

10 August 2012

Digital radio sales figures continue to climb as industry celebrates 3 Year Birthday

Digital radio sales continue to climb, recording sales of nearly 75,000 in the second quarter of 2012, bringing the total number of digital radios sold since the 2009 launch to 908,311 according to information from the Q2 2012, GfK Marketscope report released by Commercial Radio Australia (CRA) today.

The second quarter figure for 2012, which includes the months of April, May and June, featured the industry's Mother's Day promotion with retailers Dick Smith and Myer. A total of 74,991 digital radios were sold in Q2 2012, up from Q2 2011 at 71,223. The largest number of digital radios sold in one quarter was recorded in Q4 2011 with 141,384 radios sold.

Commercial Radio Australia chief executive officer, Joan Warner said: "Despite the dip in discretionary spending on electronics, digital radios continue to sell. It's a great illustration of the effectiveness of radio advertising. Even in a tough retail market, advertise on radio, because it works."

Some of radio's biggest stars will get together from more than 50 commercial AM, FM & DAB+ digital radio stations, including the ABC and SBS and broadcast side by side to celebrate three years of digital radio on 24 August in Sydney (First Fleet Park, Circular Quay), Melbourne (Federation Square), Perth (Perth Cultural Centre), Adelaide (Victoria Square) and Brisbane (King George Square) www.digitalradiotoyota.com.au.

Official Nielsen radio survey results for metropolitan Survey 5, 2012, show that nearly 1.3 million people are listening to digital radio each week in the five state capitals.

Time Spent Listening (TSL) to radio via a DAB+ digital radio device is more than 12 hours; double that of TSL to radio via the internet.

Ms Warner said: "The industry looks forward to celebrating on the 24 August at the 5 city locations, 3 years of digital radio and the fact that digital radio is now available as standard in selected locally built Toyota vehicles and we hope listeners will come and join us."

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For further information on digital radio visit: www.digitalradioplus.com.au

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*Source: The Nielsen Company Radio Ratings, Survey #5, 2012 All People 10+. Mon-Sun 12:00 am to 12 am.

**GfK Markestcope Report Q2 2012.