



Radio is the biggest music platform in the world.

New analysis from Radiomonitor shows that radio is the biggest music platform in the world and that more hit music is heard on radio than on every other music platform combined. In Europe radio generates at least 5 times the exposure of Spotify. This rises to 48 times in countries like Nigeria, where streaming take up is more limited.

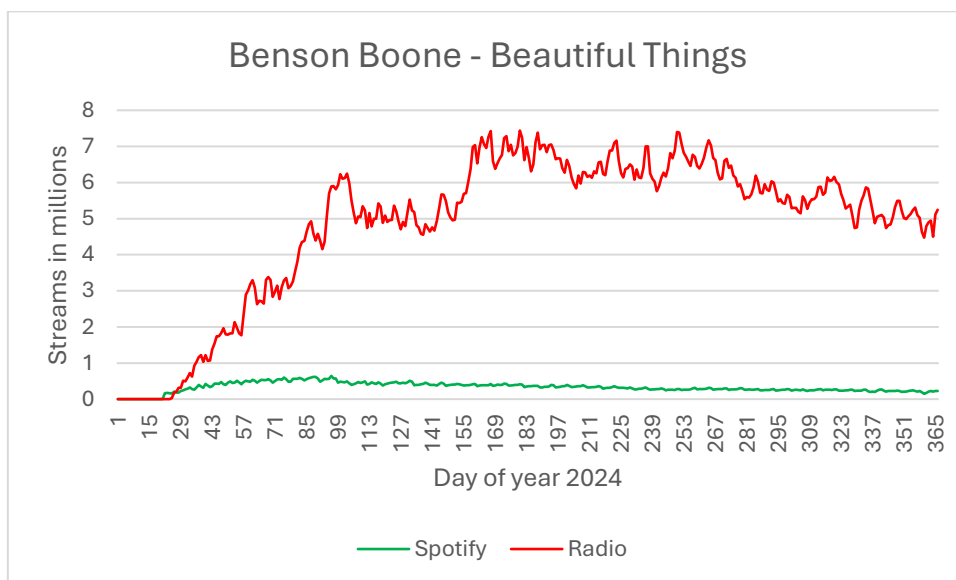
Spotify's most streamed song of 2024 was Espresso by Sabrina Carpenter with **1.6 billion** streams on **Spotify globally**.

(source Spotify wrapped 2024)

The same song was heard over **1.3 billion** times in 2024 just on **radio in the UK**.

(source Radiomonitor 2024 UK radio chart)

Spotify's second most streamed song in 2024 was Beautiful Things by Benson Boone.



(source Spotify UK daily 2024 charts vs Radiomonitor UK 2024 data. Streams in millions)

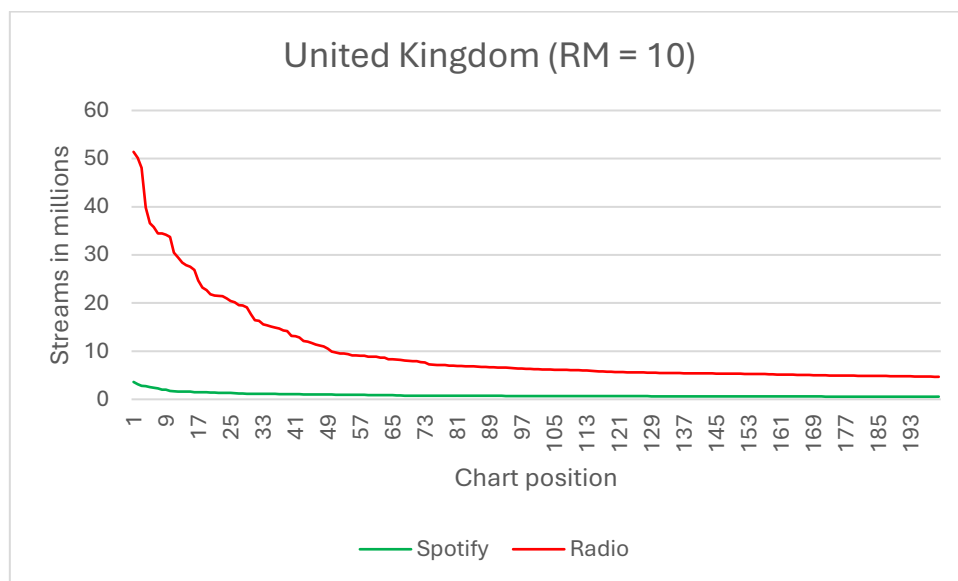
This graph shows UK Spotify daily streams vs UK radio daily listens over 2024. Beautiful things had a total of **120 million** streams on Spotify UK in 2024 and was heard **1.8 billion** times on UK radio over the same period. That's a multiple of 15.

Weekly chart benchmark

For a broader and perhaps more useful comparison Radiomonitor took the stream numbers for each entry in the latest Spotify UK weekly chart and put them side by side with each entry in the latest Radiomonitor weekly radio chart. (*week 6, 2025*)

The biggest Spotify track had **3.6 million** streams, while the biggest radio track was heard **51.4 million** times.

Lola Young – Messy topped both charts with radio providing a multiple of 14 or 14 times the exposure of Spotify.



(source Spotify UK week 6 chart vs Radiomonitor UK week 6 chart)

An average (median) of this multiple across the entire top 200 creates a very useful benchmark for comparing radio to Spotify in different countries. For the UK, this Radio Multiple (RM) is 10.

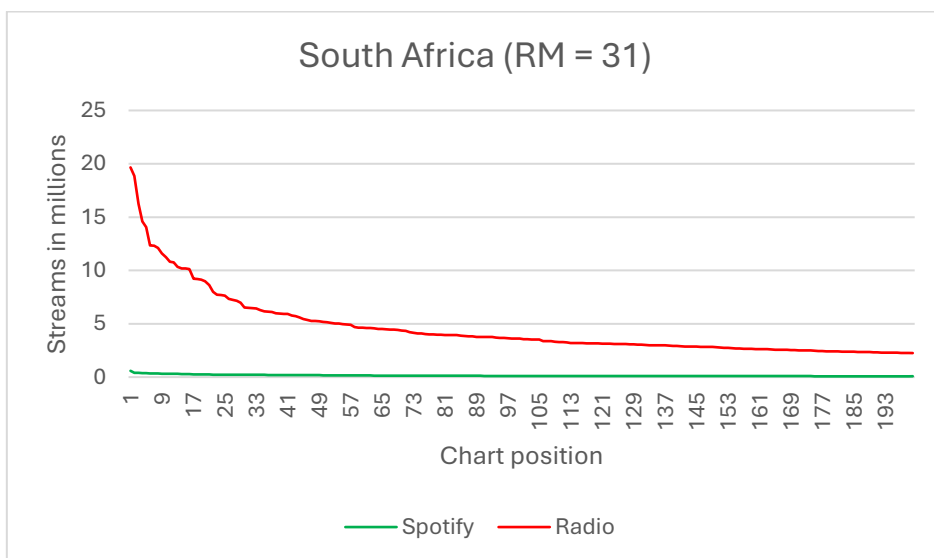
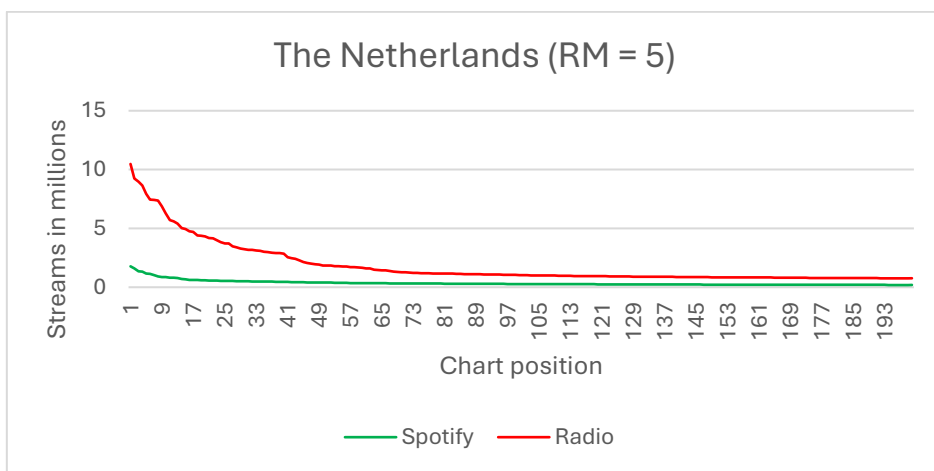
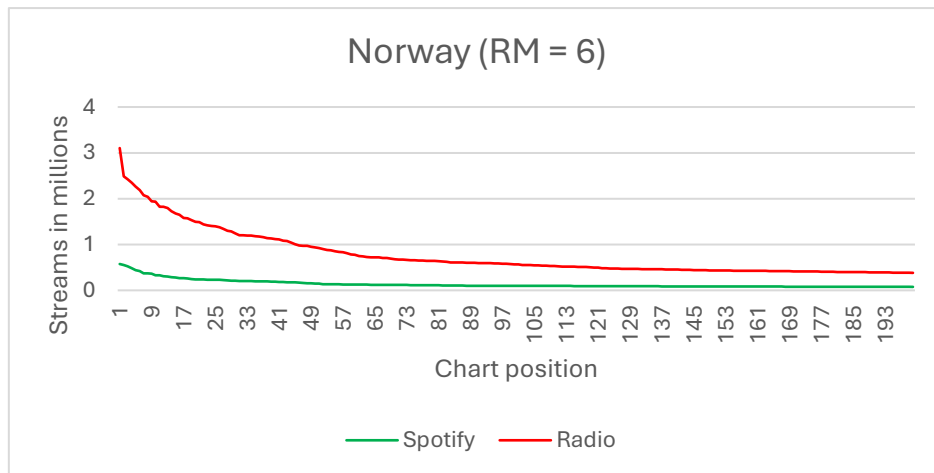
This means that the average track in the radio top 200 will be heard 10 times more often on radio than the average track in the Spotify 200 will be streamed. In effect, the exposure that radio provides will, on average, be 10 times that of Spotify.

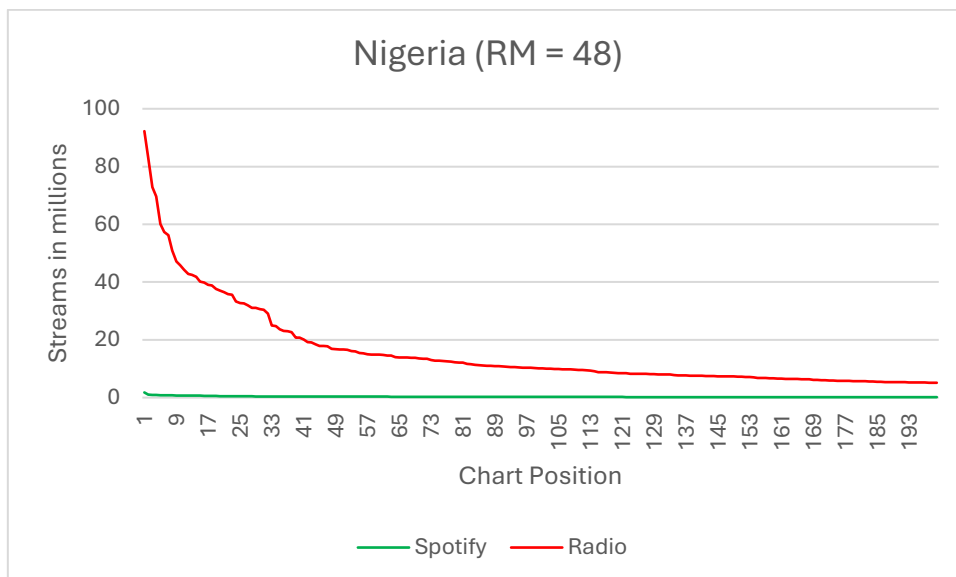
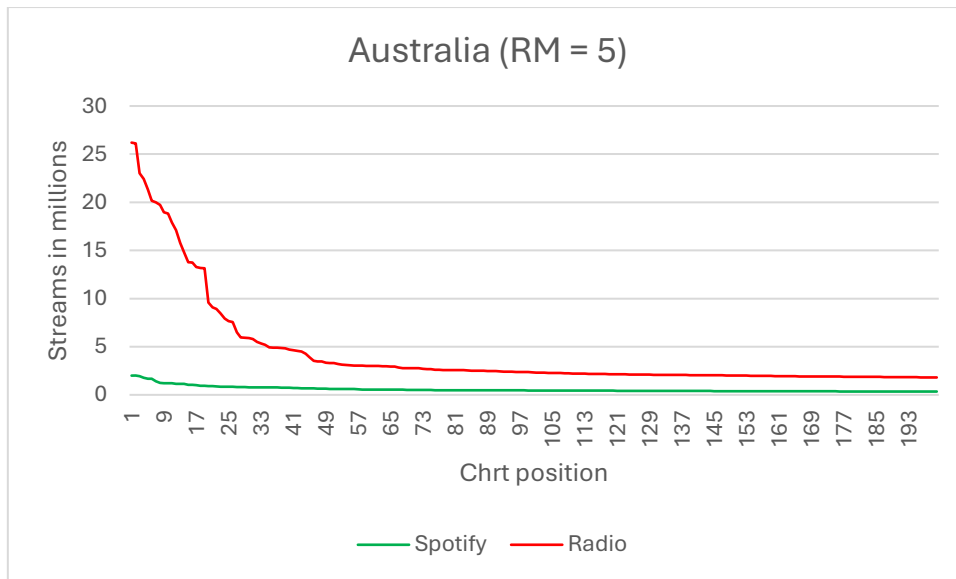
Spotify only make their top 200 chart publicly available, so it's hard to judge what happens further along.

As Spotify position 200 in this chart is equivalent to radio position 2,955 in terms of streams/listens, we can say that radio outperformed Spotify in the UK for at least the top 2,954 titles.

Global Comparison

In every country where Radiomonitor operates these graphs look the same. Radio outperforms Spotify and every other platform in delivering hit music. The Radio Multiple (RM) is shown for each country for comparison.





(source Spotify local week 6 chart vs Radiomonitor local week 6 chart)

Spotify, with a European market share of 56% (source Apple) is bigger there than all other companies combined. Globally Spotify has a 32% share, twice its nearest rival.

A Radio Multiple (RM) of 2 in Europe or 3 worldwide would make radio bigger than all music streaming platforms combined. Every country we have looked at has an RM of at least 5. In countries with a lower uptake of streaming platforms, like South Africa or Nigeria, this rises to 31 and 48 respectively.

Conclusion

Radio outperforms Spotify by some margin in every country in delivering hit music. No other platform comes close to the exposure that radio provides.

This analysis does not take into account the goodwill that radio's special relationship with its listeners brings or the context that presenters provide each time they play a song or interview an artist or talk about an upcoming concert.

The huge exposure that radio creates drives streams, downloads, physical and perhaps most importantly for artists in 2025, ticket sales.

In a world where live music revenue is a much larger source of income than recorded music, that exposure matters more than ever.

(2023 UK £1.4 billion recorded vs £6.1 billion live music revenue. Source BPI and Live Music respectively)

Whether one person listening to a song on radio can be directly equated to one stream on a music platform could be open for further analysis. There is, however, one thing that can be said with absolute certainty.

A number 1 in the Radiomonitor airplay chart means that that song is the most listened to song, the biggest song, in all settings and across all platforms combined.

Rosé, in the UK today, that's you and Bruno.

Gracie, in New Zealand today, that's you.

Teni, in Nigeria today, that's you. (We have Money on at full volume in the office BTW)

This is your day. May there be many more.

Enjoy.

The Radiomonitor Team.

Notes:

Radiomonitor provides music airplay data, expert analysis and context to all major record labels as well as radio stations, concert promoters, streaming platforms, PROs and individual artists and managers.

The data sets for all the graphs in this analysis are attached as a spreadsheet. Spotify data is also independently available from <https://charts.spotify.com/>

For further information please contact press@radiomonitor.com