

Digital  
Radio

MARCH 2016



LG STYLUS DAB+

# WORLD'S FIRST SMARTPHONE WITH BUILT IN DAB+ DIGITAL RADIO ANNOUNCED

READ MORE



**3.35M**

PEOPLE TUNE INTO DAB+ IN THE FIVE METROPOLITAN CAPITAL CITIES<sup>1</sup>



**460K**

VEHICLES SOLD WITH DAB+ SUPPORTED BY 27 VEHICLE BRANDS<sup>2</sup>



**1.7M**

MORE PEOPLE LISTEN VIA DAB+ THAN LISTEN VIA STREAMING & PEOPLE LISTEN VIA DAB+ FOR NEARLY 4.5HRS LONGER<sup>3</sup>

**25.3%**

OF PEOPLE LISTEN VIA DAB+ IN THE FIVE METROPOLITAN CAPITAL CITIES<sup>1</sup>

**2.44M**

DAB+ ENABLED DEVICES IN THE MARKET<sup>4</sup>

**UP TO 32 EXTRA STATIONS AVAILABLE ON DAB+**

WITH A NEW DAB+ STATION NOW ON-AIR IN MELBOURNE

## SOURCES

1. GfK Digital Radio Report - 1, 2016  
Cumulative audience, Monday to Sunday midnight to midnight, all people 10+, digital radio listening only.
2. Glass's Automotive Business Intelligence, Q4.2015 and total sales figures supplied by vehicle manufacturers in Australia supporting DAB+ digital radio, January 2014.
3. GfK Radio Ratings, Surveys 7-8 2015 & Survey 1 2016  
Cumulative audience, Monday to Sunday midnight to midnight, all people 10+.
4. GfK Point of Sale DAB+ Fusion Reporting, including coverage extrapolation (excludes sales of aftermarket DAB+ devices in vehicles), January 2016 and Glass's Automotive Business Intelligence Q4.2015 and total sales figures supplied by vehicle manufacturers in Australia supporting DAB+ digital radio, January 2014.