

We asked for feedback



- JNLR remains trusted.
- Digital audio is the biggest gap.
- Desire for a more holistic “audio” view that integrates digital.

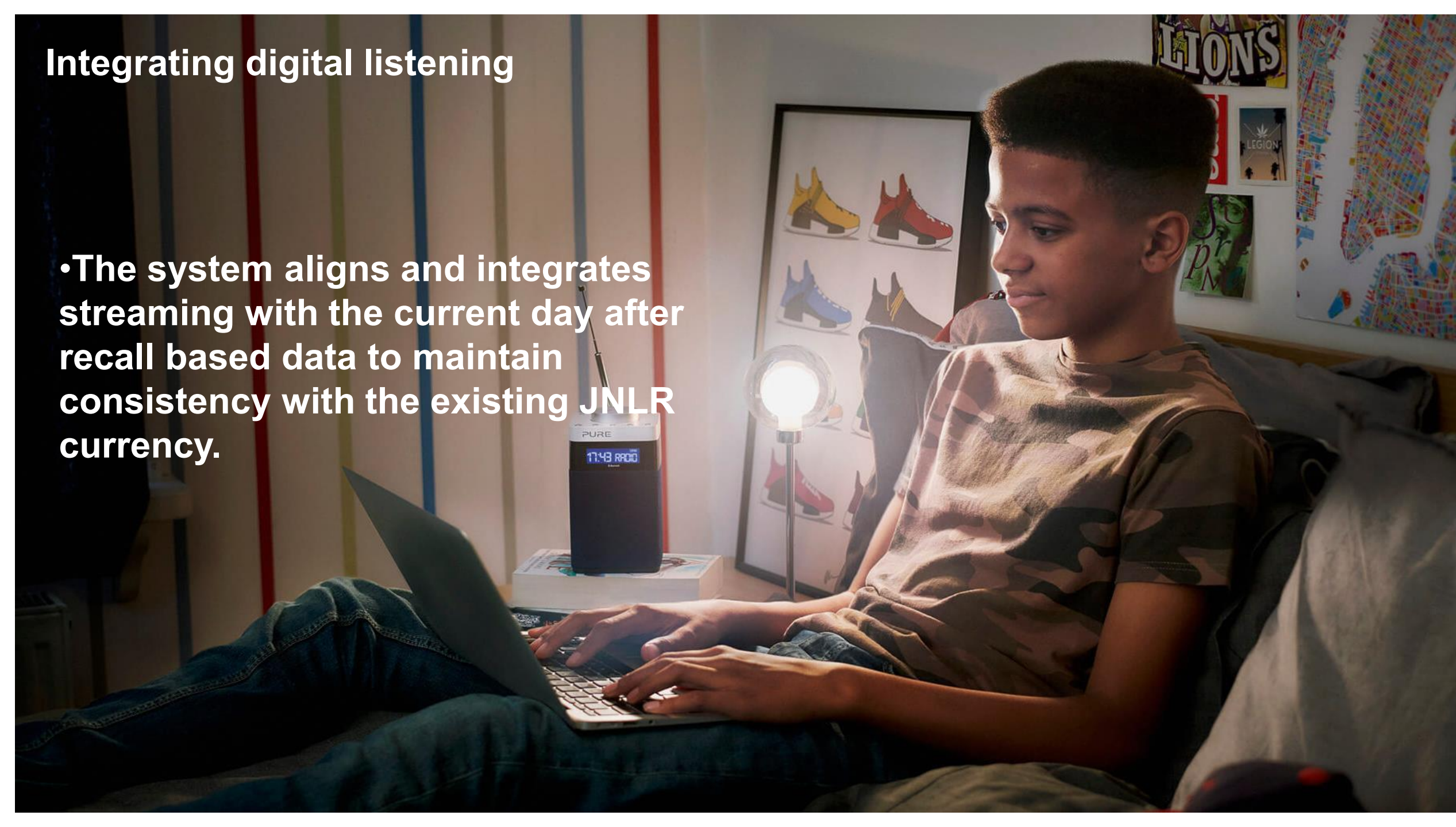
Integrating digital listening

- The JNLR plans to undertake a Proof of Concept that brings together traditional JNLR audience data and live streaming metrics in order to create a comprehensive view of radio listening, both FM and digital.
- To achieve this, log data from all streaming sources will have to be standardized before applying audience modelling techniques to predict the demographics behind digital listening.



Integrating digital listening

- The system aligns and integrates streaming with the current day after recall based data to maintain consistency with the existing JNLR currency.

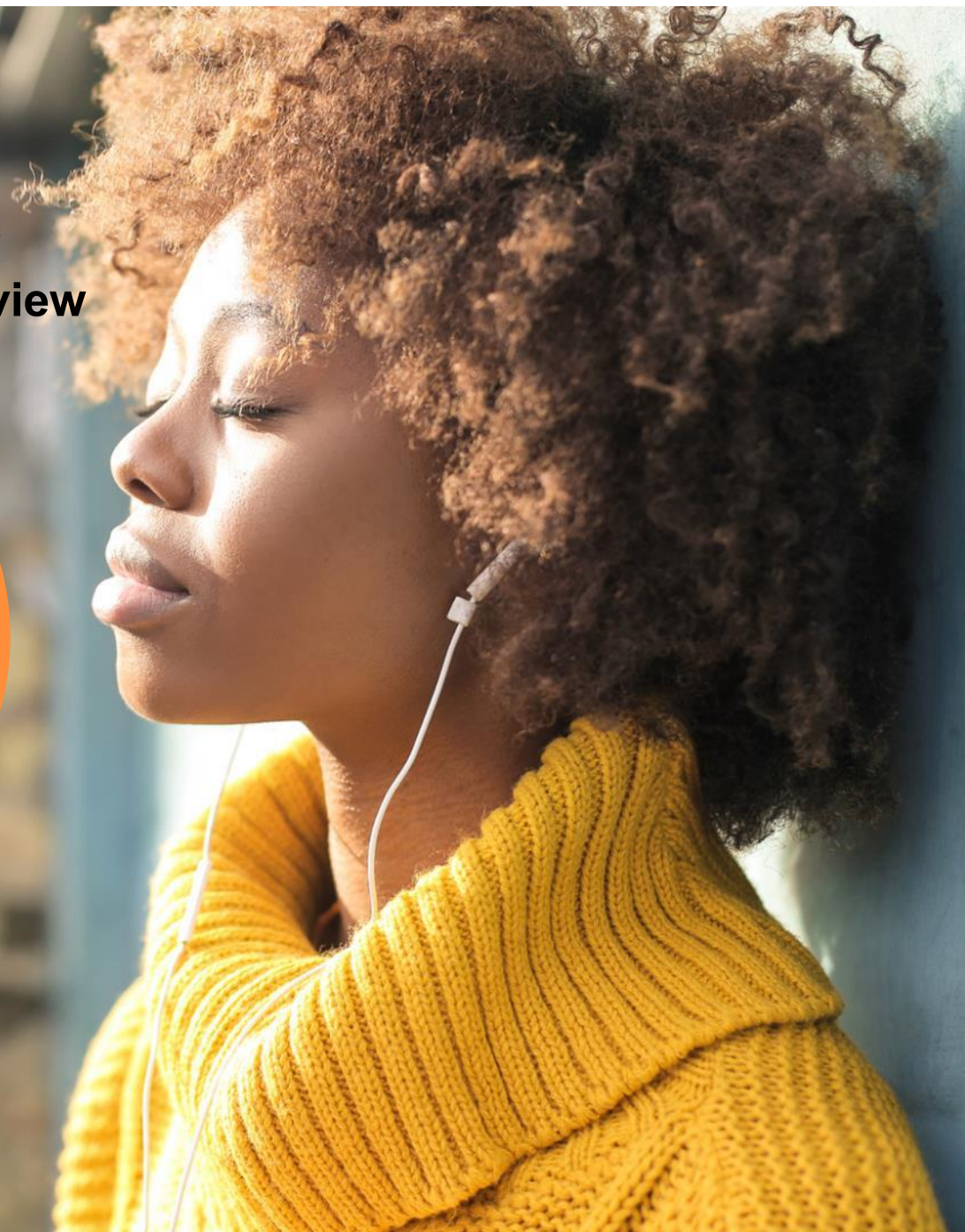
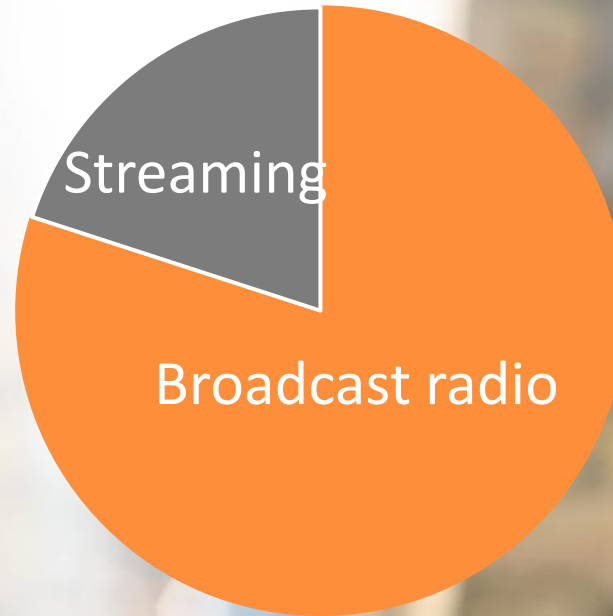


The objective

Current methodology
Total Radio



Potential methodology
Broadcast and streaming view



THE IRISH AUDIO REPORT 2025



October 2025



THE AUDIO MARKET

96.4%
listened to audio content in
PAST WEEK

Almost universal listening –
4.2 million people

Radio prevails as the dominant form of audio content consumed.

A small increase in online audio listening year on year.

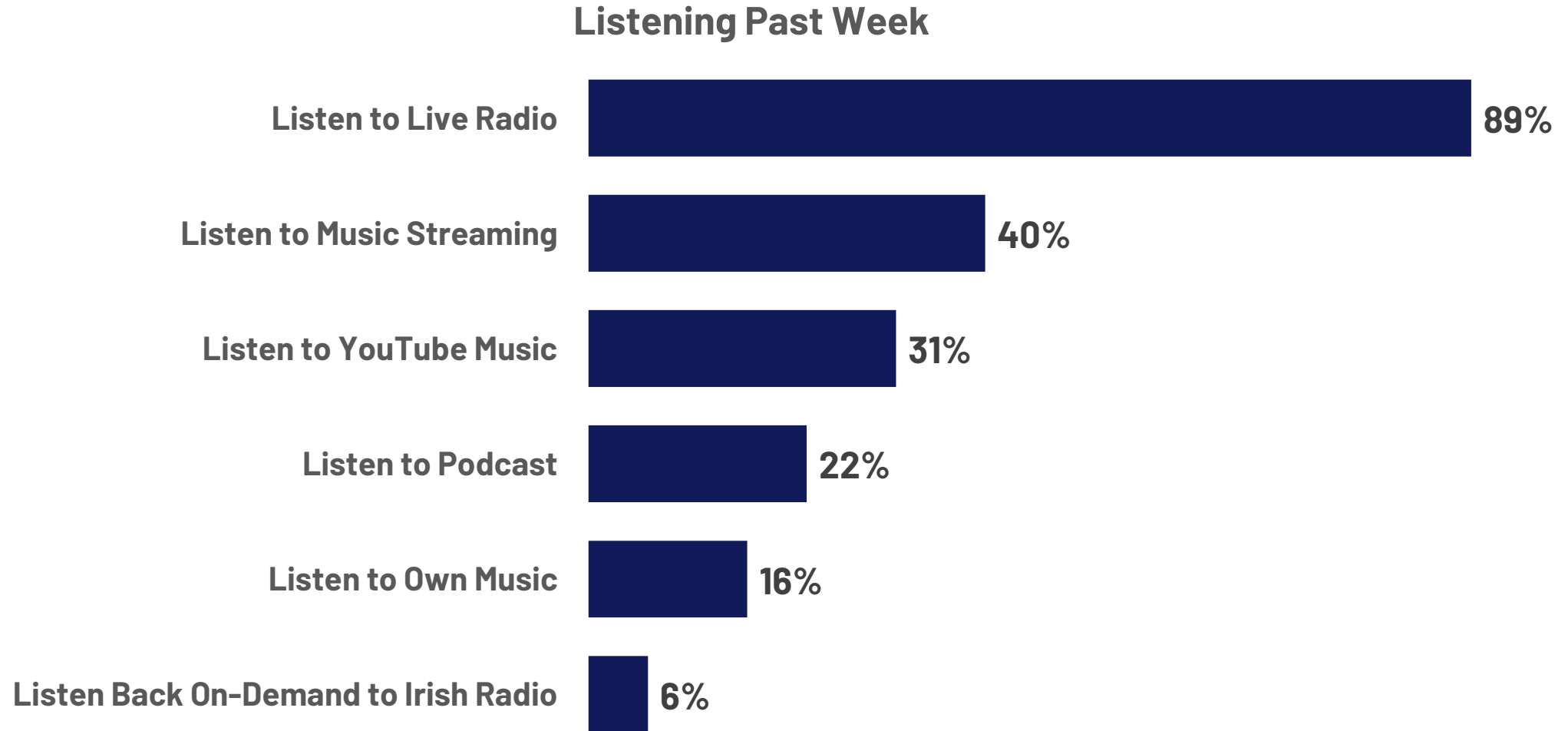
88.6%

listened to live radio in past week

55.7%

listened to on-demand, online audio in past week

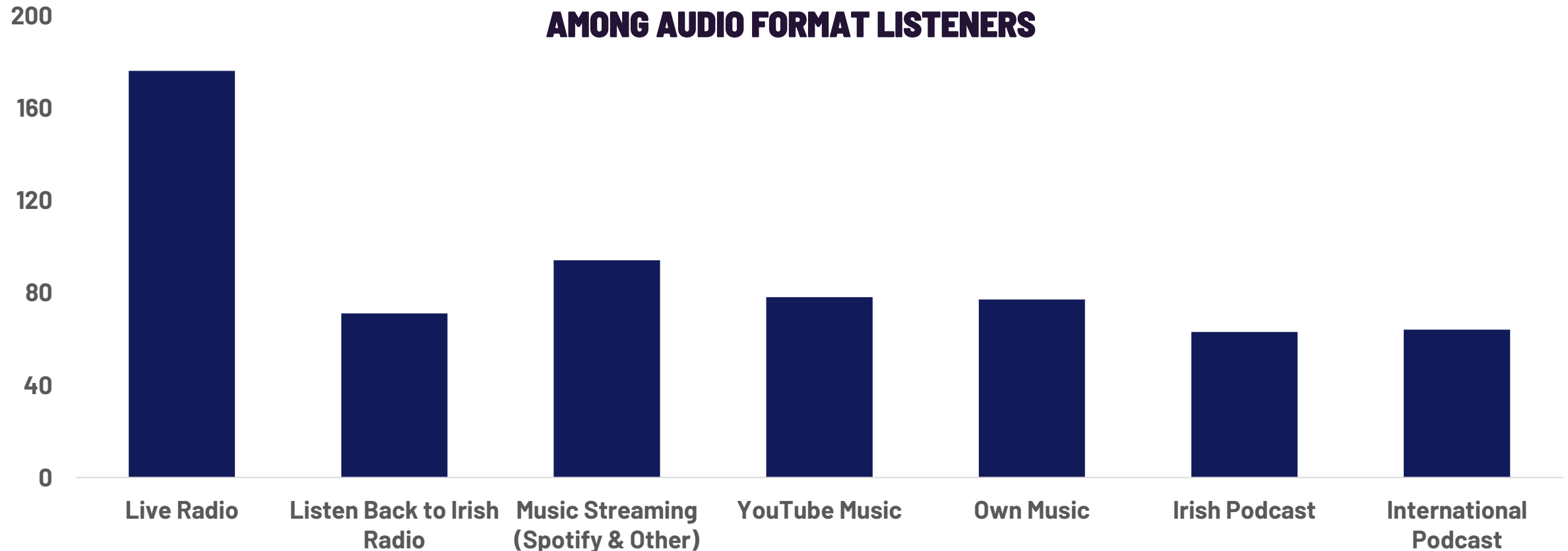
Radio is the dominant format of audio listening



Source: JNLR 2025-2 Audio Module (Apr '25 to Jun '25 - 3 mth data)
Base: All 15+

Audiences tend to listen to on-demand for shorter periods of time – the opposite is true for radio.

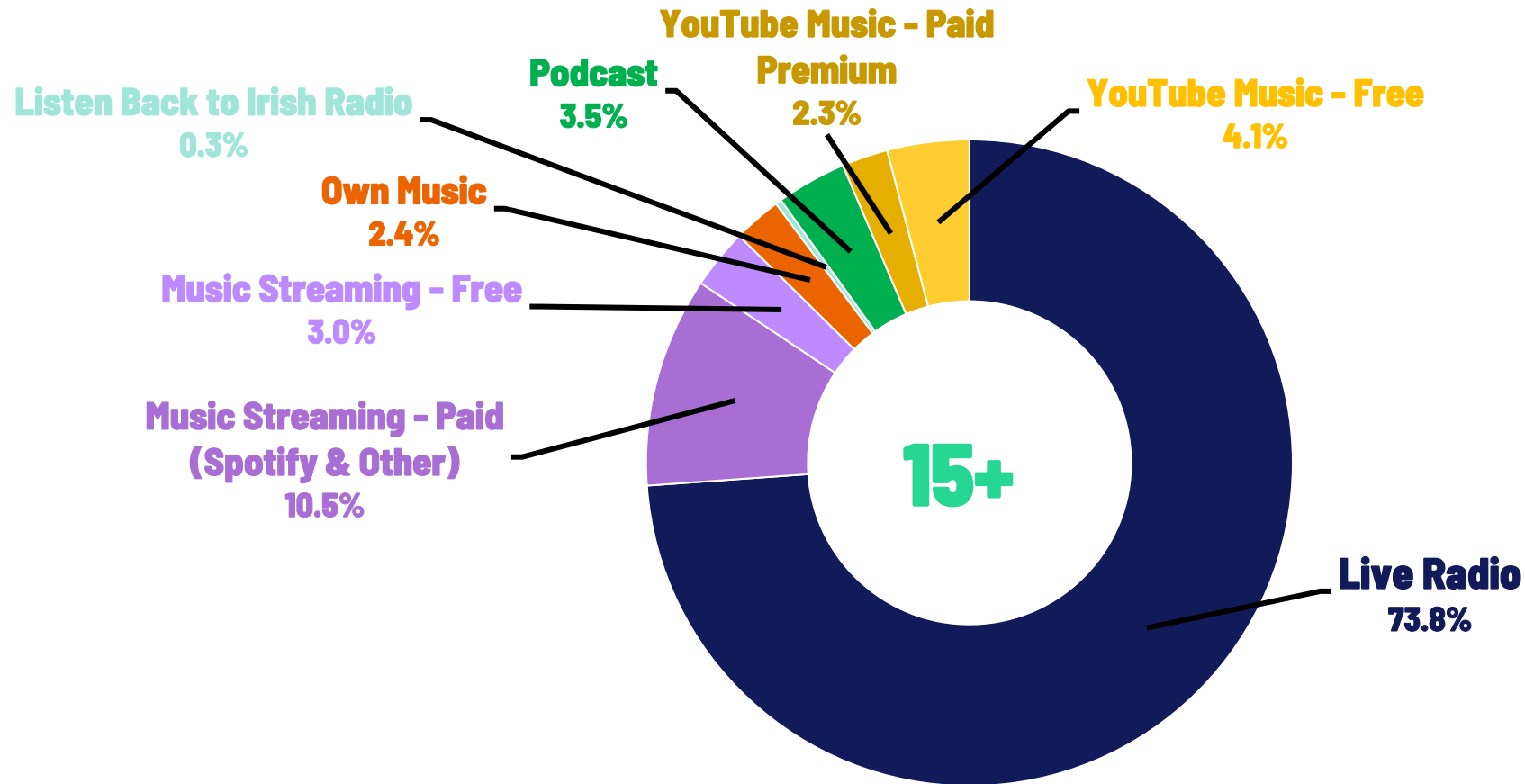
AVERAGE TIME SPENT – RELATIVE POSITION AMONG AUDIO FORMAT LISTENERS



Source: JNLR 2025-2 Audio Module (Apr '25 to Jun '25 - 3 mth data)
Base: All audio format listeners

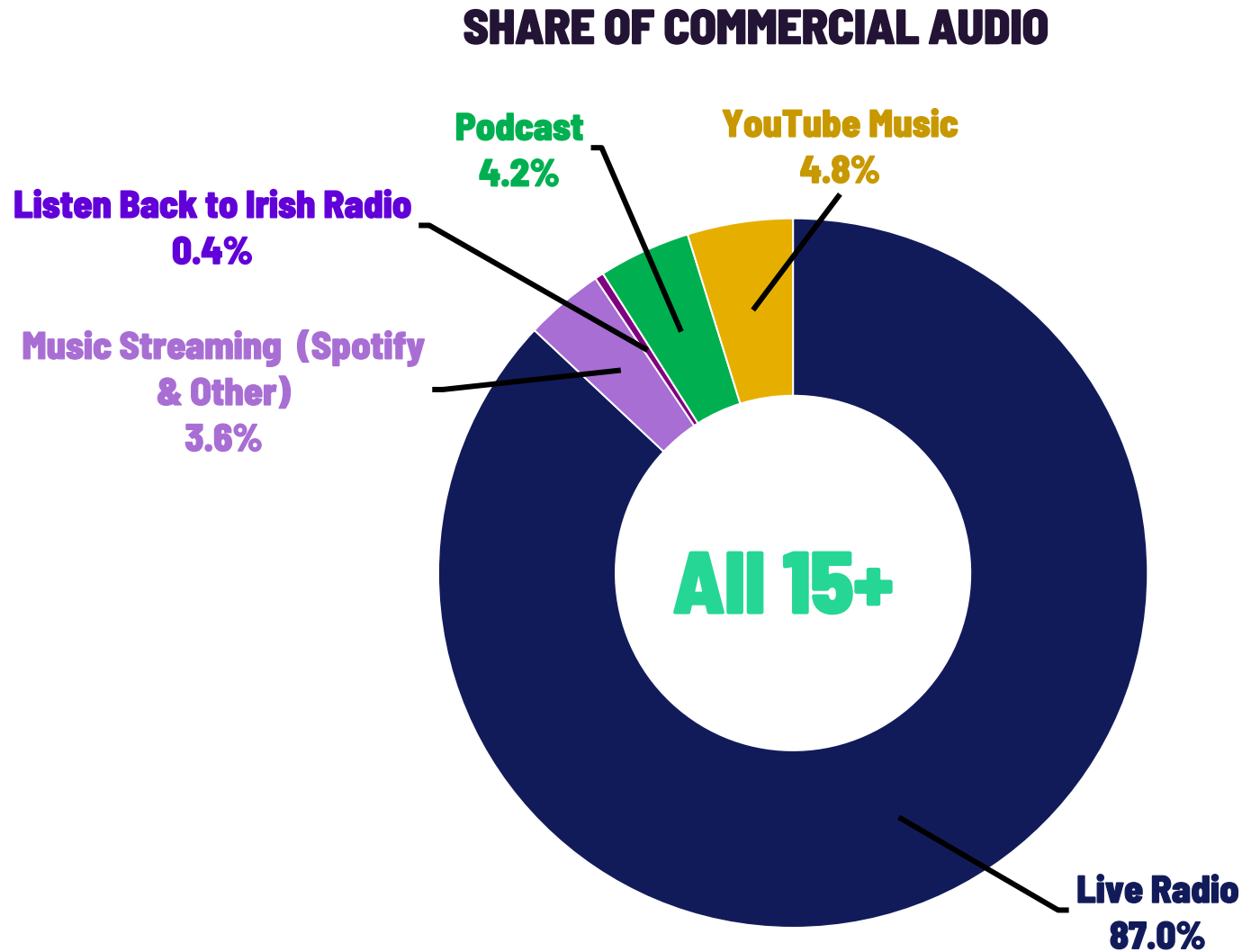
Live radio achieves 73.8% share of audio minutes.

SHARE OF AUDIO – AVERAGE DAY



Source: JNLR 2025-2 Audio Module (Apr '25 to Jun '25 - 3 mth data)
Base: All 15+

Share of 'commercial' audio for all adults



Source: JNLR 2025-2 Audio Module (Apr '25 to Jun '25 - 3 mth data)
Base: All 15+

THANK YOU