

# 2017 GfK AUSTRALIAN SHARE OF AUDIO STUDY

The 2017 GfK Australian Share of Audio study was commissioned by Commercial Radio Australia, to help the industry better understand the evolution of the audio category. The study provides a snapshot of how and where Australians are consuming not just radio, but all audio.

During the four week study, more than 1,500 respondents from a nationally representative sample in the five metropolitan capital cities completed online and paper diaries. Respondents completed a 24 hour diary for seven consecutive days, indicating what audio they engaged with.

TIME SPENT WITH AUDIO

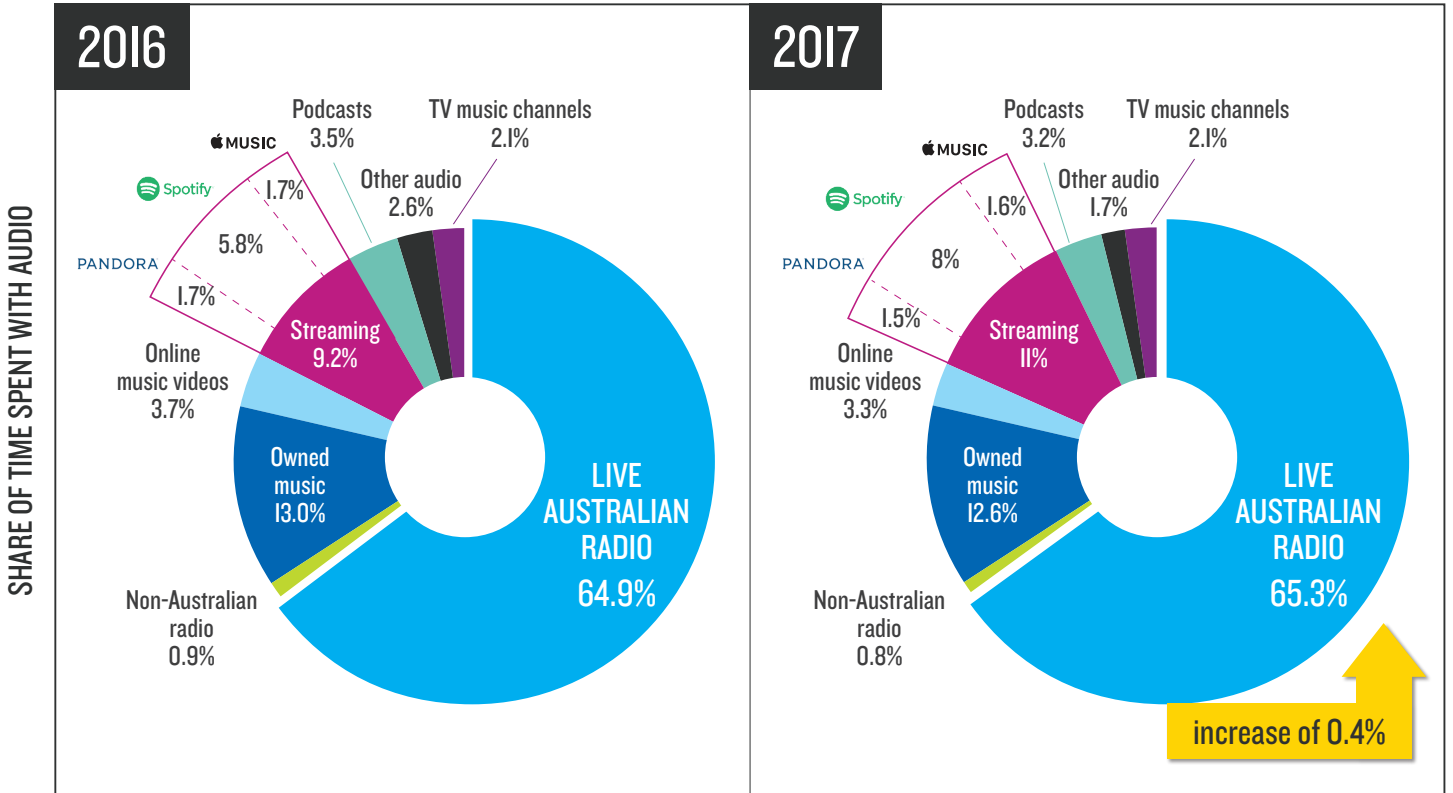
**3 HRS & 20 MINS**

The amount of time the average Australian spends listening to audio daily.

## RADIO IS THE DOMINANT AUDIO

<b>Live Australian Radio</b>	<b>Owned Music</b>	<b>Streaming</b> <small>PANDORA Spotify APPLE MUSIC</small>	<b>Online Music Videos</b>
<b>Podcasts</b>	<b>TV Music Channels</b>	<b>Other Audio</b>	<b>Non-Australian Radio</b>

**2 HRS & 10 MINS** The amount of time the average Australian spends listening to **Live Australian Radio** daily.



# TIME SPENT WITH AUDIO DAILY

2:10



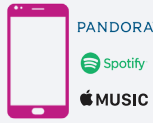
LIVE AUSTRALIAN RADIO

0:25



Owned Music

0:22



Streaming (Pandora, Spotify, Apple Music)

0:06



Online Music Videos

0:06



Podcasts

0:04



TV Music Channels

0:03



Other Audio

0:01



Non-Australian Radio

hours:minutes

## People listen to Live Australian Radio...

9x LONGER than Spotify

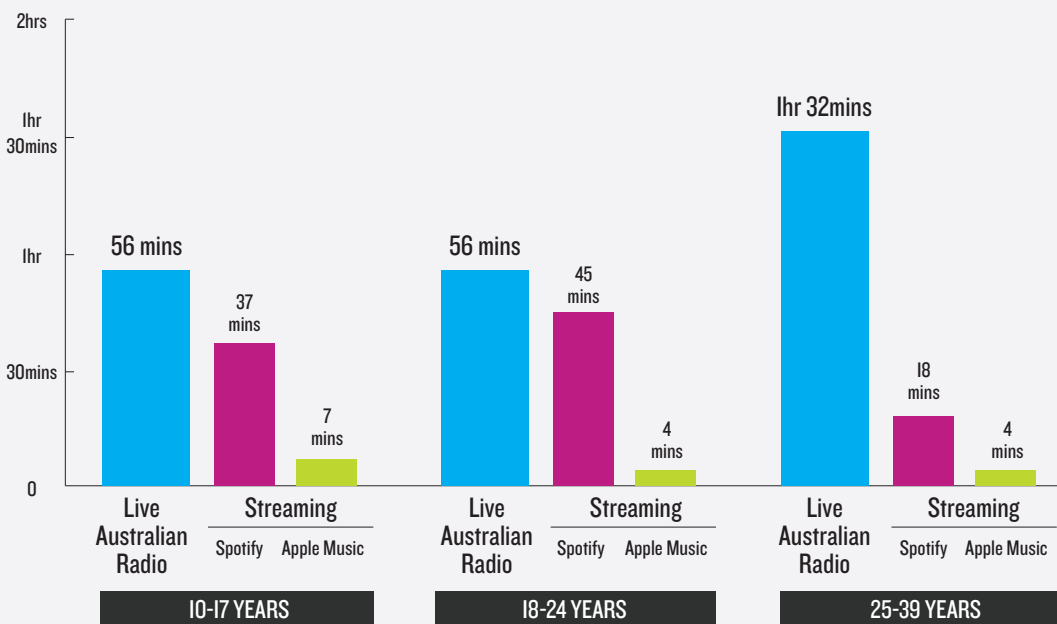
43x LONGER than MUSIC

## Live Australian Radio has...

OVER 6x the daily reach of Spotify

24x the daily reach of MUSIC

## DAILY TIME SPENT WITH RADIO VS STREAMING SERVICES



**RADIO DOMINATES YOUNGER AUDIENCES**

The number one platform consumed by ages 10-39 each day.

Source: 2017 GfK Australian Share of Audio study.

For more information regarding the study, please visit [radioalive.com.au](http://radioalive.com.au)