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## A boost to digital radio listening in first survey

Digital radio listening has increased in the first survey for 2015 with 3.2 million people now listening to radio each week using a DAB+ digital radio in the five metropolitan capitals, according to GfK figures released by Commercial Radio Australia (CRA) today in the DAB+ quarterly update\*.

DAB+ figures show listening continues to grow with 24.2% of people in the five state capitals where DAB+ is available, listening on a DAB+ digital radio device. The figures indicate 1.5 million more people listen to radio on a DAB+ device than listen to radio via streaming and on DAB+ they are listening for twice as long\*.

Commercial Radio Australia chief executive officer, Ms Joan Warner said: "Australian radio listeners continue to support DAB+ digital broadcast radio. The industry has invested in a robust reliable future technology that is easy for listeners to access, is free, live, local with high quality content."

In addition to simulcasting AM and FM stations, broadcasters offer listeners a variety of content on DAB+. A new DAB+ country music station is broadcasting in Sydney, Melbourne, Brisbane and Adelaide. ARN have rebranded Mix '90s and '80s to PureGold '80s and PureGold '90s and Capital Radio's Hot Country stations has been rebranded to KIX Perth Digital and KIX Canberra Digital.

Twenty one vehicle manufacturers in Australia now include DAB+ digital radio and over 153,000 vehicles with the technology have been sold\*\*. Jeep is the latest manufacturer to add DAB+ as standard or an option in the Grand Cherokee and Cherokee models. Others include; Toyota, Lexus, Jaguar, Ford, Mini, Mercedes Benz, Hino, Audi, BMW, Infiniti, McLaren, Nissan, Aston Martin, Land Rover, Isuzu, Lamborghini, Bentley, Porsche, Ferrari and Fuso.

A range of new DAB+ product continues to enter the market; the latest is the first DAB+ radio for boats. There are now more than 400 DAB+ digital radio devices available. A comprehensive list of receivers is available at [www.digitalradioplus.com.au](http://www.digitalradioplus.com.au).

All of the radio industry - commercial broadcasters, community broadcasters, ABC and SBS, have requested that the Federal Government establish a Digital Radio Industry Planning Committee to work on policy and timetable for phased rollout of services outside of the five capital cities, possibly starting in 2017.

The DAB+ digital radio quarterly update can be downloaded [here](#). Follow us on twitter [@drplusinfo](#) and like us at [facebook.com/drplusinfo](https://facebook.com/drplusinfo).

\* GfK Radio Ratings Survey 1, 2015, Monday to Sunday Midnight to Midnight, all People 10+

\*\*Glass's Automotive Business Intelligence 2014.

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