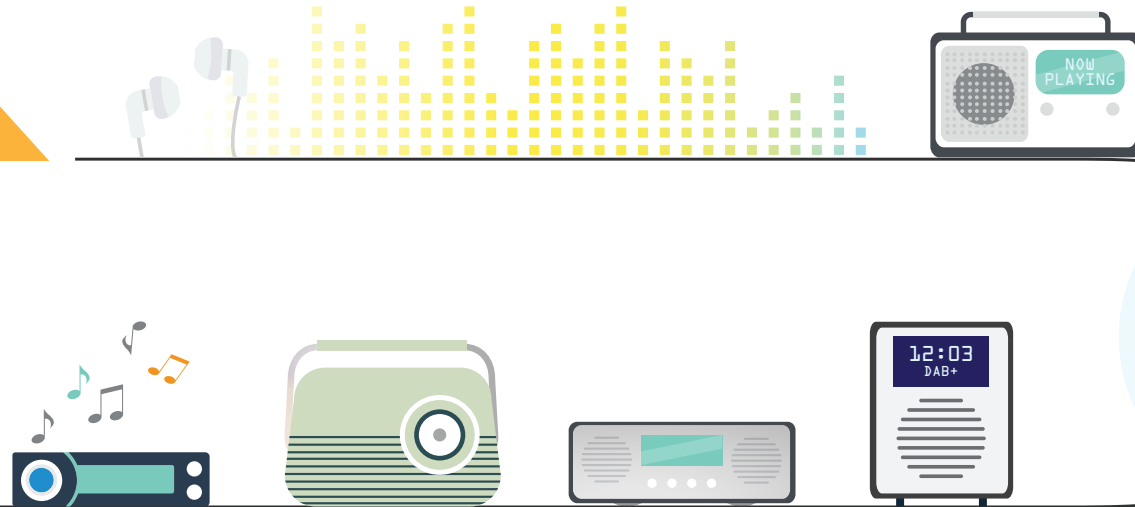


# THE RISE OF DAB+ DIGITAL RADIO

**4.2M**  
DAB+ LISTENERS  
IN AUSTRALIA<sup>1</sup>

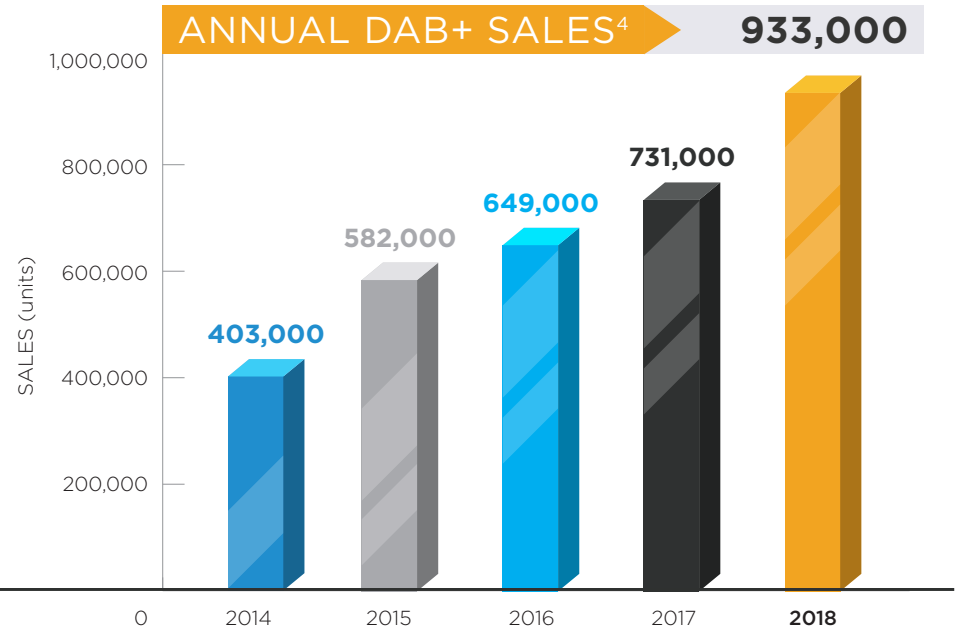
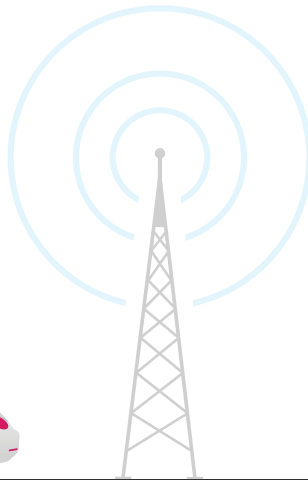
nearly  
**600K**  
listeners  
in 12  
months



**4.7M**  
DAB+ RADIOS  
SOLD IN  
AUSTRALIA<sup>2</sup>

**65%**  
of new vehicles

fitted with DAB+  
and supported by  
**46 manufacturers**<sup>3</sup>



**Sources:** (1) GfK Radio Ratings, Surveys 1-8 2018, SMBAP, All people 10+, Mon-Sun 12mn-12mn. (2) GfK Point of Sale DAB+ Fusion Reporting, including coverage extrapolation (excludes sales of aftermarket DAB+ devices in vehicles) Q4.2018 and Glass's Automotive Business Intelligence Q4.2018. (3) Glass's Automotive Business Intelligence 2018, represented as a proportion of total new vehicle sales from 1 Jan 2018 – 31 Dec 2018, sourced from the FCAI. (4) GfK Point of Sale DAB+ Fusion Reporting, including coverage extrapolation (excludes sales of aftermarket DAB+ devices in vehicles) 2014-2018 and Glass's Automotive Business Intelligence 2014-2018. For more information, visit [digitalradioplus.com.au](http://digitalradioplus.com.au). February 2019