

17 November 2014

## 3 million people now listening to digital radio

Three million people are now listening each week to DAB+ digital radio in the five metropolitan capitals, according to GfK survey 7 figures\* released by Commercial Radio Australia (CRA) today in a new format infographic that will be released each quarter to reflect the most up-to-date data on digital radio in Australia.

DAB+ figures show listening and sales of digital radios continue to outperform expectations. There are now over 23% of people in the five state capitals where DAB+ is available, listening on a DAB+ digital radio device.

Sales of DAB+ devices have reached more than 1.7 million (1,742,951)\*\* and with the addition of the number of vehicles sold with DAB+, it brings the total number of DAB+ devices in the market to 1.9 million (1,868,132).

Twenty vehicle manufacturers in Australia are now including digital radio (up from 16 reported in August) and more than 125,000 (125,181) vehicles with DAB+ have been sold\*\*\*. Manufacturers in Australia that include DAB+ as standard or an option are: Toyota, Lexus, Jaguar, Ford, Mini, Mercedes Benz, Hino, Audi, BMW, Infiniti, McLaren, Nissan, Aston Martin, Land Rover, Isuzu, Lamborghini, Bentley, Porsche, Ferrari and Fuso.

The commercial radio industry continues to drive awareness of digital radio in the five cities and will shortly announce the launch of a digital radio Christmas campaign that will play across 42 metropolitan commercial radio stations.

Commercial Radio Australia chief executive officer, Ms Joan Warner said: “Reaching 3 million listeners on DAB+ is an outstanding result and listeners will continue to grow particularly when DAB+ is available throughout other regions in Australia.”

Commercial radio plus ABC and SBS, support digital radio and the industry has suggested the Federal Government establishes a Digital Radio Industry Planning Committee which would work on a timetable for phased rollout of services, possibly starting in 2017.

The new DAB+ digital radio info graphic can be downloaded on both the [CRA website](http://www.digitalradioplus.com.au) and [www.digitalradioplus.com.au](http://www.digitalradioplus.com.au). Follow us on twitter [@drplusinfo](https://twitter.com/drplusinfo) and like us at [fb.com/drplusinfo](https://facebook.com/drplusinfo) .

\* GfK Radio Ratings Survey 7, 2014, Monday to Sunday Midnight to Midnight, all People 10+ \*\*GfK Marektscope Q3 Report. \*\*\*Glass's Automotive Business Intelligence 2014.