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Digital radio sales and listening rise

Official data relating to digital radio broadcasts in Australia was released by Commercial Radio Australia (CRA) today in the Digital Radio Industry Report 2011, showing there are nearly 700,000* people listening to digital radio in an average week, in the five state metropolitan capitals of Sydney, Melbourne, Brisbane, Perth and Adelaide and 406,012** digital radios in the market.

When compared to 2009 (July09-Dec09), there was an increase in digital sales of 185% in 2010/11 (Jan10-Jan11) and a rise in digital radio listening to 5.6% (691,000 people) up from 3.7% (449,000) in 2010.

Commercial Radio Australia chief executive officer, Joan Warner said: "The commercial radio industry has spent more than \$25 million dollars on an ongoing and extensive digital radio marketing strategy and campaign and continues to work collaboratively with digital radio retailers and manufacturers to build the awareness with listeners."

"We're very pleased with these latest figures but recognise there is still much work to be done, particularly in relation to the roll out of digital radio to the rest of Australia. Our priorities over the next 12 months will be to build the growing metropolitan audience and the range of receivers available to them; work on specific promotions with retailers; work with car manufacturers to get DAB+ radios into cars; and work with the Government to plan the regional rollout", said Ms Warner.

The Digital Radio Industry Report 2011, compiled by CRA, includes data from the official radio industry audience measurement survey provider, the Nielsen Company, consumer electronics market research company GfK, market research organisations, the Hoop Group and HOED and an uptake forecast from PricewaterhouseCoopers (PwC).

Other key findings from the report include:

- Time spent listening to radio via DAB+ digital radio devices is 11 hours and 11 minutes each week, up by two hours and 55 minutes since Survey #1, 2010.
- Time spent listening to radio via a DAB+ digital radio has overtaken listening to radio on the internet by 2 to 1 (TSL on internet 5 hours & 11 minutes).
- 78% of those surveyed were aware of digital radio, up from 63% at the beginning of 2010.
- 87 % of people who own a digital radio would recommend it to a friend.
- Digital radio uptake in Australian households conservatively estimated at around 16% by 2014.

The report highlights the fact that radio broadcasters continue to launch new digital-only services with up to 20 new DAB+ only stations on air in each market, plus an additional 13 short-term or pop-up stations.

There are now more than 80 different digital radio models on sale in Australia, across 700 retail outlets plus online stores. The average sales price has fallen to AUD\$105.

The full Digital Radio Industry Report 2011 can be downloaded from www.digitalradioplus.com.au by clicking on the Digital Radio Industry Report ticker on the home page.

* GfK Marketcope Report to January 2011.

**Source: The Nielsen Company Radio Ratings. How Listened. Mon-Sun 5.30am-12midnight. Survey #1, 2010 SMBAP, current survey; combination of Survey #1, 2011, SMAP & Survey #8, 2010 for Brisbane. All People 10+.

Media contact: Melissa Fleming 0417 499 529

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