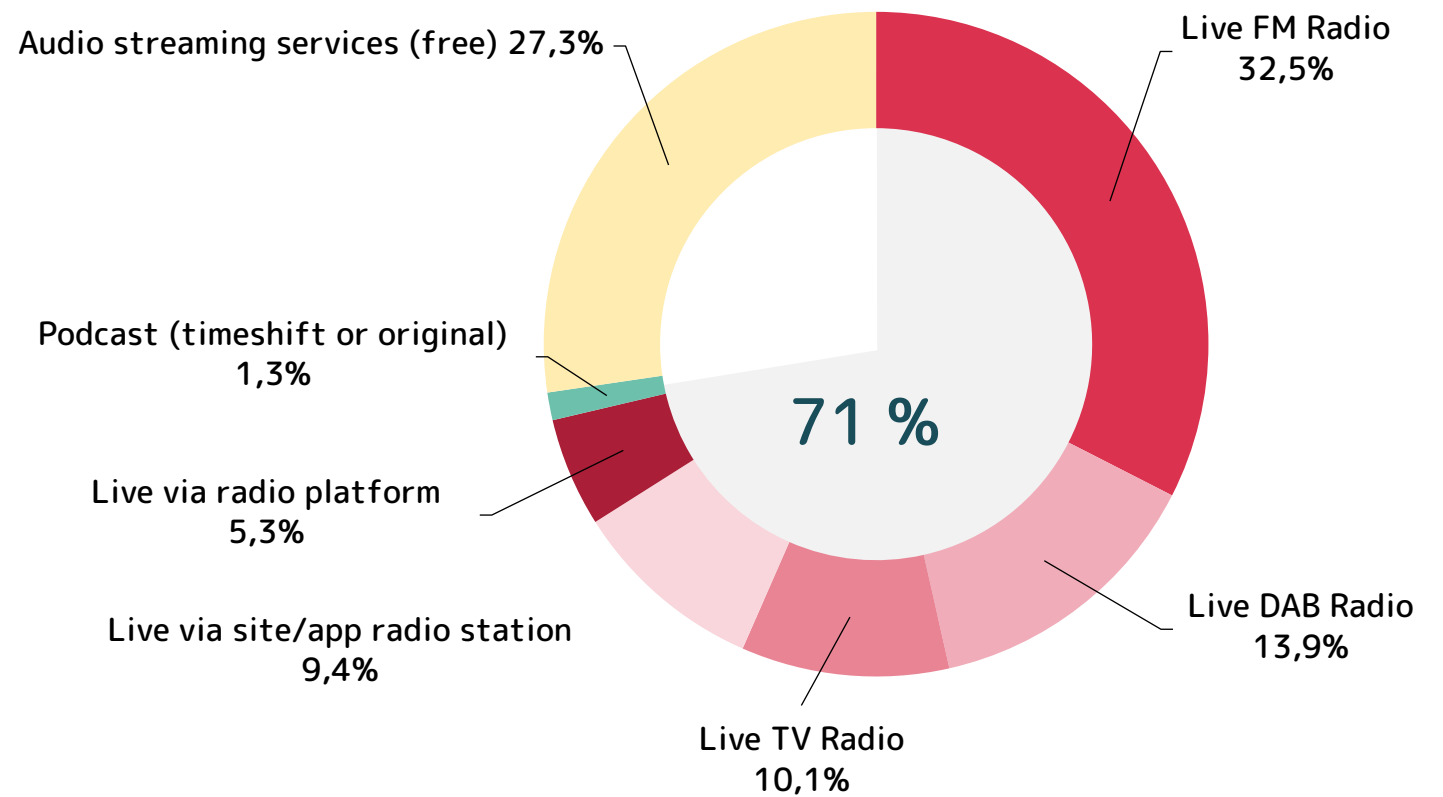


Share of Audio advertising

In Belgium, 80%
of all casted
audio ads are
delivered by Radio
broadcasters



Among the **18-34**
target group
71% of audio adv.
comes from Radio
broadcasters



Recording of the
webinar is available on

www.thinkvia.be

