

## Canberra's DAB+ stations attract 54,000 listeners

### LISTENING <sup>1</sup>

54,000 LISTENERS



tune into the DAB+ only stations each week

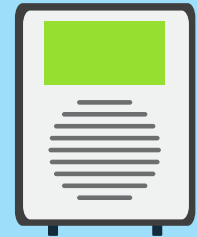
Time spent listening is



to DAB+ only stations each week

### DEVICE SALES

NEARLY 6 MILLION

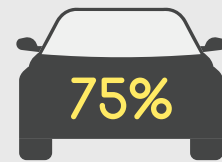


DAB+ devices sold <sup>2</sup>

DAB+ only stations reach

14%

of Canberra's population



of new vehicles are fitted with DAB+ <sup>3</sup>

### TOP COMMERCIAL DAB+ ONLY STATIONS <sup>4</sup>

1	2	3	4	5	6

SOURCES

<sup>1</sup> GfK Radio Ratings, S1 2020, Canberra, DAB+ only stations, Mon-Sun 5:30-12mn, All People 10+

<sup>2</sup> 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 February 2018 data) & Smart/Mobile Phones, March 2020; VFACTS and Glass's Information Services Report, March 2020

<sup>3</sup> Total new DAB+ enabled vehicle sales for 12 months to 31 March 2020, as sourced from VFACTS and Glass's Information Services Report, reported as a percentage of total new vehicles sold, as supplied by FCAI (Australia)

<sup>4</sup> GfK Radio Ratings, S1 2020, Canberra, Mon-Sun 5:30-12mn, People 10+, Cume (000)