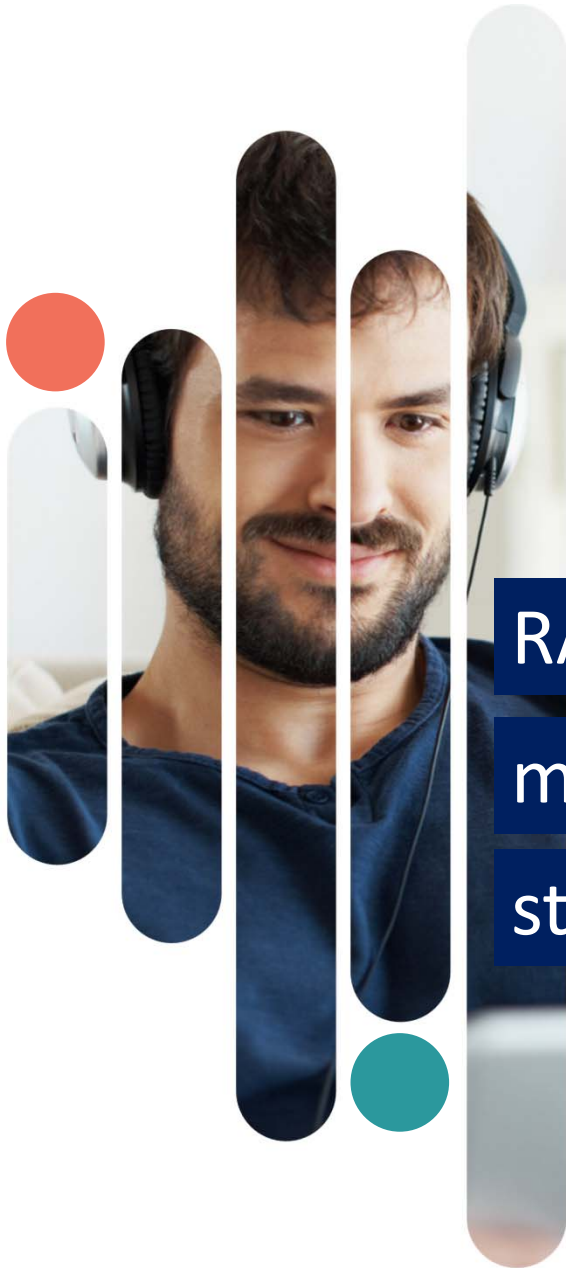


03-06-2025



RADIO STREAMING,

measuring

streaming Radio audiences



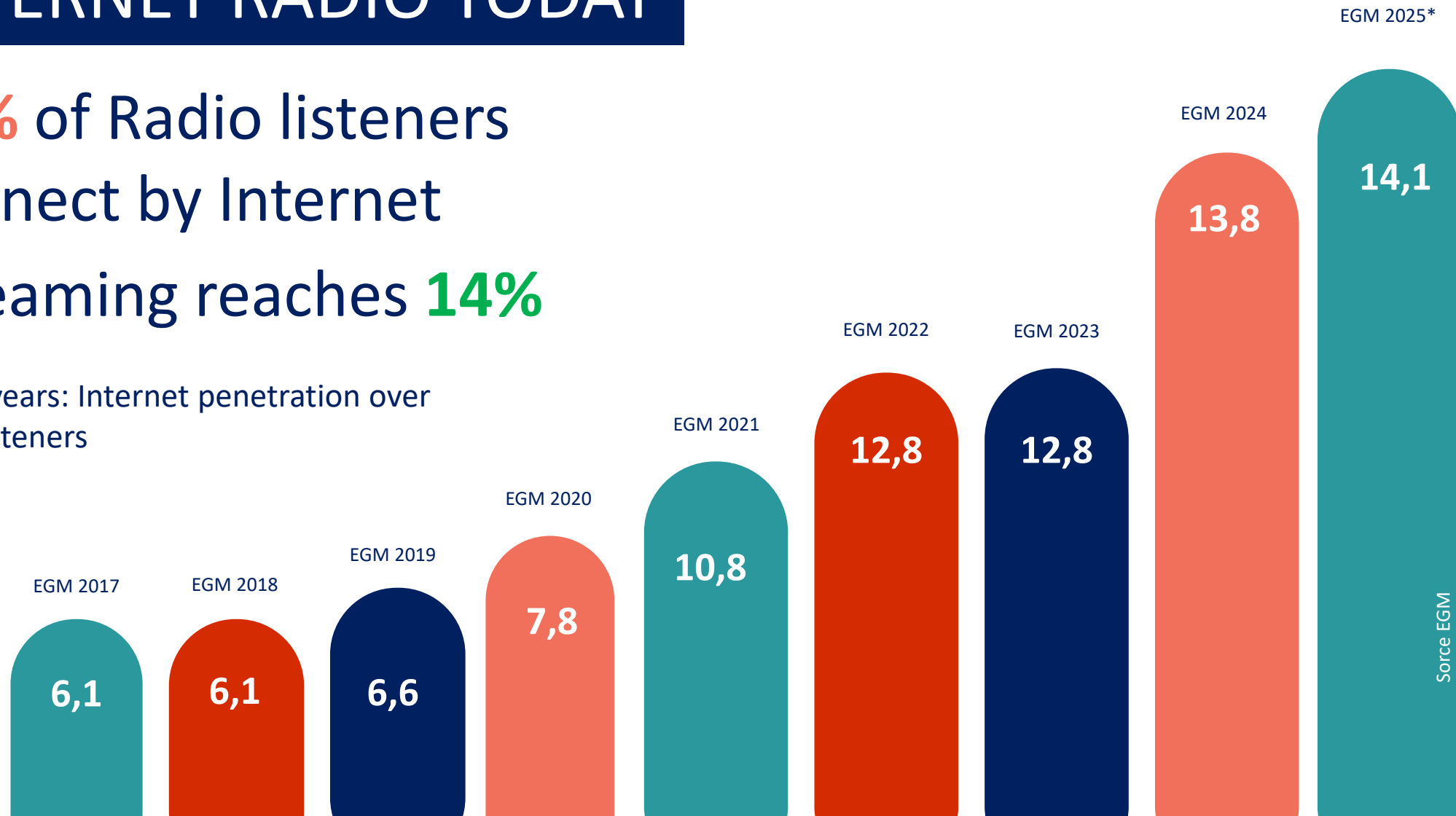
Miguel Ángel Fontán
José Andrés Gabardo | AIMC

INTERNET RADIO TODAY

25% of Radio listeners connect by Internet

Streaming reaches **14%**

Last 9 years: Internet penetration over total listeners



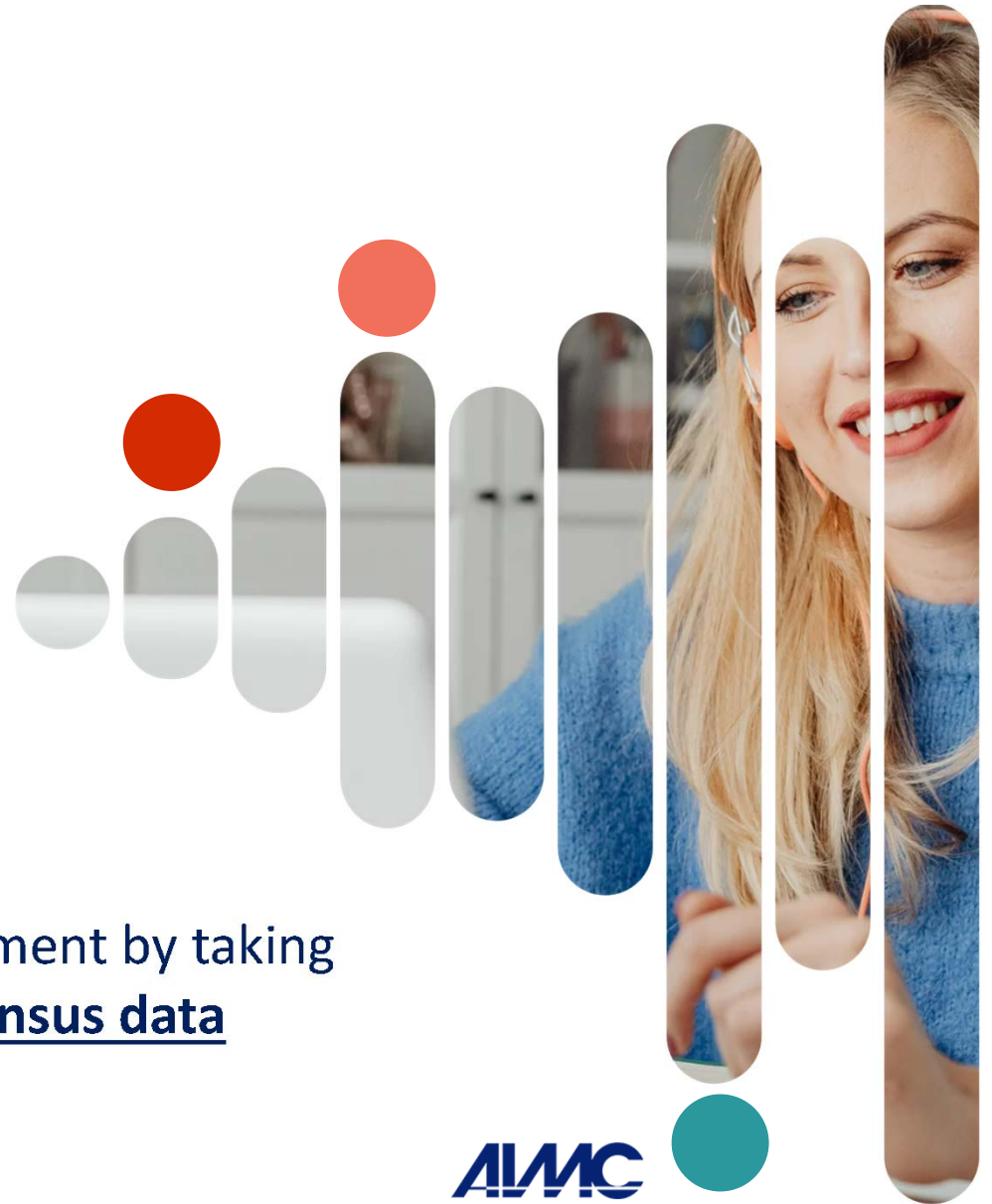
INTERNET, ONE MORE STEP

The Challenge

Adapting media measurement to the incremental reality of online listening

The opportunity

Advance in the measurement of the environment by taking advantage of the opportunity provided by [census data](#)



ALMC

THE SYSTEM IS EASY TO EXPLAIN



- Reception log file every day for the different Radio stations
- Homogenization of records (Short and Long Systems)
- Cleaning of improper records
- Tabulation y presentation (share data among participants)
- Humanization (Device deduplication and profile inclusion)

But underneath there is intense work by our partner ODEC



LAST STEP

Replacing the audience data declared in the EGM
with that obtained in Radio Streaming

Fusion with EGM:

Two methodologies and a single source

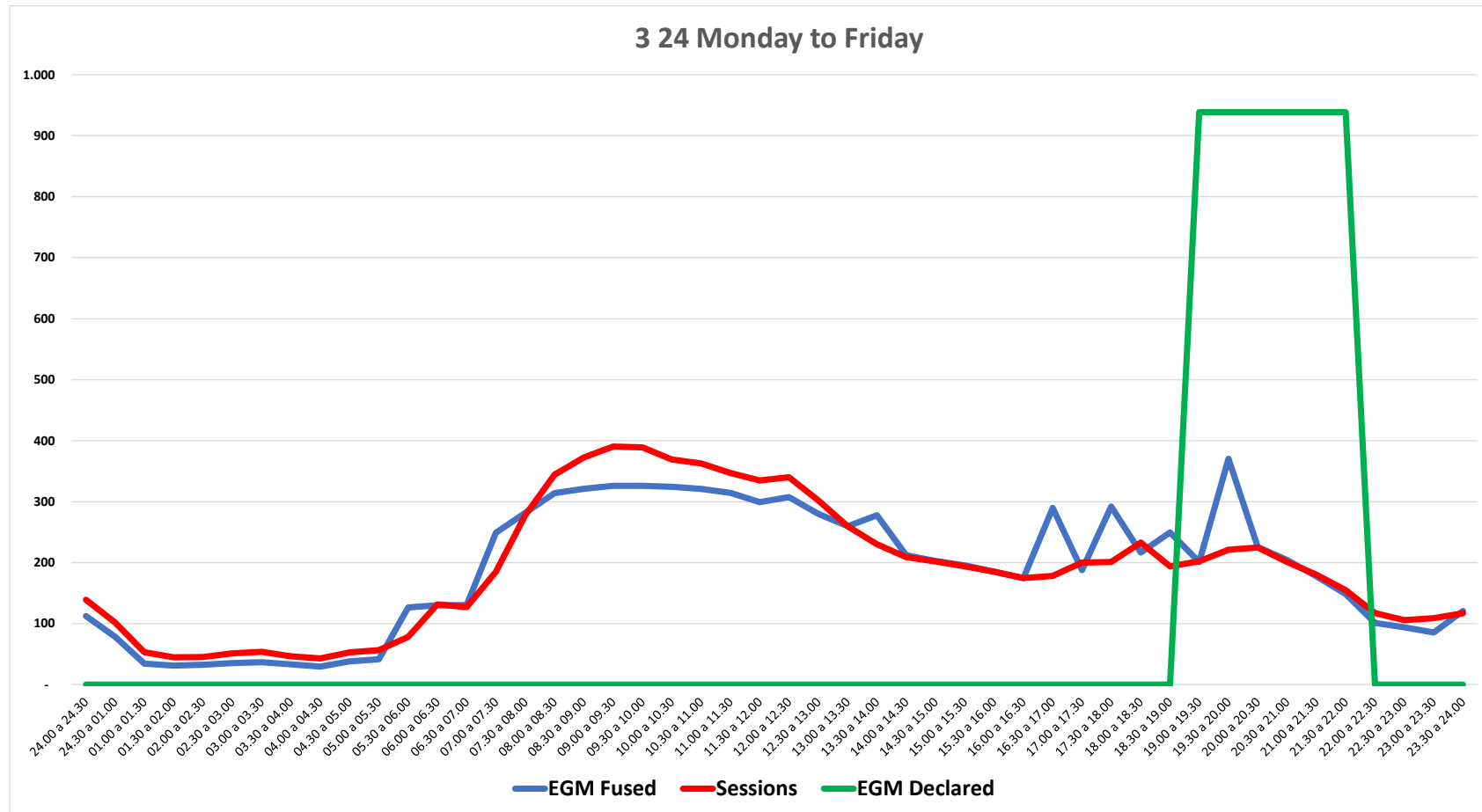
Official data for radio streaming audiences in Spain from wave 3 2024



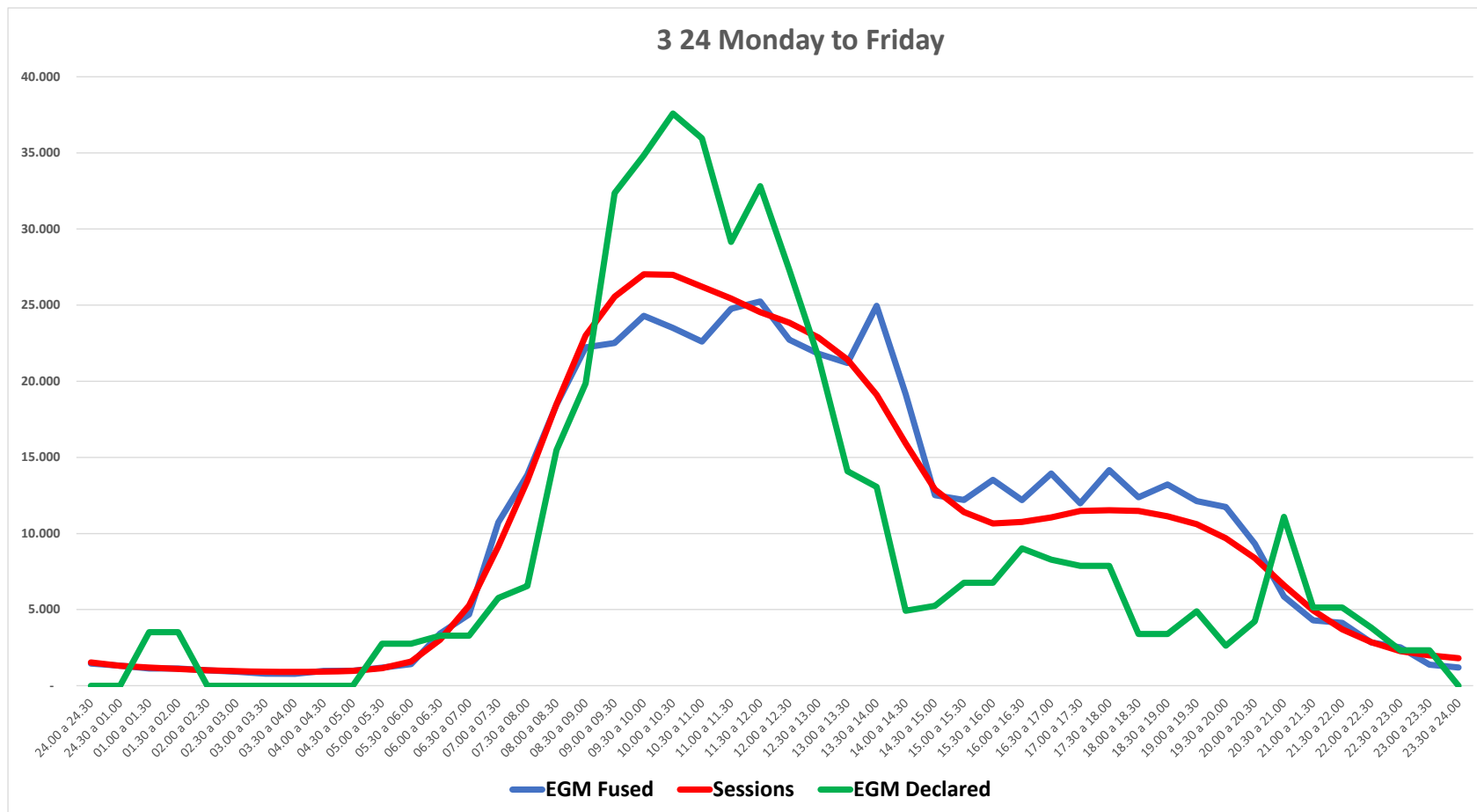
ALMC



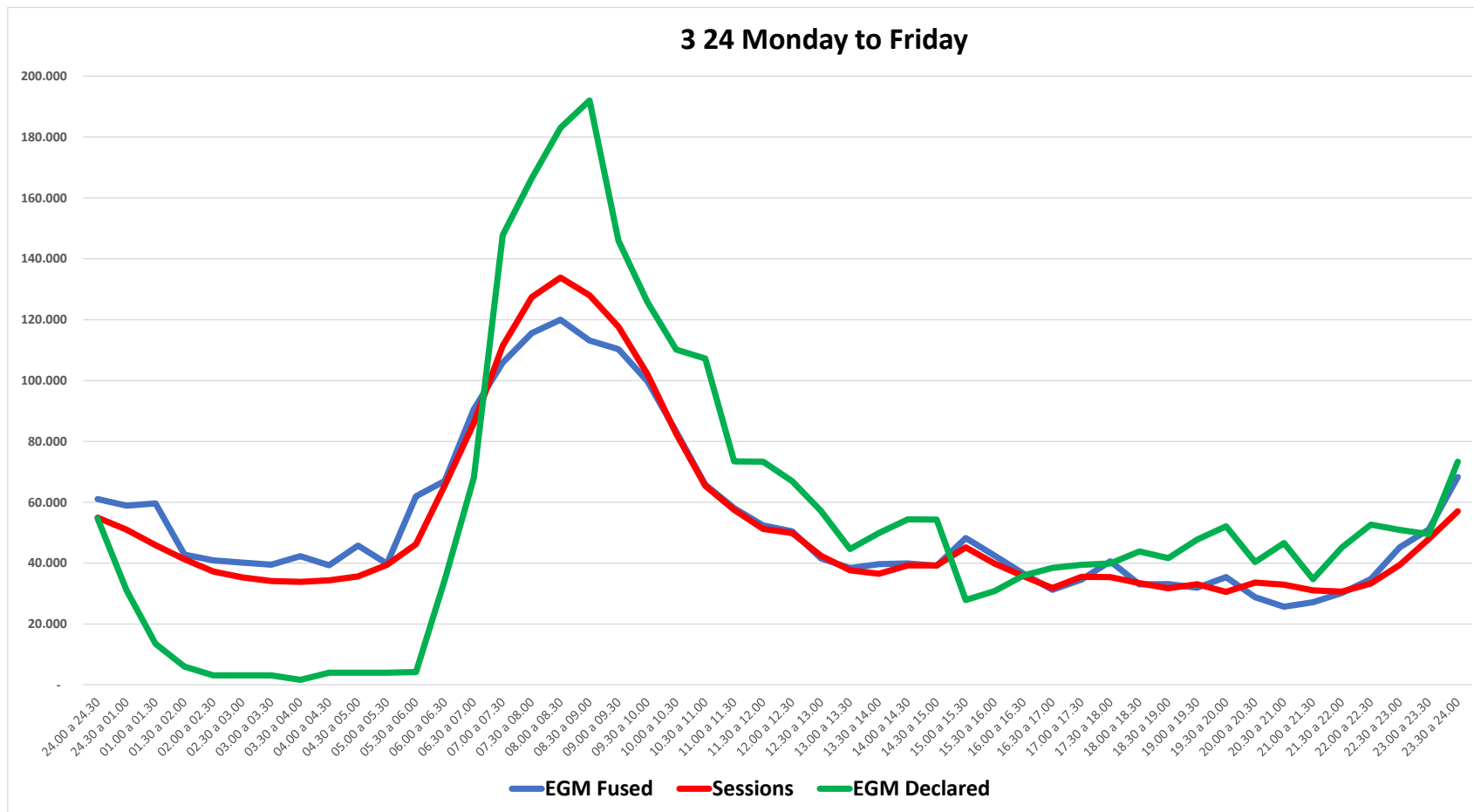
EXAMPLES STREAMING RADIO



EXAMPLES STREAMING RADIO



EXAMPLES STREAMING RADIO



NEXT STEP

PODCAST



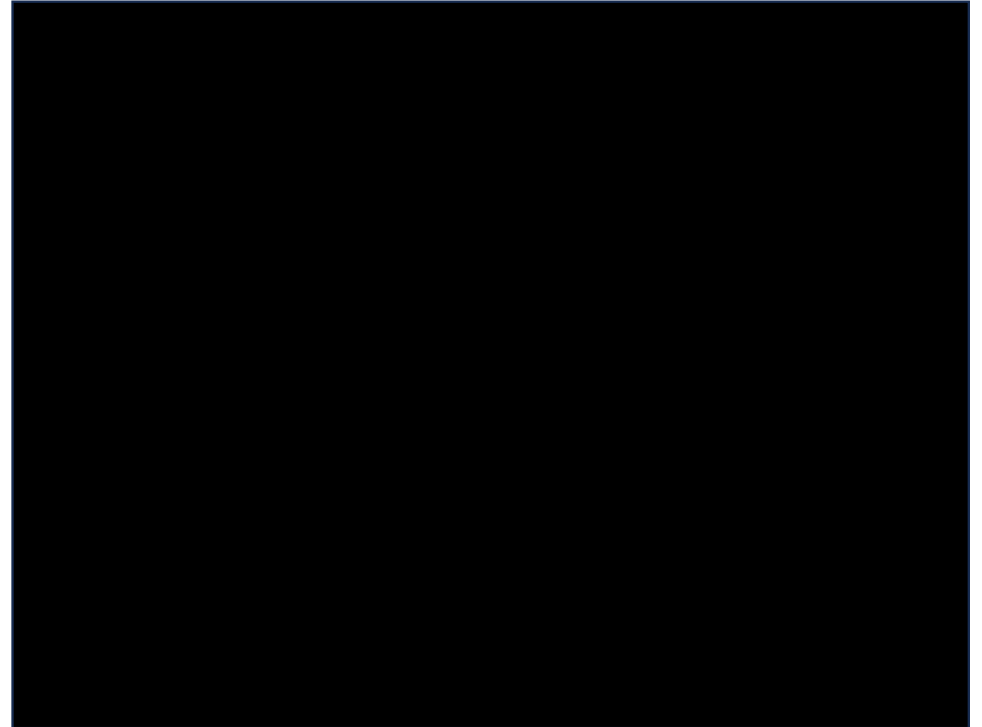
ALMC

BONUS TRACK: SPECIAL EVENT

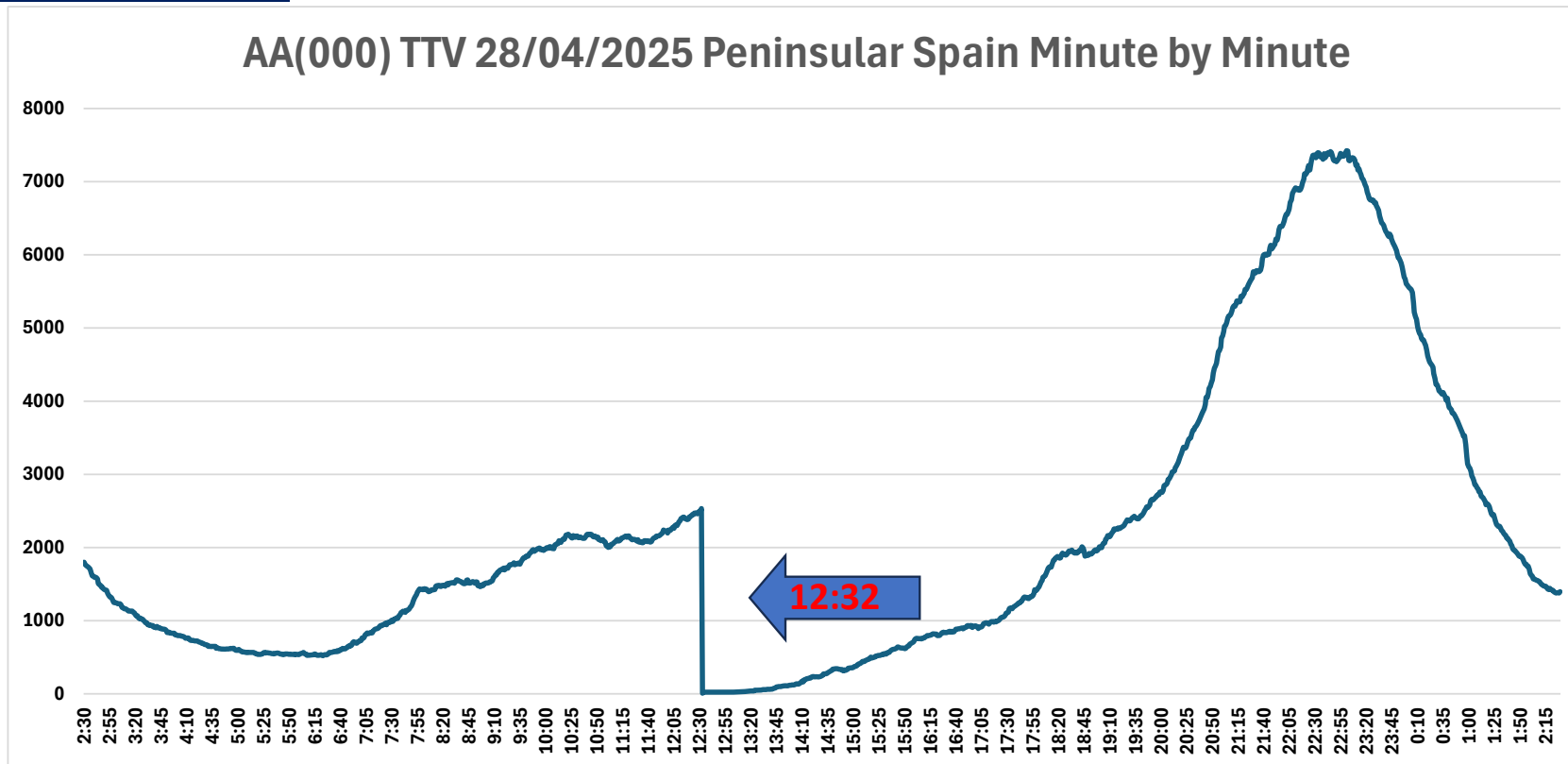
IBERIAN PENINSULA 04/28/2024 12:31



IBERIAN PENINSULA 04/28/2024 12:32 GENERAL BLACKOUT



Television



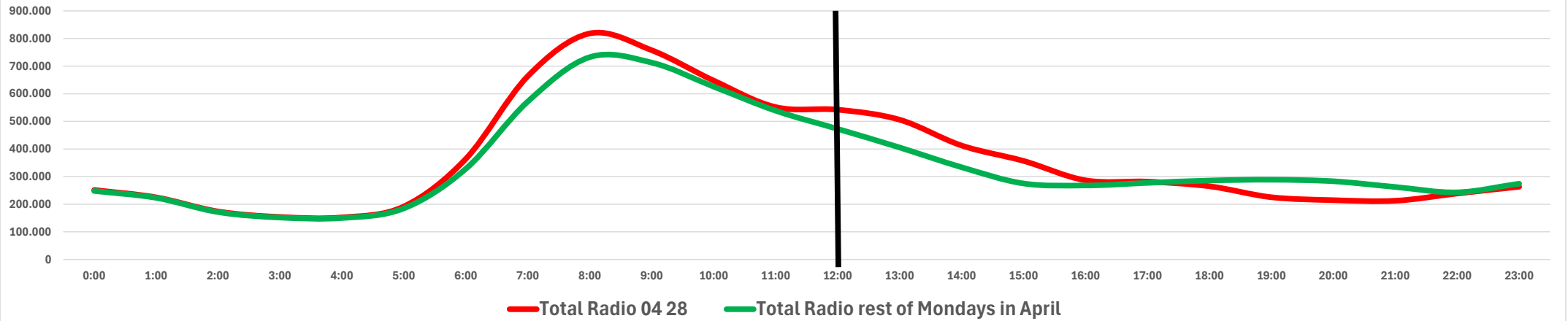
Source: Kantar Media

At 12:33 only 11.000 people were able to continue watching television as they were not affected by the blackout

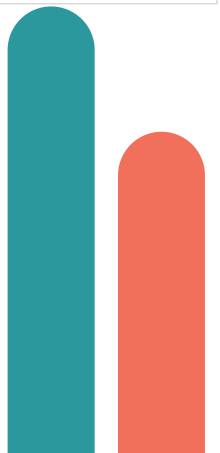
Streaming Radio



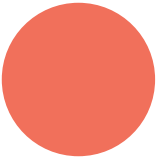
Agregate of devices for the differents Radio stations
Source: Radio Streaming



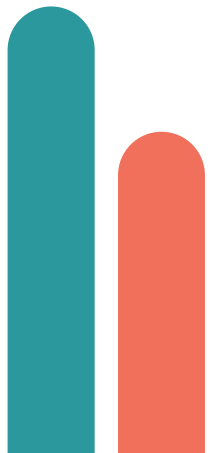
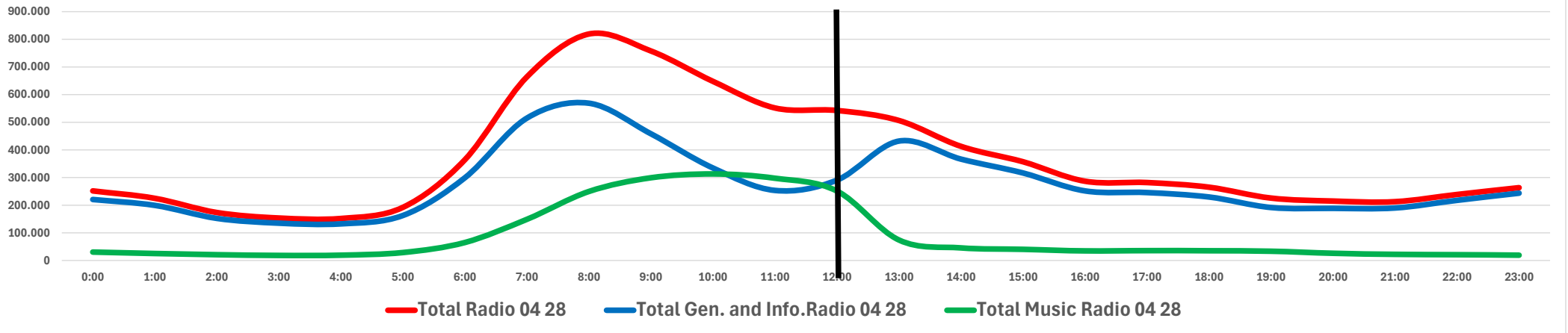
ALMC



Streaming Radio

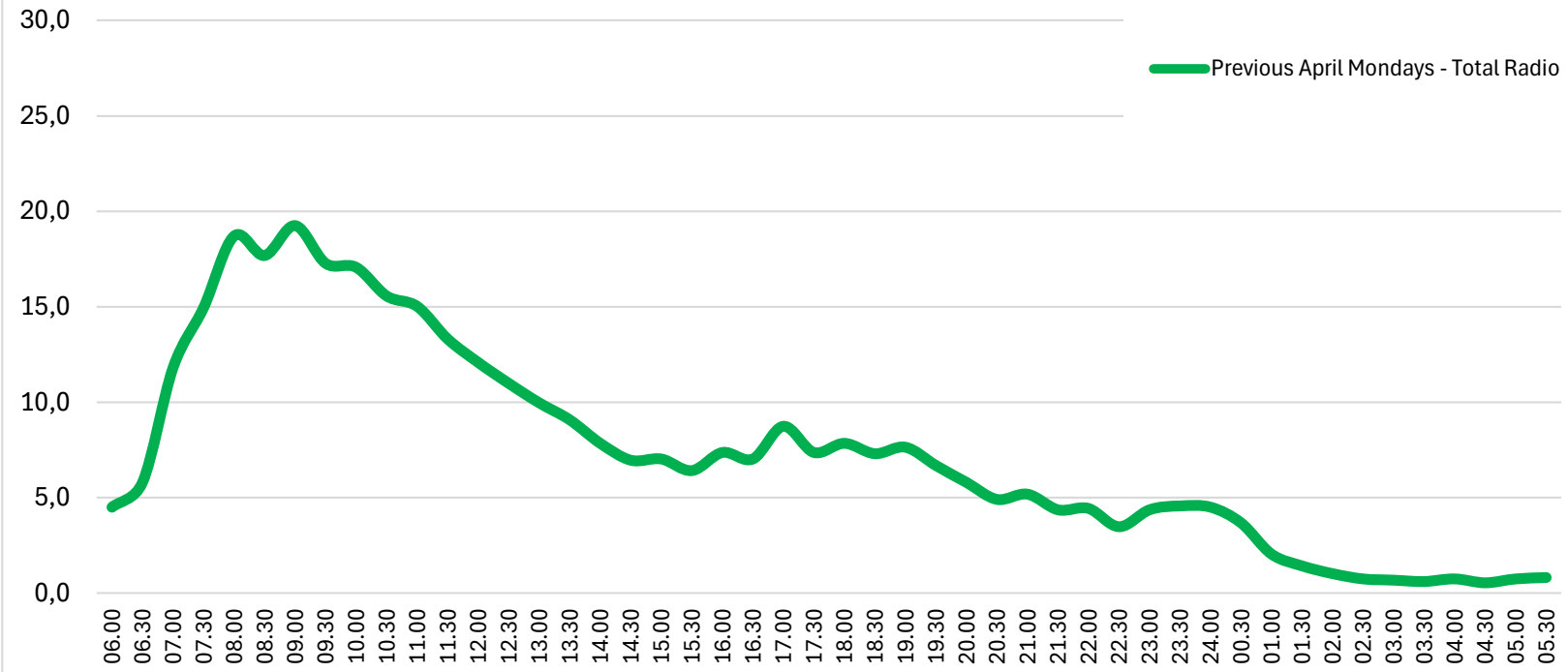


Agregate of Devices for the differents Radio stations 04 28 2025
Source: Radio Streaming



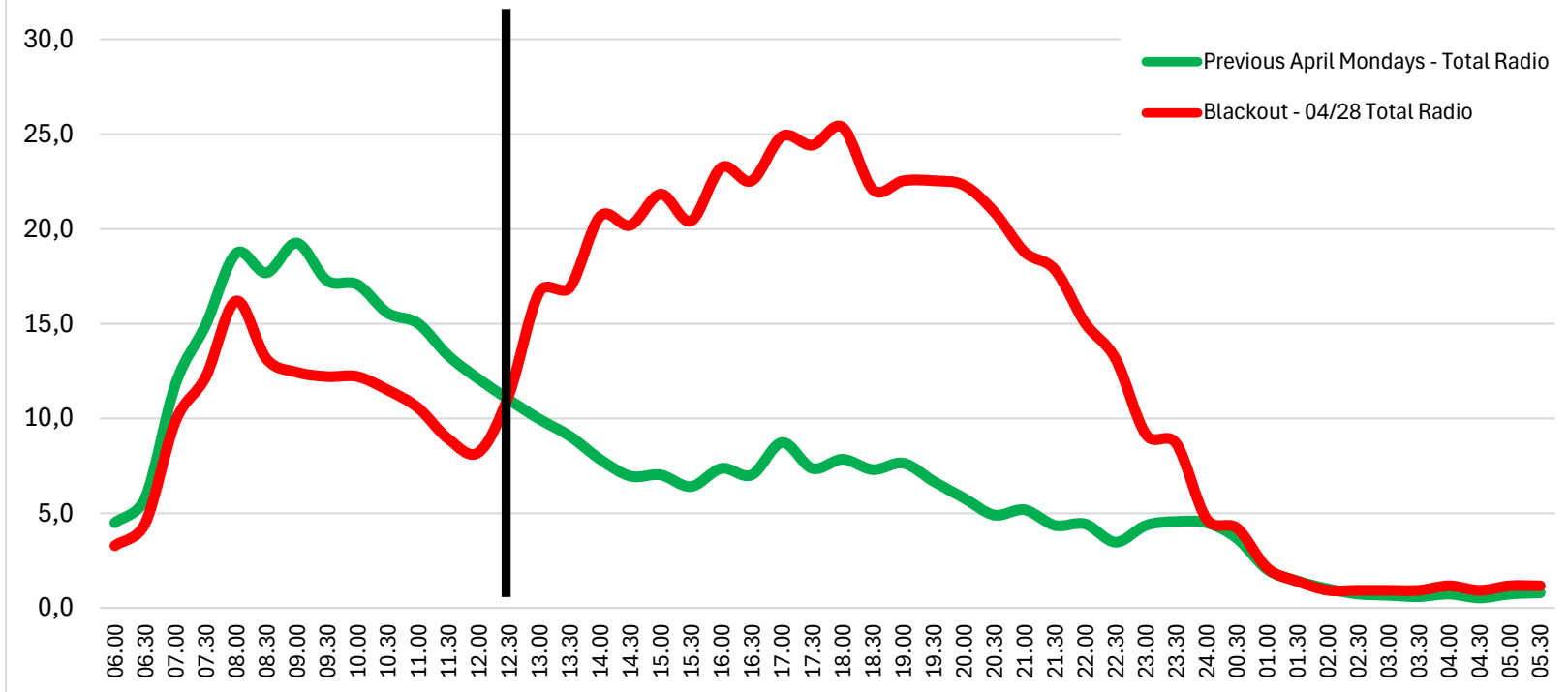
EGM Radio

% Reach Radio Audience by half hour
Source: EGM



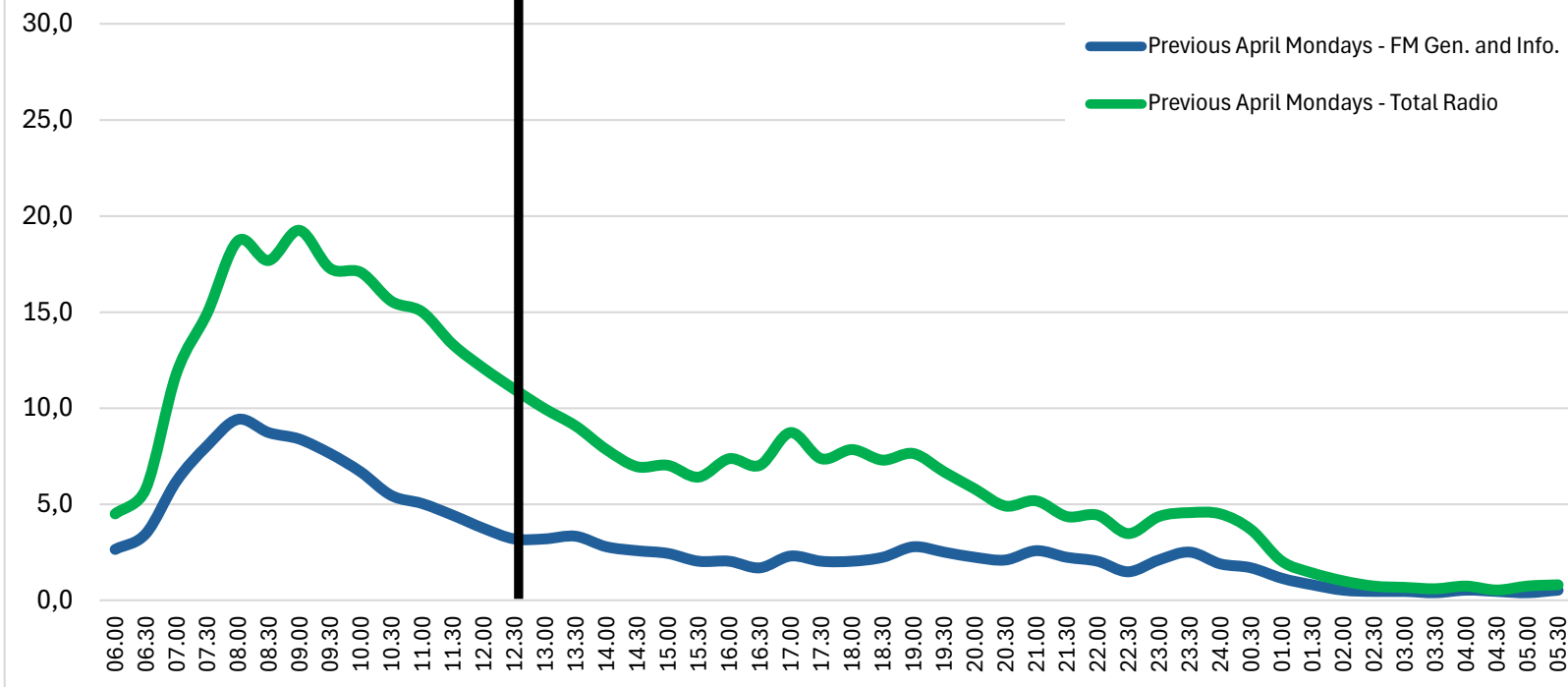
EGM Radio

% Reach Radio Audience by half hour
Source: EGM



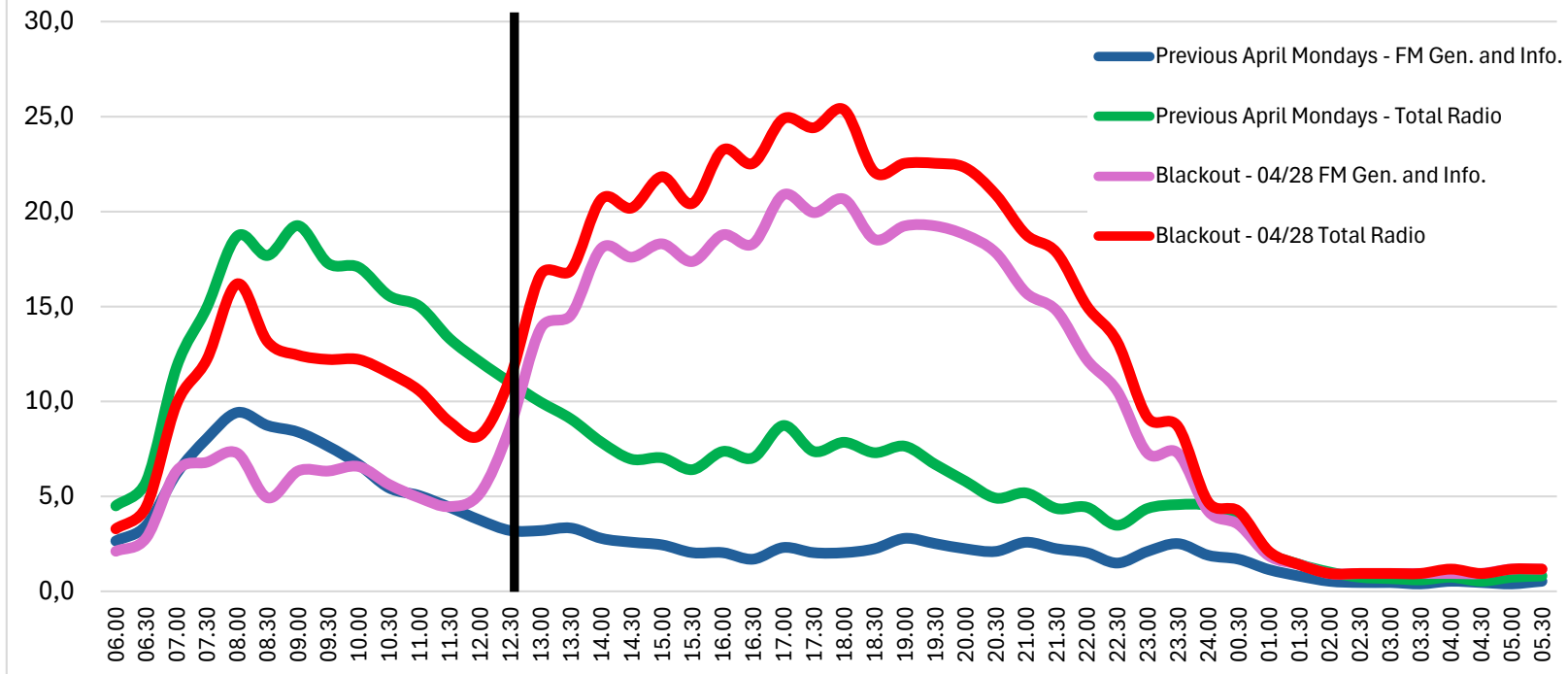
EGM Radio

% Reach Radio Audience by half hour
Source: EGM

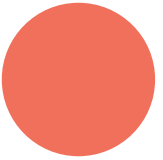


EGM Radio

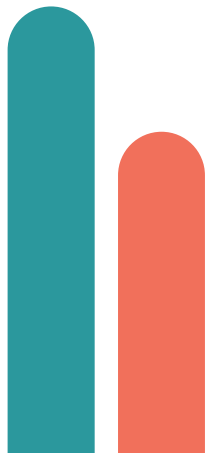
% Reach Radio Audience by half hour
Source: EGM



Survival Kit



This is the first thing to include in your survival kit



03-06-2025



Thank You

Miguel Ángel Fontán
José Andrés Gabardo | AIMC