

# COMMERCIAL RADIO REACHES MORE THAN 14.5 MILLION AUSTRALIANS AGED 14+ EACH WEEK, 11.2 MILLION MORE LISTENERS THAN SPOTIFY'S FREE SERVICE\*

Commercial radio<sup>^</sup> reaches more than four times as many people as Spotify's free service<sup>#</sup> each week. 57% of Australians listen to commercial radio, compared with 13% for Spotify's free service. Although music discovery is a driver of listening for some of commercial radio's audience, the strong connection with radio talent is also a drawcard, as is the live and local content, including news, traffic, promotions, activations, station events and active listener engagement.

**57%** OF AUSTRALIANS HAVE LISTENED TO **COMMERCIAL RADIO**

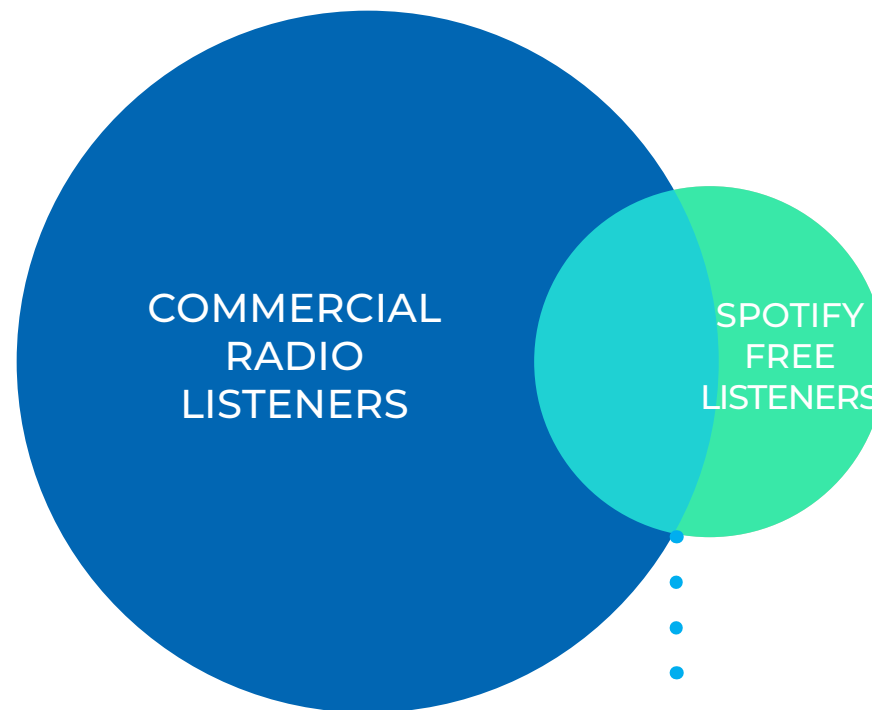


**13%** OF AUSTRALIANS HAVE LISTENED TO **SPOTIFY FREE**

# COMMERCIAL RADIO IS THE PLATFORM WITH THE LARGEST EXCLUSIVE AUDIENCE

Commercial radio<sup>^</sup> reaches the majority (59%) of Spotify free<sup>#</sup> listeners each week. For media buyers looking to maximise reach and reduce audience overlap, commercial radio is the obvious choice. Advertisers who use Spotify are tapping into only 14% of commercial radio's mass audience, resulting in a missed opportunity to reach 12.5 million commercial radio listeners.

**57%** OF AUSTRALIANS HAVE LISTENED TO COMMERCIAL RADIO



**13%** OF AUSTRALIANS HAVE LISTENED TO SPOTIFY FREE

**59%**

# COMMERCIAL RADIO IS MORE LIKELY TO REACH KEY PURCHASING DEMOGRAPHICS

Commercial radio<sup>^</sup> listeners are 32% more likely than Spotify free<sup>#</sup> listeners to fall within the key household purchasing demo of 35-44 year olds. Commercial radio listeners are 9% more likely than Spotify free listeners to be degree qualified, and 13% more likely to be employed on a full-time basis, making them more likely to have access to a larger disposable income.



35-44  
YEAR OLDS



EMPLOYED  
FULL-TIME



DEGREE  
QUALIFIED