

13 June 2014

## Australia-wide digital radio giveaway

An Australia-wide digital radio giveaway begins on Monday with commercial radio stations across Sydney, Melbourne, Brisbane, Adelaide and Perth, offering hundreds of digital radios to listeners across the next two weeks.

Nova Entertainment, ARN, Southern Cross Austereo, Fairfax, Macquarie Network, Capital Radio and Super Radio Network, Tabcorp, RadioTAB and Pacific Star will be running individual digital radio competitions targeting their listeners and giving them an opportunity to win a digital radio each day for two weeks. Winners can then go in the draw for another prize of a \$1000 Westfield Gift Card, by simply posting a selfie with their new digital radio on Facebook, Instagram or Twitter with the #digitalradioselfie.

The compact digital radios valued at \$249.95 include a colour touch screen display showcasing the scrolling text and slide show capabilities of digital radio, providing listeners with the latest weather, traffic and sports updates on screen, while listening to their favourite radio station in digital quality sound.

Digital radio research from the Hoop Group commissioned by Commercial Radio Australia shows 74% of people who have a digital radio would recommend it to a friend\*\*.

Commercial Radio Australia chief executive officer, Joan Warner said: "Once listeners try digital radio they love the sound quality, extra stations and information on screen."

DAB+ digital radio is available in Sydney, Melbourne, Brisbane, Adelaide and Perth with trials in Canberra and Darwin. Nearly 1.6 million (1,576,318)\* DAB+ digital radio devices have been sold since launch.

The number of Australian vehicle manufacturers including digital radio continues to grow with 13 manufacturers now supporting DAB+ as an option or standard. They include; Nissan, Infiniti, Ford, Land Rover, Jaguar, Mercedes, Toyota, Lexus, BMW, Audi, Hino, Isuzu and Fuso Trucks.

Digital radio will celebrate five years on air in August and Commercial Radio Australia will release an updated Digital Radio Industry Report featuring all the latest digital radio sales, listening and research.

The radio industry has responded to the Department of Communications digital radio discussion paper and would welcome the Minister for Communications establishing an industry chaired Joint Digital Radio Planning Group, comprised of key industry bodies and stakeholders and with participants from the Department and ACMA to plan the timetable for a phased roll out of digital radio to regional areas.

**DAB+ digital radio is on [Twitter](#) and [Facebook](#).**

**Media contact - Melissa Fleming, CRA Media Manager – 0417 499 529.**

\* GfK Marketcope Report to January 2014. \*\*The Hoop Group 2013