

EMBARGOED UNTIL 9:30AM AEDT



## DAB + Digital Radio Report - 4, 2016

### Report Overview:

The GfK radio ratings surveys are released eight times per year for the metropolitan markets of Sydney, Melbourne, Brisbane, Adelaide and Perth. The survey collects information on platform of listening across AM/FM, DAB+ digital radio and internet.

This report is based on the average results across the three most recent surveys (Survey 5, 6 and 7 2016).

### Definitions:

- **TOTAL DAB+**: refers to listening to all stations available on DAB+. This includes all AM and FM stations that simulcast via DAB+ and listening to DAB+ Only stations via DAB+ and internet.
- **DAB+ ONLY STATIONS**: refers to stations that are only available on DAB+ and NOT on AM or FM, e.g. "The 80s iHeartRadio", "Coles Radio" and "Buddha".
- **NATIONAL**: refers to listening to DAB+ across Sydney, Melbourne, Brisbane, Adelaide and Perth.

For a complete list of DAB+ digital radio stations visit [Digitalradioplus.com.au](http://Digitalradioplus.com.au)

### Total DAB+ Audience

Cumulative Audience, Mon-Sun 12midnight-12midnight, P10+, listening via DAB+, internet, mobile phone or tablet

Market	Total Digital	%	Simulcast Stations (via DAB+ only)	DAB+ Only Stations (via DAB+ and internet)
<b>National</b>	<b>3,614,000</b>	<b>27.0</b>	<b>2,645,000</b>	<b>1,571,000</b>
Sydney	1,142,000	26.6	842,000	511,000
Melbourne	1,221,000	28.7	930,000	495,000
Brisbane	495,000	25.3	329,000	234,000
Adelaide	296,000	26.3	216,000	133,000
Perth	459,000	26.4	328,000	198,000

### DAB+ Time Spent Listening

TSL, Mon-Sun 12midnight-12midnight, P10+, listening via DAB+

TSL	hh:mm
<b>Total DAB+</b>	11:21

### Top 10 Commercial DAB+ only stations

Cumulative Audience, Mon-Sun 5:30am -12midnight, P10+, listening via DAB+, internet, mobile phone or tablet

	Station	Cumulative Audience	Markets Available
1	Coles Radio	153,000	Syd / Mel / Bris / Ade
2	The 80s iHeartRadio	128,000	Syd / Mel / Bris / Ade
3	Buddha	126,000	Syd / Mel / Bris / Ade / Per
4	Easy Radio	110,000	Syd / Mel / Bris / Ade / Per
5	The 90s iHeartRadio	107,000	Syd / Mel / Bris / Ade
6	Oldskool Radio	104,000	Syd / Mel / Bris / Ade / Per
7	Classic Rock Digital (SCA)*	100,000*	Syd / Mel / Bris / Per
8	Koffee	97,000	Syd / Mel / Bris
9	Edge Digital	83,000	Syd / Mel / Bris / Ade
10	Aussie	73,000	Mel

### Top 3 Commercial DAB+ only stations - by Market

Cumulative Audience, Mon-Sun 5:30am -12midnight, P10+, listening via DAB+, internet, mobile phone or tablet

	Station	Cumulative Audience
<b>Sydney</b>		
1	Coles Radio	56,000
2	Edge Digital	56,000
3	Koffee	55,000
<b>Melbourne</b>		
1	AUSSIE	73,000
2	The 80s iHeartRadio	47,000
3	The 90s iHeartRadio	43,000
<b>Brisbane</b>		
1	Coles Radio	38,000
2	Buddha	17,000
3	Smooth	17,000
<b>Adelaide</b>		
1	The 90s iHeartRadio	21,000
2	Triple M Modern Rock*	18,000*
3	Coles Radio	17,000
<b>Perth</b>		
1	Smooth	32,000
2	Classic Rock Digital (SCA)*	22,000*
3	Buddha	20,000

\*PLEASE NOTE: Southern Cross Austereo stations Classic Rock Digital and Triple M Modern Rock ceased broadcasting on Fri Sept 30 2016 and their results are based on an average of S5 & S6.