



**4.21 MILLION
LISTENERS**

tune into DAB+ each week
in the five metropolitan
capital cities.



4.49M
DAB+ ENABLED
DEVICES
ARE IN THE
MARKET¹



60% OF
NEW VEHICLES
SOLD IN THE
PAST 12 MONTHS
WERE FITTED
WITH DAB+²



1.99M
VEHICLES SOLD
WITH DAB+
SUPPORTED BY
46 VEHICLE
BRANDS³



65%
DAB+ DIGITAL
RADIO
POPULATION
COVERAGE



AVERAGE TIME
SPENT LISTENING
VIA DAB+ IS
10 HRS 34 MINS
PER WEEK⁴



30.4%
OF PEOPLE LISTEN
TO RADIO VIA
A DAB+ ENABLED
DEVICE⁵

1. GfK Point of Sale DAB+ Fusion Reporting, including coverage extrapolation (excludes sales of aftermarket DAB+ devices in vehicles) Q3.2018 and Glass's Automotive Business Intelligence Q3.2018
2. Glass's Automotive Business Intelligence Q3.2018 figures, represented as a proportion of total new vehicle sales from 1 October 2017 – 30 September 2018, sourced from the ABS and FCAI
3. Glass's Automotive Business Intelligence, Q3.2018 and total sales figures supplied by vehicle manufacturers in Australia supporting DAB+ digital radio
4. GfK Radio Ratings Survey 1-6, 2018, SMBAP, Time spent listening, All People 10+, Mon-Sun 12mn-12mn, listening via DAB+ radio
5. GfK Radio Ratings Survey 1-6, 2018, SMBAP, Cumulative audience, All People 10+, Mon-Sun 12mn-12mn, listening via DAB+ radio