

WE ■  
ARE  
COM

**Branded  
podcasts and internal radio stations: how  
to give voice to your brand?**

With feedback from APRR and Carglass

HAPPY NEW YEAR

2026



Prenez une bonne résolution en 2026 ! Rejoignez le Club We Are COM, l'accélérateur des communicants ou montez en compétences avec les formations We Are COM.

HEALTH WORK FAMILY



WE  
ARE  
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# WELCOME TO NEW CLUB MEMBERS



More than 3,400 communicators who are members of the Club in France and around the world

**AIRBUS**

**INWOOD**

HOTELS



**BRED**  
BANQUE POPULAIRE



**GROUPEMENT  
Mousquetaires**



**IMAGINE**  **Margo**  
*Children without CANCER*

**Noisy  
le Grand**

# BRANDED PODCASTS & IN-HOUSE RADIOS: FEEDBACK



## Nicolas Cote

Director of Communications  
for Eiffage's motorway  
concessions, APRR



## Nicolas Contant

Head of the community  
management and strategic  
planning department, APRR

# Our inspiring experts



## Sébastien Guyot

Head of Communication  
Corporate, Carglass France

**+80%**  
of French people listen  
to audio every day<sup>1</sup>

## In France, audio is still (very) popular

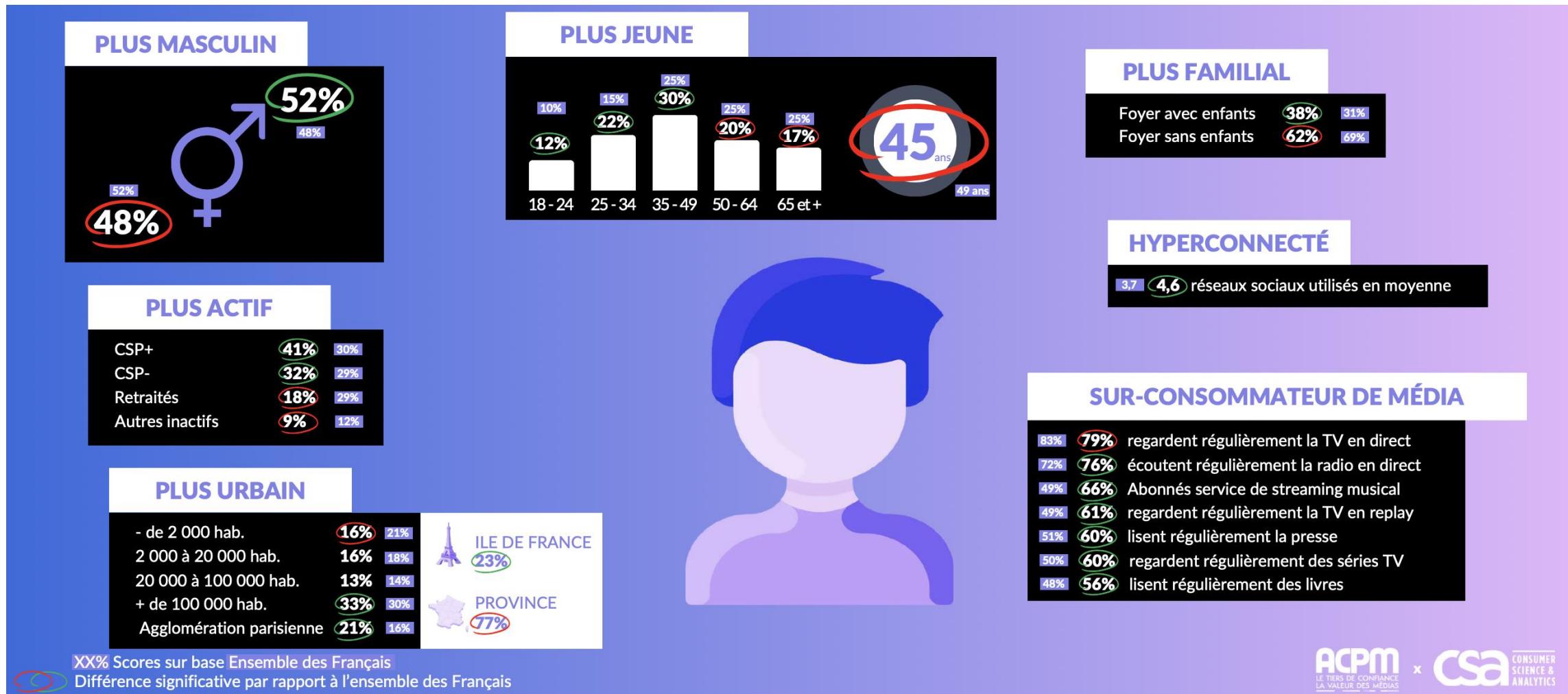
**Nearly 70%**  
of French people listen  
to the radio every day  
(2 hours 47 minutes on  
average)<sup>1</sup>

**44%**  
of French  
people listen  
to podcasts<sup>2</sup>

1Mediametrie study: [The Audio year 2024 - 2025](#)

2 ACPM x CSA study: [The uses of podcasts in France – Nov 2024](#)

# The profile of podcast listeners in France



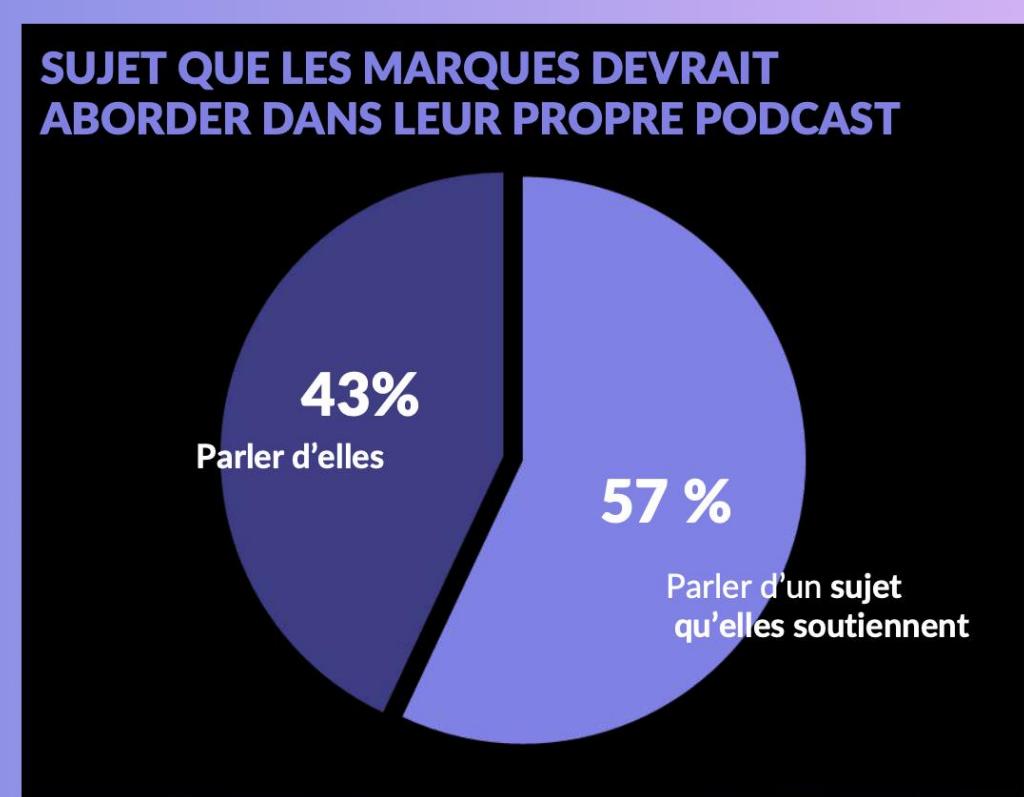
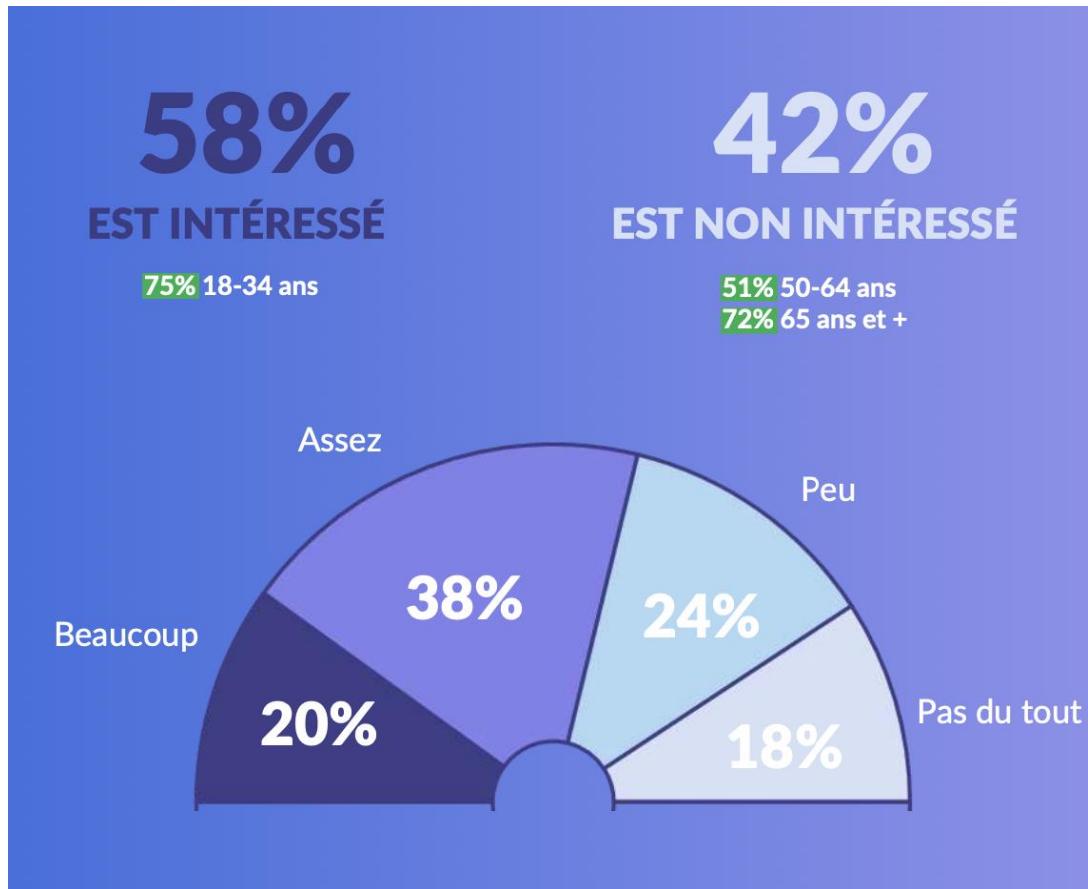
# Podcast Rankings – December 2025 (CPMA)

Rang	↑ Podcasts	Téléchargements Monde	Téléchargements France	Catégorie	Typologie	Marque	Nombre d'épisodes
1	Les Actus du Jour - HugoDécrypte	2 297 997	1 742 401	Actualités	Replay	HugoDécrypte	1 487
2	La dernière	1 928 706	1 700 829	Humour	Replay	Radio Nova	368
3	L'Heure du Monde	1 580 306	1 073 971	Actualités	Natif	Le Monde	1 150
4	Transfert	1 134 702	895 968	Culture et société	Natif	Slate	486
5	Encore une histoire	907 983	705 562	Famille	Natif	Encore une histoire	513
6	Métamorphose, éveille ta conscience !	806 231	617 097	Forme et santé	Natif	Métamorphose	1 359
7	Code source	790 080	629 432	Actualités	Natif	Le Parisien	1 699
8	Bliss-Stories	730 929	627 281	Famille	Natif	Bliss Studio	376
9	Crime story	710 033	574 438	Criminologie	Natif	Le Parisien	305
10	Manu dans le 6/10 : Le best-of	683 230	610 457	Humour	Replay	NRJ	894

# Brands and podcasts

More than half of listeners say they are **interested in the idea of brands launching their own podcast**, with particular interest among those under 35. The majority believe that brands should address **topics they support rather than talking about themselves**.

THE TOPS



# PANORAMA, AN APRR PODCAST

## Our inspiring experts

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### Nicolas Cote

Director of Communications for  
Eiffage's motorway concessions, APRR



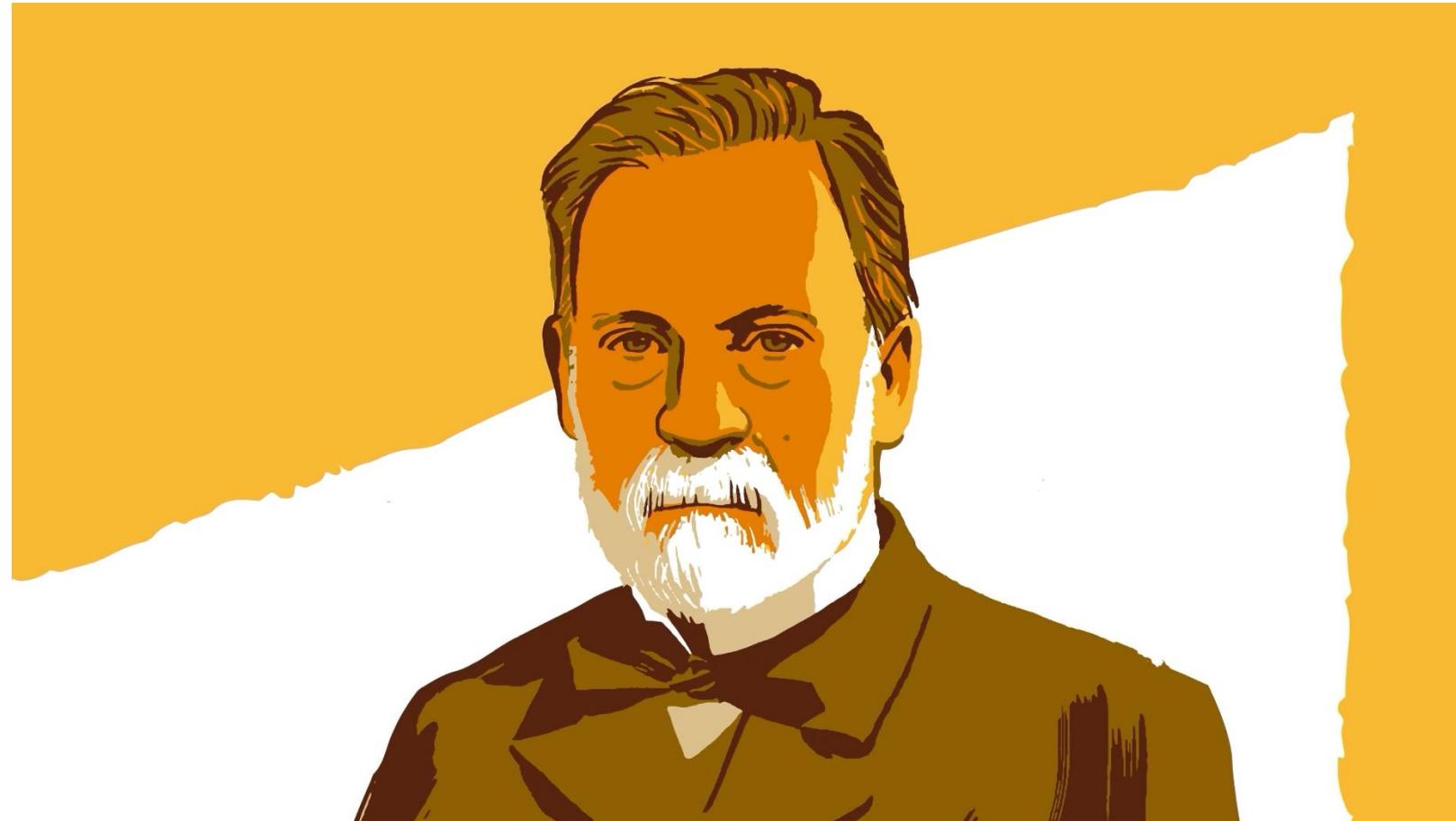
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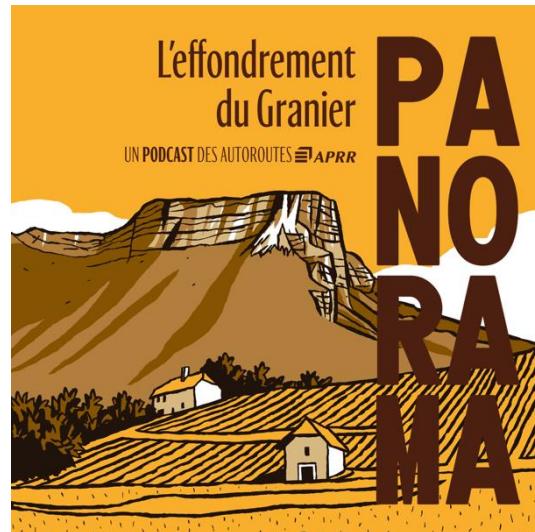
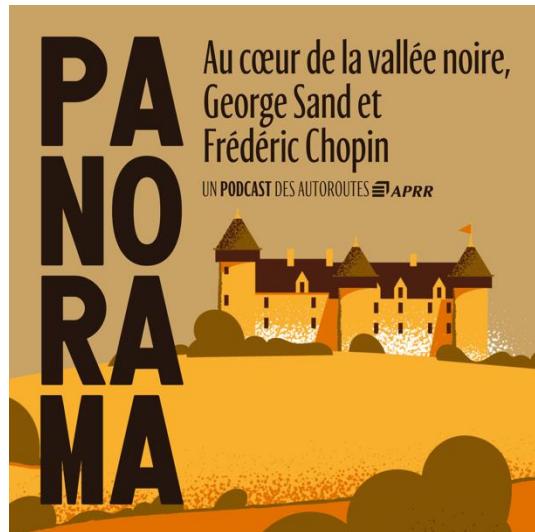
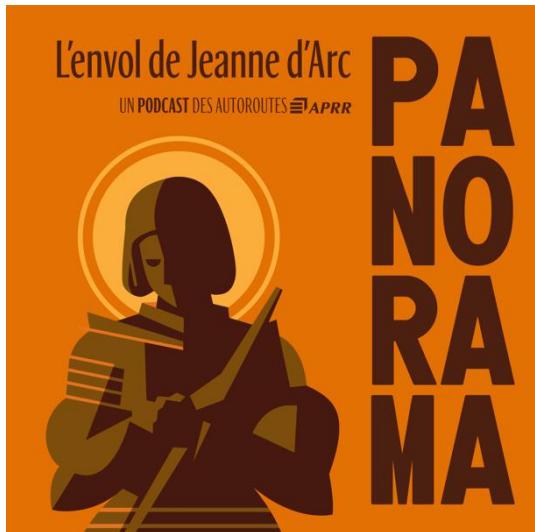
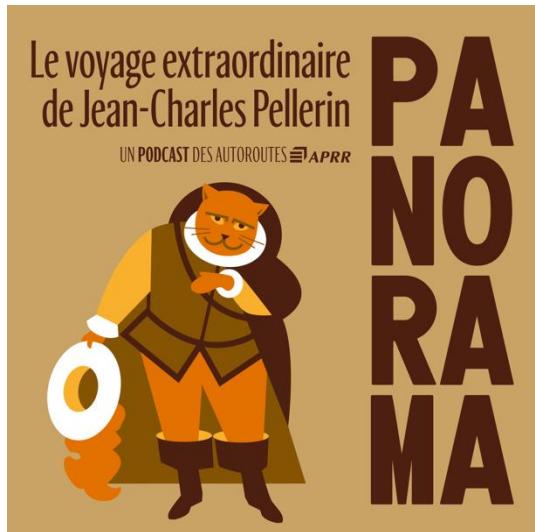
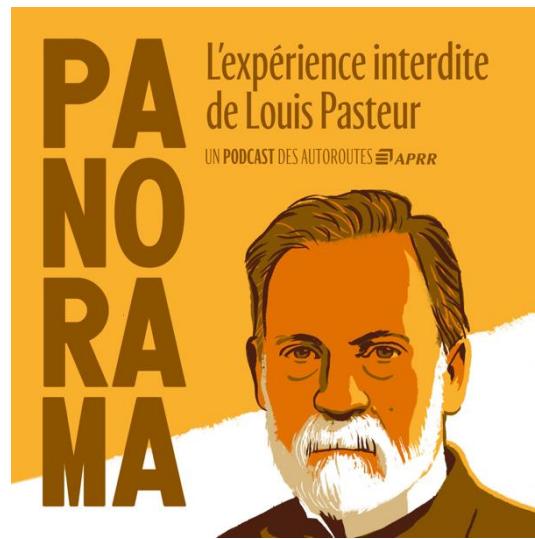
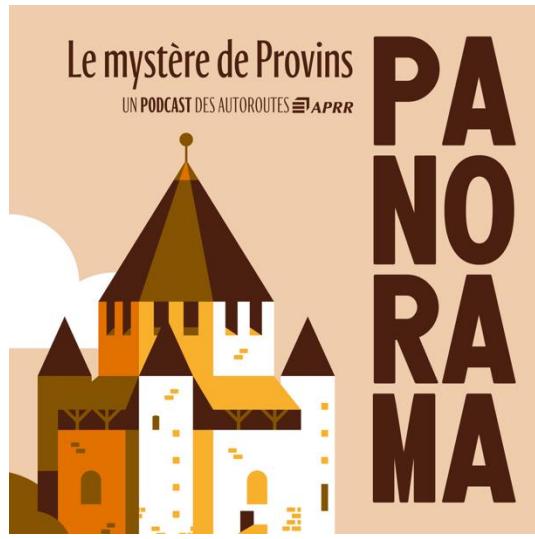
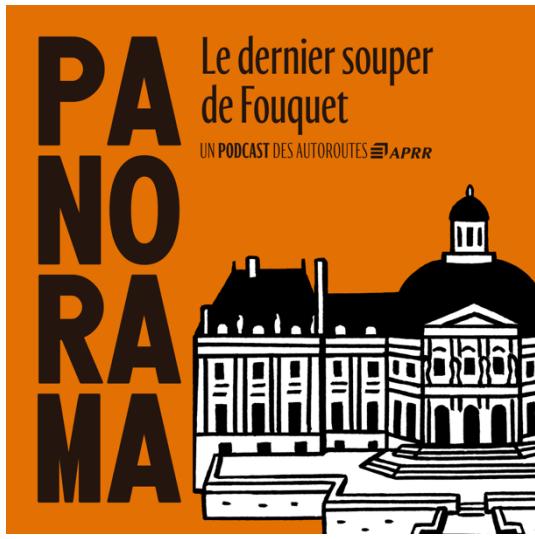
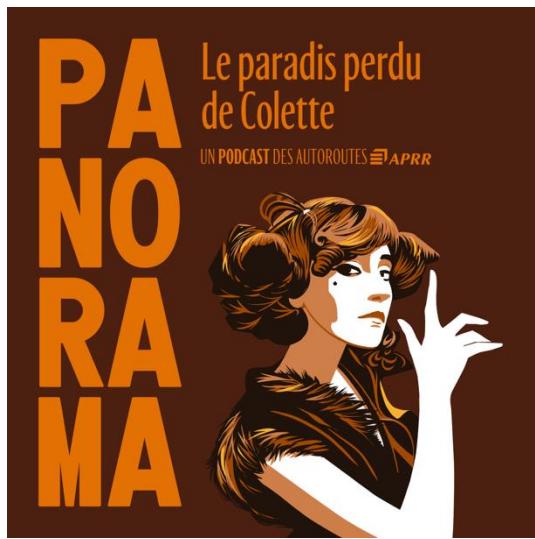
# Panorama

Listen to Panorama on all podcast platforms

<https://shows.acast.com/panorama>



# Panorama



# CARGLASS

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# FRANCE'S IN-

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# HOUSE RADIO

## Our inspiring expert

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### Sébastien Guyot

Head of Communication Corporate, Carglass France

TO GO  
FURTHER...

# Contents for Club members

FURTHER READING

ARTICLES & BENCHMARKS



ARTICLE

## Le podcast, nouvel incontournable de la COM' ?

Avec plus de 40% des Français qui se laissent séduire par ce format audio chaque mois, le podcast s'installe confortablement dans nos vies, nous...

[Lire plus](#)



ARTICLE

## TOP 5 des podcasts en communication

En moyenne, 4 millions d'individus par mois écoutent des podcasts. Vous n'avez pas envie de perdre le fil de l'actu ? Pas de panique !...

[Lire plus](#)



ARTICLE

## Comment les marques peuvent-elles se faire entendre avec le podcast ?

Connectés : le mot nous définit si bien. Où que l'on soit, nous pouvons maîtriser ce que nous écoutons et la grande majorité...

[Lire plus](#)



ARTICLE

## Le podcast d'entreprise ouvre la voie

Avec l'arrivée à saturation des contenus vidéo, le podcast réalise une importante percée dans le cœur des utilisateurs. Une étude statistiques menée en 2018...

[Lire plus](#)

# The "Designing and Hosting a Podcast" training

*A day to combine editorial, creativity and sound storytelling, and give your communication a new dimension.*

**Next sessions:** Friday, March 13, 2026, Friday, November 13, 2026

In person, in Paris



## Introduction: Understanding the podcast medium

Define what a podcast is, formats and uses

Analyze the types of podcasts and their engagement levels

Include your media in your overall editorial strategy

<https://www.wearecom.fr/formations-en-communication/formation-concevoir-animer-podcast-marque/>

## 1. Choose the right format

Clarify its editorial strategy and align its format with its communication objectives

Define the objectives of the podcast

Identify the targets and adapt the message to the target audience

Evaluate the necessary resources: time, budget, human resources, and market positioning

## 2. Design and script your podcast

Know how to structure your content and master audio storytelling

Choose your angle, tone, temporality and rhythm

Building the narrative structure of the podcast

Write according to the codes of storytelling and prepare your interviews in a coherent and engaging way

## 3. Prepare for registration

Gain confidence in speaking

Work on your voice: breathing, rhythm, diction, posture

Learn to manage stage fright and adopt a natural vocal presence

**-15%**

**on all training  
courses for Club  
members**

# The "Branded podcasts: the revival of audio formats" masterclass

A MASTERCLASS



## Objectives

1. Identify The Formats Audio adapted to their objectives
2. Define a clear strategy : target, tone, editorial line
3. Know how to measure the performance and effectiveness of a podcast

<https://www.wearecom.fr/masterclasses-conference-formation-communication/masterclass-podcast-marque/>

## On the program

1. Why brands are getting into podcasting
2. Benchmark of audio formats by brands
3. Define the basics of your podcast
4. From idea to format
5. The keys to success

**-15%**

on all masterclasses  
for Club members

SAVE THE DATE  
THE CLUB'S AGENDA

**SAVE THE DATE**  
Friday, January 23 at 12 p.m.  
by video

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## Influence: best practices

What are the key elements to consider when working with influencers?  
Discover Heinz's unprecedented feedback and an inspiring activation benchmark!

Meet up

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*Totelier*

**Wikipedia &  
Brands:  
Understanding the  
Mechanisms of a  
Strategic Issue**

*With Nelly Darbois, Wikipedia  
contributor and author of "The Quiet  
Power of Wikipedia"*

**SAVE THE DATE**  
**Tuesday, February 10 at 9a.m.**  
**by video**

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3 SEATS  
AVAILABLE



# Training

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## ARTIFICIAL INTELLIGENCE

Thursday, March 12, 2026  
In person (Paris) & visio

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### Harness the power of AI for your communications

Introduction: The Artificial Intelligence Revolution

1. Thinking and producing content with AI
2. Generate visuals and videos with AI
3. Integrate AI into your daily life

*With the new features of AI in 2026*

Thank you!