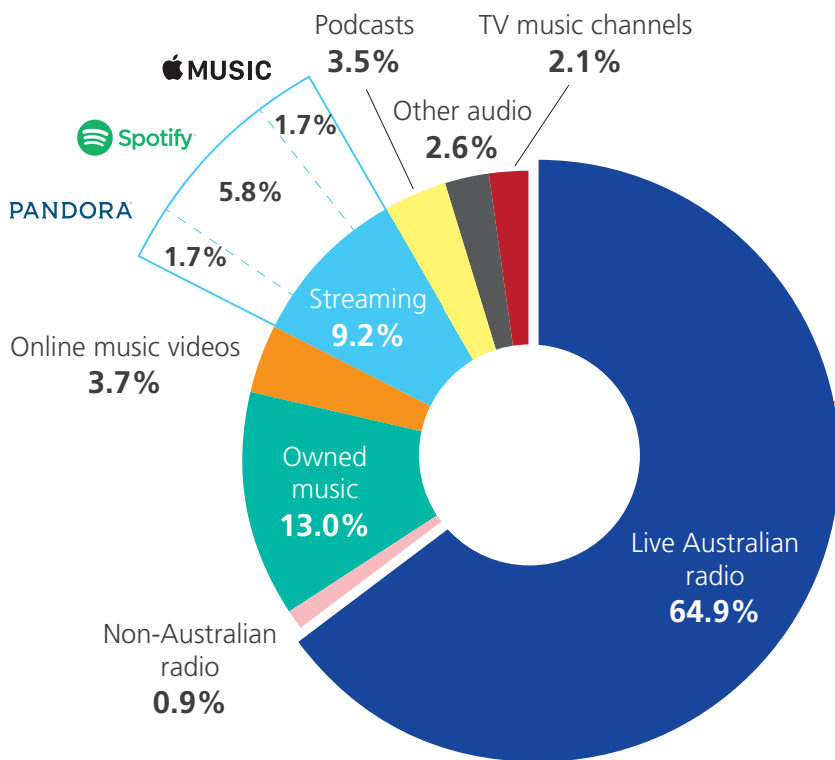


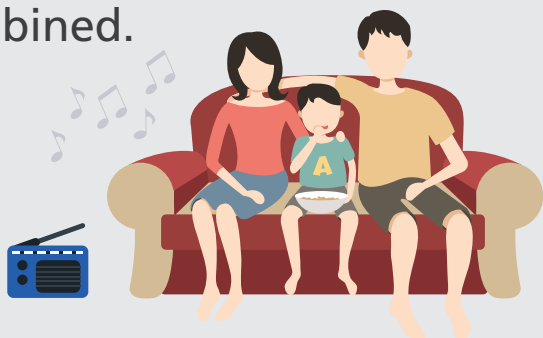
2016 GfK Australian Share of Audio Study

The average Australian listens to 3 hours and 23 minutes of audio daily.

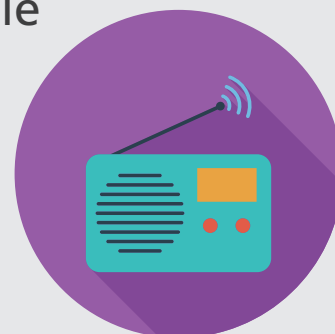


Live Australian radio accounts for **64.9%** or **2 hours and 12 minutes** share of time spent with audio.

People listen to live Australian radio 7x longer than Spotify, Pandora and Apple Music combined.



Radio share of audio listening is nearly double the share of all other platforms combined.



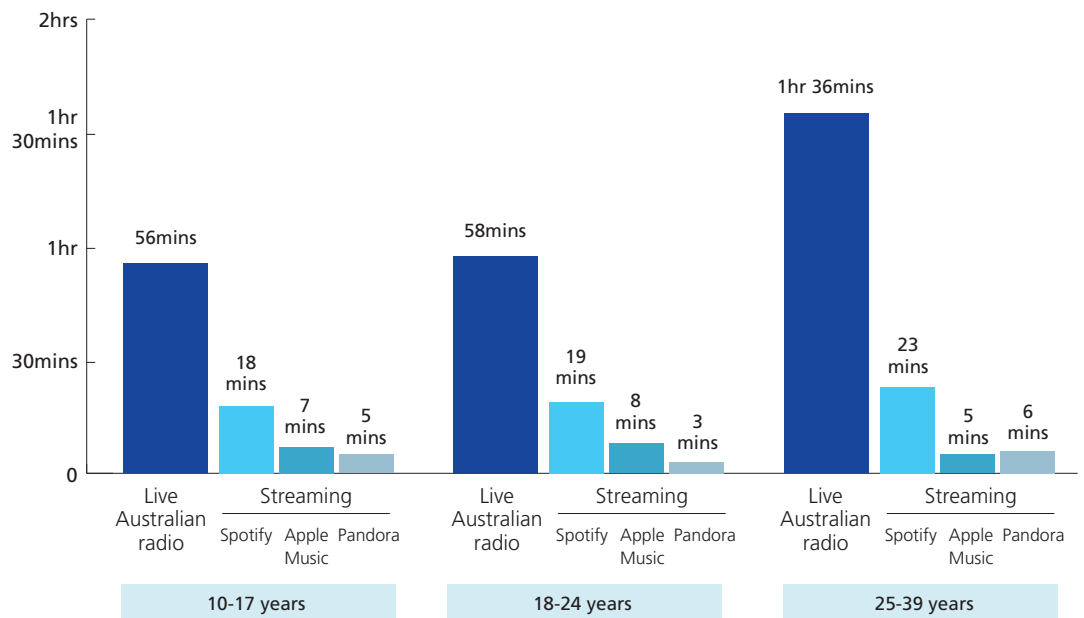
DAILY REACH



More than
80%
of streaming
audiences
are reached by live
Australian radio
each week.

Radio is #1
for time spent
listening for
the following
demographics:

- 10-17
- 18-39
- 25-54
- 55-64
- 65+



Tell me more about the study...

The 2016 GfK Australian Share of Audio study was commissioned by Commercial Radio Australia, to help the industry better understand the evolution of the audio category. The study provides a snapshot of how and where Australians are consuming not just radio, but all audio.

During the two week study conducted in August and September 2016, more than 1,000 respondents from a nationally representative sample in the five metropolitan capital cities completed online and paper diaries. Respondents completed a 24 hour diary for seven consecutive days, indicating what audio they engaged with.

For more information regarding the study, please visit radioitsalovething.com.