



DAB+ DIGITAL RADIO UPDATE

DECEMBER 2016



Digital Radio

it's radio as you know it, plus...



free-to-air



clear reception



no data costs



no subscription fees



more station choice



song and artist information



news and weather updates



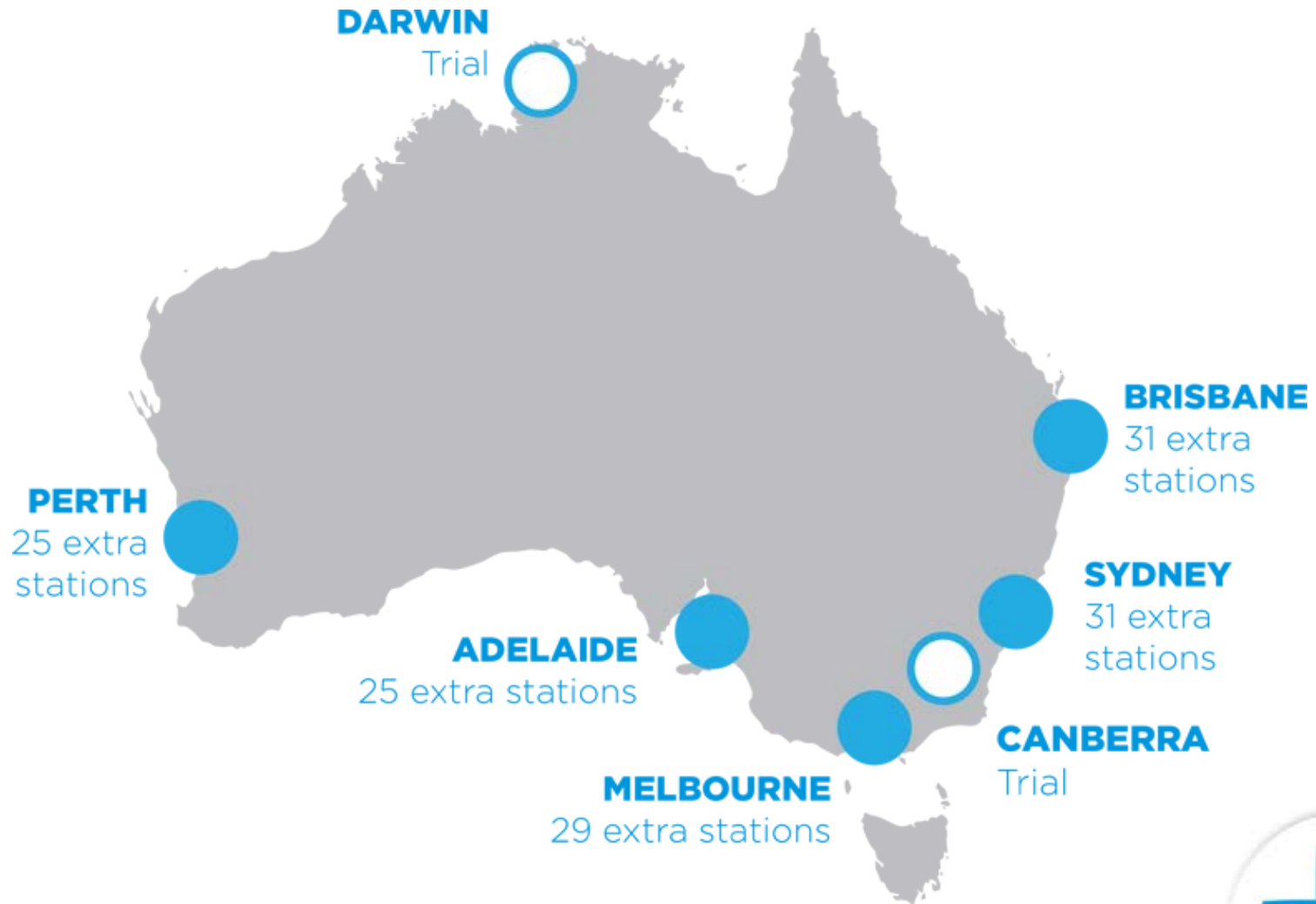
search by station name



store favourite stations



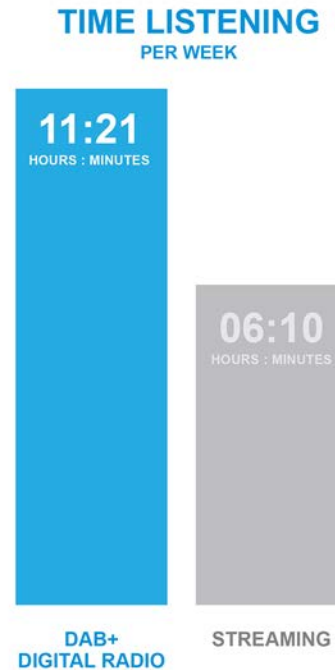
ON AIR IN FIVE METROPOLITAN CAPITAL CITIES



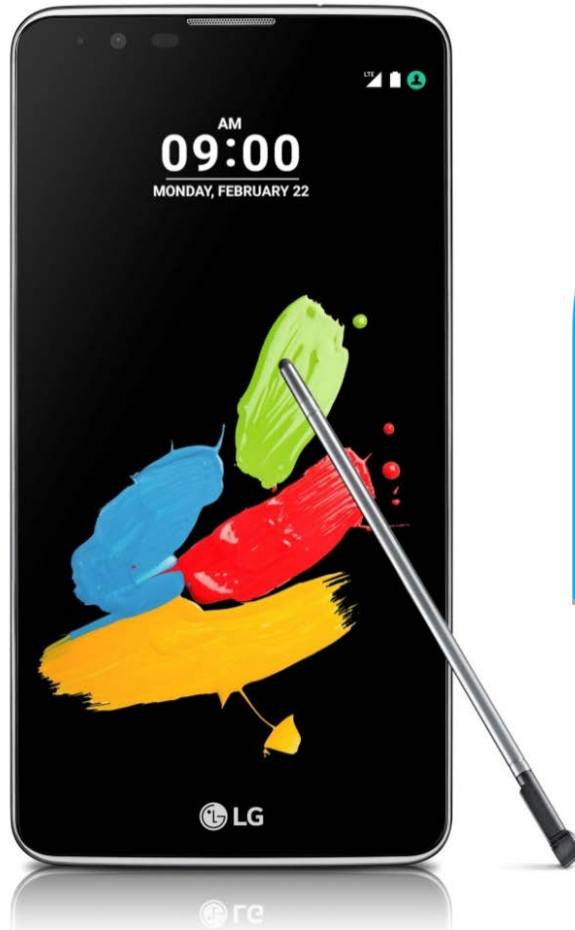
- **3.6M DAB+ LISTENERS** IN THE FIVE METRO CAPITAL CITIES
- **27% OF PEOPLE** ARE DAB+ LISTENERS
- **46% OF PEOPLE HAVE ACCESS** TO A DAB+ DIGITAL RADIO DEVICE



ON AVERAGE, PEOPLE LISTEN VIA DAB+ FOR **MORE THAN 5HRS LONGER** THAN THEY LISTEN VIA STREAMING PER WEEK



FIRST SMARTPHONE WITH DAB+ DIGITAL RADIO



LG Stylus DAB+

**No. 1
selling LG
smartphone
in 2016**



758K VEHICLES SOLD WITH DAB+ DIGITAL RADIO



33 automotive brands supporting DAB+ in Australia.

32.88% of new vehicles factory fitted with DAB+.

OVER 2.9 MILLION

DAB+ digital radios
sold since 2009



SOURCES

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GfK Digital Radio Report - 4, 2016 SMBAP, Cumulative Audience, Mon-Sun, 12mn-12mn, all people 10+ listening to DAB+ stations via DAB+ or internet and listening to AM/FM stations simulcast via DAB+.

GfK Radio Ratings Surveys 5-7, 2016, , SMBAP, Mon-Sun, midnight to midnight, all people 10+, digital radio listening only.

GfK Radio Ratings Surveys 5-7 2016, SMBAP, Mon-Sun, midnight to midnight, % of people 10+ with access to 1 or more DAB+ digital radios.

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DAB+ Digital Radio - GfK Radio Ratings, Survey 5-7 2016, SMBAP, Cumulative Audience, Mon-Sun, 12mn-12mn, all People 10+ listening, Digital radio listening only.

Streaming - GfK Radio Ratings, Survey 5-7 2016, SMBAP, Cumulative Audience, Mon-Sun, 12mn-12mn, all People 10+ listening, Internet listening only.

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Glass's Automotive Business Intelligence, Q3.2016 and total sales figures supplied by vehicle manufacturers in Australia supporting DAB+ digital radio, January 2014.

GfK Point of Sale DAB+ Fusion Reporting, including coverage extrapolation (excludes sales of aftermarket DAB+ devices in vehicles), September 2016 and Glass's Automotive Business Intelligence Q3.2016 and total sales figures supplied by vehicle manufacturers in Australia supporting DAB+ digital radio, January 2014.

