

8 July 2015

Radio industry welcomes government digital radio report

Commercial Radio Australia (CRA) welcomes the release of the Digital Radio Report by the Department of Communications and looks forward to joining the recommended planning group to commence planning for the rollout of DAB+ broadcast radio to regional Australia.

Joan Warner, chief executive officer of CRA said: “CRA is pleased to note the signal of support for regional DAB+ rollout in the report, with its recommendation for the establishment of an industry planning group. This means that regional Australians will not suffer a digital divide in relation to free to air broadcast radio but will eventually be on an equal footing with their metropolitan counterparts.”

Australian radio listeners have demonstrated strong support for DAB+ digital broadcast radio.

Since the launch of DAB+ digital radio in metropolitan Australia in late 2009, DAB+ digital radio listening continues to outperform expectations, with 3.2 million people or nearly 25% now listening to radio each week using a DAB+ digital radio in the five metropolitan capitals*. Twenty six vehicle manufacturers in Australia now include DAB+ digital radio and more than 190,000 vehicles with the technology have been sold**.

Ms Warner said: “The radio industry has invested in a robust reliable future broadcast technology that is easy for listeners to access, remains free, live and local with additional choice and content. Broadcast radio plays a vital role in metropolitan and regional areas with the provision of local news and local emergency services information, so it is very important we continue to provide free to air broadcast radio services into the future.”

DAB/DAB+ is fast becoming the global standard for broadcast digital radio as it rolls out across Europe and parts of the Asia Pacific. DAB+ provides a robust reliable, free to air signal as well as the opportunity for broadcasters to offer more choice and diversity to local listeners.

Follow DAB+ on twitter [@drplusinfo](https://twitter.com/drplusinfo) and like us at fb.com/drplusinfo .

Media contact - Melissa Fleming - 0417 499 529, or Louise Alley - 0422 348 652.

* GfK Radio Ratings Survey 1, 2015, Monday to Sunday Midnight to Midnight, all People 10+

**Glass's Automotive Business Intelligence March 2015.