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Digital radio sales figures defy trend

Digital radio sales continue to defy the retail downturn, recording sales of 88,004 in the first quarter of 2012, bringing the total number of digital radios sold since the 2009 launch to 833,320 according to information from the Q1 2012, GfK Marketscope report released by Commercial Radio Australia (CRA) today.

The first quarter figure for 2012, which includes the months of January, February and March compare well to Q1 2011 at 53,996. The largest number of digital radios sold in one quarter was recorded in Q4, 2011 with 141,384 radios sold.

Commercial Radio Australia chief executive officer, Joan Warner said: "The industry is very pleased with the take up of digital radio. Although discretionary retail spending seems to be down, digital radios are affordable and continue to sell well."

Official Nielsen radio survey results for metropolitan Survey 3, 2012, show that 10.1% or nearly 1.3 million people are listening to digital radio each week in the five state capitals.

Time Spent Listening (TSL) to radio via a DAB+ digital radio device also continues to grow reaching 12 hours and 48 minutes, once again outstripping TSL to radio via the internet which is at five hours and 34 minutes.

Ms Warner said: "The industry has advertised digital radio across all metropolitan radio stations and the growth in both DAB+ digital radio listening and in sales, shows how effective advertising on radio really is."

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For further information on digital radio visit: www.digitalradioplus.com.au

*Source: The Nielsen Company Radio Ratings, Survey #3, 2012 All People 10+. Mon-Sun 12:00 am to 12 am.

*GfK Marketscope Report Q1 2012.