

2018 GfK SHARE OF AUDIO[®]

Share of Audio is Australia's major comprehensive annual study of Australians' audio consumption habits and is considered the authoritative national research into the audio landscape.

2018 is Share of Audio's third incarnation and the results continue to demonstrate the dominance of live radio in a constantly fragmenting media environment.

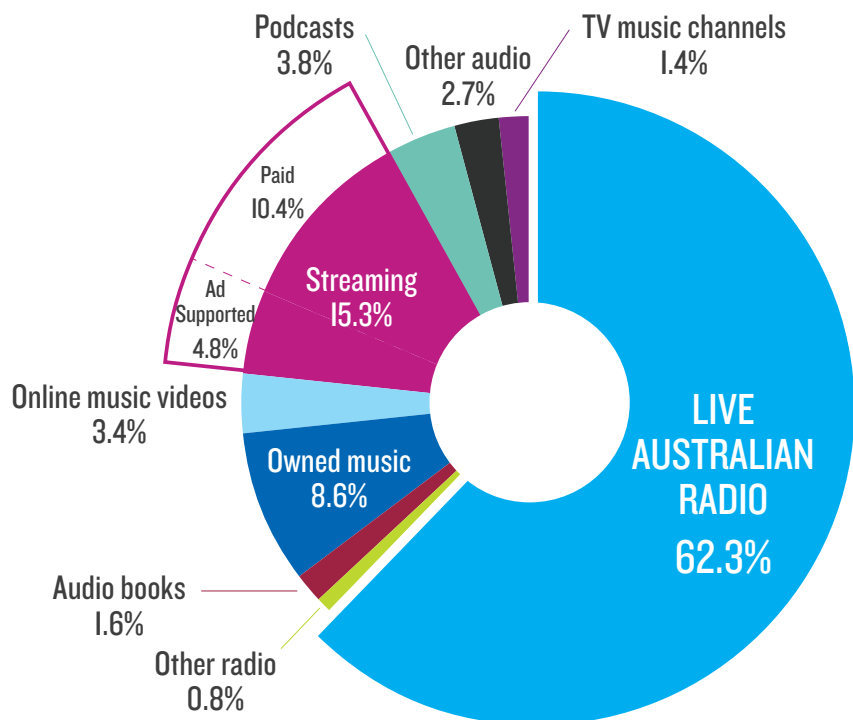
The study, conducted over a four week period, required respondents to complete an audio diary detailing their listening activities. This year the sample was increased to almost 2,000 across the five capital cities, as well as including additional sample from the major centres of Canberra, Newcastle and the Gold Coast.

% SHARE OF LISTENING

Live Australian radio accounts for a dominant

62.3%

of all audio listening

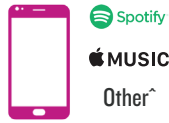


DAILY TIME SPENT LISTENING

(hours:minutes)



LIVE
AUSTRALIAN
RADIO
2:05



Streaming
0:30



Owned Music
0:17



Podcasts
0:07



Online Music Videos
0:06



Other Audio
0:05



Audio Books
0:03



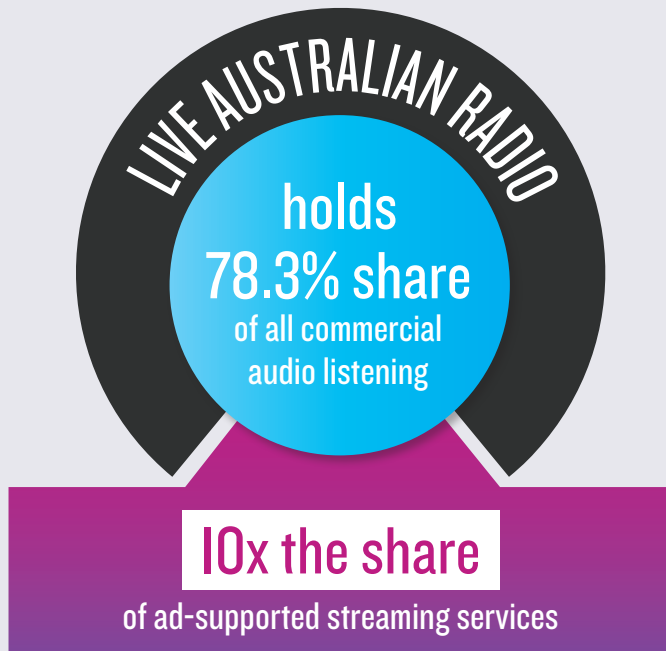
TV Music Channels
0:02



Other Radio
0:01

*Both free and paid services eg. YouTube Music, TIDAL, Deezer, Google Play Music, Amazon Music, Soundcloud etc.

Commercial radio is the dominant commercial audio platform across each daypart and all age groups



Live Australian radio has more than
4x the share
of the streaming services combined

and
reaches
more than 3x
as many
Australians

Source: 2018 GfK Share of Audio®.

For more information regarding the study, please visit radioalive.com.au.