



RADIOCENTRE IRELAND

The enormous reach of radio

JNLR Release

Source JNLR/Ipsos 2025-3 (October '24 to September '25)

Nov 6th, 2025



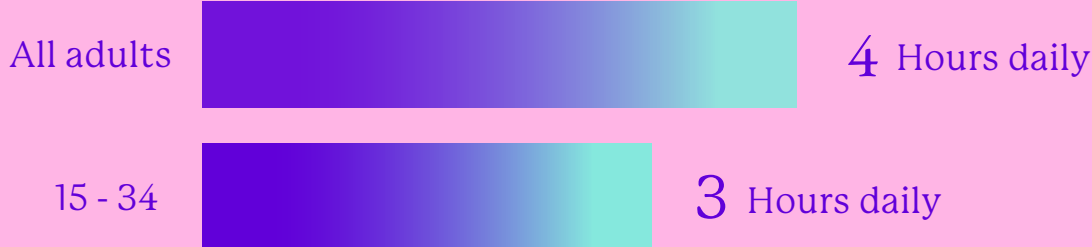
Record levels of listening to radio

— Todays JNLR results announced that **3,481,000** people now listen to radio every weekday, growing by **59,000** listeners compared to the the same 12 month period previously (Oct '24 to Sep '25). That is **79%** of the entire adult population tuning into a radio station every day.

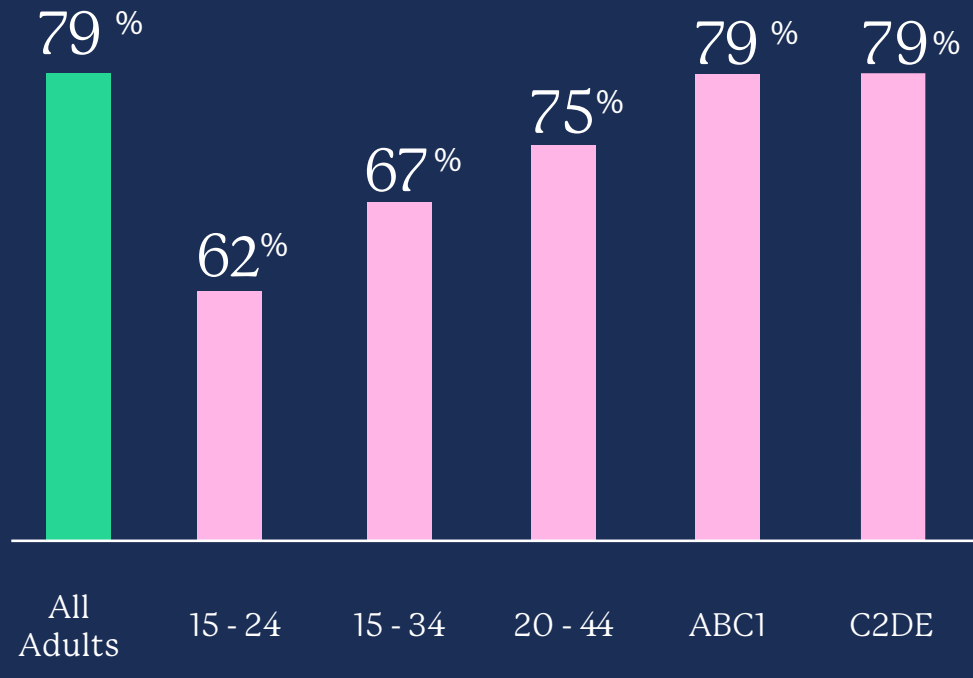


Listeners listen for a long time

— On average, listeners tune into just over **4 hours** of live radio every day.

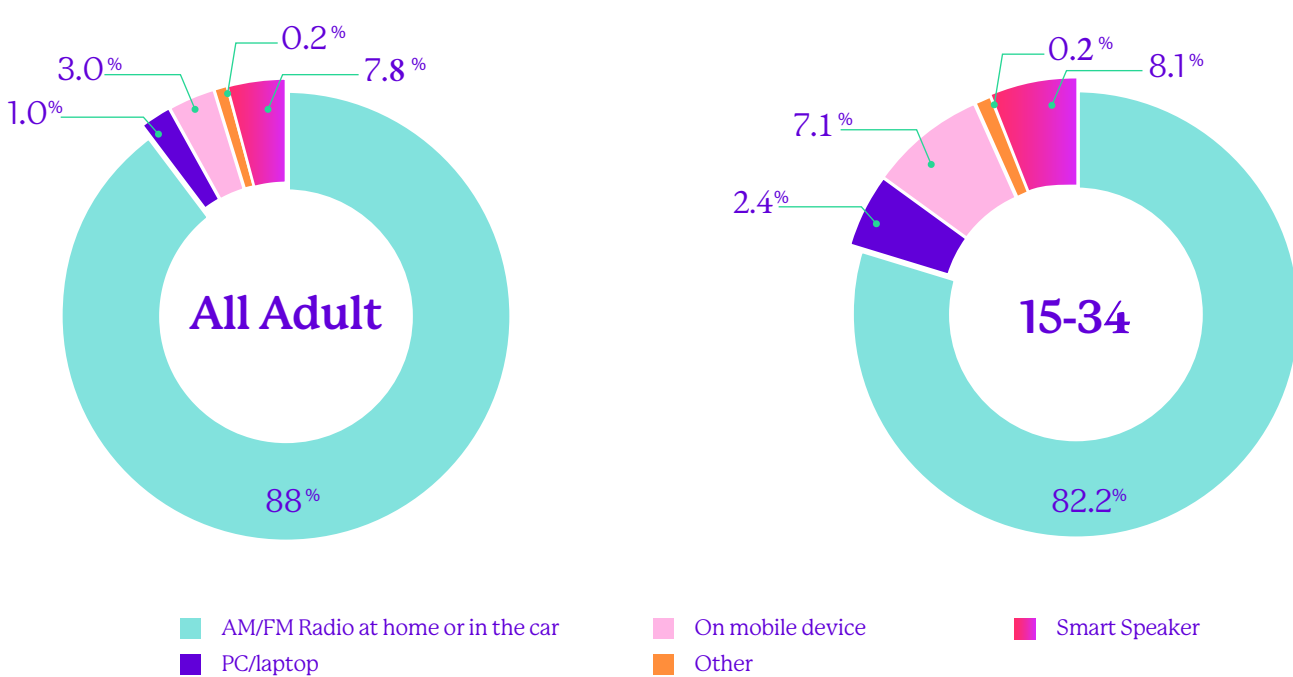


Enormous daily reach across all demographics



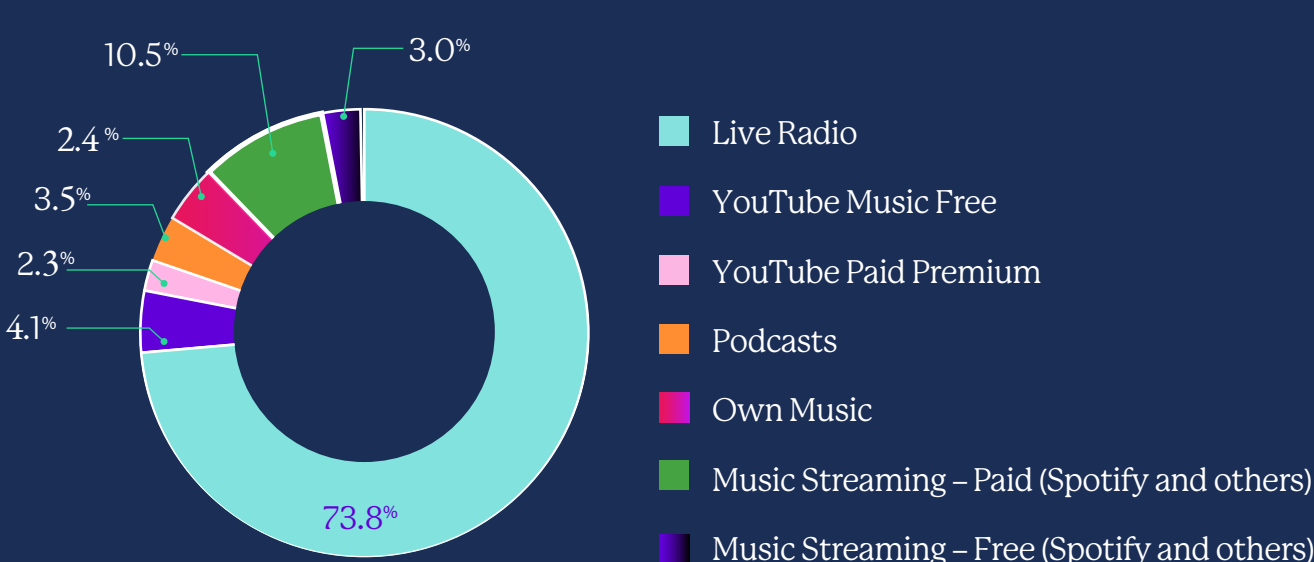
Platform share of listening

— **8%** of all adult listening is now through a smart speaker.



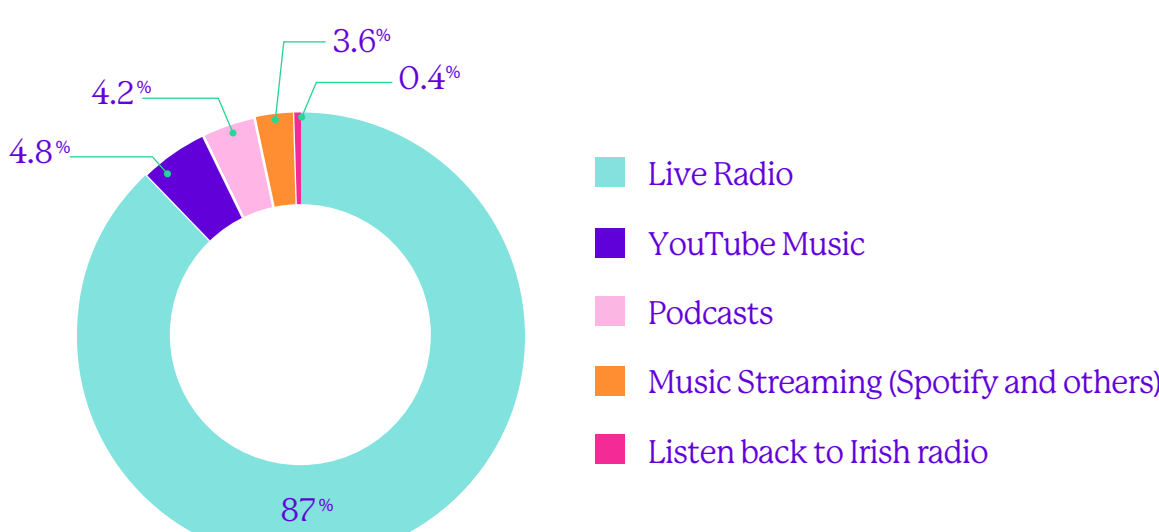
Live radio accounts for 74% of all audio listening

— Share of Audio – Average Day



Live radio accounts for 87% of all commercial audio listening (when paid subscription ad free services are excluded)

— Share of Audio – Average Day



Source for final 2 slides: JNLR 2025-2 Audio Module(Apr '25 to Jun'25 – 3 mth data)

Base: All 15+