

Digital  
Radio

JUNE 2016

3.5  
MILLION  
DAB+  
LISTENERS

READ MORE



26.3%

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

1.8M

MORE PEOPLE  
LISTEN VIA DAB+  
THAN VIA STREAMING  
& PEOPLE LISTEN VIA  
DAB+ FOR MORE  
THAN 60% LONGER<sup>2</sup>

2.57M

DAB+  
ENABLED  
DEVICES  
IN THE MARKET<sup>3</sup>

553K

VEHICLES SOLD  
WITH DAB+  
SUPPORTED BY  
28 VEHICLE  
BRANDS<sup>4</sup>

1 IN 3

NEW VEHICLES  
IS FITTED WITH  
A DAB+  
DIGITAL RADIO

46.9%

OF PEOPLE  
HAVE ACCESS  
TO A DAB+  
DIGITAL RADIO<sup>5</sup>



ON AIR FROM JULY  
ALL METRO MARKETS



7 RIO LIVE  
POP-UP STATION FOR  
THE OLYMPICS

#### SOURCES

1. GfK Digital Radio Report - 2, 2016  
SMBAP, Cumulative audience, Monday to Sunday, midnight to midnight, all people 10+, digital radio listening only.
2. GfK Radio Ratings, Surveys 1-3, 2016  
SMBAP, Cumulative audience and Time Spent Listening, Monday to Sunday, midnight to midnight, all people 10+, digital radio listening vs. internet listening.
3. GfK Point of Sale DAB+ Fusion Reporting, including coverage extrapolation (excludes sales of aftermarket DAB+ devices in vehicles), March 2016 and Glass's Automotive Business Intelligence Q1.2016 and total sales figures supplied by vehicle manufacturers in Australia supporting DAB+ digital radio, January 2014.
4. Glass's Automotive Business Intelligence, Q1.2016 and total sales figures supplied by vehicle manufacturers in Australia supporting DAB+ digital radio, January 2014.
5. GfK Radio Ratings, Surveys 1-3, 2016  
SMBAP, Monday to Sunday, midnight to midnight, all people 10+, digital radio listening only.