

LISTENING

4.7 million

Weekly DAB+ audience¹



27.0%

Weekly reach of DAB+ devices²



10hrs 3mins

Average time listening via DAB+ each week³



CATEGORY SALES

4.1 million*

Total new vehicles sold with DAB+⁴



75.6%

New vehicles sold with DAB+ in past year⁵



2.9 million*

Total new receivers sold with DAB+⁶



COVERAGE

64.0%

Australians with access to DAB+⁷



51.3%

Households with access to a DAB+ device⁸



94.0%

Road coverage in DAB+ markets⁷



1) GfK Radio Ratings, SMBAP S1-4 & Canberra S1-2 2021, Cume (000), Mon-Sun 12mn-12mn, All People 10+, Listen to simulcast stations via DAB+ radio or listening to DAB+ only stations on any device. • 2) GfK Radio Ratings, SMBAP S1-4 & Canberra S1-2 2021, Cume (%), Mon-Sun 12mn-12mn, All People 10+, Listen via DAB+ Radio.
 3) GfK Radio Ratings SMBAP S1-4 & Canberra S1-2 2021, TSL, Mon-Sun 12mn-12mn, All People 10+, Listen via DAB+ Radio. • 4) VFACTS and Glass's Information Services Report, June 2021.
 5) Total new DAB+ enabled vehicle sales for 12 months to 30 June 2021, as sourced from VFACTS and Glass's Information Services Report, reported as a percentage of total new vehicles sold, as supplied by FCAI (Australia). • 6) GfK Point of Sales DAB+ Fusion report, inclusive of market coverage estimation extrapolation, to represent 100% sales coverage. The report includes the following product categories: Audio Home Systems, Clock Radios, Portable Radios, Portable Media Players (up to and including June 2015 data), Radio Boomboxes, Receivers (up to and including Feb 2018 data) & Smart/Mobile Phones, June 2021; VFACTS and Glass's Information Services Report, June 2021.
 7) WorldDAB infographic, June 2021. • 8) GfK Radio Ratings, SMBAP S1-4 2021, Cume %, Mon-Sun 12mn-12mn, All People 10+.

*Figure reported to nearest hundred thousand