

DAB+ commercial radio audience surges 30%

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The Australian commercial DAB+ station audience grew over 30% in 2022 from 1.88 million to 2.45 million, according to GfK data released by industry body Commercial Radio & Audio.

Commercial DAB+ radio stations took out the top seven spots of the 10 most listened to DAB+ stations over the year.

CRA chief executive officer Ford Ennals said the strong result shows that more people are discovering the large variety of radio stations now available on DAB+ and online as well.

“With DAB+ radio, people can widen their audio listening experience. Whether you are sports tragic, a lover of ‘80s or ‘90s hits or a dance music fan, there’s a commercial DAB+ radio station, or stations, that are for you,” Mr Ennals said.

“The growing number of commercial DAB+ stations also enable advertisers to better target demographics in areas with DAB+ radio coverage,” he added.

Seventeen commercial DAB+ stations each ended the year with a national weekly audience above 100,000 listeners. The ABC had six stations in the top 20 DAB+ stations of 2022.

“DAB+ continues to grow as broadcasters enhance their digital radio formats and car manufacturers continue to add DAB+ technology to their vehicle ranges,” Mr Ennals said.

Seventy-nine percent of cars sold in 2022 were enabled with DAB+ technology.

The figures, compiled by automotive business intelligence group Glass’s Information Services show that 854,626 new vehicles sold in 2022 were equipped with DAB+, an increase of 4% year on year.

GfK’s point of sales report estimates that over eight million DAB+ enabled devices have been sold since the broadcasting technology was launched in Australia.

DAB+, which stands for Digital Audio Broadcasting, is on air in the five major metro markets as well as Hobart, Darwin, Canberra, Mandurah in Western Australia, and the Gold Coast.

DAB+ is a more spectrum efficient technology than AM and FM, enhancing listener experience while enabling radio networks to broadcast more stations. It includes features such as pause and rewind, and allows users to search for stations by name, not frequency.

Top rating commercial DAB+ stations nationally include The 80s, The 90s, Coles Radio, OldSkool 90s hits and RNB Fridays.

DAB+ stations with a cumulative audience of over 100,000 in 2022

Rank: Cumulative Audience	DAB+ Stations	Network	Audience Location *	Cumulative Audience (000)
1	The '80s	ARN	SMBAP	354
2	The '90s	ARN	SMBA	340
3	Coles Radio	Nova	SMBAP	285
4	OldSkool 90s Hits	SCA	SMBAP	280
5	RNB Fridays	SCA	SMBAP	264
6	TikTok Trending*	ARN	SMBA	259
7	Double J	ABC	SMBAP	245
8	ABC Sport	ABC	SMBAP	234
9	ABC Jazz	ABC	SMBAP	233
10	Triple M Classic Rock	SCA	SMBAP	216
11	Smooth relax	Nova	SMB	213
12	Easy 80s Hits	SCA	SMBAP	210
13	triple j Unearthed	ABC	SMBAP	207
14	Dance Hit	SCA	SMBA	207
15	Triple M 90s	SCA	SMBAP	179
16	ABC Kids listen	ABC	SMBAP	173
17	ABC Country	ABC	SMBAP	153
18	CADA *	ARN	SMBAP	149
19	Triple M 80s	SCA	SMBAP	136
20	smooth fm	Nova	BAP	126
21	BUDDHA *	SCA	SMBAP	113
22	Triple M Country	SCA	SMBP	113

*Tik Tok Trending included Perth until S4 2022

* CADA rebranded from The Edge Digital in S3 2022

* BUDDHA included Adelaide & Perth until S6 2022

GfK Radio Ratings, Survey 1-8 2022, SMBAP, Cumulative Audience (000's), Mon-Sun 12mn-12mn, People 10+.

Audience Location Key:

S Sydney M Melbourne B Brisbane A Adelaide P Perth

For more information on DAB+ visit www.digitalradioplus.com.au.

Media contact: Wendy Searle – 0413 297 638 / wendy.searle@commercialradio.com.au.

Source: GfK Radio Ratings, Survey 1-8 2022, SMBAP, Cumulative Audience (000's), Mon-Sun 12mn-12mn, People 10+ (unless otherwise stated), comparisons done with S1-8 2021.

About Commercial Radio & Audio

CRA is the peak industry body representing the interests of commercial radio broadcasters throughout Australia. CRA promotes the effectiveness of radio and audio to advertisers, manages audio research and insights, metropolitan and regional audience measurement surveys, revenue reporting, industry innovation including the automated trading platform RadioMatrix, RadioApp, the Australian Podcast Ranker, industry codes and standards, and regulatory and legislative matters. CRA also hosts the Australian Commercial Radio Awards and the Siren Creative Awards.

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