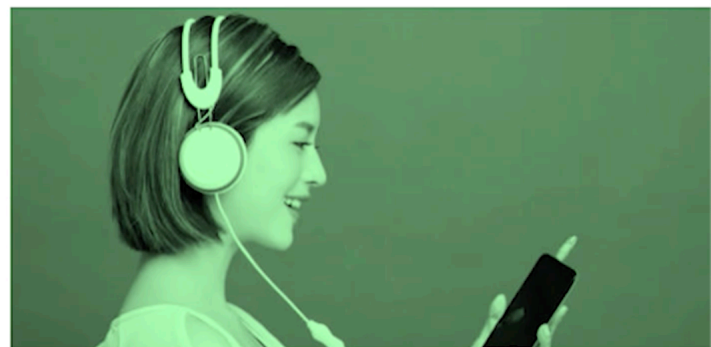


# RADIO AND THE IRISH AUDIO MARKET

JNLR - AUGUST 2021



JOINT NATIONAL  
LISTENERSHIP RESEARCH



# Huge Daily Audience

Radio is in a very healthy place in 2021.  
More than 3.1 million listeners tune in every day listening for an impressive 13.1 million hours!

**3.17**  
**Million**  
people listening  
every day

Source: JNLR 2021-2 Media Module (Oct+Dec'20 and May+Jun'21)  
Base: All 15-24 - estimate share of time spent

 **Ipsos MRBI**  
GAME CHANGERS



# Time Spent Listening

Radio is in a very healthy place in 2021. More than 3.1 million listeners tune in every day listening for an impressive 13.1 million hours!

**80%**

listen to radio  
every day

**4hrs 16mins**  
average time spent  
per listener every day

**13.1 Million**  
total hours  
every day

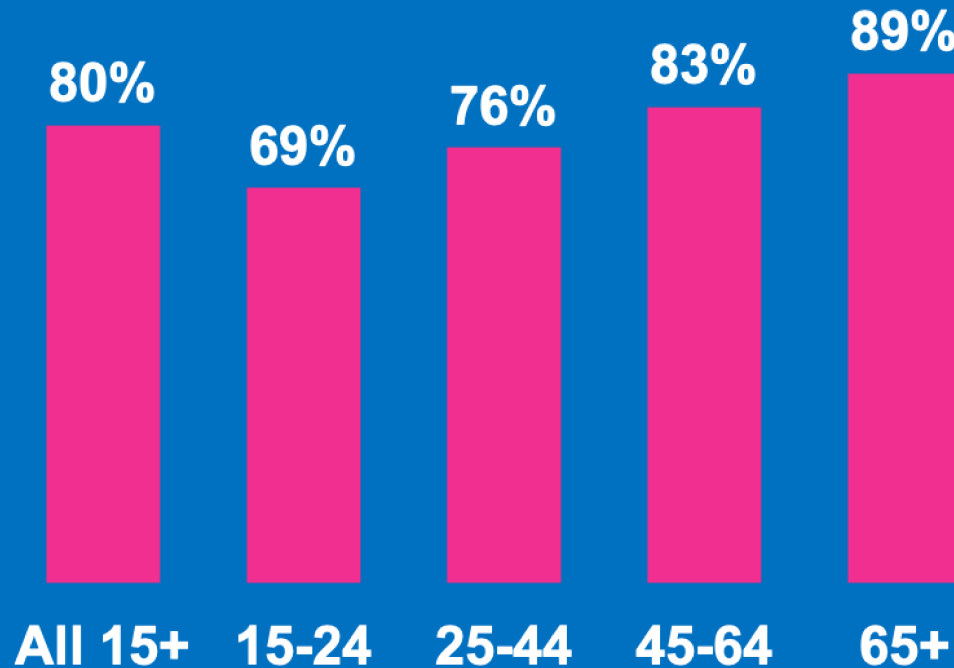
Source: JNLR 2021-2 Media Module (Oct+Dec'20 and May+Jun'21)  
Base: All 15-24 - estimate share of time spent

 **Ipsos MRBI**  
GAME CHANGERS



# 7 in 10 Tuning in Daily

Among the 15-24 cohort radio holds an enviable position – 7 in 10 tuning into radio every day.

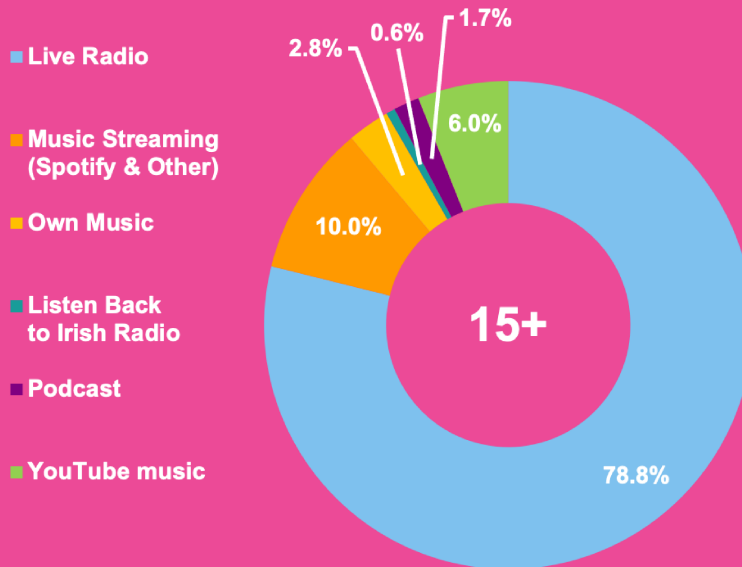


Source: JNLR 2021-2 Media Module (Oct+Dec'20 and May+Jun'21)  
Base: All 15-24 - estimate share of time spent



# Share Of Audio Time Spent Daily

Among the 15-24 year olds, radio engages more time than any other audio, more than twice the time spent on Spotify/or similar streaming services.



**78.8%**  
Live radio share

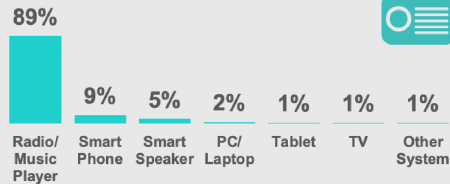
Source: JNLR 2021-2 Media Module (Oct+Dec'20 and May+Jun'21)  
Base: All 15-24 - estimate share of time spent



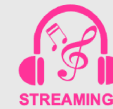
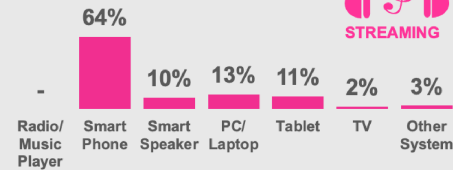
# Smart Phone is Key

The smart phone is key device among audiences of on-demand audio.

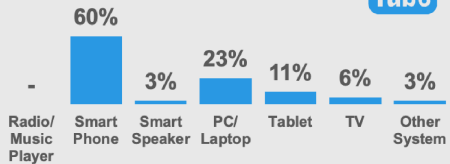
## Live Radio Audience (79% yesterday)



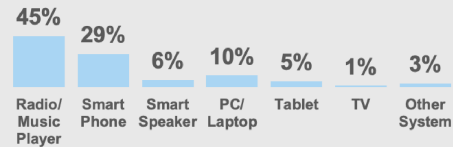
## Music Streaming Audience (25% yesterday)



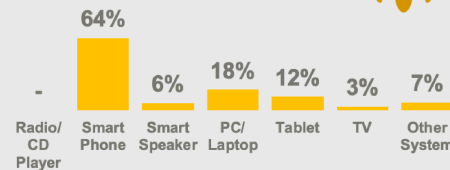
## YouTube Music Audience (18% yesterday)



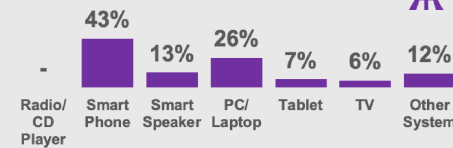
## Own Music Audience (8% yesterday)



## Podcast Audience (5% yesterday)



## Listen Back Irish Radio Audience (2% yesterday)



Note: Device analysis based on format audience yesterday - Some small base sizes

Source: JNLR 2021-2 Media Module (Oct+Dec'20 and May+Jun'21)

Base: All 15-24 - estimate share of time spent



# Alexa! Play...

Ownership of voice activated technology makes it easy to access audio material. Ownership significantly higher among younger age groups.

**48%** 15-24s

**27%** 45-64s

**38%** 25-44s

**8%** 65+