

February 2026



WORLD  
RADIO  
ALLIANCE

[www.worldradioalliance.com](http://www.worldradioalliance.com)

compiled by  egta

# RADIO:

the sound of

## CONNECTION ●

## EMOTION ●

## ATTENTION ●





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## Radio: the sound of connection, emotion & attention

In today's fragmented and crowded media landscape, where attention is harder to capture and people crave genuine connection, we show how radio offers wide reach and resonates emotionally in a trusted, engaging environment.

### About WRA

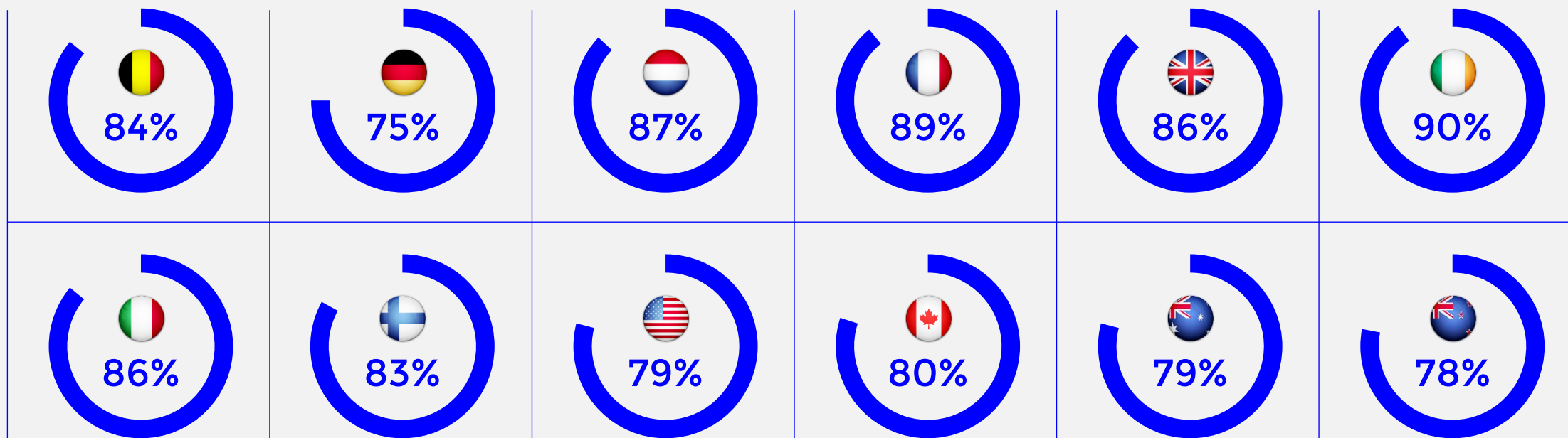
WRA is a worldwide grouping of 21 broadcasters and sales houses' trade bodies from 17 markets, across 4 continents, whose joint objective is to promote and demonstrate the power and value of radio and audio in the media landscape.



# Radio has an unmatched reach

Across the globe, Radio allows brands to reach millions of potential consumers

% of population listening to radio every week

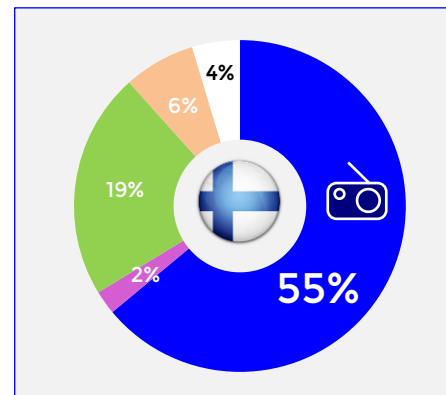
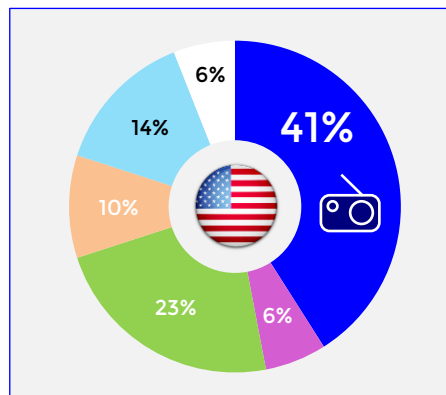
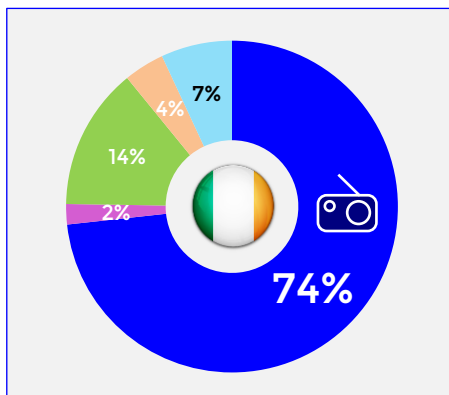
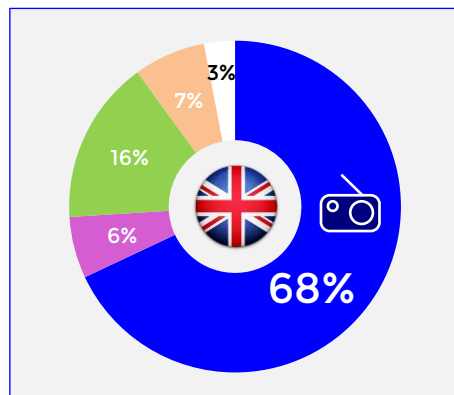
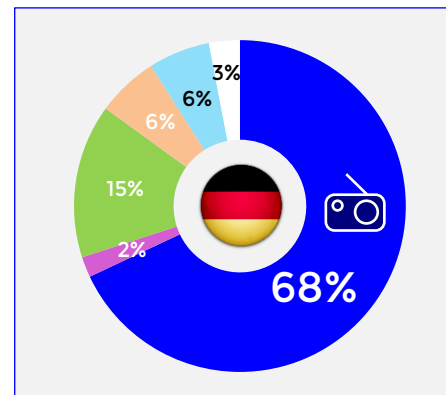
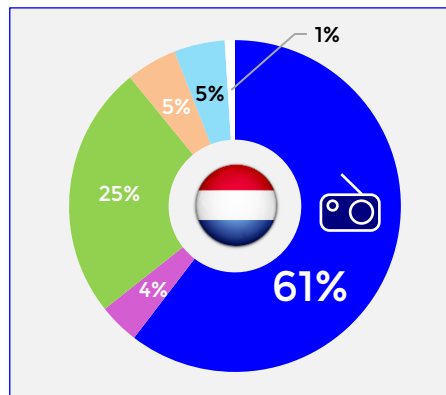
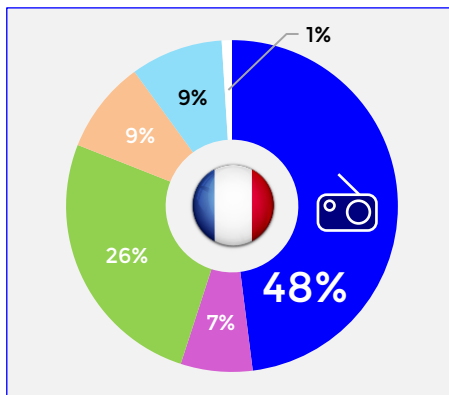
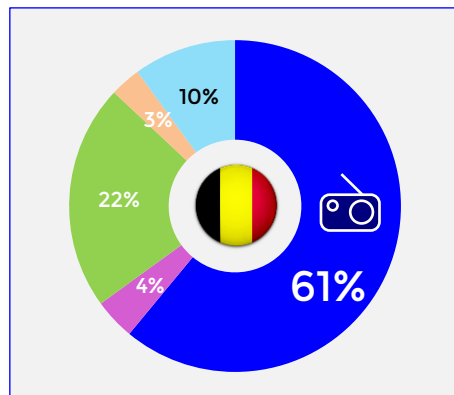


**Source:** BE : CIM RAM sept24-aug25, pop. 13+ | DE: Media Analyse 2025, Audio II, pop. 14+ | NL: NMO Luisteren 2025, pop. 13+ | FR: EAR > Insights – Sept-Oct25 – Average week, Tot 13+ y.o., 5h-24h, All localisations / Total radio and groups of stations composed of encoded stations | UK: RajarMidas Q3 2025, pop. 15+ | IE: Ipsos JNLR 2025-3 (Oct 24-Sept 25), pop. 15+ | IT: AUDIRADIO 2025.Q3, pop. 14+ | FI: National Radio Survey, Finnpanel, Jan-Oct 2025, pop. 9+ | US: Nielsen Radar 164 March 2025, pop. 12+ | CA: Numeris PPM Total Meter CTRL, Fall 2025, pop. 18+ | AU: Edison Australian Infinite Dial 2025, pop. 12+ | NZ: The Infinite Dial NZ 2025, total pop. 16+



# Radio dominates the audio consumption

Radio captures the largest share of daily listening time across platforms



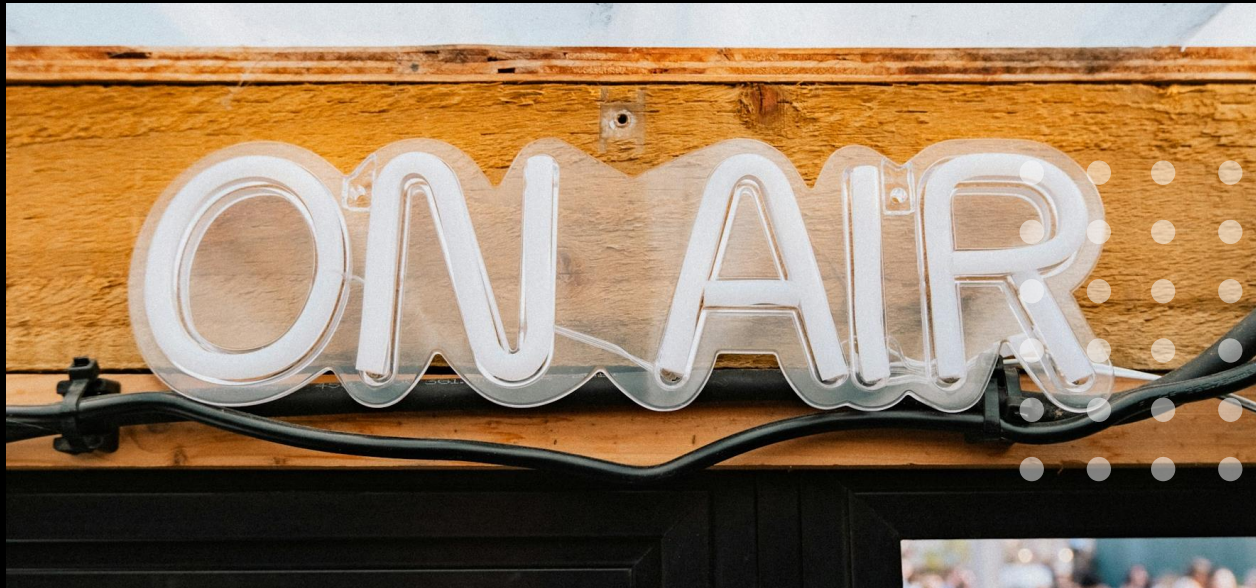
- Broadcast radio LIVE (FM / AM / DAB / online radio via app or site / on TV)
- Owned music (CDs, digital file)
- Music streaming / Music on demand (e.g. Spotify)
- Podcasts
- Online music video (e.g. YouTube)
- Other

Source: BE: CIM Audio Time 2025, pop. 12-74 | FR: Mediametrie Global Audio 2025, pop. 15-80 y.o. | NL: NMO AudioMonitor 2024, pop. 13+ | DE: Medienstudie 2025, pop. 14+ | UK: Rajar Midas Spring 2025 | IE: Ipsos JNLR 2025 Audio Module (April 25 – June 25), pop. 15+ | US: Edison Share of Ear 2025 (Q3 '24-Q2 '25), pop. 13+ | FI: National Radio Survey, Finnpanel, Jan-Nov 2024, population 9+



# CONNECTION

Radio is a daily companion that keeps people connected through trusted voices and communities – giving brands a way to enter conversations built on loyalty and real human connection.



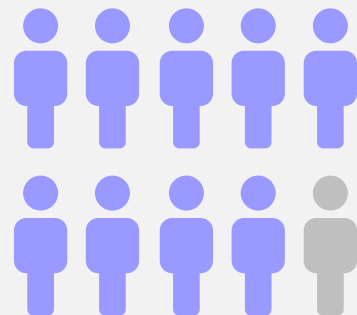




# Radio is the one companion that stays with you all day

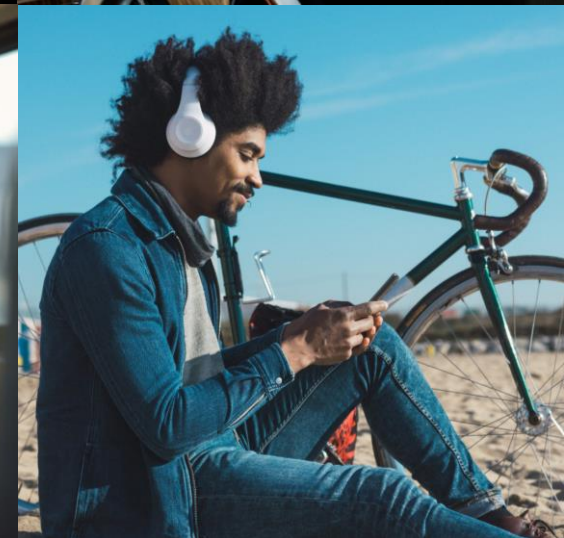
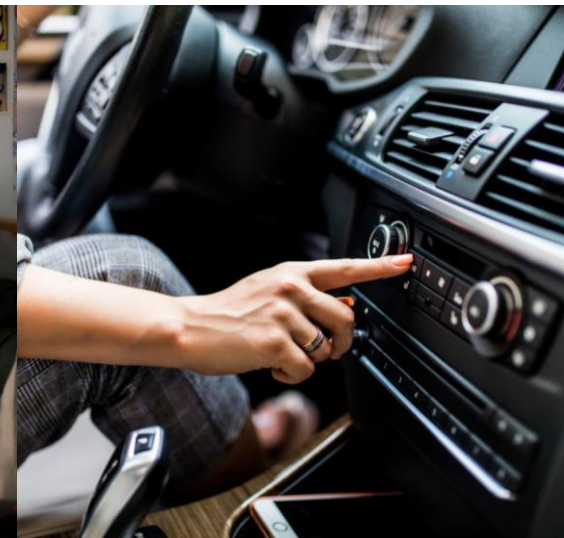
## 9 out of 10

radio listening occasions  
are occurring in parallel  
with other activities



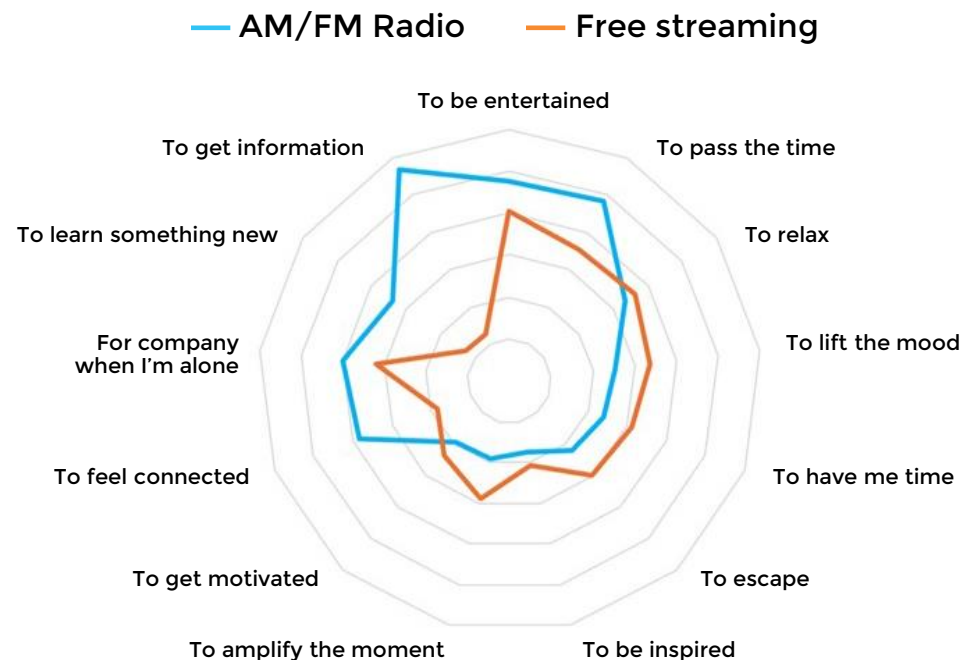
This unique characteristic of audio provides advertisers with a multitude of opportunities to engage mass audiences at relevant moments and benefit from boosted advertising performance as a result.

Source: Radiocentre UK & Neuro-Insight, Hear and Now





# Radio listeners tune in for connection and interaction



**Radio listeners** are actively **engaging** and **focusing** on what they hear. While free music streaming offers a chance to disconnect, Radio audiences choose to **tune in for connection and interaction**.

Source: Signal Hill Insights Fall 2024

	AM/FM Radio stations	Music streaming services	Owned music (downloaded songs, CDs, vinyl)	Podcasts
#1	To get information	To be entertained	To lift my mood	To learn something new
#2	To feel connected	To relax	To relax	To be entertained
#3	To be entertained	To lift my mood	To be entertained	To pass the time
#4	To pass the time	To amplify/celebrate the moment	To have "me" time	To get information
#5	To learn something new	To pass the time	To escape	To have "me" time
#6	For company when I'm alone	To escape	To get motivated	For company when I'm alone
#7	To relax	To get motivated	To amplify/celebrate the moment	To be inspired

Source: Angus Reid June 2021 (Sample 1 524, Total Canada 18+)



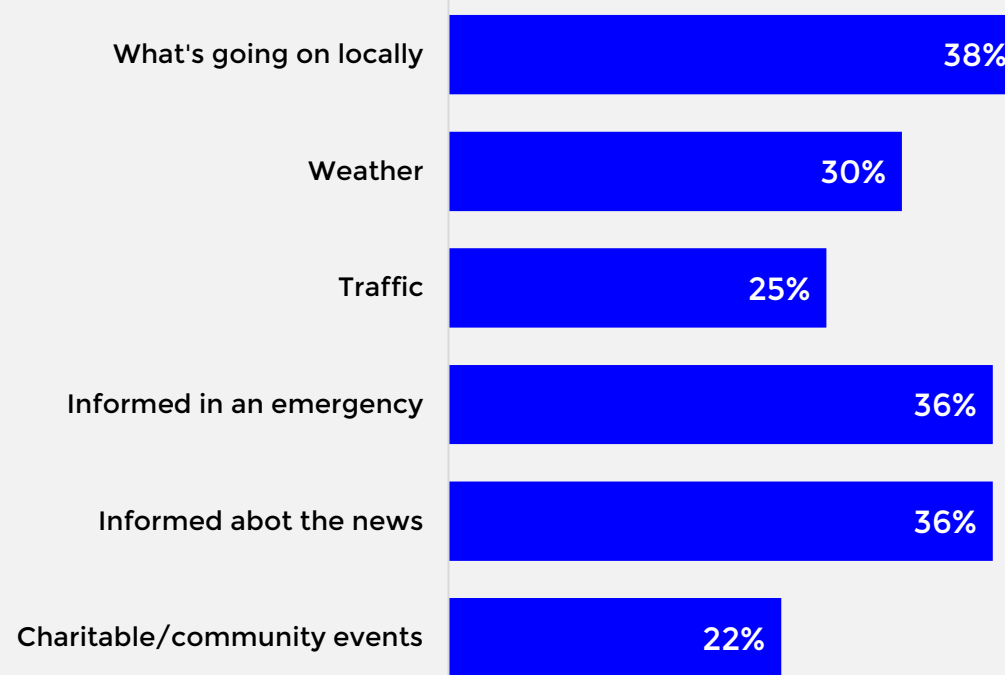
# Radio connects listeners to their community



Of listeners feel **more connected** to their community because of their local radio host

Source: Audacy Music and Talent Study, US, 2025

## Radio listeners tune in to stay connected to their community

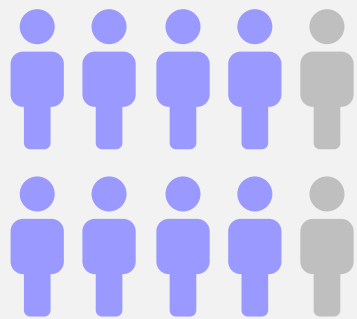


Source: Jacobs Media Techsurvey 2024. Among those who listen to AM/FM radio, % who say this is a main reason they listen





# Radio hosts are one of the main reasons why people tune in



## 8 in 10

Of music station  
listeners tune in  
specifically to hear their  
favourite radio host

Source: Audacy Music and Talent Study, US, 2025

**81%**

of listeners consider on-air personalities a friend, family member or acquaintance.

**84%**

would follow their radio personality if they went to another radio station.

**83%**

of listeners value and trust their favorite personality's opinion.

**71%**

Gen Z's and Millennials are interested in connecting with their favorite on-air personalities.

Source: Radio Works, State of Radio - RAB US



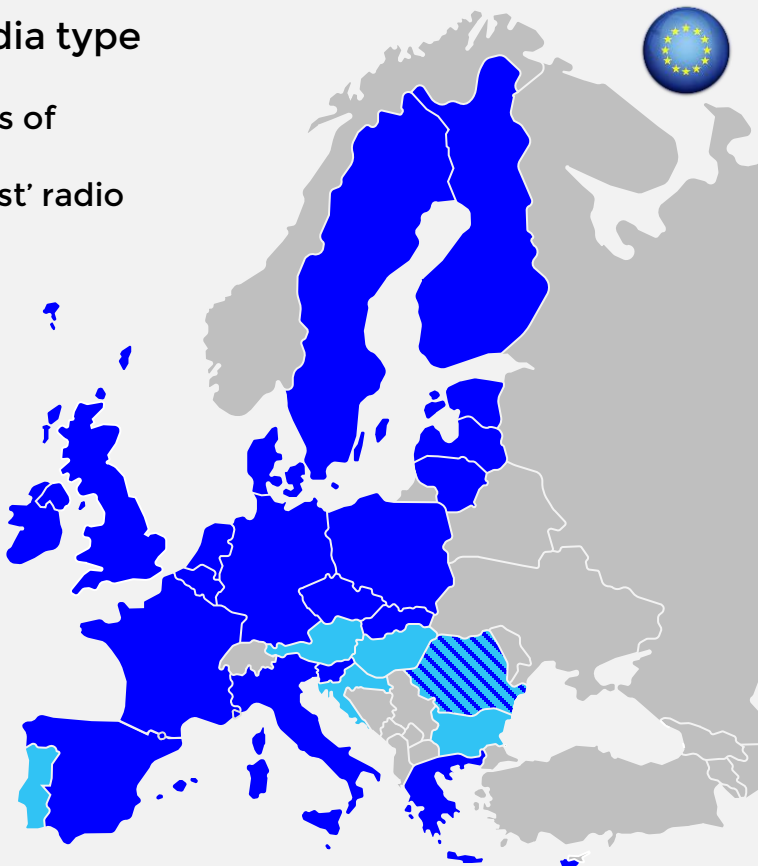


# Radio is the most trusted medium globally

## Most trusted media type

More than two thirds of Europeans (68%) say they 'tend to trust' radio

- Radio
- TV
- Written press
- Websites
- Social networks
- Country not included

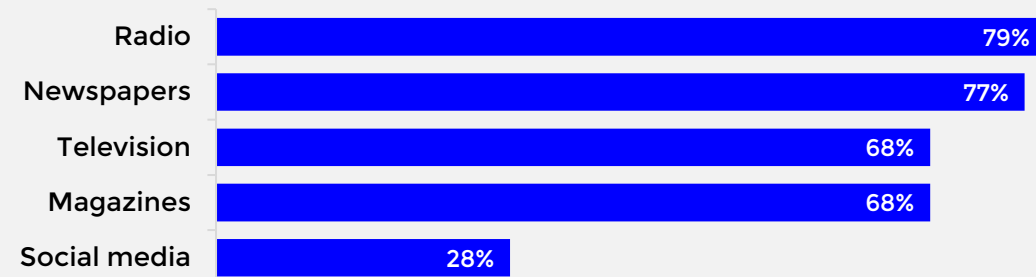


Source: EBU based on Standard Eurobarometer 104 (2025)



Radio ranks as the most trusted medium in the US where **8 in 10 adults** call it trustworthy

% of adults 18+ who consider media type to be very trustworthy / trustworthy



Source: Katz Radio Group 2024 Media Trust Study



**59%** of Australians believe radio is a trusted source of news and current affairs

Source: Deloitte Access Economics 2023, Connecting Communities Report

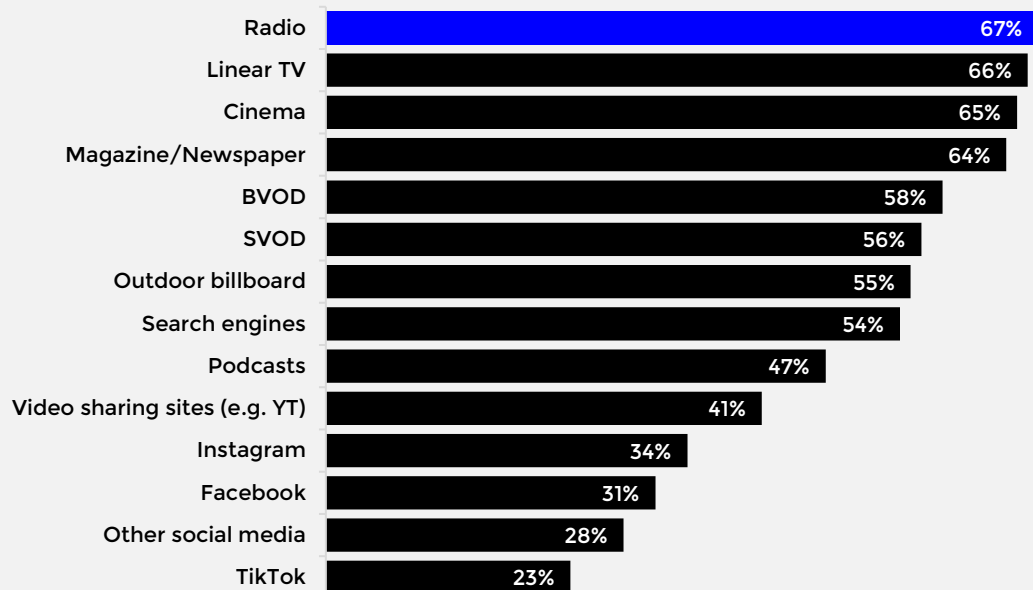


# Radio is uplifting brand trust by being the most trusted medium

Ads in trusted media are more likely to be believed, remembered, and acted upon

How much do you trust a brand that you don't know after seeing or hearing an ad on these different media?

% agree – somewhat, or very much

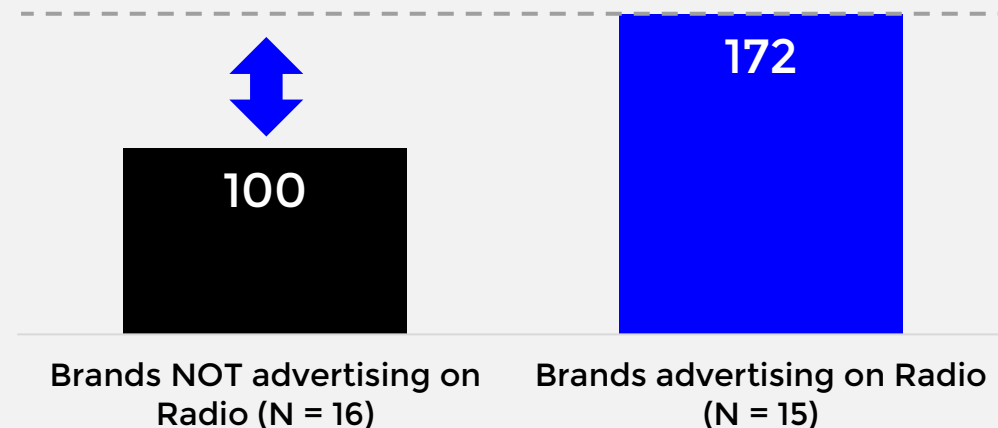


Source: RTL AdAlliance, The New Life of The Living Room, 2025

## Brand Trust

“Which of these [Category Brands] is a brand you trust?”

**72% radio uplift**



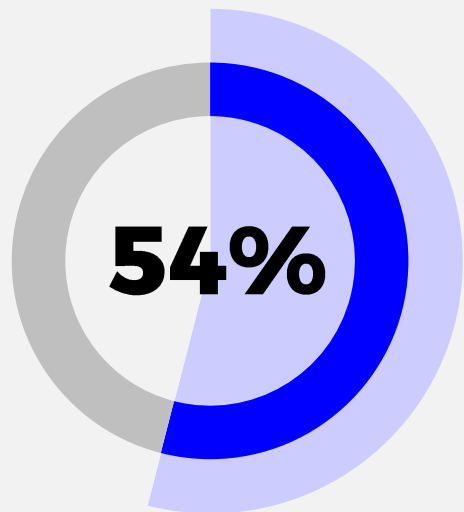
Average uplift rate amongst matched sample of light/non-listeners  
Average/Heavy listeners vs matched sample of light/non-listeners

Source: Radiocentre Ireland, CampaignFX, 2024



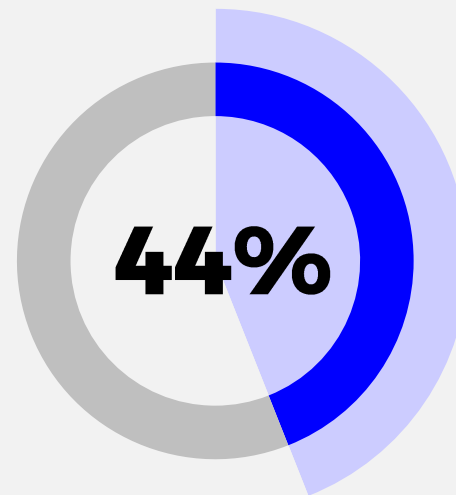


# DJs are the original influencers



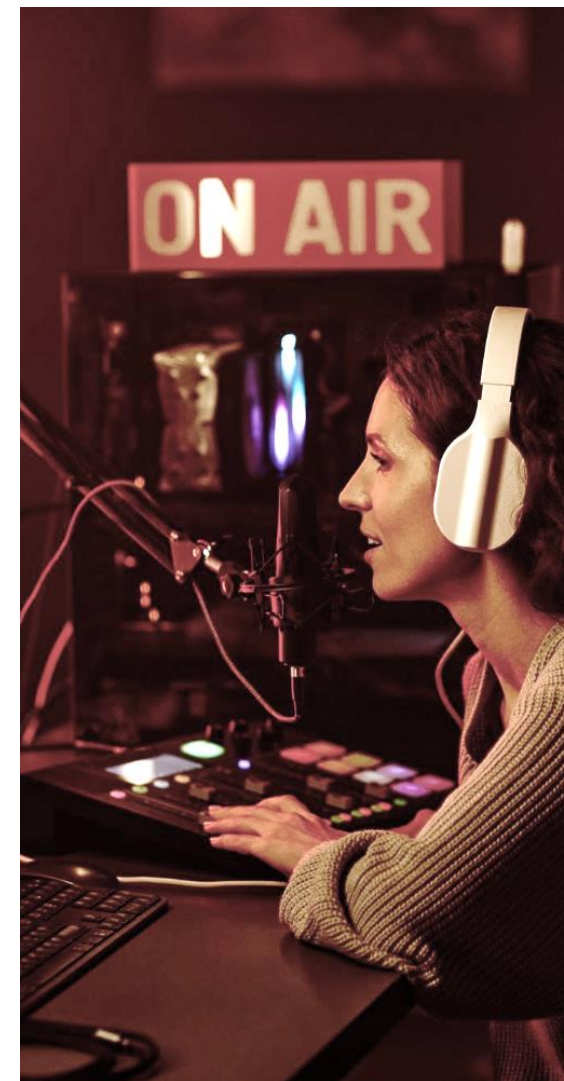
54% of Australians say they would **personally try a brand or product endorsed on the radio or by their favourite radio personality**, demonstrating the trust and emotional connection that drives purchase consideration

Source: Deloitte, Connecting Communities: The economic & social contribution of commercial radio & audio in Australia 2023



Of the Americans feel a **stronger connection to a brand** when they hear it **endorsed by their favourite audio creator**

Source: Audacy Music and Talent Study 2025, US



# EMOTION

Radio drives emotions and builds lasting connections: sound sparks imagination and audio evokes emotional responses faster than visuals, making it a powerful tool for memorable brand engagement



*People will forget what you said, people will forget what you did, but people will never forget how you made them feel.*

— Maya Angelou, Writer and civil rights activist





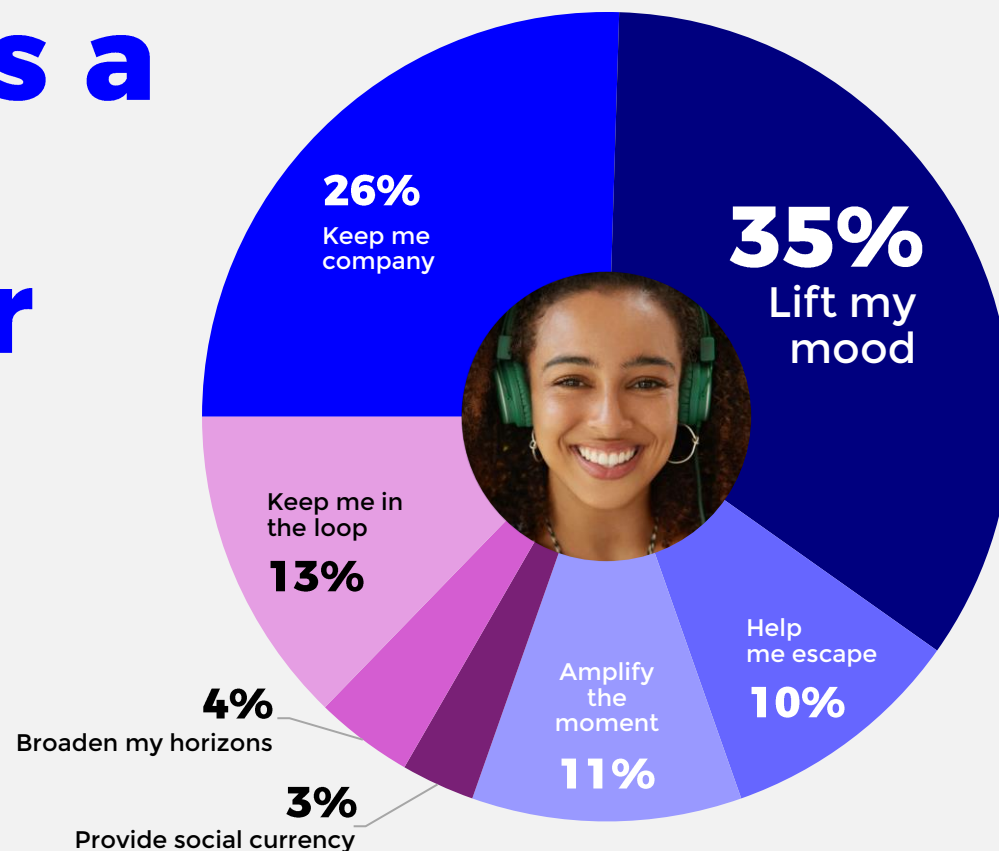
# Radio keeps you company and lifts your mood

# 70%

of people listen to audio to relax, or get in a good mood

## Radio is a mood booster

●●●● Context-led  
●●●● Content-led



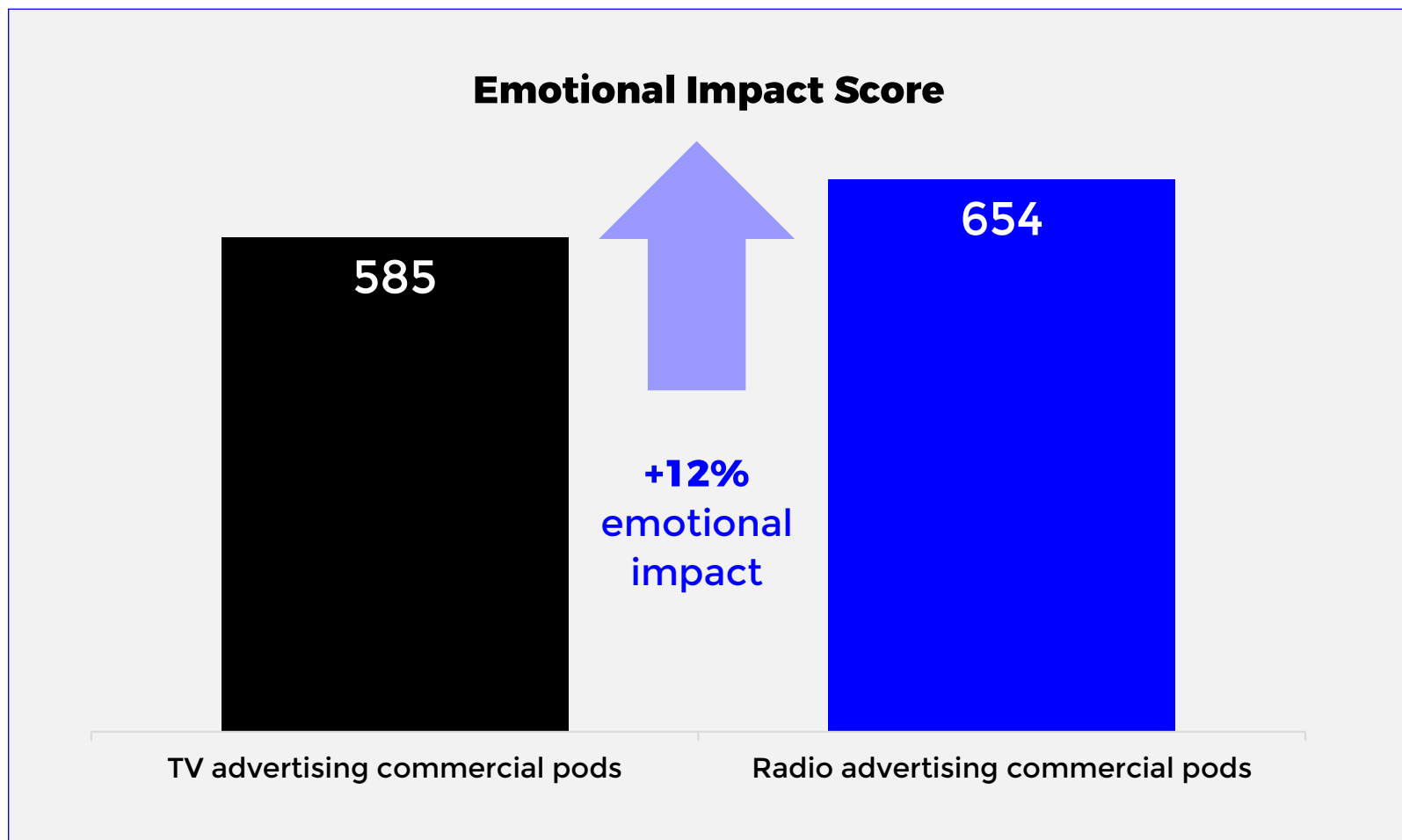
Source: Audacy US, State of audio, spring 2024

Source: Radiocentre UK, Generation Audio 2022, Share of total commercial listening (duration) Base 490,464 commercial listening minutes





# Radio: more emotion, no visuals needed



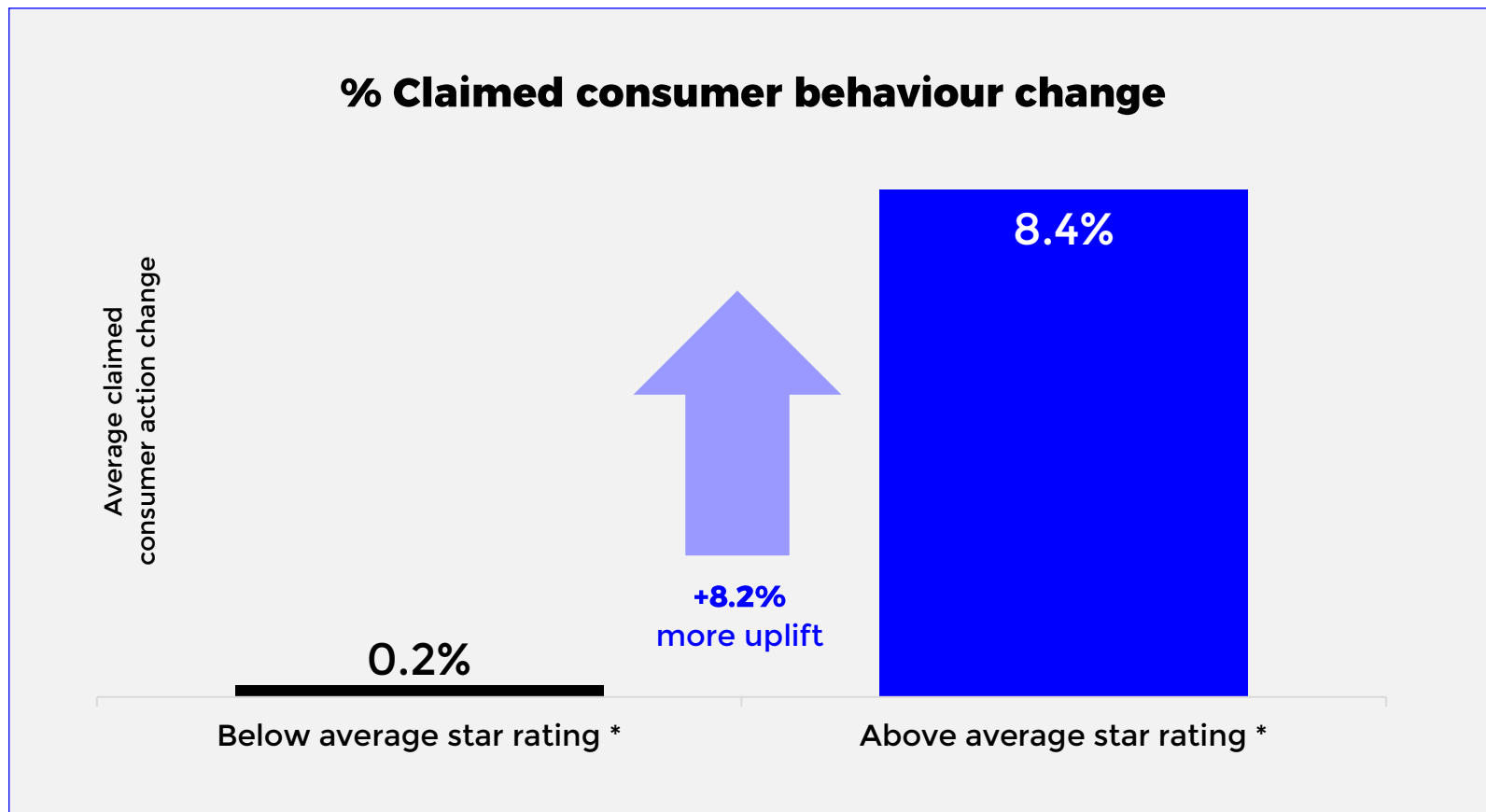
Radio taps deeper than visuals.

A neuro study measuring skin responses (EDA) found that radio ads generate a 12% higher Emotional Impact Score than TV ads – even without “sight, sound, and motion.”

Source: Mediaprobe Creative Test, US, 2023, 227 adults 18+



# Feel-good audio ads change consumer behaviour and deliver long-lasting brand effects



Campaigns that make people feel more positive cause significantly more consumer action change, including brand purchase and use.

\* The Star Rating is based on how positively listeners respond to the ad. It predicts the potential of an ad to contribute to long-term brand growth and runs from 1- to 5-Stars. The higher the Star Rating, the more brands should invest in and build campaigns around the ad.

Source: System1 and Radiocentre, UK Listen Up! Report –2023 - 55 campaigns & 44000 UK respondents. Weighted with total campaign media weight (GRPs).

# ATTENTION

Audio wins attention because it slices through visual clutter, grabs the brain's focus fast, and keeps listeners engaged.

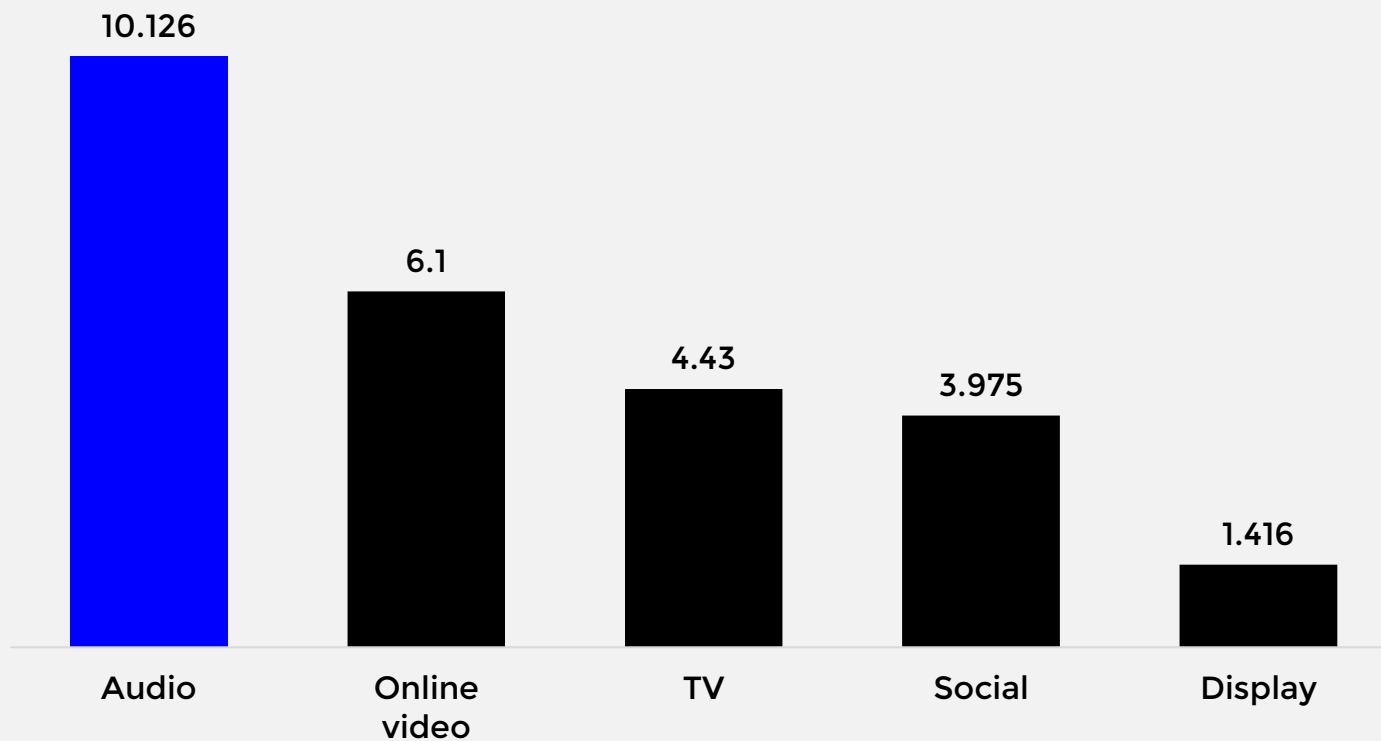






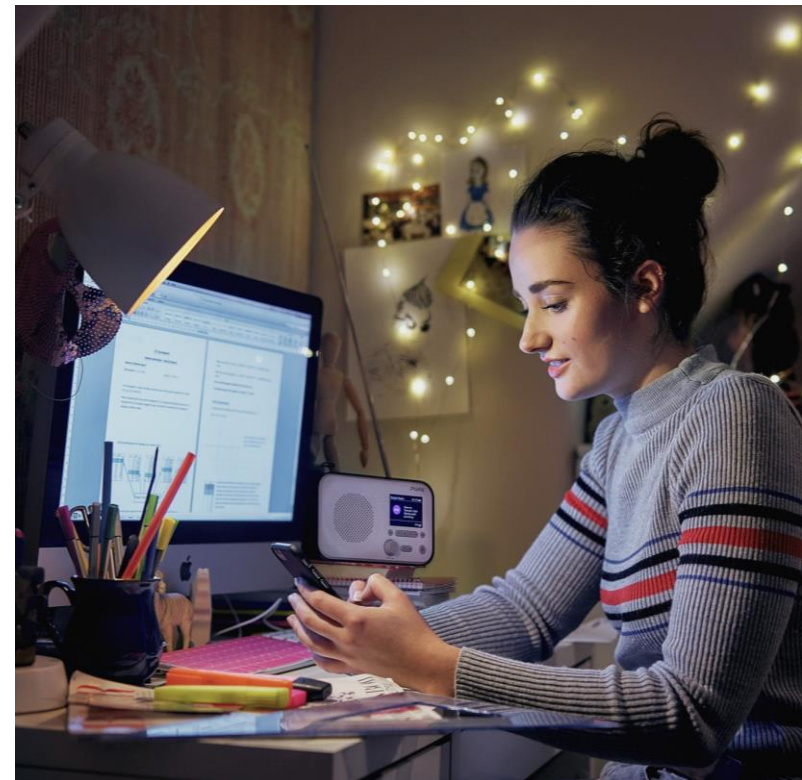
# Audio ads stimulate high levels of attention

**Average attentive seconds per (000) - APM\***



\*APM (Attentive seconds per 1000 impressions)= Per 1000 billable impressions served, how many seconds of attention to my advertising should I expect to receive.

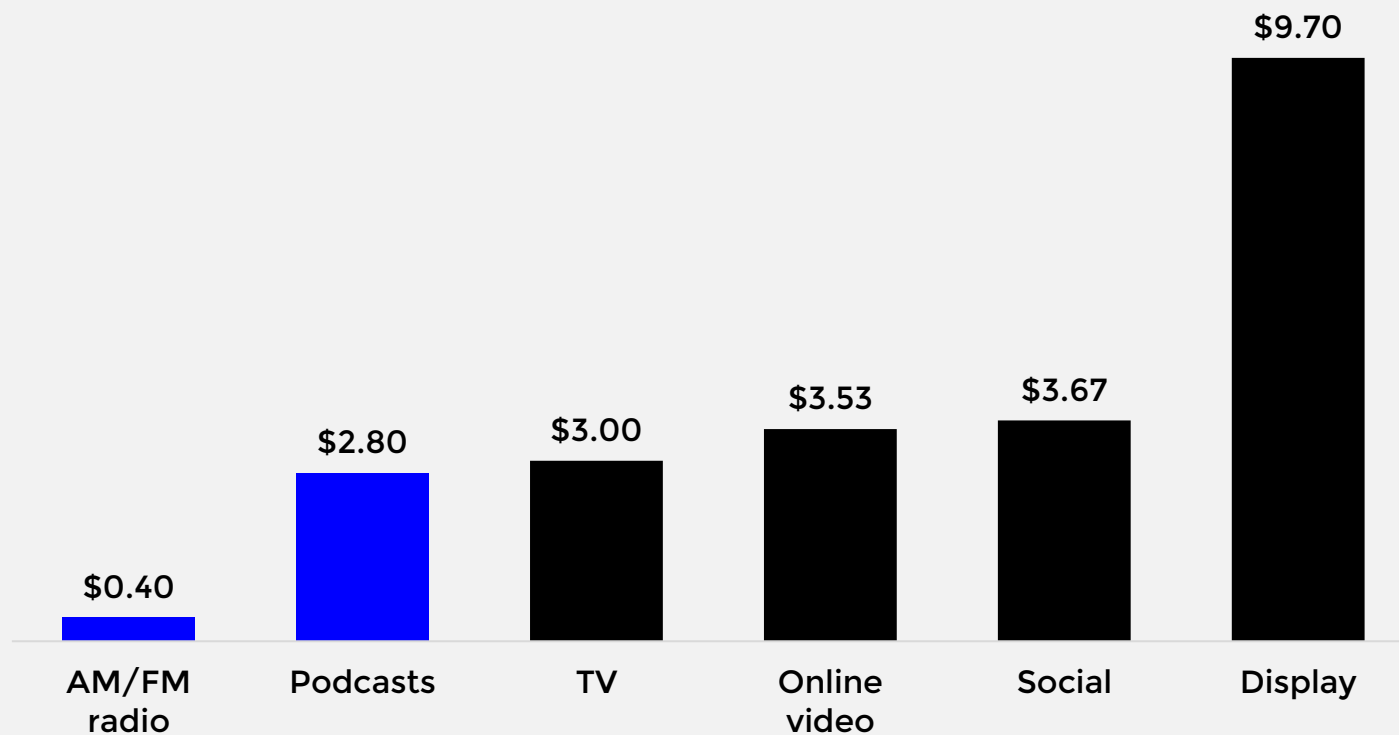
Source: dentsu Attention Economy Study - Lumen, 2023 (U.S.)





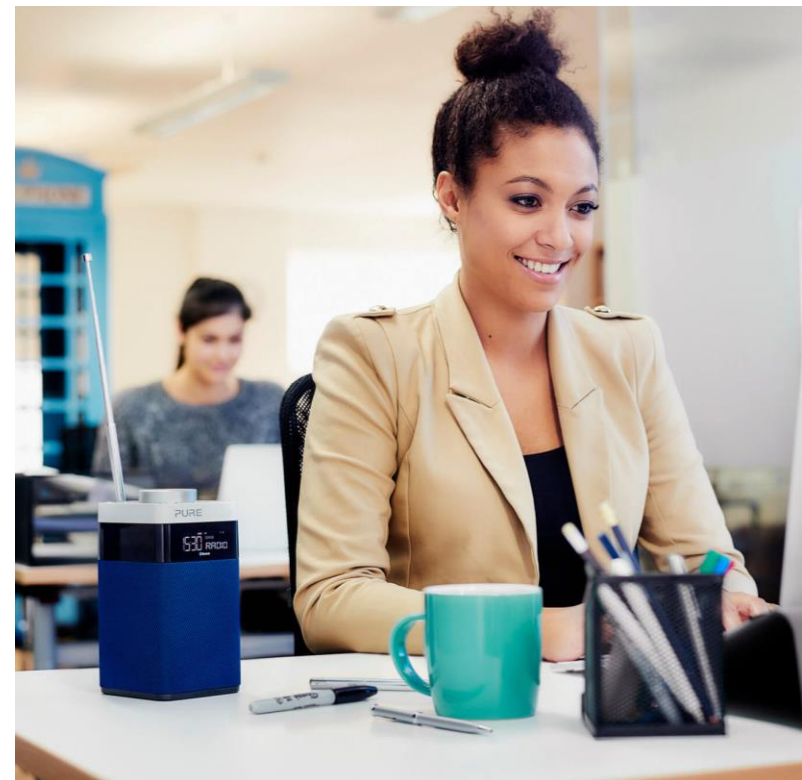
# Radio ads have the most cost-efficient attention CPM

**Attention CPM (aCPM\*)**



\*aCPM= how much does it cost to generate 1000 seconds of attention to advertising.

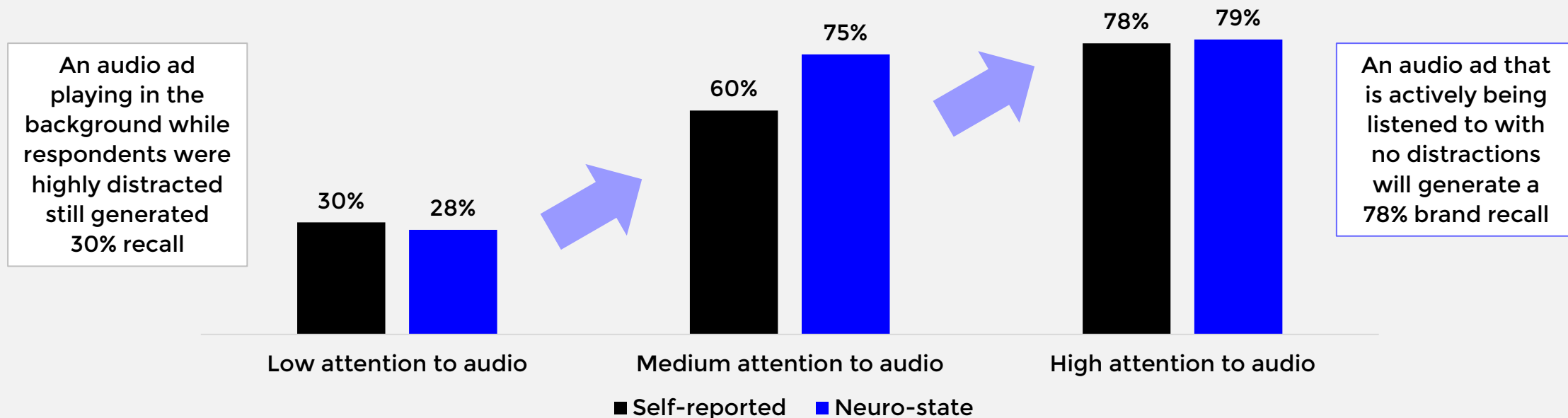
Source: dentsu Attention Economy Study - Lumen, 2023 (U.S.)





# Audio is a powerful influencer whether you are paying attention or not

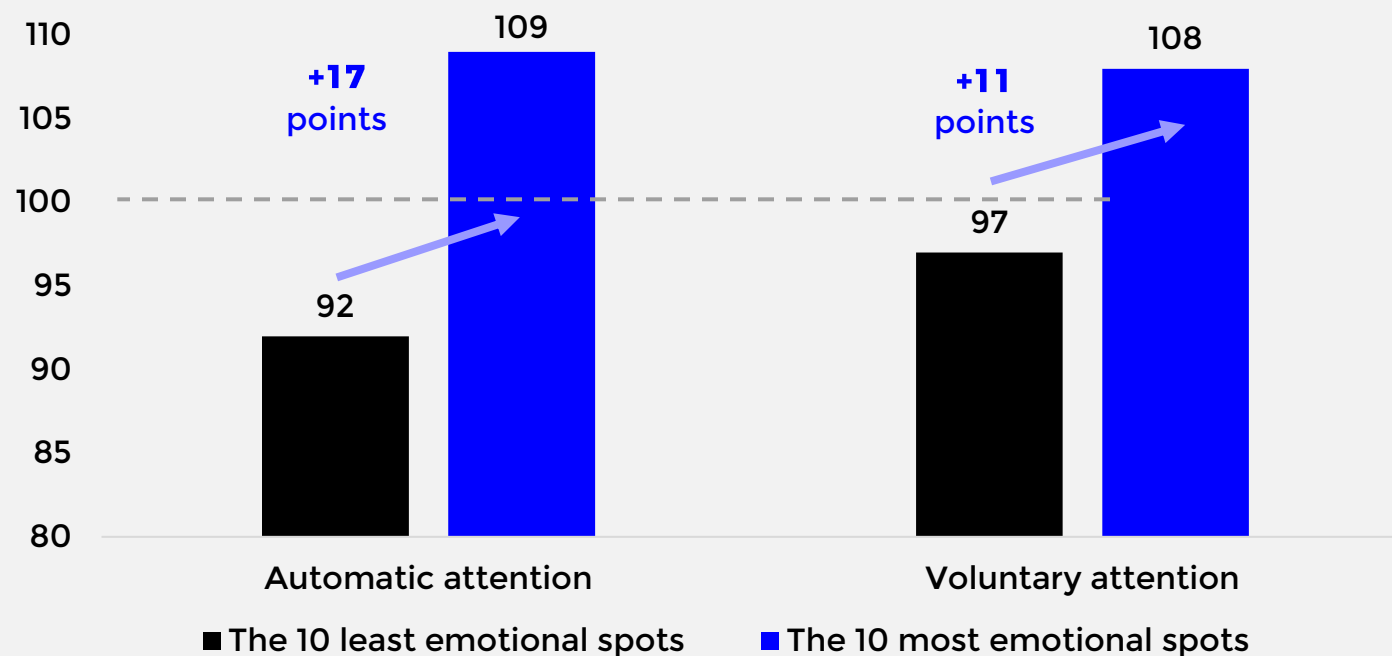
**Percentage of brands correctly recalled**



Source: Sound Check: Ears Wide Open – Neurolab, 2023 (U.S.)



# > Emotion drives attention



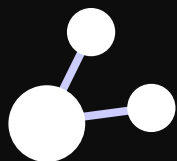
Memory Impact effectiveness score – a proprietary, scientific indicator for measuring effectiveness based on the criteria of attention, perception, emotion, interest, and attribution.

Emotional spots can generate **+17 points in involuntary attention** and an **additional +11 points in voluntary attention**

Source: Le Bureau de la Radio & l'Institut Impact Mémoire, Dec 2024, FR



# Radio: From connection to impact



**CONNECTION**



**EMOTION**



**ATTENTION**



**ACTION**

**Scale that matters:**  
Radio reaches mass audiences weekly and dominates audio time.

**Emotion that drives memory:**  
Audio triggers stronger emotional response – the key driver of long-term brand growth.

**Attention that cuts through:**  
You can scroll past ads but you can't mute your ears. When radio stirs emotion, attention follows.

**Trust that converts:**  
Messages in trusted media are believed, remembered and acted on.

**THE RESULT: HIGHER EFFECTIVENESS, STRONGER BRANDS, BETTER IMPACT**