



CIM
Audio Time
2025



CIM Audio Time 2025 – 4th 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 At quarter hour level for one day including :

- Audiotype
- Brand
- Device
- Location

This is the 4th edition of CIM Audio Time

1st edition : November – December 2021

2nd edition: October – December 2022

3rd edition : October – December 2023

4th edition : October – December 2024



CIM Audio Time 2025 – The survey



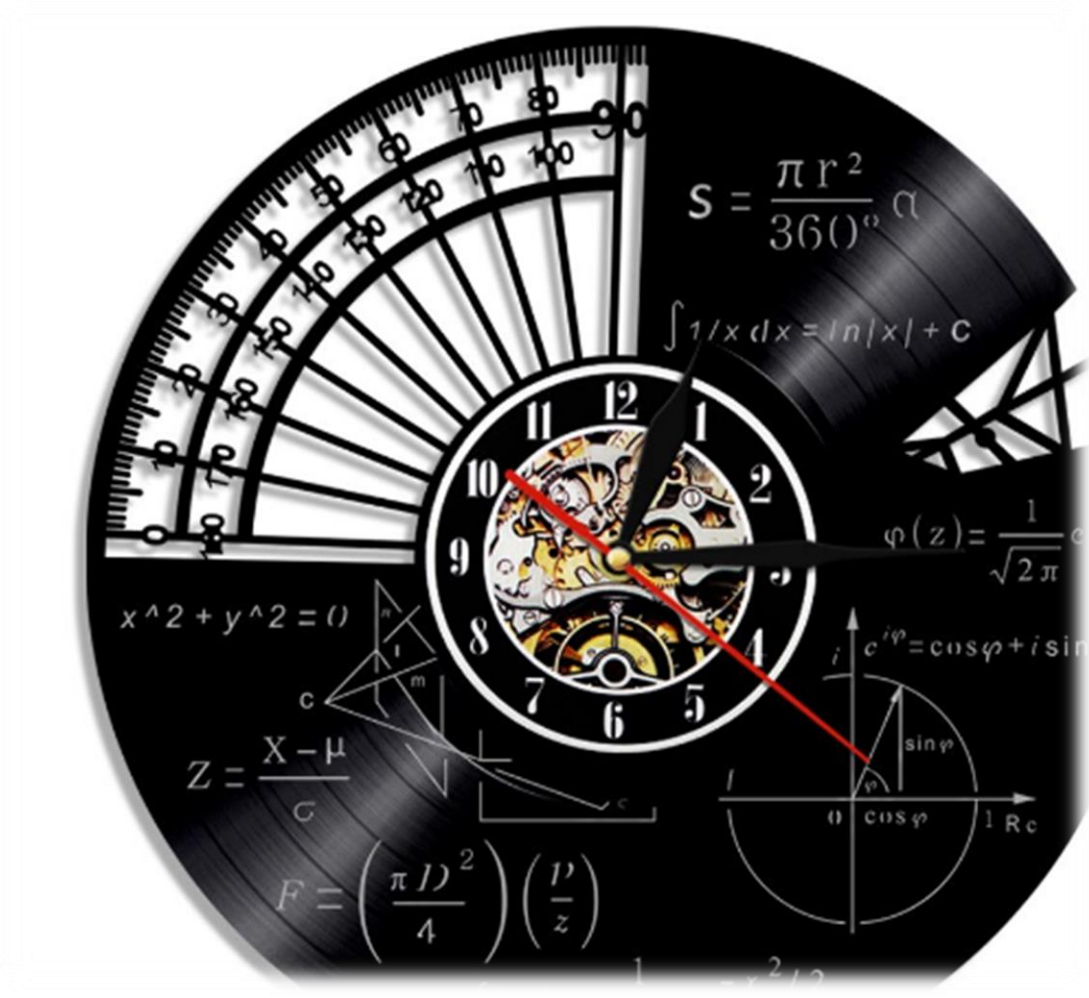
Online Survey (CAWI)



interviews : 4.009
Universe: Belgium 12-74



October – December 24





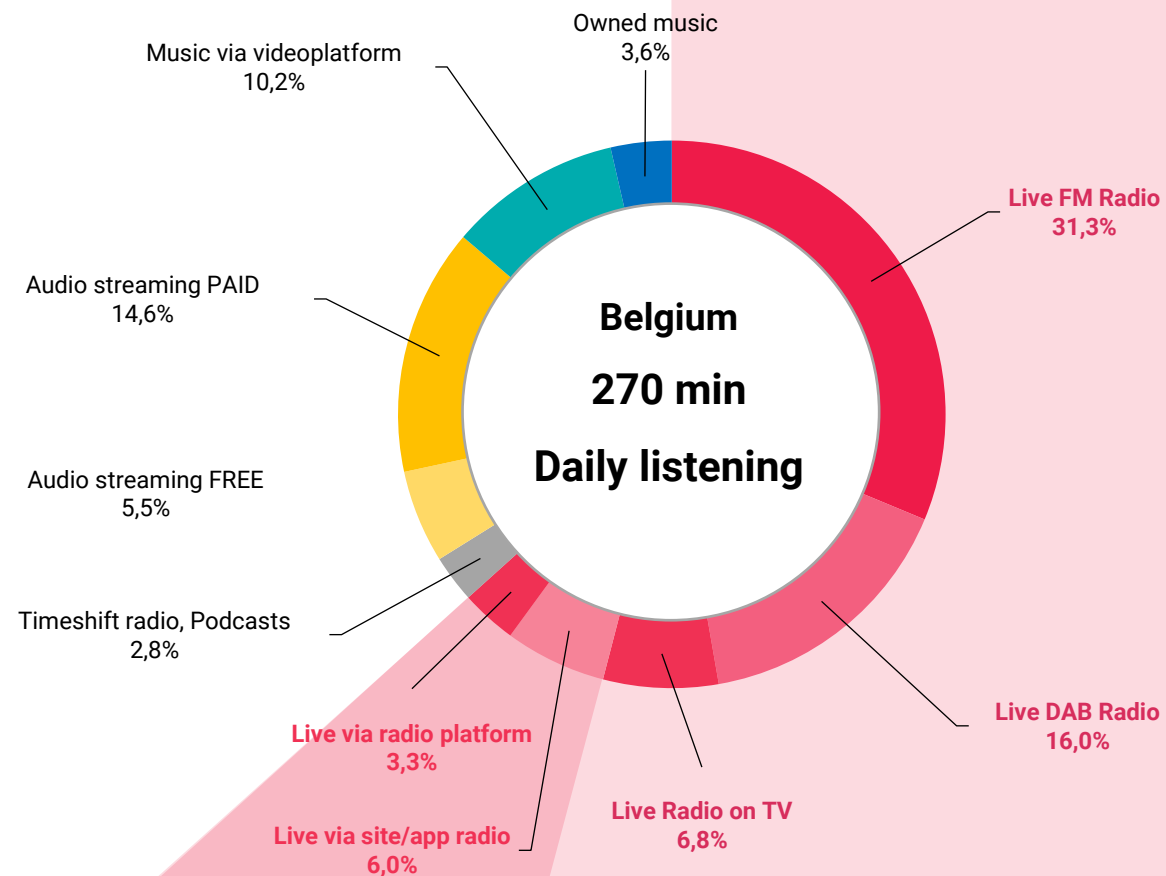
Audio touchpoints

- **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 or PAID** – streaming audio services Spotify, Deezer, Youtube Music and Soundcloud that are available for free (with advertising) or 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 2025

Monday-Sunday - 12-74
Total Belgium

Live radio account for **63.4%**
of all audio consumption



Belgium
270 min
Daily listening

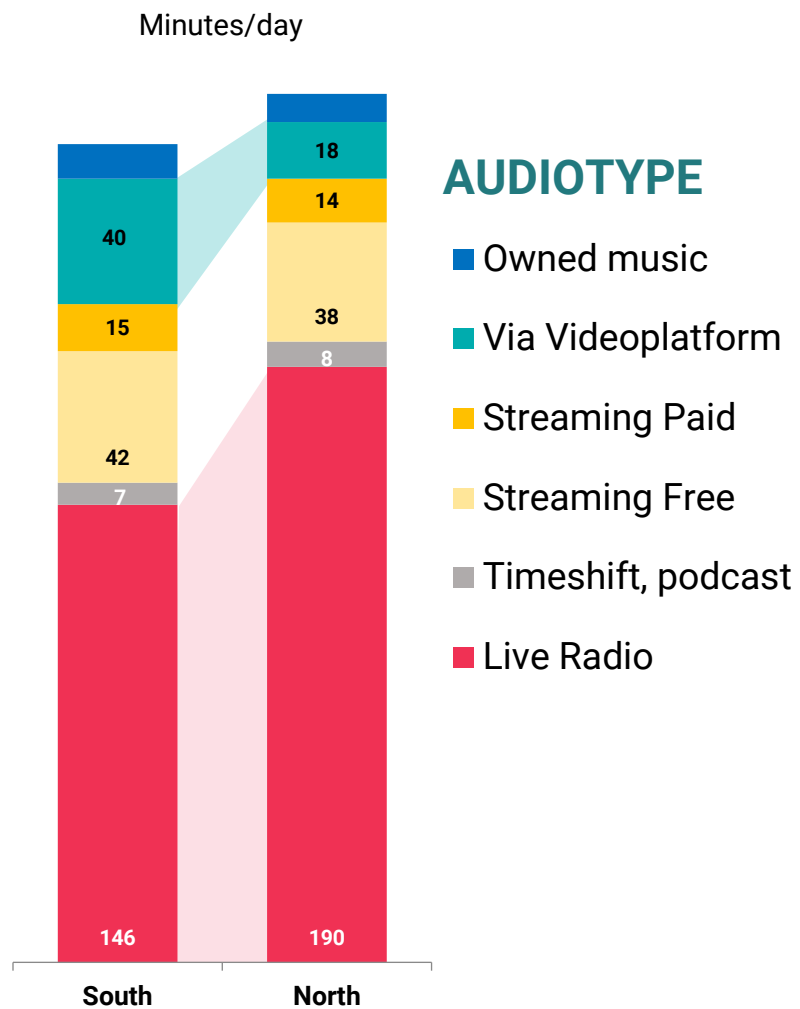
14.7 % of live radio is Online

Minutes by AUDIOTYPE

North & South : two distinct markets



262 minutes of
daily audio listening



276 minutes of
daily audio listening

Minutes by DEVICE

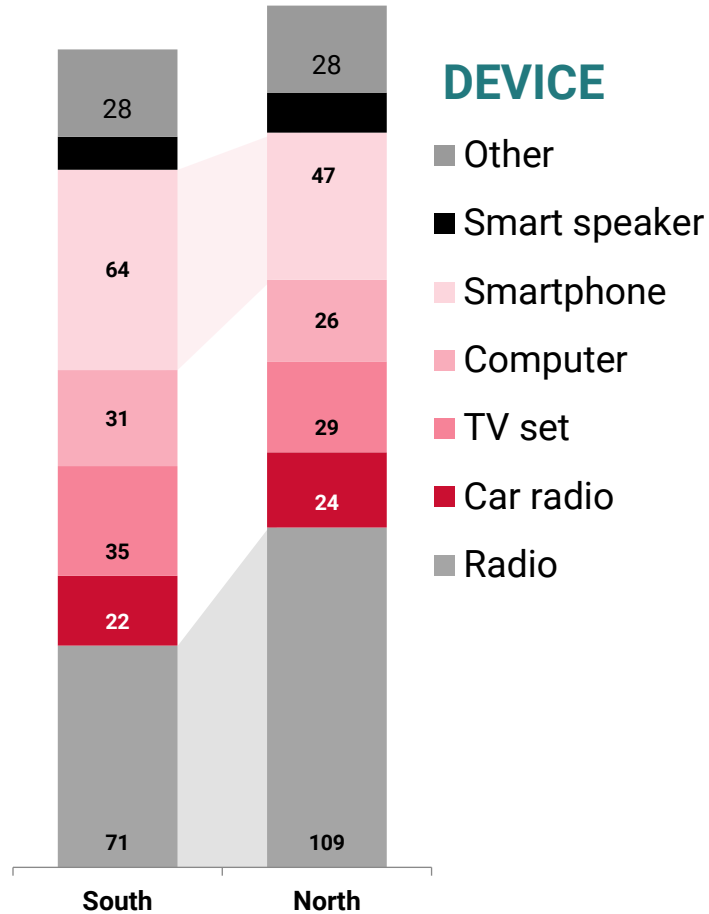
North & South : two distinct markets



262 minutes of daily audio listening

More digital devices used

Minutes/day



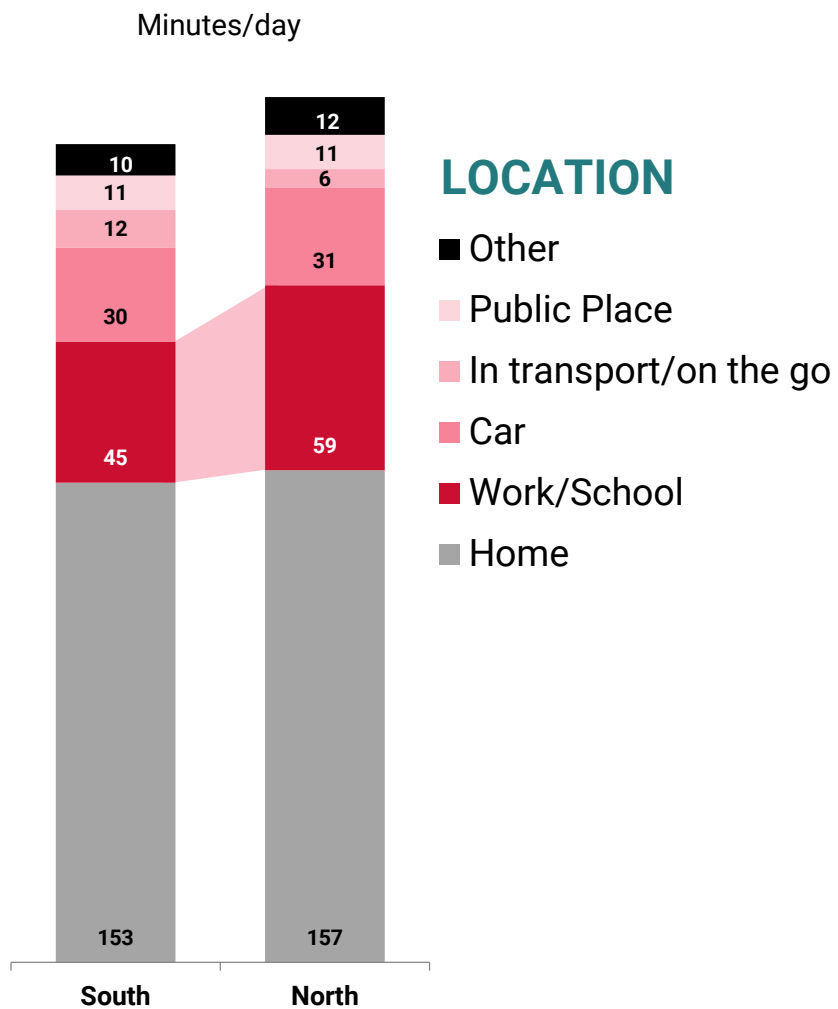
276 minutes of daily audio listening

More radio devices used

Minutes by LOCATION

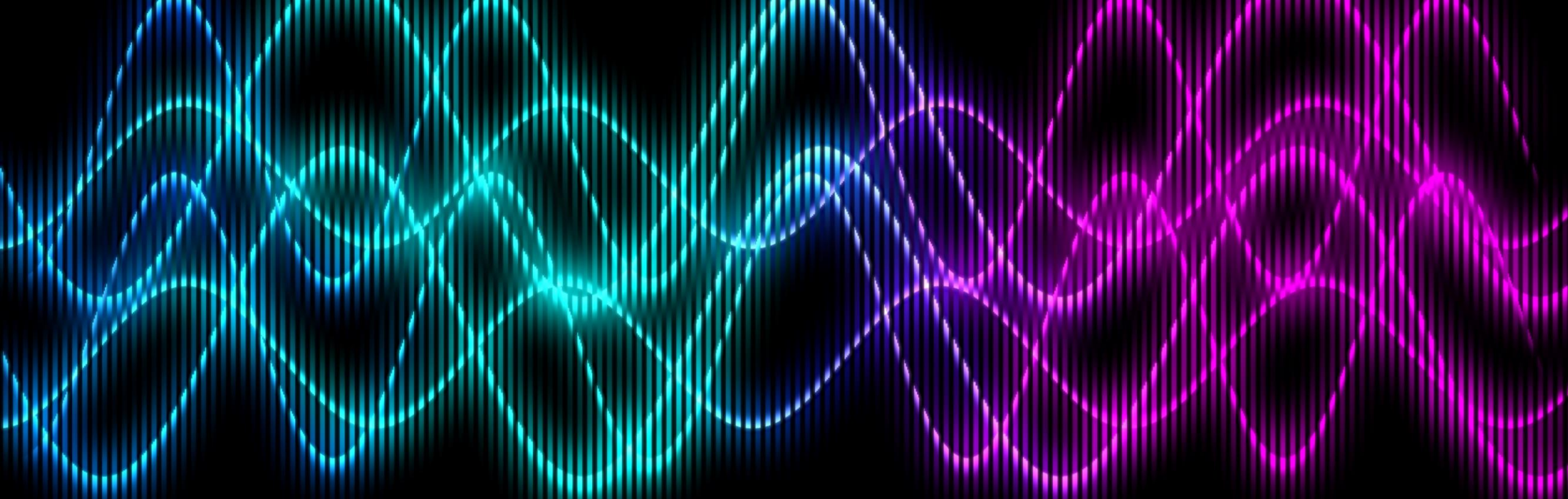


262 minutes of
daily audio listening



276 minutes of
daily audio listening

More listening at work



Share of Audio & Daily reach

Share of Audio 2025

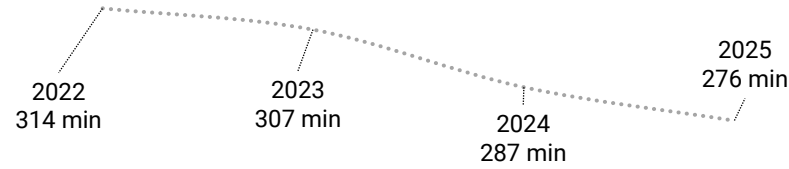
Monday-Sunday - 12-74 – Dutch Speaking



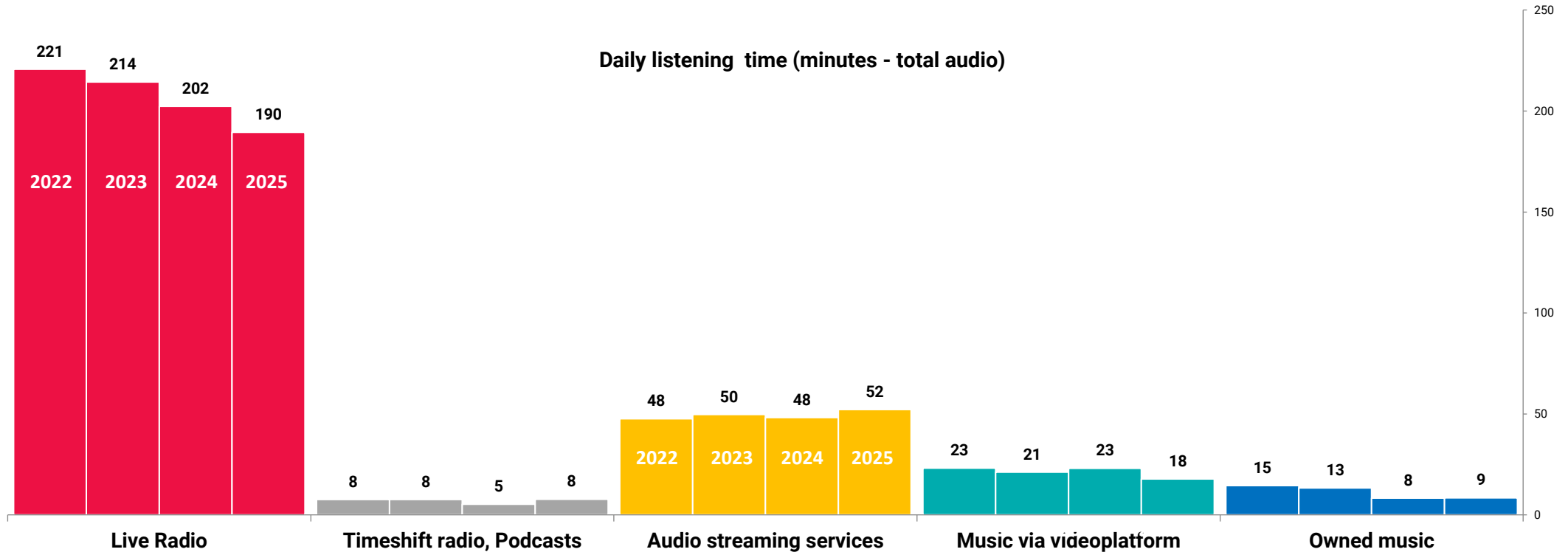
Live Radio 69%

Evolution of audio time spent in minutes

Monday-Sunday - 12-74 – Dutch speaking

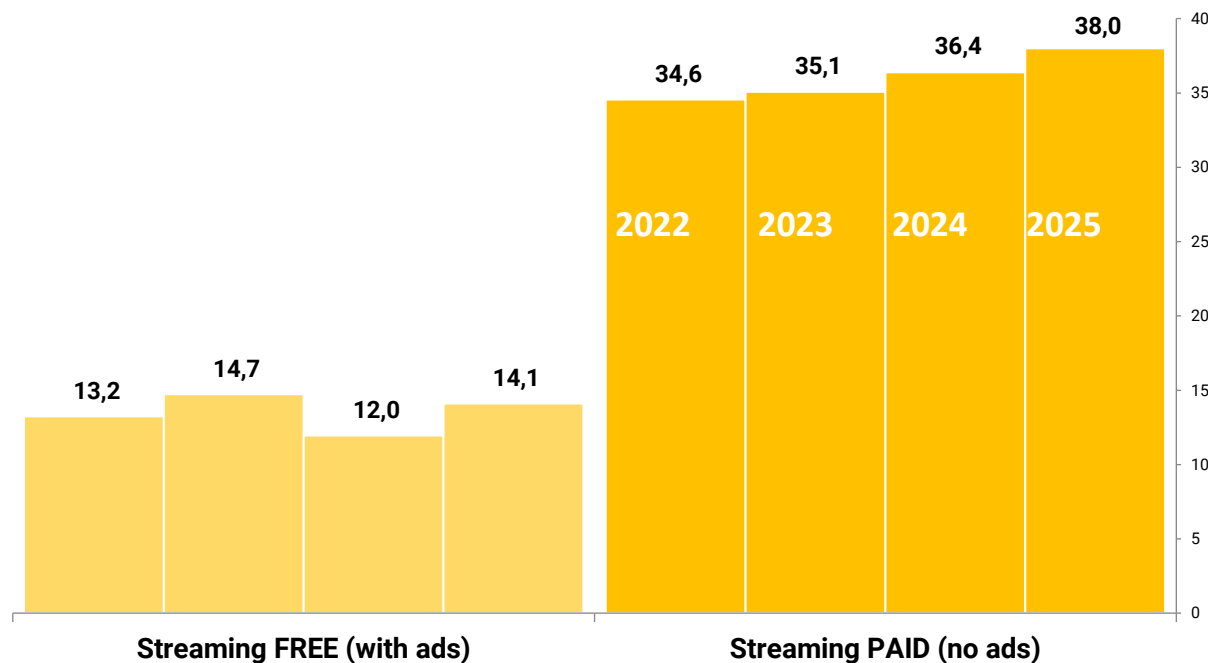


- 11 minutes



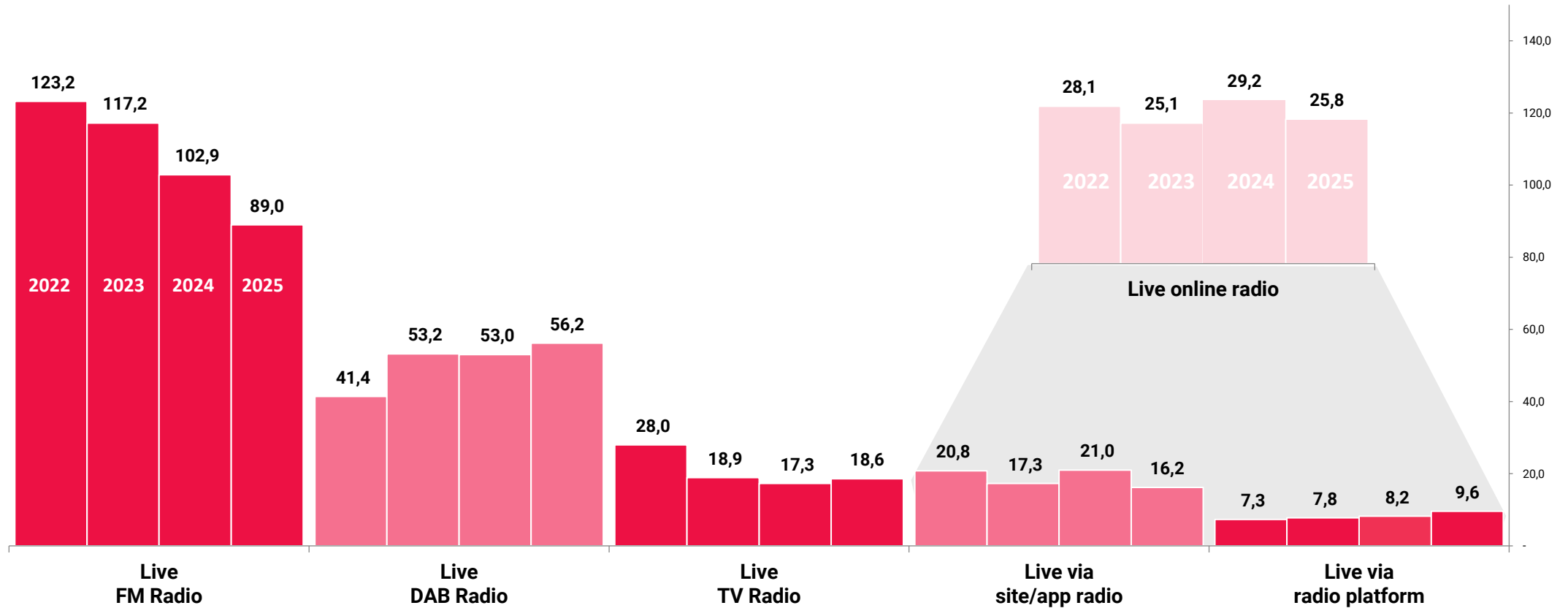
Evolution of audio time spent in minutes

Monday-Sunday - 12-74 – Dutch speaking – **breakdown streaming**



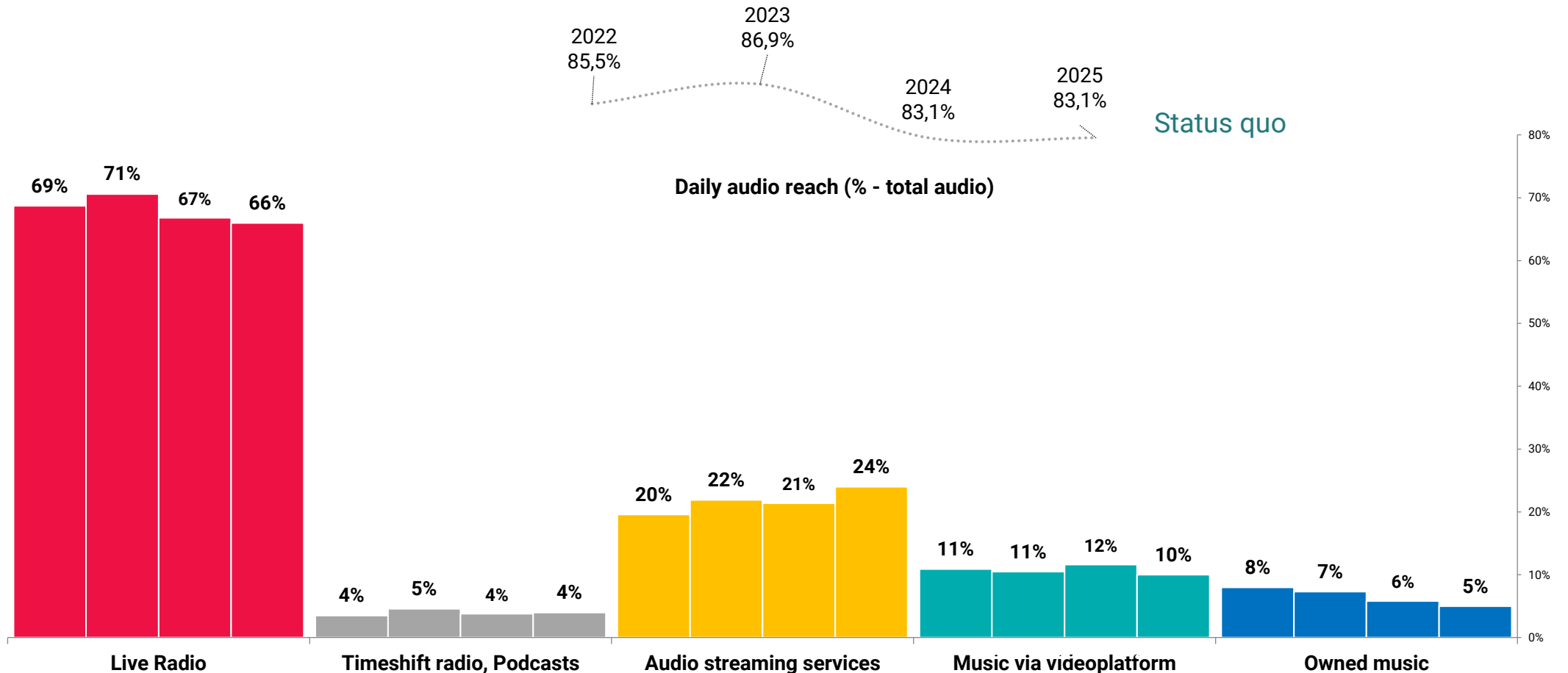
Evolution of audio time spent in minutes

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



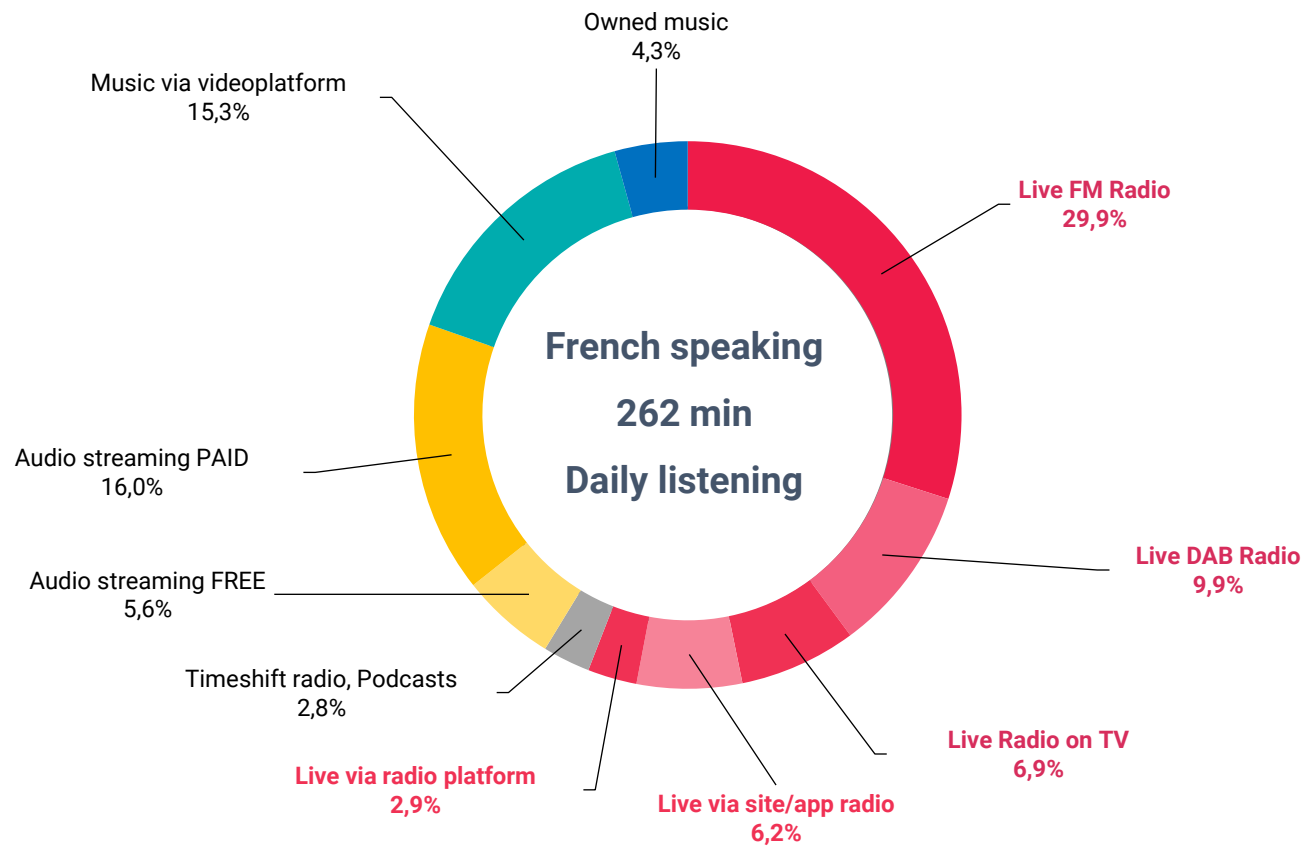
Audio Daily Reach evolution in %

Monday-Sunday - 12-74 – Dutch speaking



Share of Audio 2025

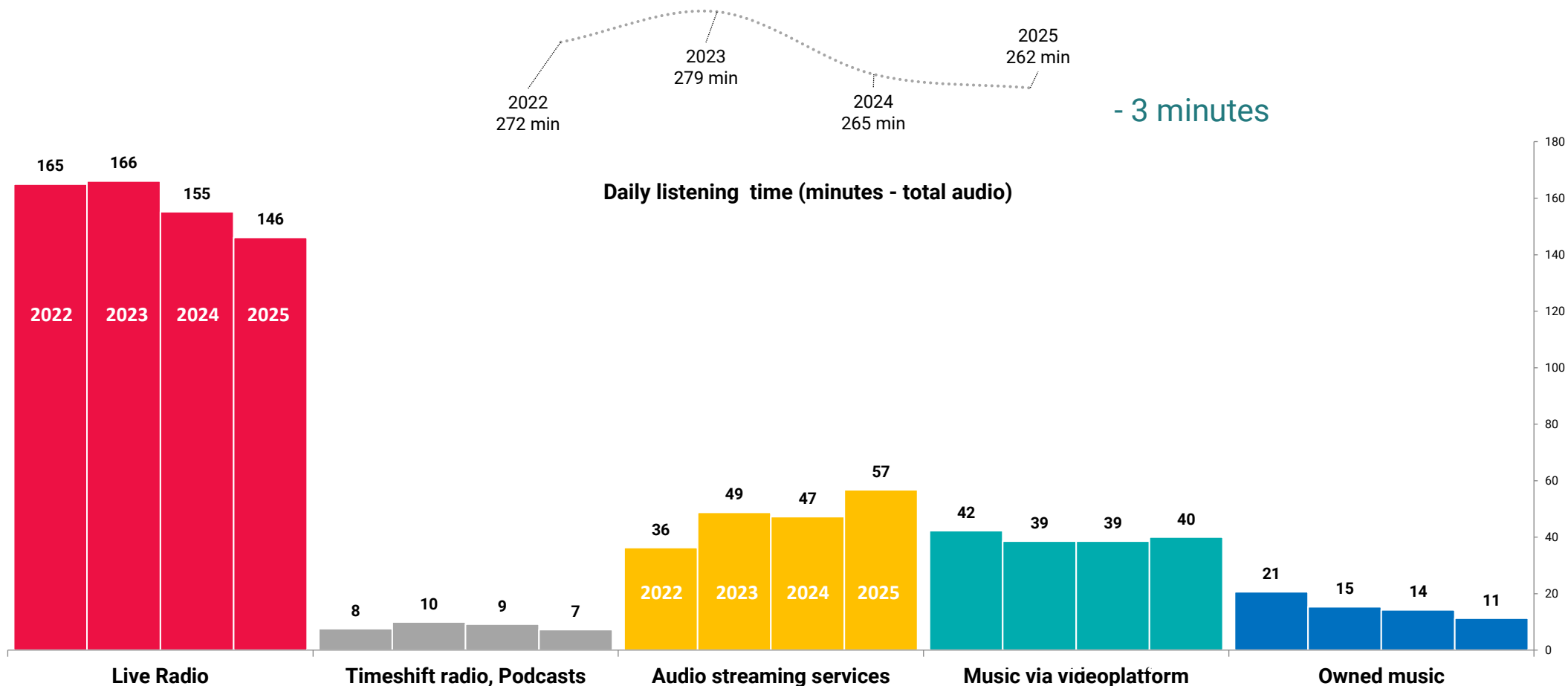
Monday-Sunday - 12-74 – French Speaking



Live Radio 56%

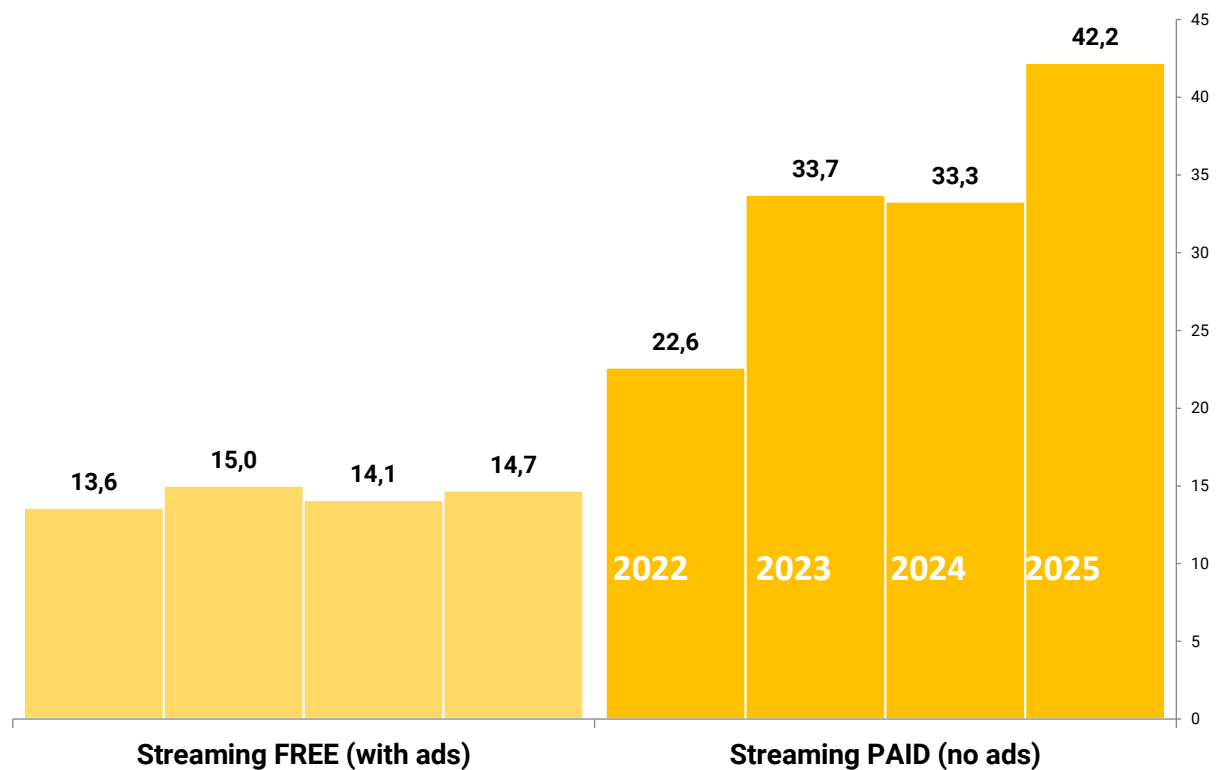
Evolution of audio **time spent** in minutes

Monday-Sunday - 12-74 – French speaking



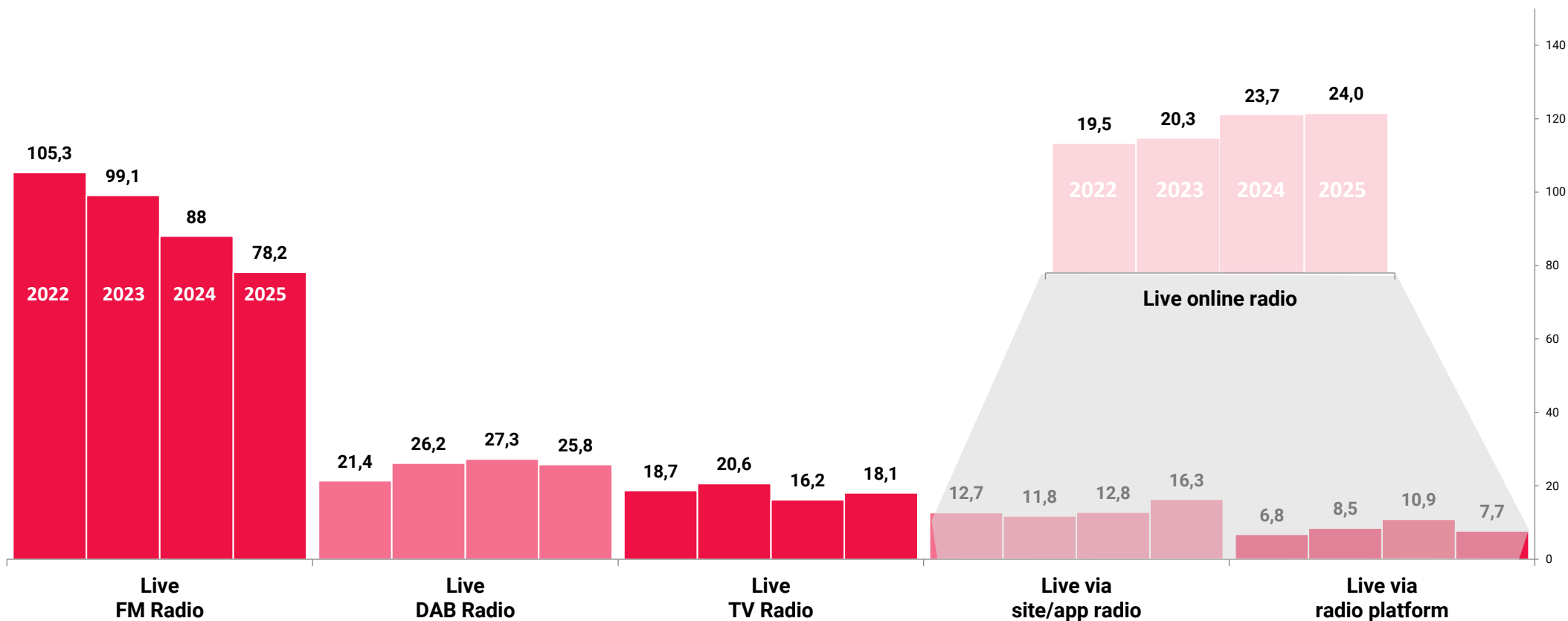
Evolution of audio **time spent** in minutes

Monday-Sunday - 12-74 – French speaking – **breakdown streaming**



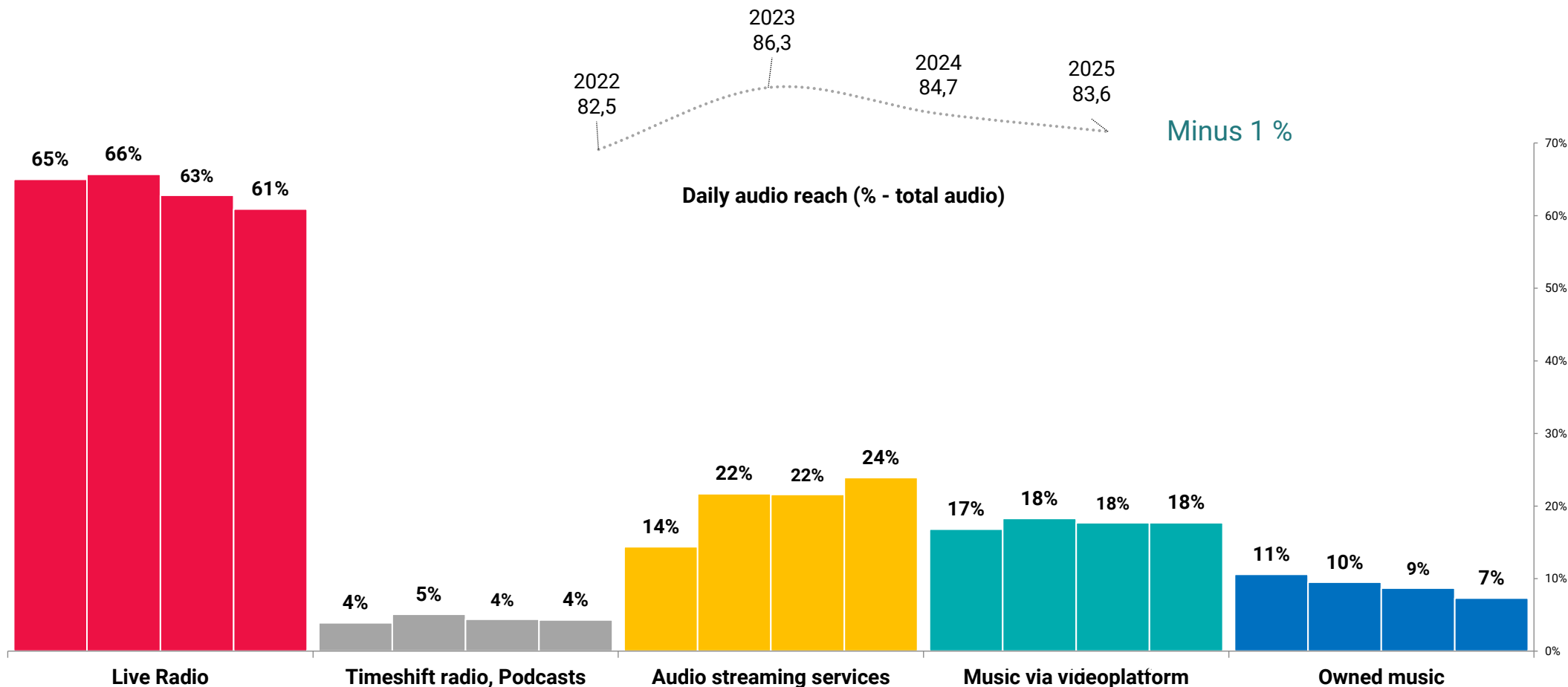
Evolution of audio time spent in minutes

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



Audio Daily Reach evolution in %

Monday-Sunday - 12-74 – French speaking

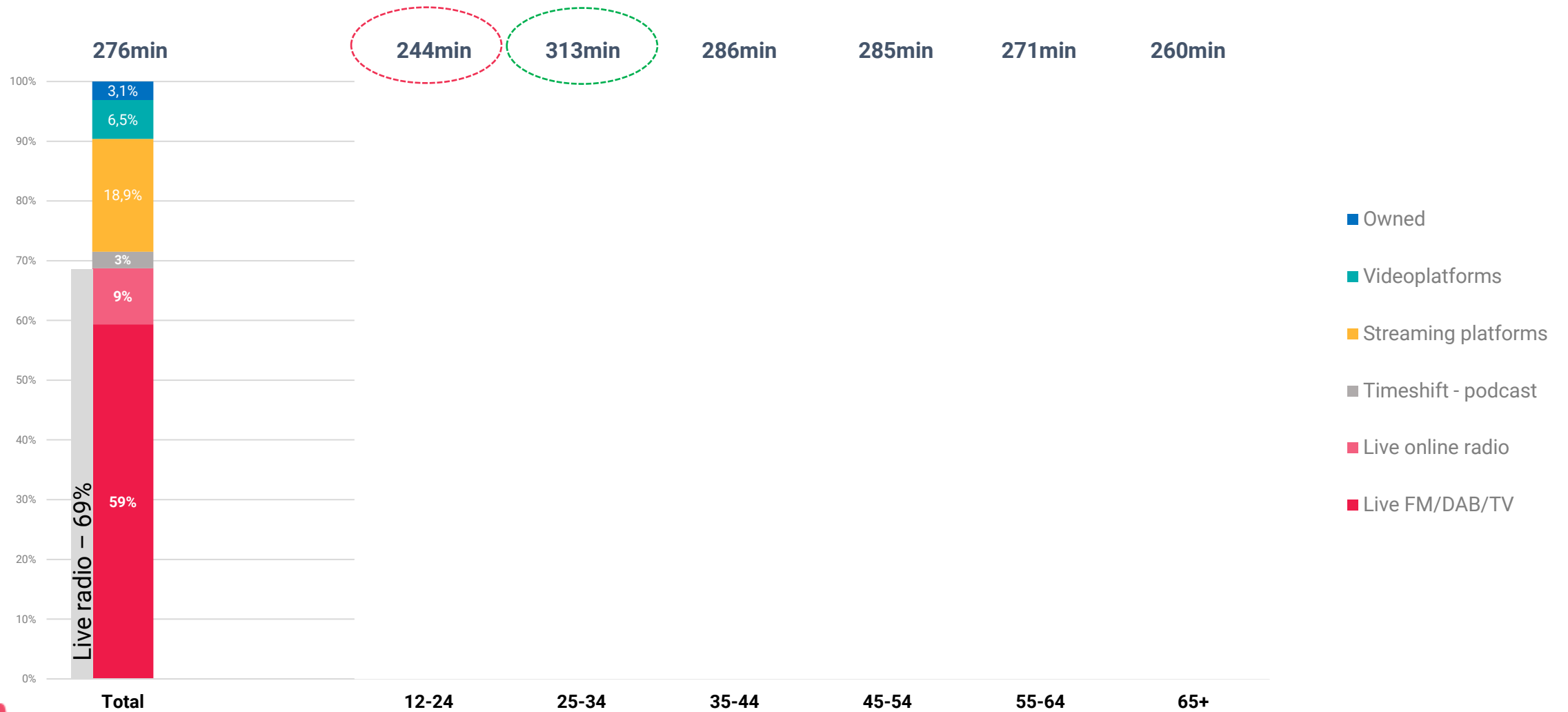




Socio-demo differences

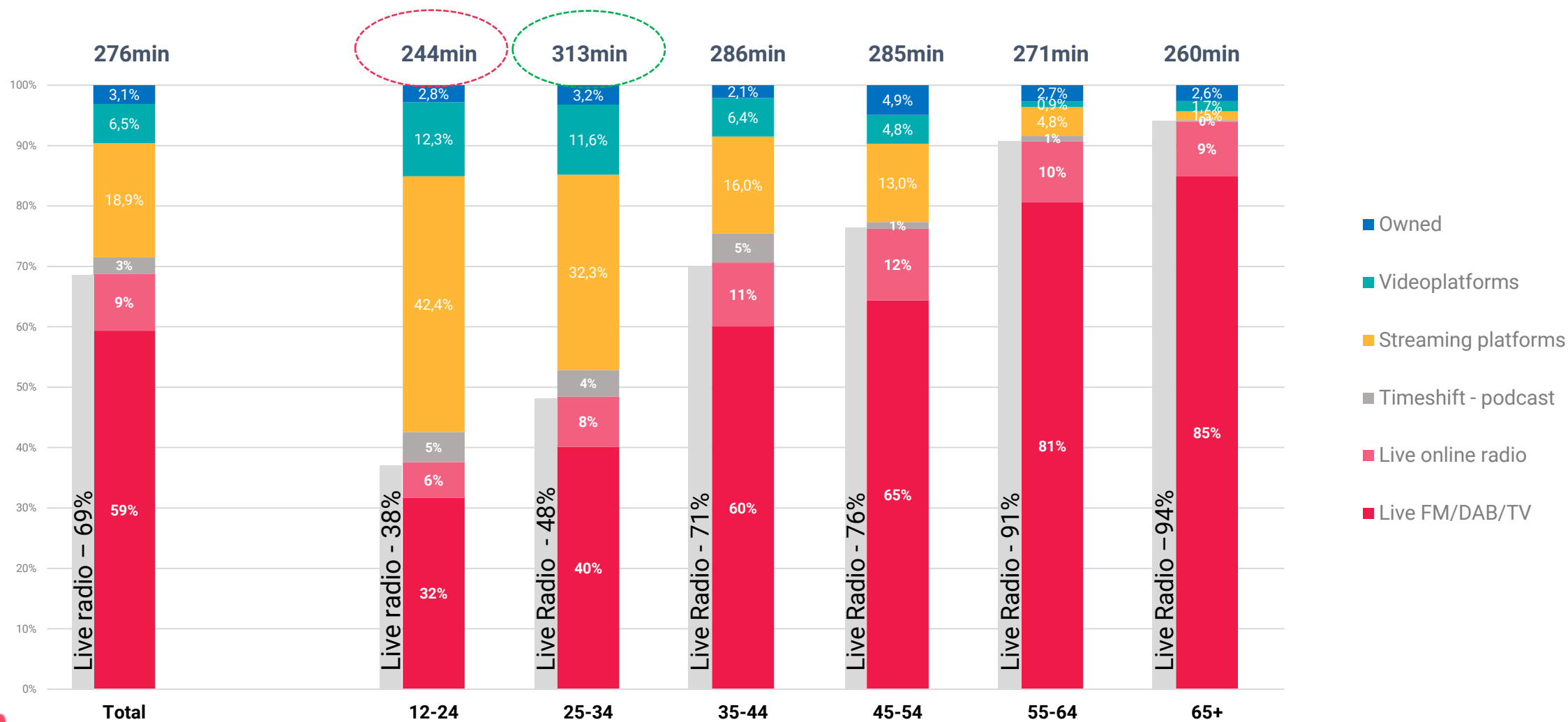
Breakdown by ages in minutes

Monday-Sunday - 12-74 – Dutch speaking



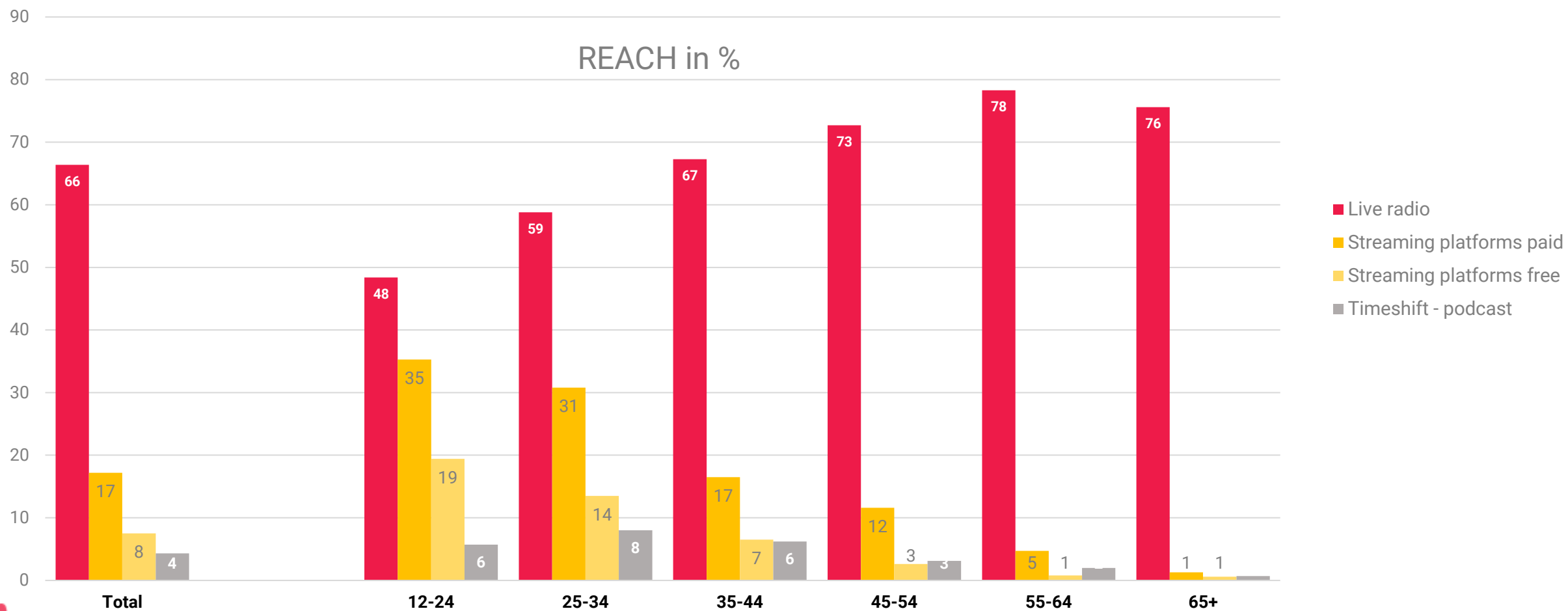
Breakdown by ages in minutes

Monday-Sunday - 12-74 – Dutch speaking



REACH of audio types by age

Monday-Sunday - 12-74 – Dutch speaking



Breakdown by ages in minutes

Monday-Sunday - 12-74 – French speaking

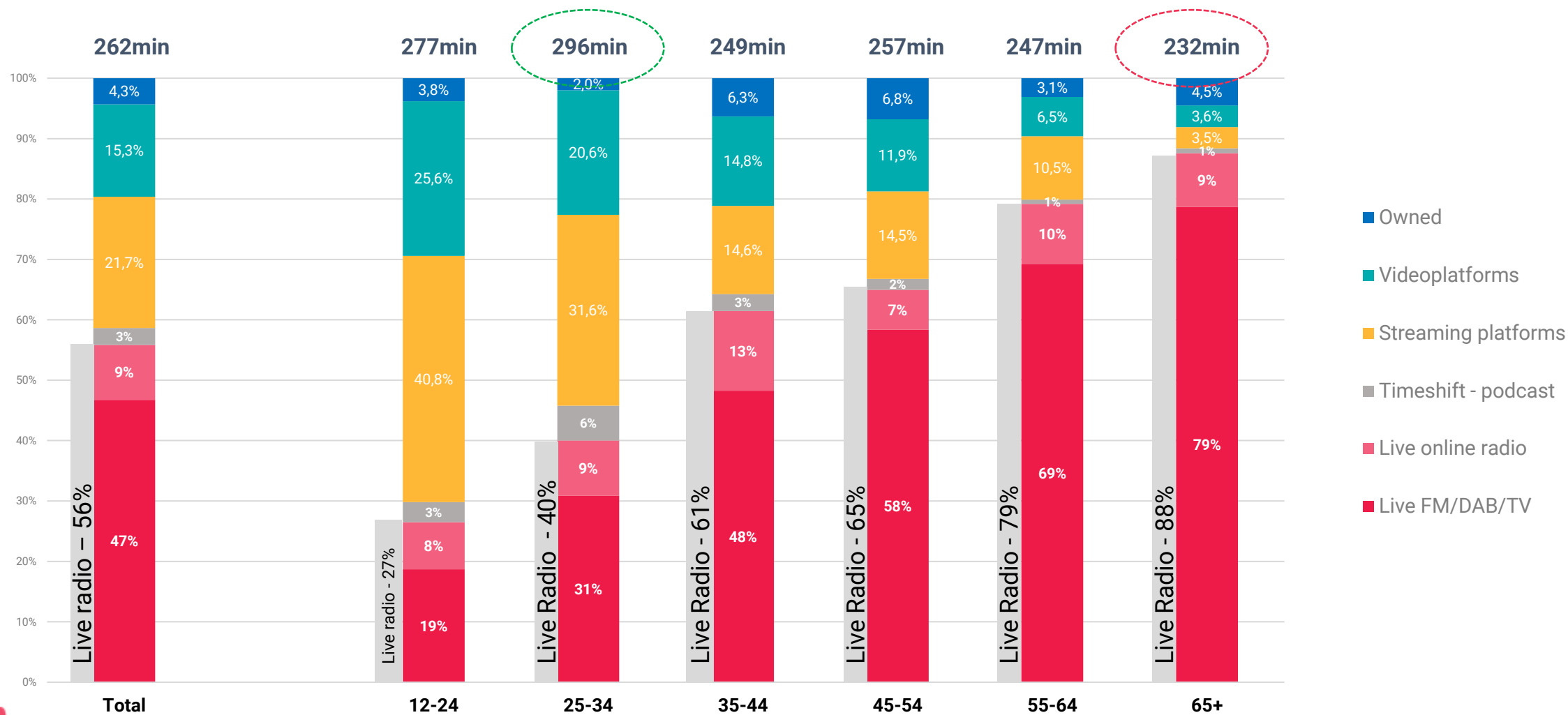


Source : CIM Audio Time 2025



Breakdown by ages in minutes

Monday-Sunday - 12-74 – French speaking

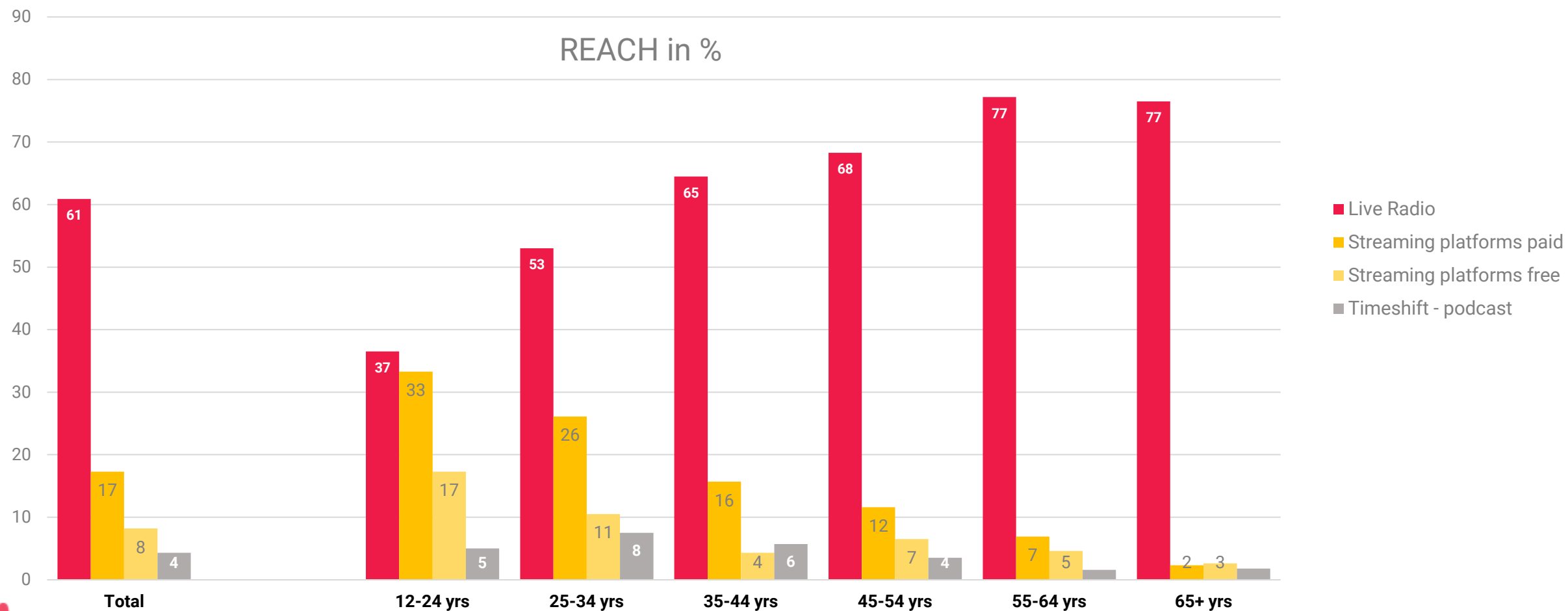


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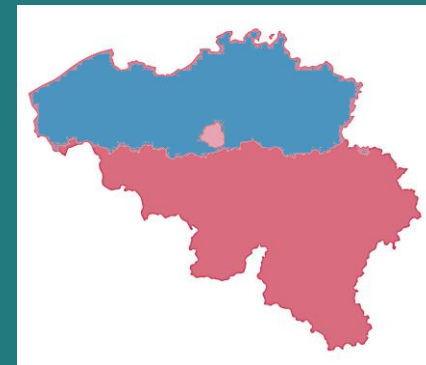
REACH of audio types by age

Monday-Sunday - 12-74 – French speaking



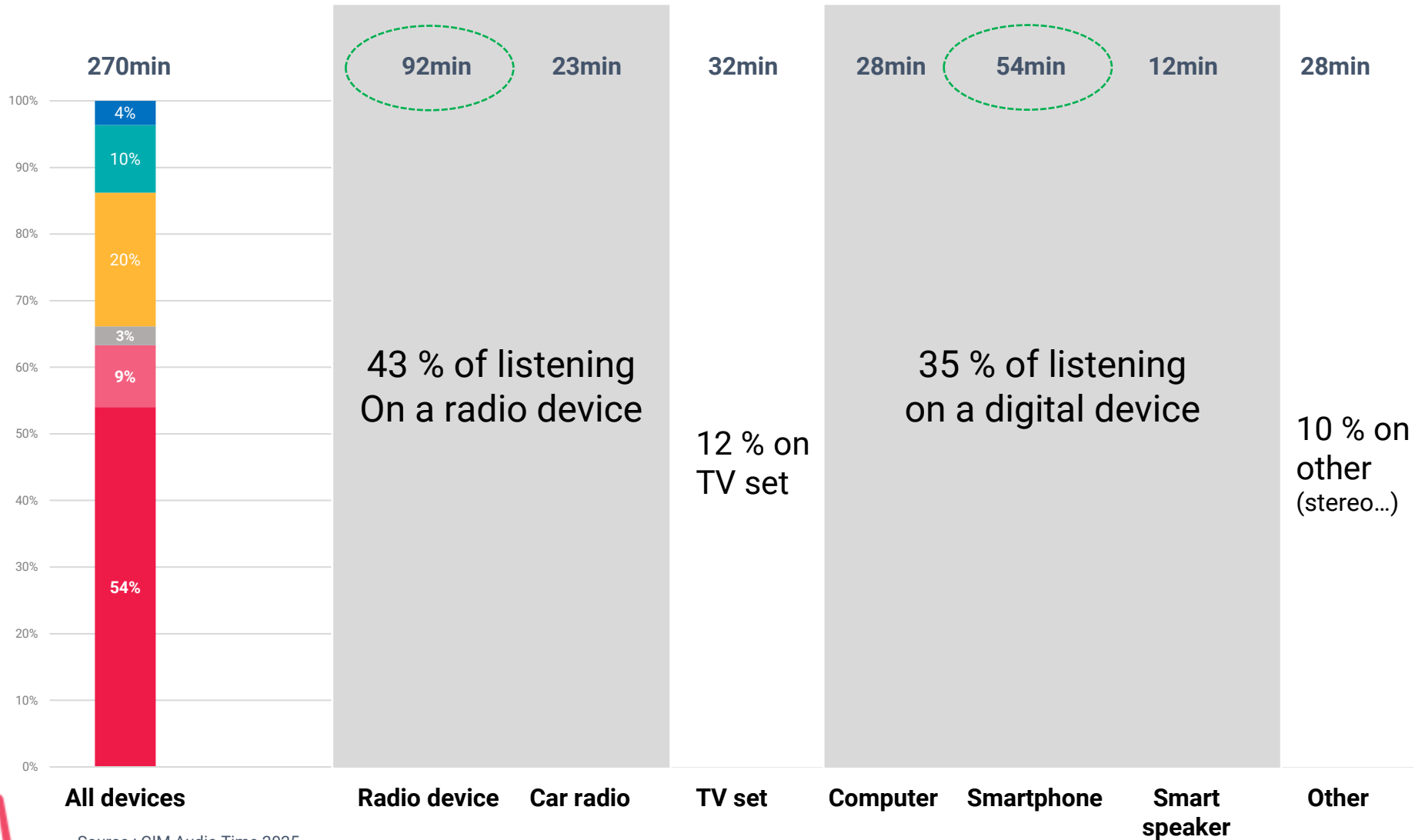


Devices, places (National)



Share of Audio DEVICES

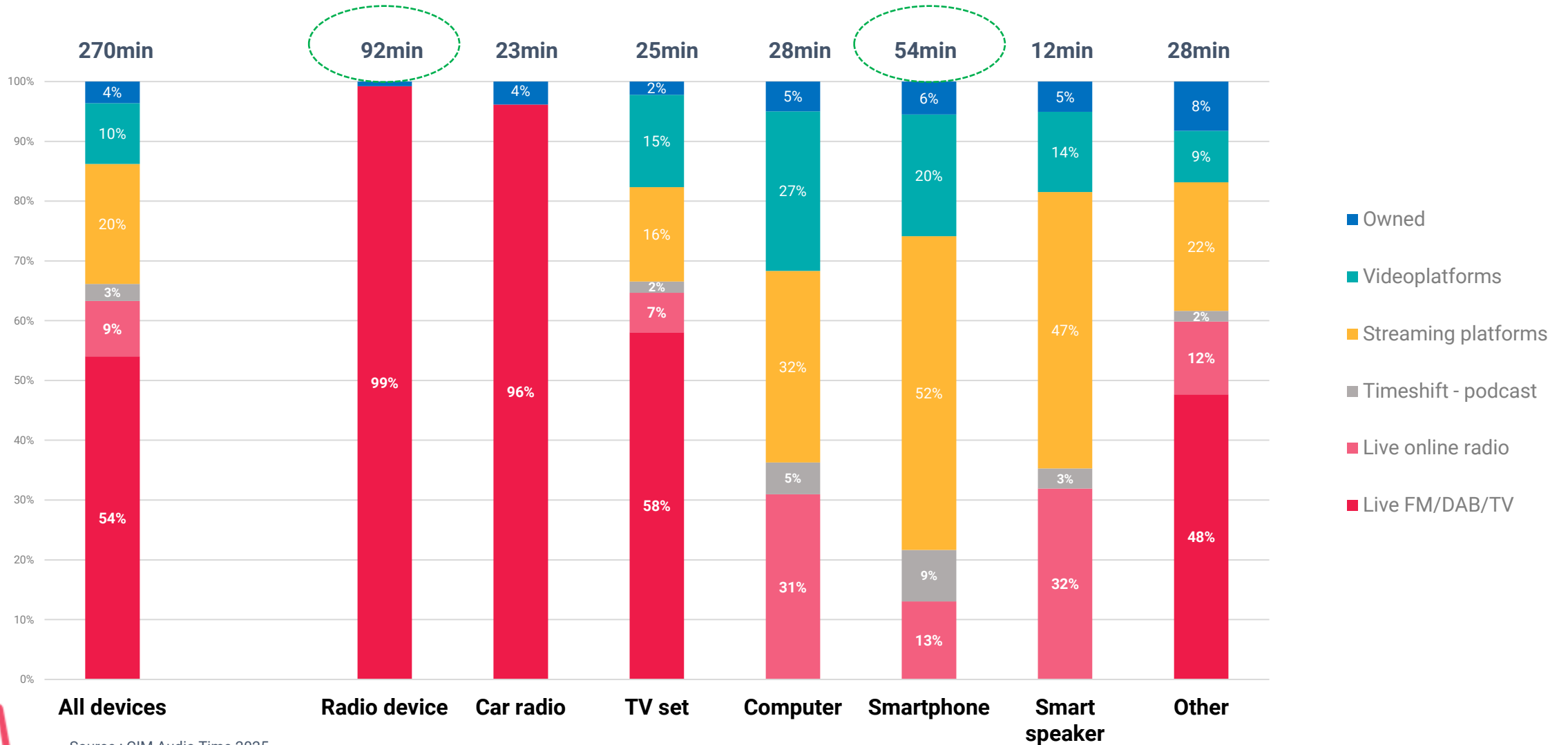
Monday-Sunday - 12-74 – National



Source : CIM Audio Time 2025

Share of Audio DEVICES

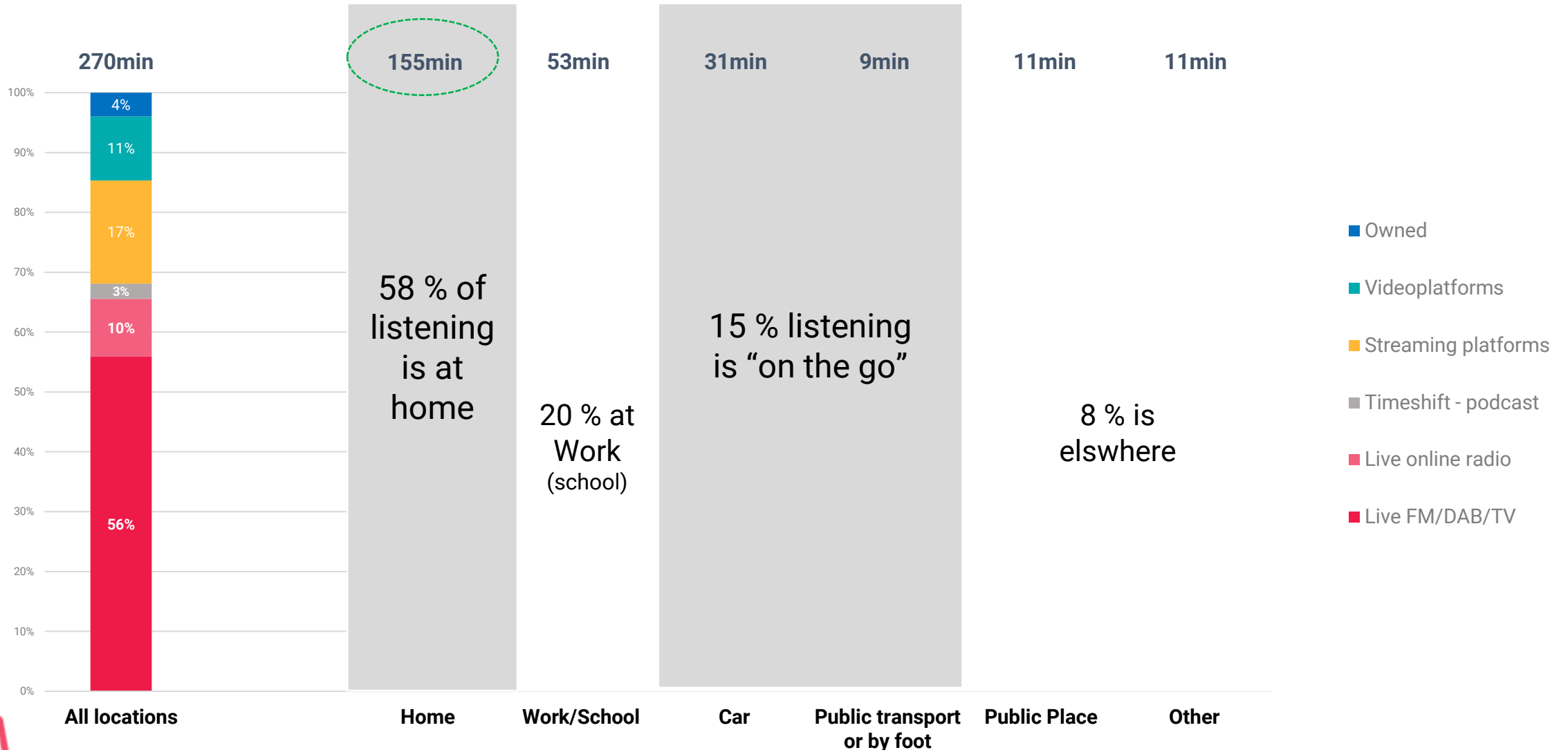
Monday-Sunday - 12-74 – National



Source : CIM Audio Time 2025

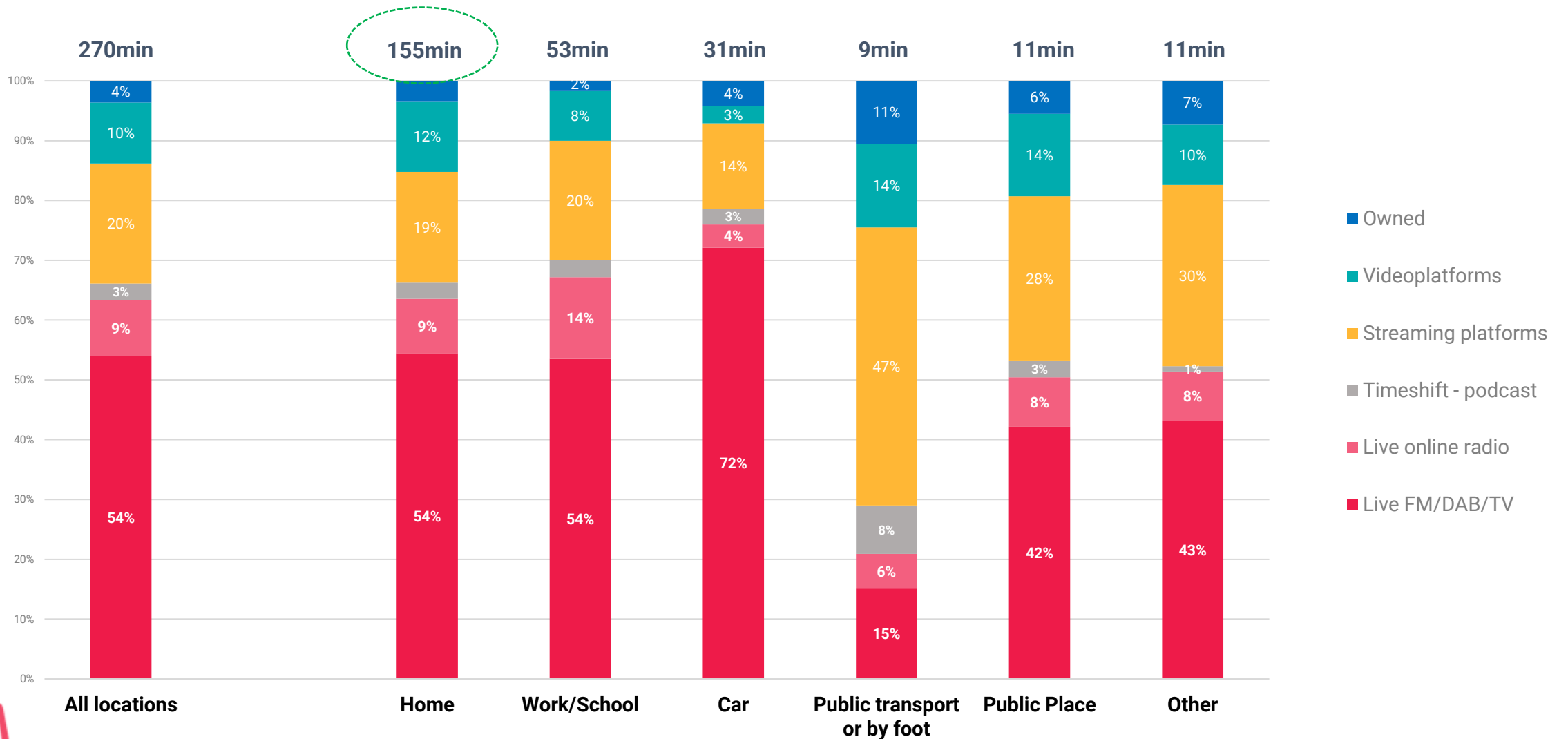
Share of Audio PLACES

Monday-Sunday - 12-74 – National



Share of Audio PLACES

Monday-Sunday - 12-74 – National



Recording of the webinar is available on www.thinkvia.be

