

COMMERCIAL RADIO LISTENER GROWTH IN 2020

METRO HIGHLIGHTS

- Record high of nearly 11.1 million listeners tuned into commercial radio each week
- Strong audience growth of nearly 1 million listeners (+9.8%) over past five years
- 200,000 listeners gained in 2020 across multiple platforms
- Almost 3 million commercial radio listeners in the key 25-39 demo



Across Sydney, Melbourne, Brisbane, Adelaide & Perth

Commercial radio reached
77% OF ALL AUSTRALIANS*

Commercial radio maintained a metro audience of at least
6.3M LISTENERS
in breakfast, morning, afternoon and drive*

Average weekly time spent listening to commercial radio was
13HRS 12MINS#

COMMERCIAL RADIO REACH BY AGE DEMO*



All age demographics^ have seen audience growth over past five years



tuned in to commercial breakfast radio each week

Mon-Fri 05.30-09.00

27% OF PEOPLE LISTENED VIA A DAB+ DEVICE

– the second most popular platform for listening after AM/FM



tuned in to commercial drive radio each week

Mon-Fri 16.00-19.00