

DAB + Digital Radio Report - 1, 2016

Report Overview:

The GfK radio ratings surveys are released eight times per year for the metropolitan markets of Sydney, Melbourne, Brisbane, Adelaide and Perth. The survey collects information on platform of listening across AM/FM, DAB+ digital radio and internet.

This report is based on the average results across the three most recent surveys (Survey 7 and 8 2015 and Survey 1 2016).

Definitions:

- **TOTAL DAB+**: refers to listening to all stations available on DAB+. This includes all AM and FM stations that simulcast available via DAB+.
- **DAB+ ONLY STATIONS**: refers to stations that are only available on DAB+ and NOT on AM or FM, e.g. "Triple M Classic Rock Digital", "Pure Gold 80s", "Coles Radio" and "Buddha".
- **NATIONAL**: refers to listening to DAB+ across Sydney, Melbourne, Brisbane, Adelaide and Perth.

For a complete list of DAB+ digital radio stations visit Digitalradioplus.com.au

Total DAB+ Audience

Cumulative Audience, Mon-Sun 12midnight-12midnight, P10+, listening via DAB+

Market	Total Digital	%	Simulcast Stations	DAB+ Only Stations
National	3,350,000	25.3	2,472,000	1,402,000
Sydney	1,096,000	25.8	790,000	484,000
Melbourne	1,092,000	25.9	848,000	424,000
Brisbane	471,000	24.3	327,000	203,000
Adelaide	283,000	25.3	204,000	130,000
Perth	408,000	23.9	303,000	161,000

DAB+ Time Spent Listening

TSL, Mon-Sun 12midnight-12midnight, P10+, listening via DAB+

TSL	hh:mm
Total DAB+	10:45

Top 10 Commercial DAB+ only stations

Cumulative Audience, Mon-Sun 5:30am -12midnight, P10+, listening via DAB+

	Station	Cumulative Audience	Markets Available
1	Triple M Classic Rock	155,000	Syd / Mel / Bris / Per
2	Coles Radio	152,000	Syd / Mel / Bris / Ade
3	Pure Gold 80s	139,000	Syd / Mel / Bris / Ade
4	Edge Digital	121,000	Syd / Mel / Bris / Ade
5	Buddha	115,000	Syd / Mel / Bris / Ade / Per
6	MORE 80s and 90s	93,000	Syd / Mel / Bris / Ade / Per
7	Pure Gold 90s	91,000	Syd / Mel / Bris / Ade
8	Stardust - Classics	73,000	Syd / Mel / Bris / Ade / Per
9	Koffee	69,000	Syd / Mel / Bris
10	Kinderling Kids	60,000	Syd / Mel / Bris / Ade / Per

Top 3 Commercial DAB+ only stations - by Market

Cumulative Audience, Mon-Sun 5:30am -12midnight, P10+, listening via DAB+

	Station	Cumulative Audience
Sydney		
1	Edge Digital	78,000
2	Coles Radio	64,000
3	Pure Gold 80s	57,000
Melbourne		
1	Pure Gold 80s	52,000
2	Triple M Classic Rock	51,000
3	MyMp 60's&70's	39,000
Brisbane		
1	Triple M Classic Rock	28,000
2	Coles Radio	26,000
3	Pure Gold 80s	19,000
Adelaide		
1	Coles Radio	20,000
2	Pure Gold 90s	19,000
3	Triple M Modern Rock	18,000
Perth		
1	My Perth Digital	36,000
2	Smooth	23,000
3	Triple M Classic Rock	22,000