

Digital
Radio

MARCH 2016



LG STYLUS DAB+

WORLD'S FIRST SMARTPHONE WITH BUILT IN DAB+ DIGITAL RADIO ANNOUNCED

READ MORE



3.35M

PEOPLE TUNE
INTO DAB+

IN THE FIVE
METROPOLITAN
CAPITAL CITIES¹



460K

VEHICLES SOLD
WITH DAB+

SUPPORTED
BY 27 VEHICLE
BRANDS²



1.7M

MORE PEOPLE
LISTEN VIA DAB+
THAN LISTEN
VIA STREAMING
& PEOPLE LISTEN
VIA DAB+ FOR NEARLY
4.5HRS LONGER³

25.3%

OF PEOPLE
LISTEN VIA DAB+
IN THE FIVE
METROPOLITAN
CAPITAL CITIES¹

2.44M

DAB+
ENABLED
DEVICES
IN THE MARKET⁴

**UP TO 32
EXTRA
STATIONS
AVAILABLE
ON DAB+**

WITH A NEW DAB+ STATION
NOW ON-AIR IN MELBOURNE

SOURCES

1. GfK Digital Radio Report - 1, 2016
Cumulative audience, Monday to Sunday midnight to midnight, all people 10+, digital radio listening only.
2. Glass's Automotive Business Intelligence, Q4.2015 and total sales figures supplied by vehicle manufacturers in Australia supporting DAB+ digital radio, January 2014.
3. GfK Radio Ratings, Surveys 7-8 2015 & Survey 1 2016
Cumulative audience, Monday to Sunday midnight to midnight, all people 10+.
4. GfK Point of Sale DAB+ Fusion Reporting, including coverage extrapolation (excludes sales of aftermarket DAB+ devices in vehicles), January 2016 and Glass's Automotive Business Intelligence Q4.2015 and total sales figures supplied by vehicle manufacturers in Australia supporting DAB+ digital radio, January 2014.