

## DAB + Digital Radio Report - 2, 2015

### Report Overview:

The GfK radio ratings surveys are released eight times per year for the metropolitan markets of Sydney, Melbourne, Brisbane, Adelaide and Perth. The survey collects information on platform of listening across AM/FM, DAB+ digital radio and internet.

This report is based on the average results across the three most recent surveys (Survey 5, 6 and 7 2015) and this is the first year individual station figures for the DAB+ digital only stations have been released.

### Definitions:

- **TOTAL DAB+**: refers to listening to all stations available on DAB+. This includes all AM and FM stations that simulcast available via DAB+.
- **DAB+ ONLY STATIONS**: refers to stations that are only available on DAB+ and NOT on AM or FM, e.g. "Triple M Classic Rock Digital", "Pure Gold 80s", "Coles Radio" and "Buddha".
- **NATIONAL**: refers to listening to DAB+ across Sydney, Melbourne, Brisbane, Adelaide and Perth.

For a complete list of DAB+ digital radio stations visit [Digitalradioplus.com.au](http://Digitalradioplus.com.au)



### Total DAB+ Audience

Cumulative Audience, Mon-Sun 12midnight-12midnight, P10+, listening via DAB+

Market	Total Digital	%	Simulcast Stations	DAB+ Only Stations
<b>National</b>	<b>3,171,000</b>	<b>24.1</b>	<b>2,364,000</b>	<b>1,334,000</b>
Sydney	1,043,000	24.7	764,000	479,000
Melbourne	1,033,000	24.7	818,000	373,000
Brisbane	429,000	22.2	301,000	188,000
Adelaide	274,000	24.5	198,000	126,000
Perth	392,000	23.3	282,000	168,000

### DAB+ Time Spent Listening

TSL, Mon-Sun 12midnight-12midnight, P10+, listening via DAB+

TSL	hh:mm
<b>Total DAB+</b>	10:19

### Top 10 Commercial DAB+ only stations

Cumulative Audience, Mon-Sun 5:30am -12midnight, P10+, listening via DAB+

	Station	Cumulative Audience	Markets Available
1	Triple M Classic Rock	148,000	Syd / Mel / Bris / Per
2	Pure Gold 80s	130,000	Syd / Mel / Bris / Ade
3	Coles Radio	124,000	Syd / Mel / Bris / Ade
4	Edge Digital	123,000	Syd / Mel / Bris / Ade
5	Buddha	106,000	Syd / Mel / Bris / Ade / Per
6	Pure Gold 90s	94,000	Syd / Mel / Bris / Ade
7	MORE 80s and 90s	84,000	Syd / Mel / Bris / Ade / Per
8	Stardust - Classics	54,000	Syd / Mel / Bris / Ade
9	Koffee	51,000	Syd / Mel / Bris
10	Smooth	51,000	Bris / Ade / Per

### Top 3 Commercial DAB+ only stations - by Market

Cumulative Audience, Mon-Sun 5:30am -12midnight, P10+, listening via DAB+

	Station	Cumulative Audience
<b>Sydney</b>		
1	Edge Digital	86,000
2	Pure Gold 80s	62,000
3	Triple M Classic Rock	59,000
<b>Melbourne</b>		
1	MyMp 60's&70's	44,000
2	Triple M Classic Rock	44,000
3	Pure Gold 80s	39,000
<b>Brisbane</b>		
1	Triple M Classic Rock	25,000
2	Coles Radio	25,000
3	Pure Gold 80s	17,000
<b>Adelaide</b>		
1	Pure Gold 90s	23,000
2	Coles Radio	18,000
3	Buddha	15,000
<b>Perth</b>		
1	My Perth Digital	41,000
2	Smooth	22,000
3	Triple M Classic Rock	20,000