

**JUNE 2016** 



## 3.5 MILLION DAB+ LISTENERS

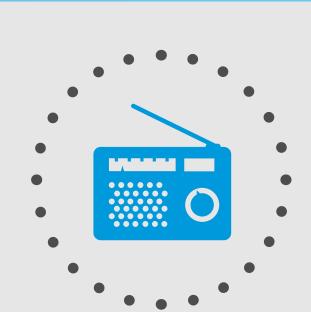


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26.3%

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

1.8 M
MORE PEOPLE
LISTEN VIA DAB+
THAN VIA STREAMING
& PEOPLE LISTEN VIA
DAB+ FOR MORE
THAN 60% LONGER<sup>2</sup>

2.57M
DAB+
ENABLED
DEVICES
IN THE MARKET<sup>3</sup>

553K
VEHICLES SOLD
WITH DAB+
SUPPORTED BY
28 BRANDS<sup>4</sup>

1 IN 3
NEW VEHICLES
IS FITTED WITH
A DAB+
DIGITAL RADIO

46.9%
OF PEOPLE
HAVE ACCESS
TO A DAB+
DIGITAL RADIO\*



ON AIR FROM JULY
ALL METRO MARKETS



## 7 RIO LIVE POP-UP STATION FOR THE OLYMPICS

## SOURCES

- GfK Digital Radio Report 2, 2016
   SMBAP, Cumulative audience, Monday to Sunday, midnight to midnight, all people 10+, digital radio listening only.
- 2. GfK Radio Ratings, Surveys 1-3, 2016 SMBAP, Cumulative audience and Time Spent Listening, Monday to Sunday, midnight to midnight, all people 10+, digital radio listening vs. internet listening.
- 3. GfK Point of Sale DAB+ Fusion Reporting, including coverage extrapolation (excludes sales of aftermarket DAB+ devices in vehicles), March 2016 and Glass's Automotive Business Intelligence Q1.2016 and total sales figures supplied by vehicle manufacturers in Australia supporting DAB+ digital radio, January 2014.
- digital radio, January 2014.

  4. Glass's Automotive Business Intelligence, Q1.2016 and total sales figures supplied by vehicle manufacturers in Australia supporting DAB+ digital radio, January 2014.
- **5. GfK Radio Ratings, Surveys 1-3, 2016**SMBAP, Monday to Sunday, midnight to midnight, all people 10+, digital radio listening only.



