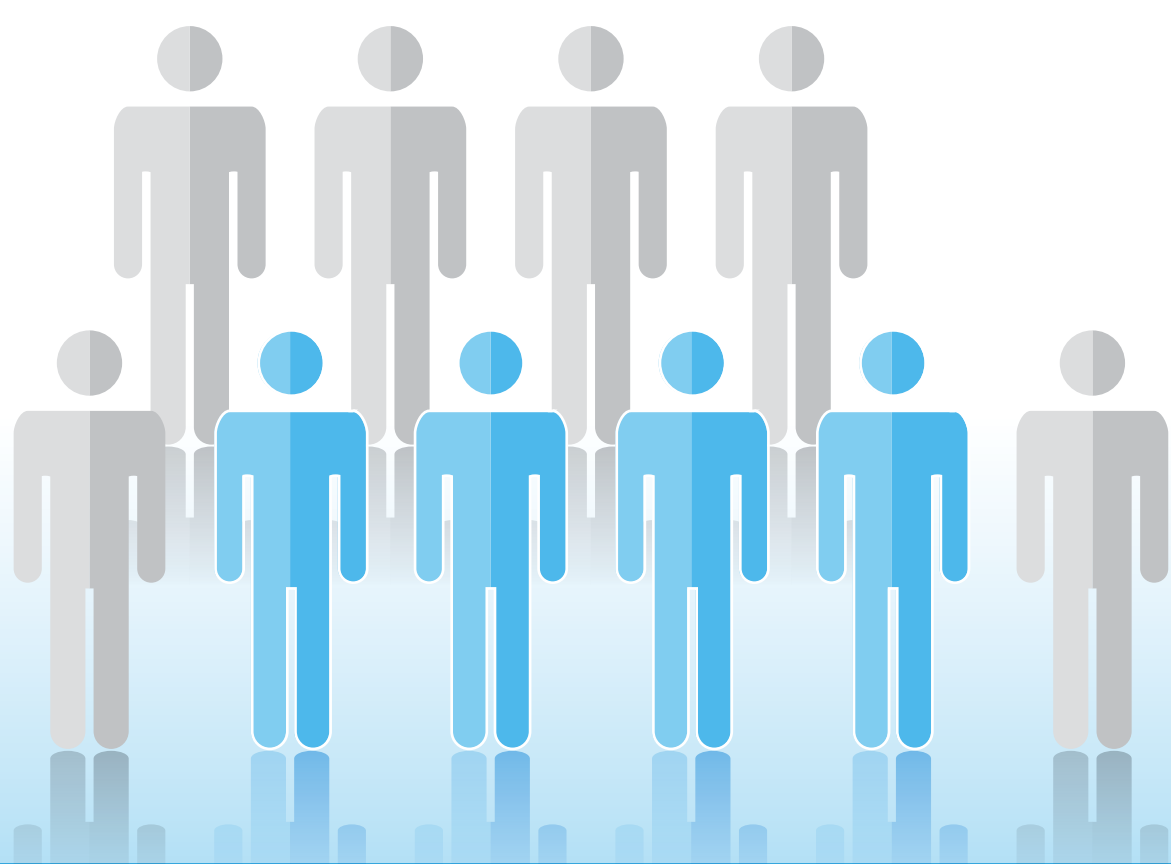


Digital
Radio

NOVEMBER 2015

4 IN 10
PEOPLE

HAVE
ACCESS
TO A DAB+
DIGITAL
RADIO¹



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BUY A BUSH BREAKFAST
RADIO PACK THIS CHRISTMAS
FOR UNDER \$250

AVAILABLE
AT

JB HI-FI

dick smith



370K

VEHICLES SOLD
WITH DAB+²

1 IN 4 NEW
VEHICLES FITTED
WITH DAB+⁵

3.2M

PEOPLE TUNE
INTO DAB+

IN THE FIVE
METROPOLITAN
CAPITAL CITIES³

65%

DAB+
DIGITAL RADIO
POPULATION
COVERAGE⁴

Sources:

1. **GfK Radio Ratings, Survey 5-7 2015**, total people 10+ years Mon-Sun, Midnight to Midnight unless otherwise stated, all radio listening.
2. **Glass's Automotive Business Intelligence Q3.2015** and total sales figures supplied by vehicle manufacturers in Australia supporting DAB+ digital radio to January 2014.
3. **GfK DAB+ Digital Radio Report - 2, 2015** Cumulative audience, Mon-Sun, Midnight to Midnight, all people 10+, digital radio listening only.
4. **DAB+ digital radio population coverage in Australia** compared with latest published ABS population data.
5. **Comparison of new vehicles sold with DAB+** (Glass's Automotive Business Intelligence) and ABS seasonally adjusted data confirming total number of new vehicles sold (1 January 2015 - 30 September 2015).