



www.worldradioalliance.com

compiled by



RADIO:
the sound of
CONNECTION
EMOTION
ATTENTION





Radio: the sound of connection, emotion & attention



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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.

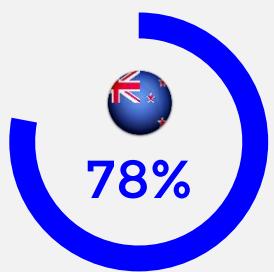
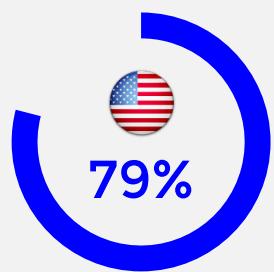
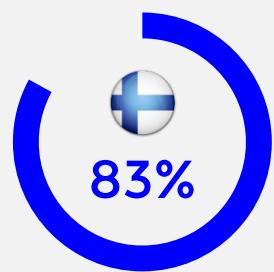
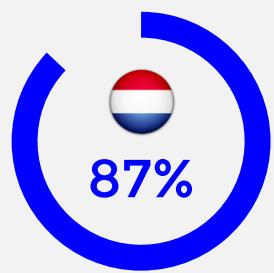
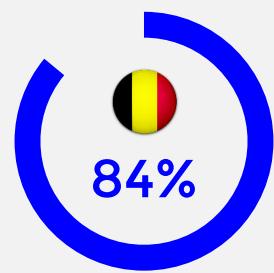
About WRA

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

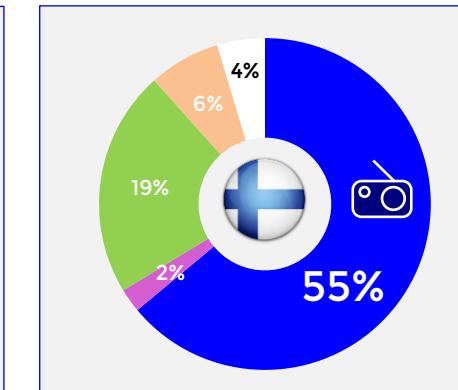
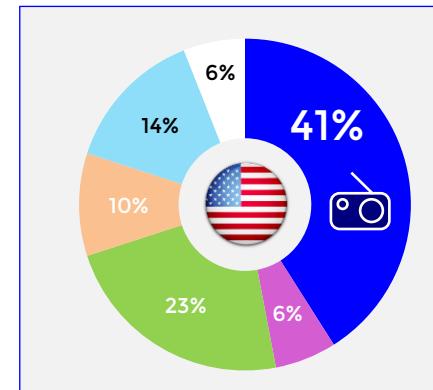
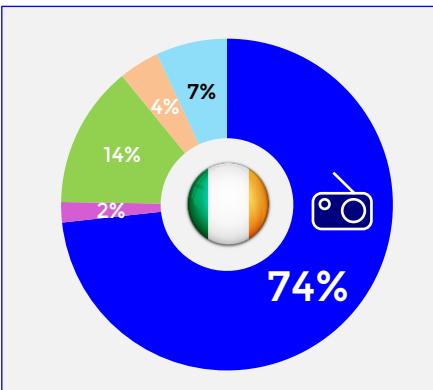
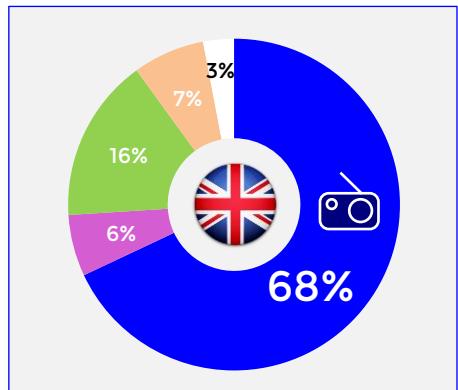
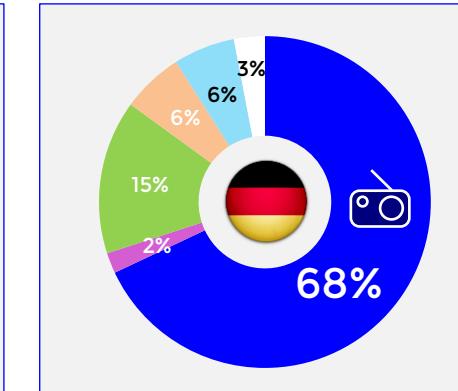
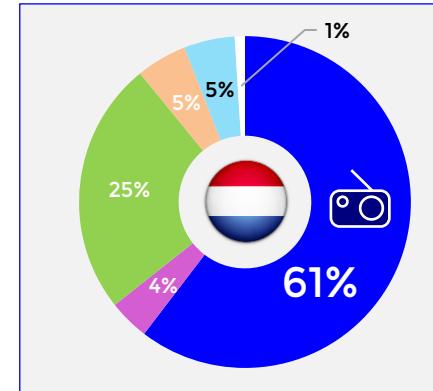
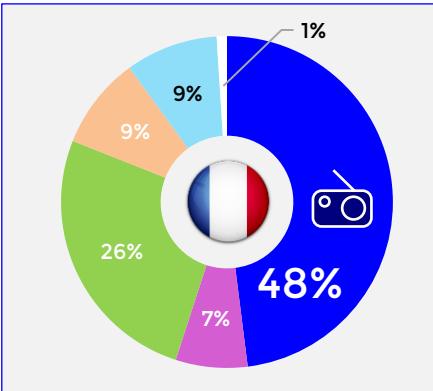
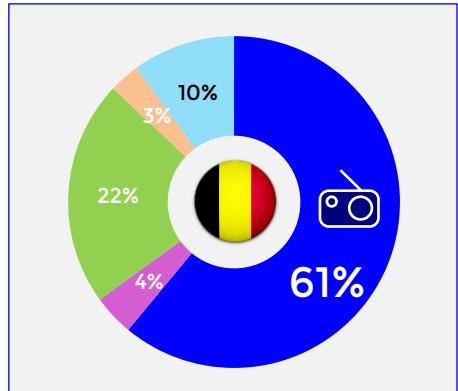
% of population listening to radio every week



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: Médiamétrie 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, Finnpalvel, Jan-Nov 2024, population 9+

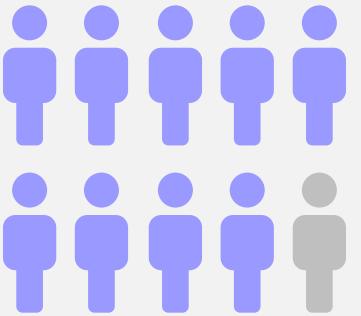
CONNECTION

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.



9 out of 10

radio listening occasions
are occurring in parallel
with other activities

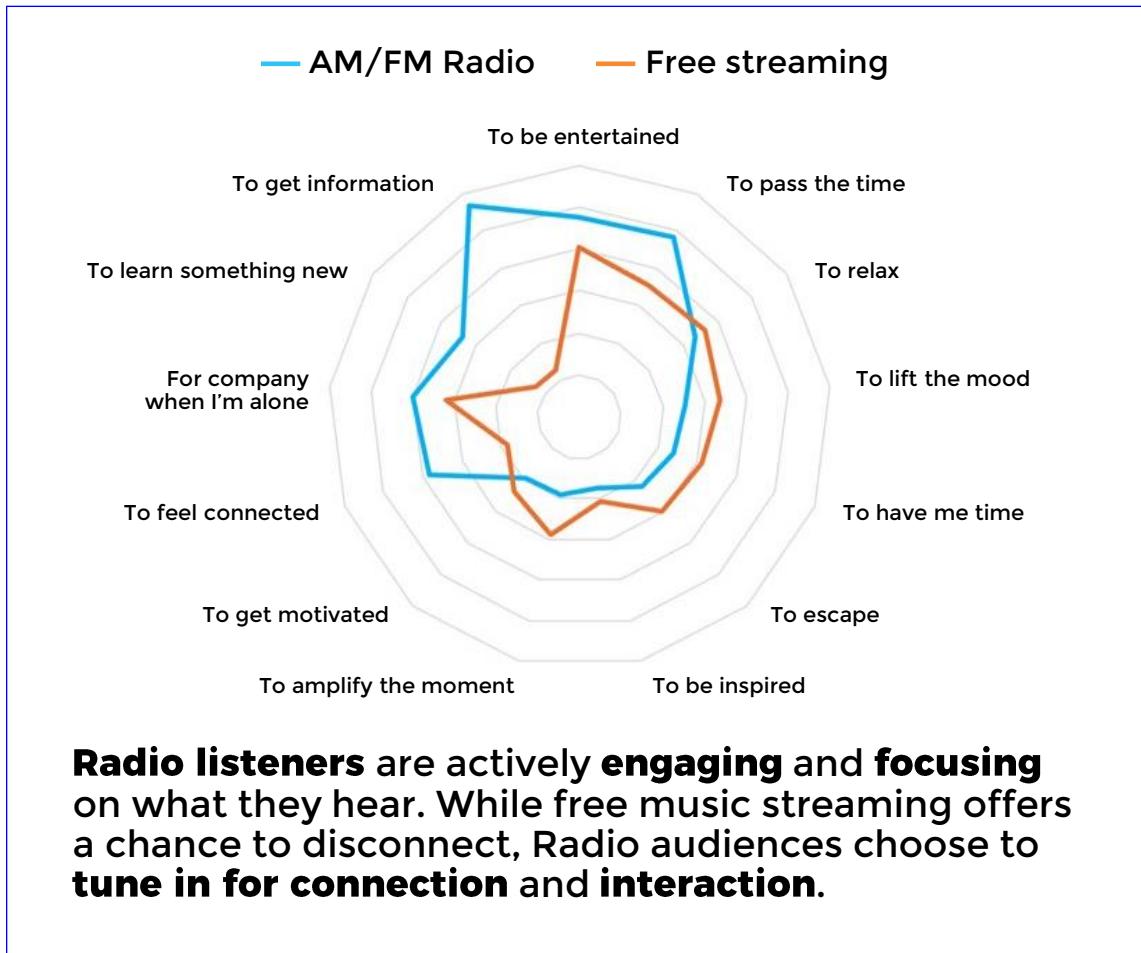


This unique characteristic of audio provides advertisers with a multitude of opportunities to engage mass audiences at relevant moments and benefit from boosted advertising performance as a result.

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



Radio listeners tune in for connection and interaction



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+)

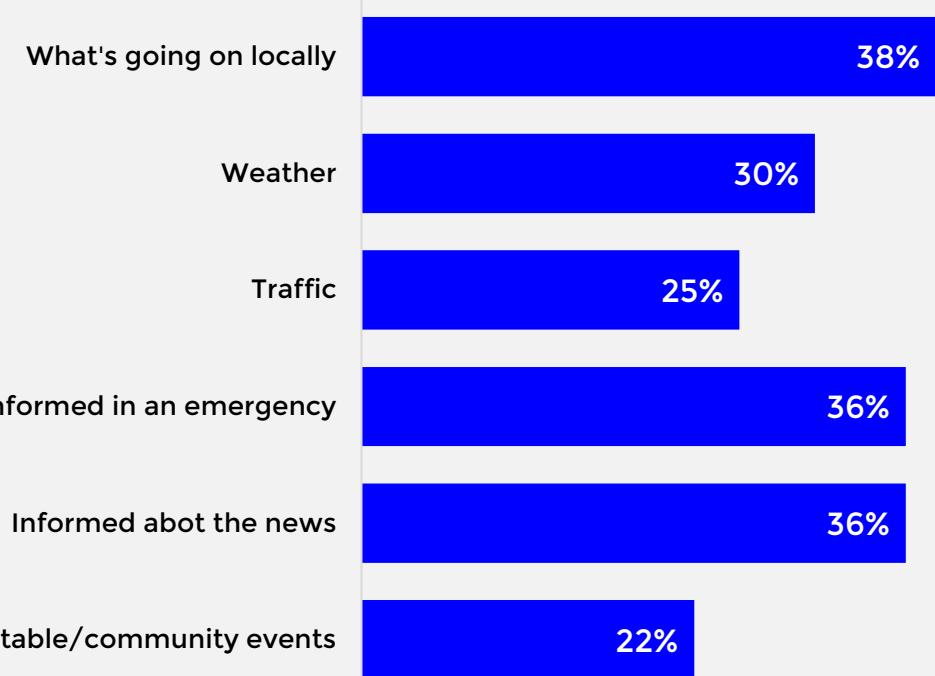
Radio connects listeners to their community



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

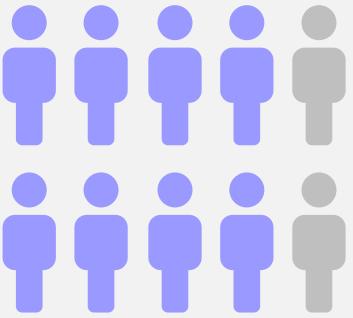
Source: Audacy Music and Talent Study, US, 2025

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

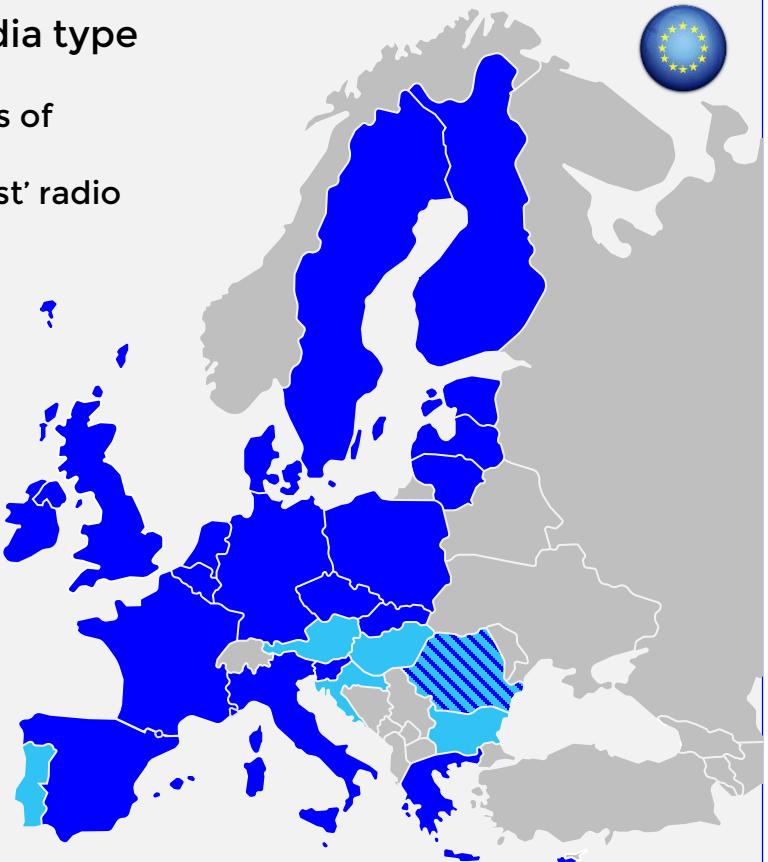


Radio is the most trusted medium globally

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

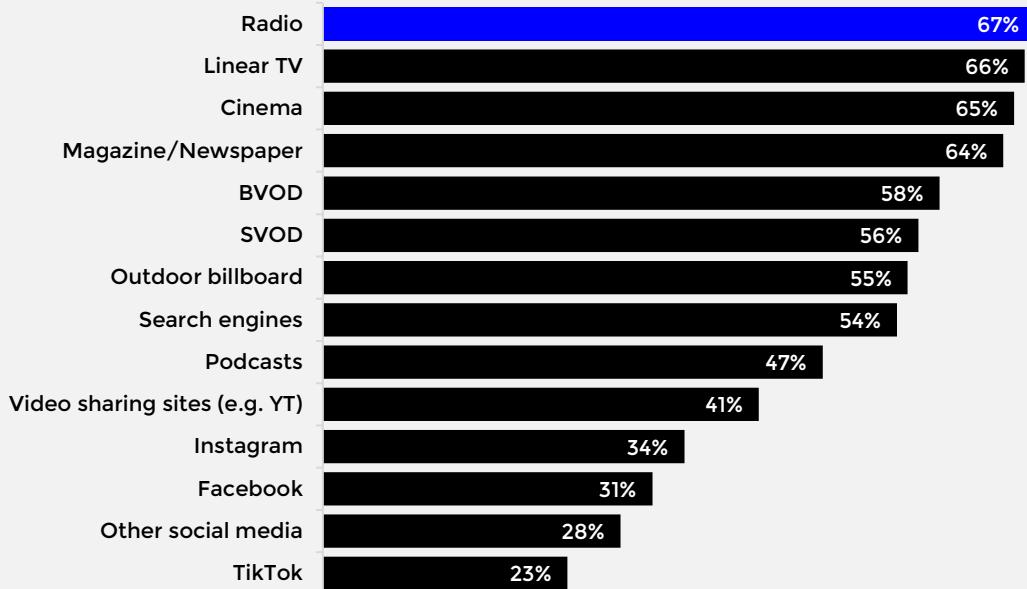
Source: Deloitte Access Economics 2023, Connecting Communities Report

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



Brand Trust

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

72% radio uplift

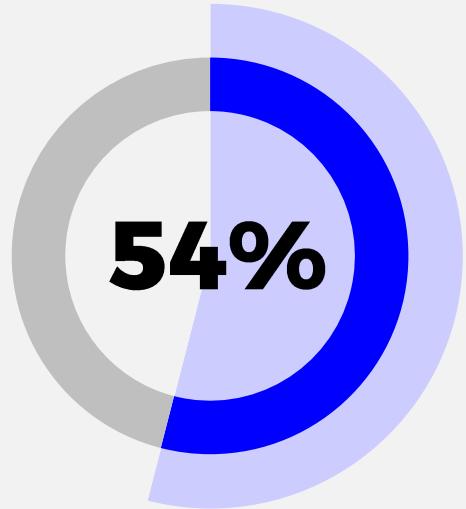


Average uplift rate amongst matched sample of light/non-listeners
Average/Heavy listeners vs matched sample of light/non-listeners

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

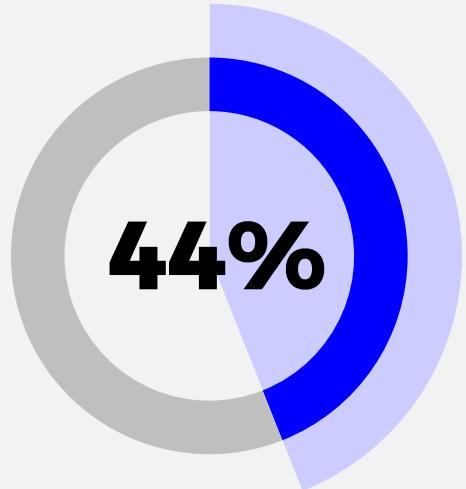
Source: Radiocentre Ireland, CampaignFX, 2024

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

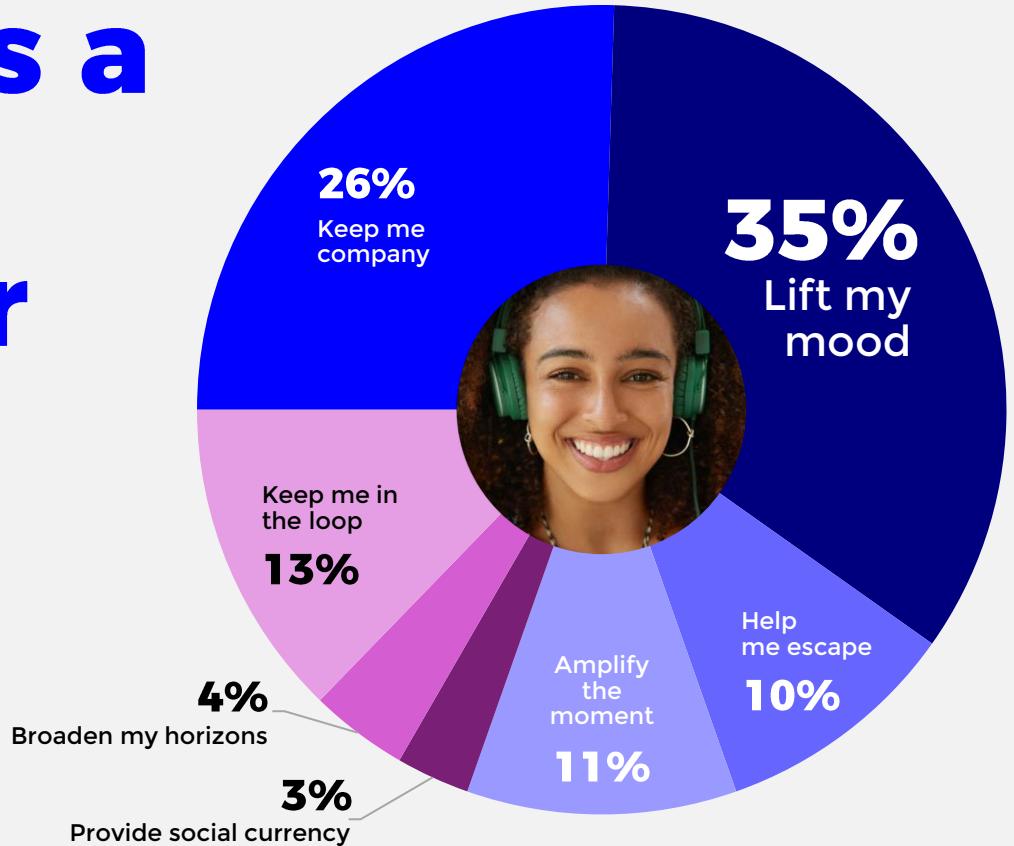


70%

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

Radio is a mood booster

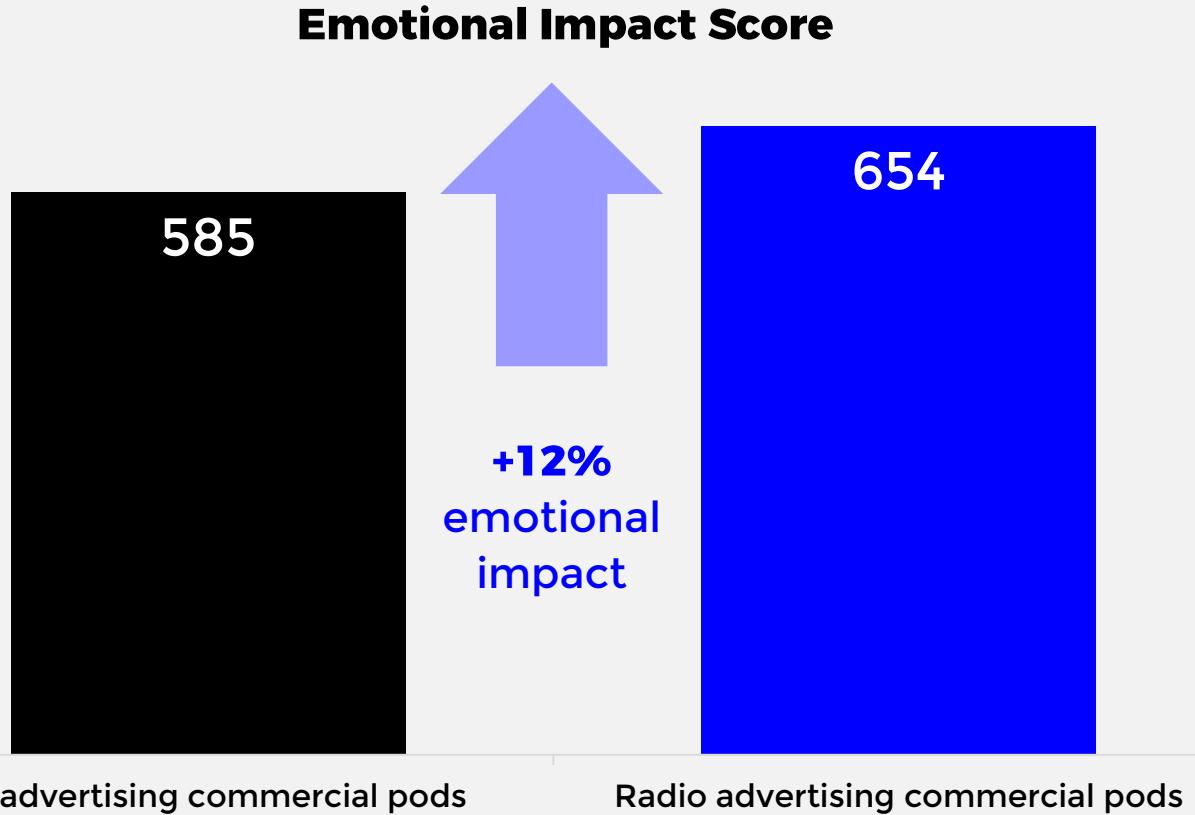
Context-led
Content-led



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



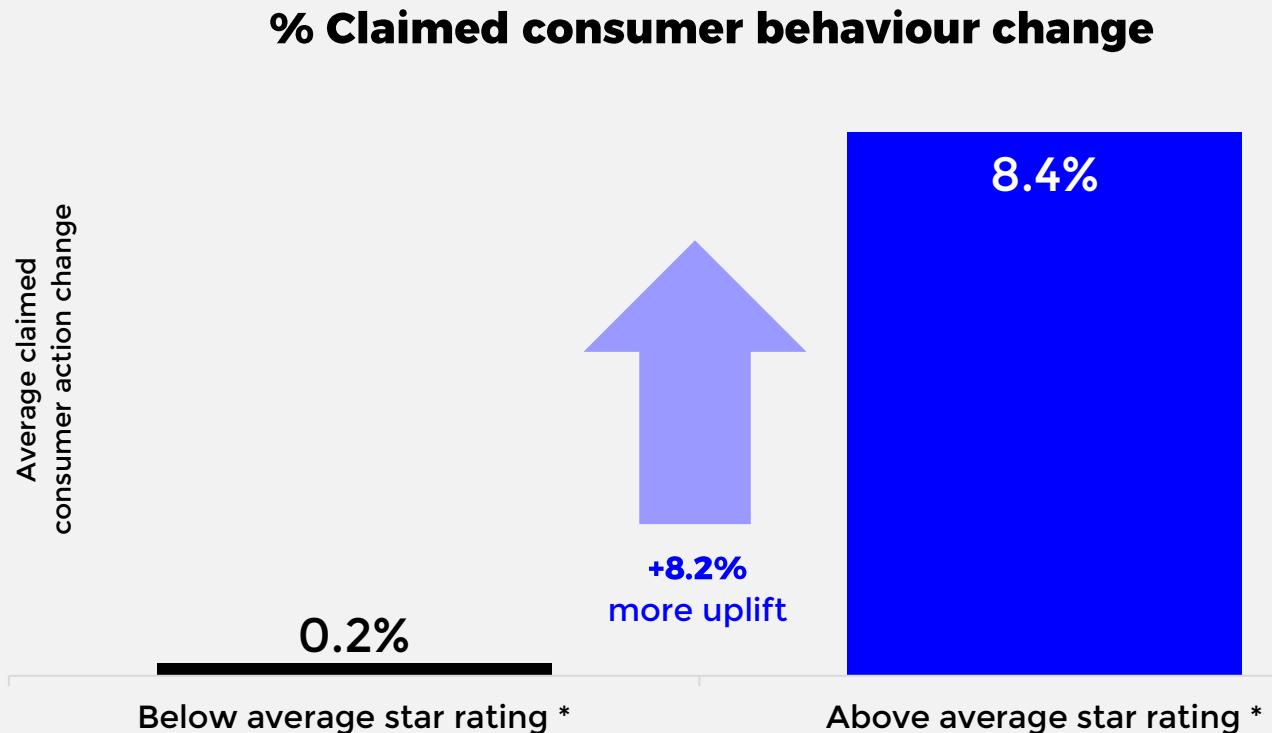
Source: Mediaprobe Creative Test, US, 2023, 227 adults 18+



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.”

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).

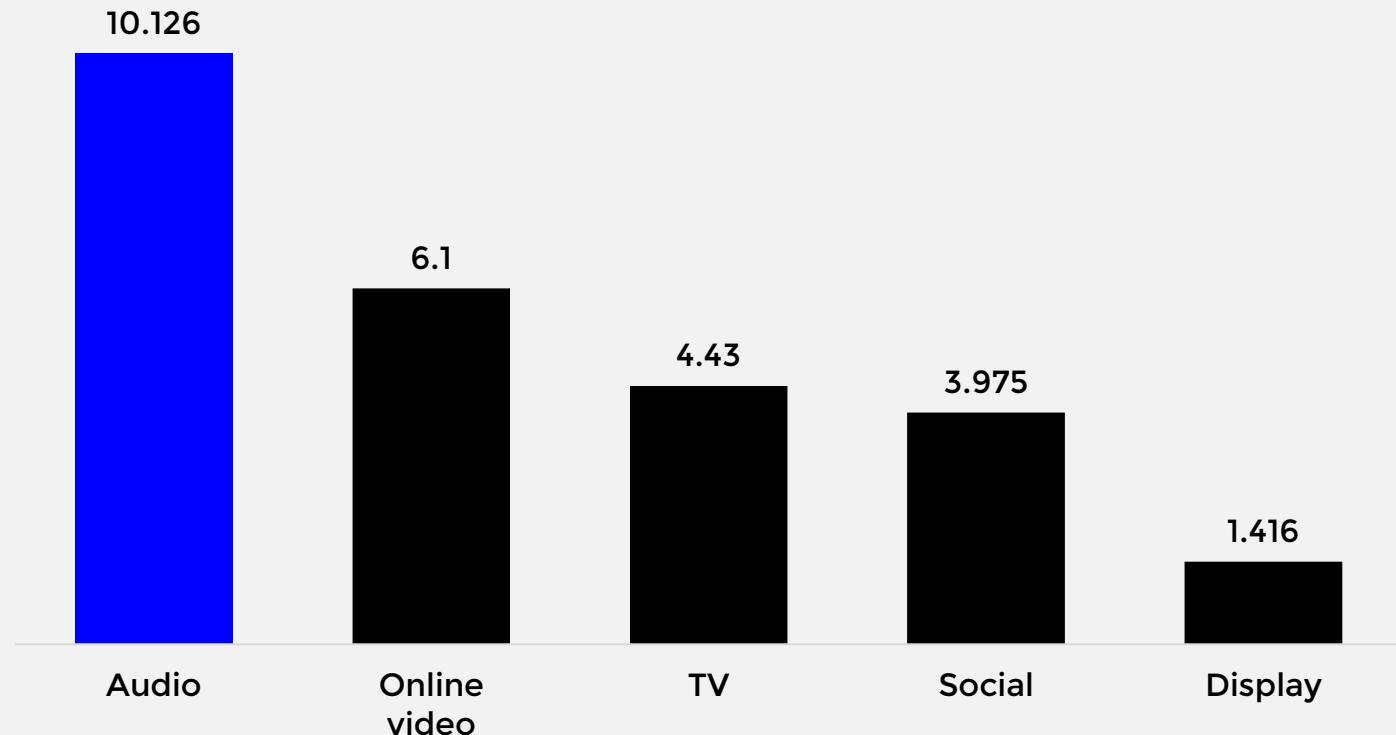
ATTENTION

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



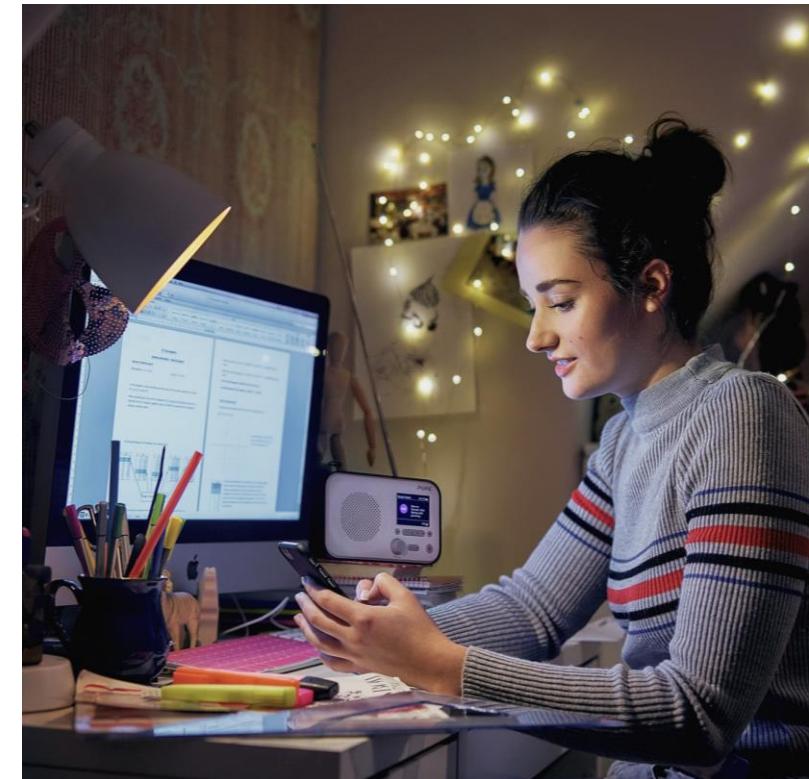
Audio ads stimulate high levels of attention

Average attentive seconds per (000) - APM*



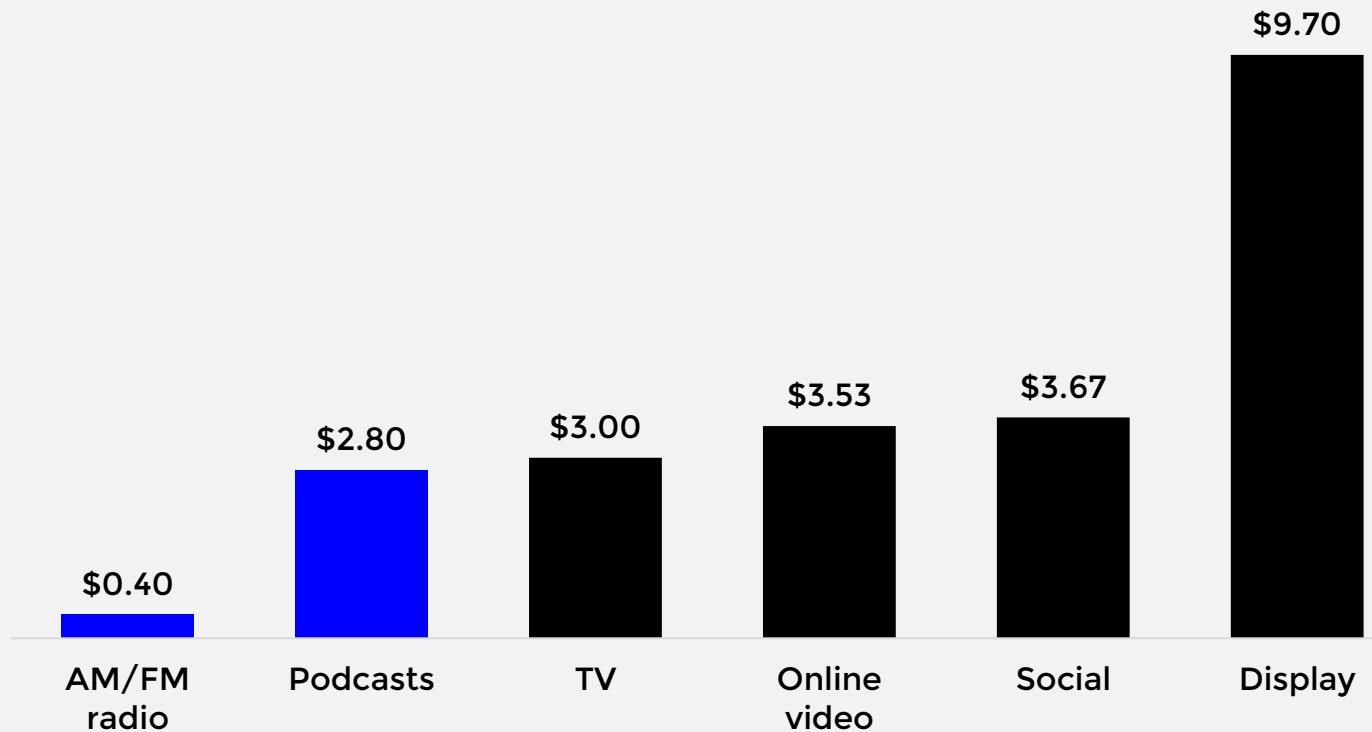
Source: dentsu Attention Economy Study - Lumen, 2023 (U.S.)

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



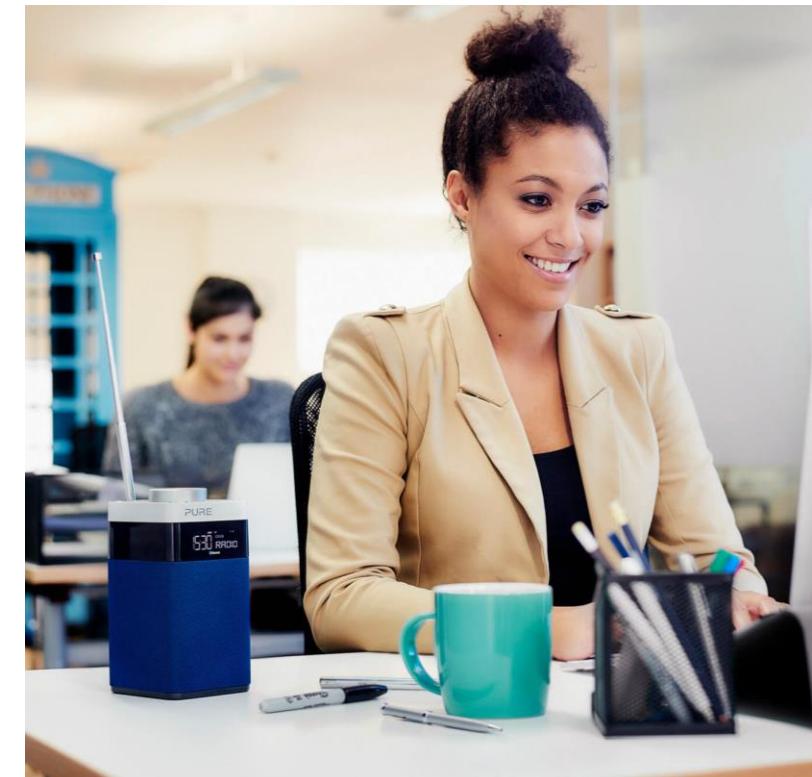
Radio ads have the most cost-efficient attention CPM

Attention CPM (aCPM*)



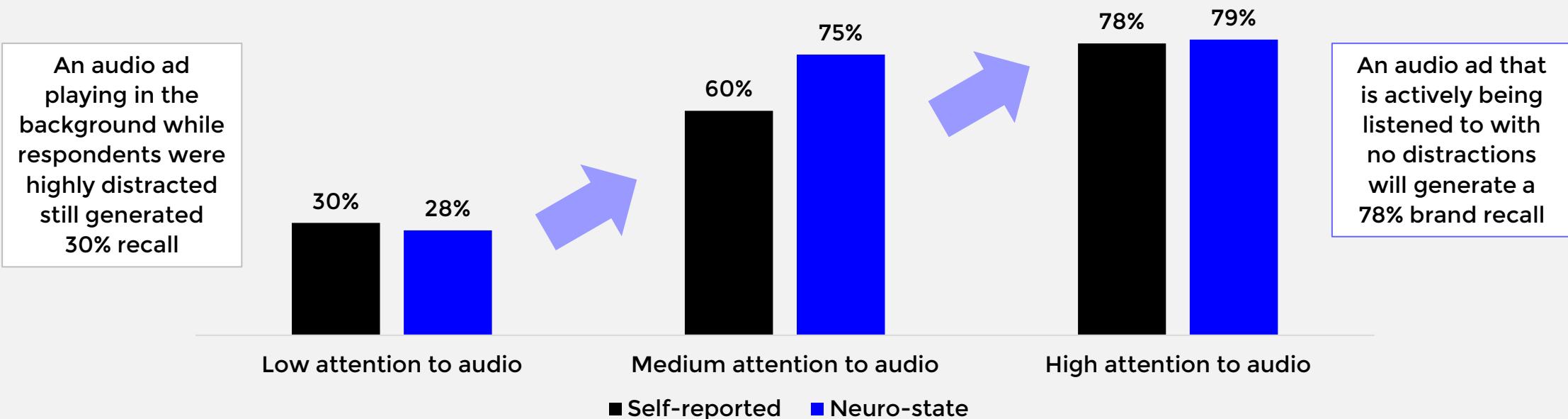
Source: dentsu Attention Economy Study - Lumen, 2023 (U.S.)

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



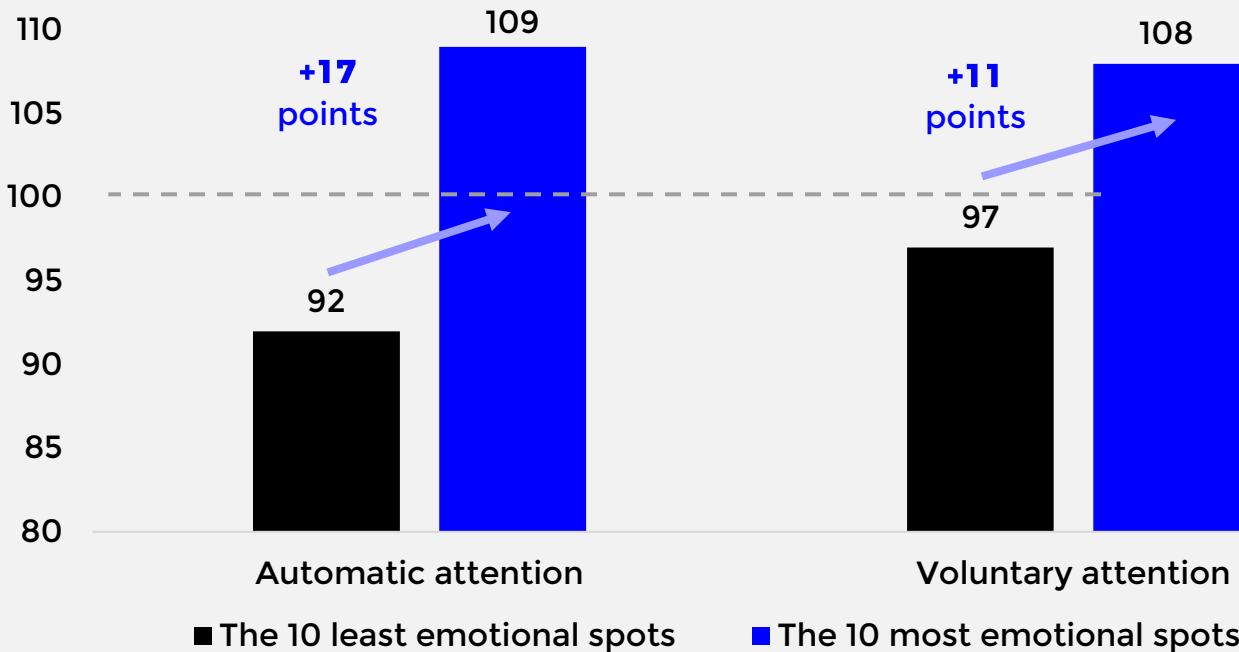
Audio is a powerful influencer whether you are paying attention or not

Percentage of brands correctly recalled



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

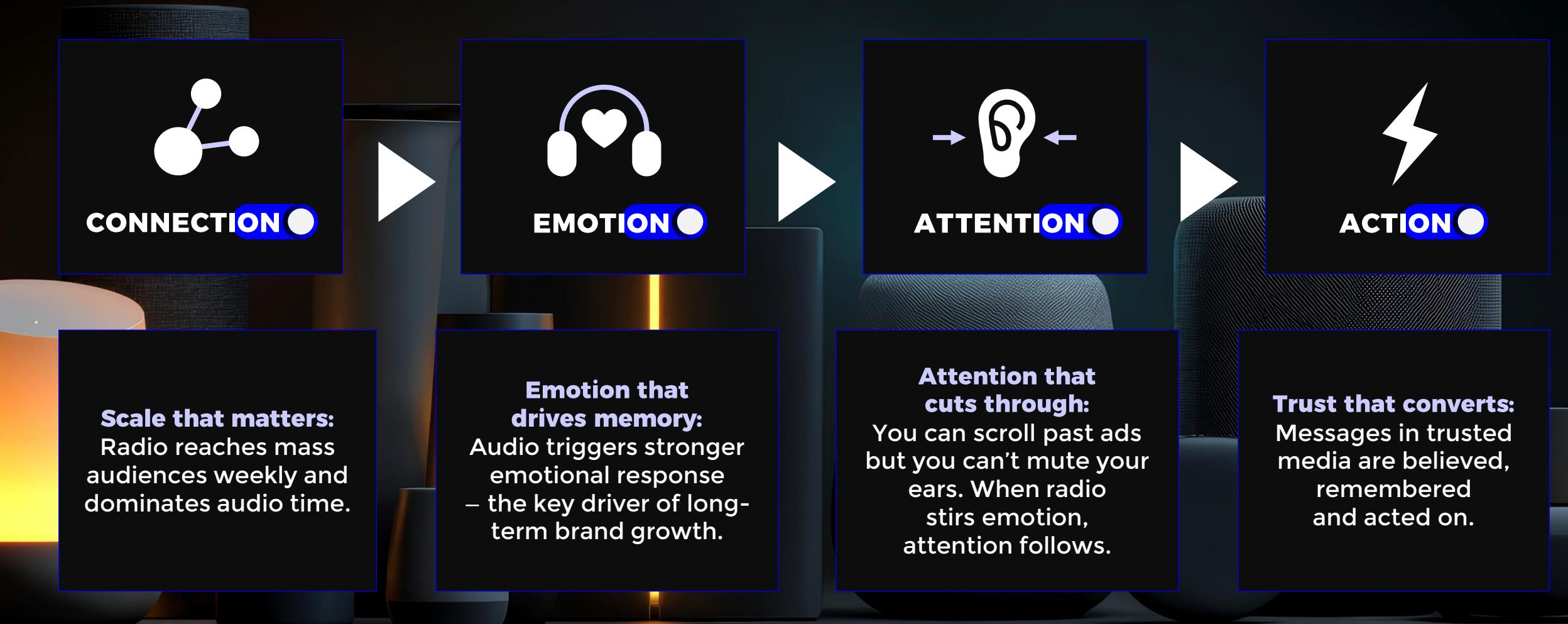
Emotion drives attention



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



THE RESULT: HIGHER EFFECTIVENESS, STRONGER BRANDS, BETTER IMPACT