

7 November 2013

## Digital radio listening reaches an all time high

Digital radio listening has reached a high of nearly 13% or more than 1.6 million people listening each week and the number of digital radios sold continues to rise with 87,555 DAB+ devices sold in the third quarter of 2013.

Digital radio listening figures from Survey 7, 2013 show that more than 1.6 million people or 12.7% of radio listening each week in the five state capitals, is via a DAB+ device. Time Spent Listening (TSL) to radio via a DAB+ digital radio device is 12 hours more than double that of TSL to radio via the internet which remains at just over five and a half hours.

Figures released by Commercial Radio Australia from the Q3 2013, GfK Marketscope report, which included the Sony Father's Day promotion (buy selected Sony DAB+ radio and receive free headphones), show 87,555 DAB+ devices sold, compared to Q2 with 68,417 sold. Bringing the total number of digital radios sold since the 2009 launch to 1,406,151.

Commercial Radio Australia chief executive officer, Joan Warner said: "These listening and sales figures for digital radios are very encouraging and we look forward to a successful digital radio Christmas promotion in the coming weeks."

Marketing Manager for Personal Entertainment at Sony Australia, Abel Makhraz, said: "Radio has been very successful at driving great reach and exposure for the Sony brand. The recent DAB+ Sony Father's Day promotion, was highly successful at generating broad awareness of digital radio and educating consumers about Sony's products in the category."

DAB+ has become the worldwide digital radio standard with Germany, Italy, Hong Kong, Malta, Ireland, Netherlands, Hungary, Gibraltar, Denmark and Switzerland all adopting DAB+. Interest in the Asia Pacific is at an all time high with Vietnam, Thailand and Indonesia all hosting DAB+ Technology and Transmission Workshops utilising Australian expertise and equipment. In the coming weeks, representatives from the oldest commercial radio broadcaster in Korea, MBC, will visit Sydney to study Australia's successful implementation of DAB+ digital radio.

Truck and bus manufacturer Fuso now includes DAB+ digital radio as standard across their range. This raises the number of Australian vehicle manufacturers now including DAB+ digital radio as standard or an option, in selected vehicles, to 11. Other manufacturers include Ford, Land Rover, Jaguar, Mercedes, Toyota, Lexus, BMW, Audi, Hino and Isuzu Trucks.

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**DAB+ digital radio is on [Twitter](#) and [Facebook](#).**

**For further information on digital radio visit: [www.digitalradioplus.com.au](http://www.digitalradioplus.com.au)**

GfK Marketscope Report Q3 2013.

Source: The Nielsen Company Radio Ratings, Survey #7, 2013 All People 10+. Mon-Sun 12:00 am to 12 am.