

# RAJAR DATA RELEASE

Quarter 3, 2016 – October 27<sup>th</sup> 2016

## All Radio Listening via Platform

|                    | REACH%  | HOURS 000s | SHARE%  |
|--------------------|---------|------------|---------|
|                    | Q3 2016 | Q3 2016    | Q3 2016 |
| <b>All Radio</b>   | 89.1    | 1,038      | 100     |
| <b>AM/FM</b>       | 73.6    | 566        | 54.5    |
| <b>All Digital</b> | 59.0    | 472        | 45.5    |
| <b>DAB</b>         | 44.8    | 336        | 32.3    |
| <b>DTV</b>         | 14.7    | 53         | 5.2     |
| <b>Online/Apps</b> | 18.7    | 83         | 8.0     |