

## DAB + Digital Radio Report - 2, 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 1, 2 and 3 2016).

### Definitions:

- **TOTAL DAB+**: refers to listening to all stations available on DAB+. This includes all AM and FM stations that simulcast available via DAB+.
- **DAB+ ONLY STATIONS**: refers to stations that are only available on DAB+ and NOT on AM or FM, e.g. "Triple M Classic Rock", "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](http://Digitalradioplus.com.au)



### Total DAB+ Audience

Cumulative Audience, Mon-Sun 12midnight-12midnight, P10+, listening via DAB+

Market	Total Digital	%	Simulcast Stations	DAB+ Only Stations
<b>National</b>	<b>3,518,000</b>	<b>26.3</b>	<b>2,622,000</b>	<b>1,418,000</b>
Sydney	1,106,000	25.8	813,000	471,000
Melbourne	1,173,000	27.5	900,000	451,000
Brisbane	495,000	25.3	354,000	202,000
Adelaide	303,000	26.9	222,000	124,000
Perth	441,000	25.4	333,000	169,000

### DAB+ Time Spent Listening

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

TSL	hh:mm
<b>Total DAB+</b>	10:26

### Top 10 Commercial DAB+ only stations

Cumulative Audience, Mon-Sun 5:30am -12midnight, P10+, listening via DAB+

	Station	Cumulative Audience	Markets Available
1	Coles Radio	148,000	Syd / Mel / Bris / Ade
2	Triple M Classic Rock	144,000	Syd / Mel / Bris / Per
3	Edge Digital	125,000	Syd / Mel / Bris / Ade
4	Buddha	117,000	Syd / Mel / Bris / Ade / Per
5	The 80s iHeartRadio (formerly Pure Gold 80s)*	114,000	Syd / Mel / Bris / Ade
6	MORE 80s and 90s	75,000	Syd / Mel / Bris / Ade / Per
7	Koffee	73,000	Syd / Mel / Bris
8	Stardust - Classics	71,000	Syd / Mel / Bris / Ade / Per
9	The 90s iHeartRadio (formerly Pure Gold 90s)**	68,000	Syd / Mel / Bris / Ade
10	Chemist Warehouse Remix	61,000	Syd / Mel / Bris / Ade

### Top 3 Commercial DAB+ only stations - by Market

Cumulative Audience, Mon-Sun 5:30am -12midnight, P10+, listening via DAB+

	Station	Cumulative Audience
<b>Sydney</b>		
1	Edge Digital	86,000
2	Coles Radio	54,000
3	Triple M Classic Rock	50,000
<b>Melbourne</b>		
1	Aussie Digital	61,000
2	Triple M Classic Rock	52,000
3	The 80s iHeartRadio (formerly Pure Gold 80s)*	48,000
<b>Brisbane</b>		
1	Coles Radio	30,000
2	Triple M Classic Rock	24,000
3	smooth	19,000
<b>Adelaide</b>		
1	Triple M Modern Rock	19,000
2	Coles Radio	19,000
3	The 90s iHeartRadio (formerly Pure Gold 90s)**	16,000
<b>Perth</b>		
1	Buddha	25,000
2	Smooth	23,000
3	Triple M Classic Rock	18,000

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

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