

DAB + Digital Radio Report - 1, 2015

Report Overview:

The GfK radio ratings surveys are released eight times per year for the metropolitan markets of Sydney, Melbourne, Brisbane, Adelaide and Perth. The survey collects information on platform of listening across AM/FM, DAB+ digital radio and internet.

Listening to individual DAB+ digital radio only stations have not previously been released. This report is based on the average results across the three most recent surveys (Survey 2, 3 and 4 2015) and is the first time individual station figures for the DAB+ digital only stations have been released.

Definitions:

- **TOTAL DAB+**: refers to listening to all stations available on DAB+. This includes all AM and FM stations that simulcast available via DAB+.
- **DAB+ ONLY STATIONS**: refers to stations that are only available on DAB+ and NOT on AM or FM, e.g. "Triple M Classic Rock Digital", "Pure Gold 80s", "Coles Radio" and "Buddha".
- **NATIONAL**: refers to listening to DAB+ across Sydney, Melbourne, Brisbane, Adelaide and Perth.

For a complete list of DAB+ digital radio stations visit Digitalradioplus.com.au

DAB+ DIGITAL RADIO REPORT - 1, 2015

Total DAB+ Audience

Cumulative Audience, Mon-Sun 12midnight-12midnight, P10+, listening via DAB+

Market	Total Digital	%	Simulcast Stations	DAB+ Only Stations
National	3,164,000	24.1	2,315,000	1,362,000
Sydney	1,053,000	24.9	766,000	469,000
Melbourne	1,018,000	24.3	759,000	428,000
Brisbane	444,000	23.0	324,000	192,000
Adelaide	282,000	25.3	205,000	122,000
Perth	367,000	21.8	261,000	151,000

DAB+ Time Spent Listening

TSL, Mon-Sun 12 midnight-12midnight, P10+, listening via DAB+

TSL	hh:mm
Total DAB+	10:15

Top 10 Commercial DAB+ only stations

Mon-Sun 5:30am -12midnight, P10+, Cume, TSL, listening via DAB+

	Station	Cumulative Audience	Markets Available
1	Triple M Classic Rock	173,000	Syd / Mel / Bris / Per
2	Coles Radio	140,000	Syd / Mel / Bris / Ade
3	Pure Gold 80s	131,000	Syd / Mel / Bris / Ade
4	Koffee	103,000	Syd / Mel / Bris
5	Edge Digital	101,000	Syd / Mel / Bris / Ade
6	Buddha	98,000	Syd / Mel / Bris / Ade / Per
7	Stardust Radio	96,000	Syd / Mel / Bris / Ade / Per
8	MORE 80s and 90s	85,000	Syd / Mel / Bris / Ade / Per
9	News Talk Sport	81,000	Syd / Mel / Bris / Per
10	Pure Gold 90s	71,000	Syd / Mel / Bris / Ade

Top 3 Commercial DAB+ only stations - by Market

Cumulative Audience, Mon-Sun 5:30am-12mn, P10+, listening via DAB+

	Station	Cumulative Audience
Sydney		
1	Triple M Classic Rock	72,000
2	Edge Digital	71,000
3	Coles Radio	48,000
Melbourne		
1	Koffee	62,000
2	Pure Gold 80s	58,000
3	Coles Radio	51,000
Brisbane		
1	Triple M Classic Rock	32,000
2	Coles Radio	28,000
3	Buddha	18,000
Adelaide		
1	Triple M Modern Rock	15,000
2	Coles Radio	13,000
3	Pure Gold 80s	12,000
Perth		
1	Triple M Classic Rock	22,000
2	News Talk Sport	21,000
3	My Perth Digital	16,000