

DAB + Digital Radio Report - 3, 2016

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.

This report is based on the average results across the three most recent surveys (Survey 3, 4 and 5 2016).

Definitions:

- **TOTAL DAB+**: refers to listening to all stations available on DAB+. This includes all AM and FM stations that simulcast via DAB+ and listening to DAB+ Only stations via DAB+ and internet.
- **DAB+ ONLY STATIONS**: refers to stations that are only available on DAB+ and NOT on AM or FM, e.g. "Classic Rock Digital", "The 80s iHeartRadio", "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

Total DAB+ Audience

Cumulative Audience, Mon-Sun 12midnight-12midnight, P10+, listening via DAB+, internet, mobile phone or tablet

Market	Total Digital	%	Simulcast Stations (via DAB+ only)	DAB+ Only Stations (via DAB+ and internet)
National	3,603,000	27.0	2,623,000	1,544,000
Sydney	1,154,000	26.9	831,000	537,000
Melbourne	1,207,000	28.3	917,000	458,000
Brisbane	487,000	24.9	332,000	218,000
Adelaide	304,000	27.0	216,000	136,000
Perth	450,000	25.9	327,000	195,000

DAB+ Time Spent Listening

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

TSL	hh:mm
Total DAB+	10:43

Top 10 Commercial DAB+ only stations

Cumulative Audience, Mon-Sun 5:30am -12midnight, P10+, listening via DAB+, internet, mobile phone or tablet

	Station	Cumulative Audience	Markets Available
1	Coles Radio	151,000	Syd / Mel / Bris / Ade
2	Buddha	139,000	Syd / Mel / Bris / Ade / Per
3	The 80s iHeartRadio (formerly Pure Gold 80s)*	119,000	Syd / Mel / Bris / Ade
4	Classic Rock Digital	113,000	Syd / Mel / Bris / Per
5	Edge Digital	104,000	Syd / Mel / Bris / Ade
6	Oldskool Radio (formerly MORE 80s and 90s)***	96,000	Syd / Mel / Bris / Ade / Per
7	Easy Radio (formerly Stardust-Classics)****	91,000	Syd / Mel / Bris / Ade / Per
8	Koffee	91,000	Syd / Mel / Bris
9	The 90s iHeartRadio (formerly Pure Gold 90s)**	82,000	Syd / Mel / Bris / Ade
10	News Talk Sport	76,000	Syd / Mel / Bris / Per

Top 3 Commercial DAB+ only stations - by Market

Cumulative Audience, Mon-Sun 5:30am -12midnight, P10+, listening via DAB+, internet, mobile phone or tablet

	Station	Cumulative Audience
Sydney		
1	Edge Digital	74,000
2	Coles Radio	64,000
3	Koffee	51,000
Melbourne		
1	AUSSIE	54,000
2	The 80s iHeartRadio (formerly Pure Gold 80s)*	48,000
3	Coles Radio	38,000
Brisbane		
1	Coles Radio	33,000
2	Oldskool Radio (formerly MORE 80s and 90s)***	19,000
3	Classic Rock Digital	17,000
Adelaide		
1	The 90s iHeartRadio (formerly Pure Gold 90s)**	21,000
2	Buddha	19,000
3	Triple M Modern Rock	17,000
Perth		
1	Buddha	27,000
2	Smooth	26,000
3	Classic Rock Digital	19,000

*Pure Gold 80s rebranded to The 80s iHeartRadio on 23 March 2016

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*** MORE 80s and 90s rebranded to Oldskool Radio on 1 June 2016

**** Stardust - Classics rebranded to Easy Radio on 1 June 2016