

# On Air, Online: Commercial Radio's Streaming Success

**Tuesday 9 July 2024**

Australian commercial radio continues to experience sustained year-on-year (YOY) growth, according to GfK Survey 4 2024, with 12.4 million listeners tuning in for an average of 12 hours and 47 minutes each week.

Commercial Radio & Audio (CRA) welcomed the latest results, revealing a notable increase of 168,000 listeners in commercial radio's total audience. Of particular significance, the 25-54 age group showed a steady 2.9% rise YOY, reaching 6.1 million.

The appeal of breakfast radio and in-car consumption continues to be on the rise, with both maintaining their growth momentum. Breakfast saw a 3.4% increase, adding 290,000 listeners year-on-year, bringing the total to 8.9 million listeners. Meanwhile, in-car listeners grew by 5.1% year-on-year, reaching 10.2 million listeners. Over 82% of radio listeners tune in while driving, accounting for 34.9% of all commercial radio listening.

Streaming continues to thrive, with over a quarter (27.8%) of commercial radio's audience opting to listen in this way. The survey shows an additional 147,000 listeners survey on survey embracing commercial radio streaming, totalling 3.4 million. This 4.5% rise highlights the growing importance of radio streaming.

"As digital platforms evolve, so does radio's ability to reach audiences. Whether through streaming or traditional broadcasts, radio's adaptability meets diverse listener needs," said Jo Dick, CRA Chief Commercial Officer.

"The surge in streaming reflects a broader shift in consumer behaviour towards digital platforms. Commercial radio's ability to innovate in this space underscores its enduring relevance," she added.

All demographics saw an increase in streaming audiences survey on survey, with a 9.6% increase among listeners aged 40-54, and a nearly 6% increase in those aged 25-54.

Across the workday, streaming saw a robust 5% increase, with mornings and afternoons experiencing jumps of 5% and 6.5% respectively, versus previous survey.

Listeners to Commercial DAB+ only stations showed increased engagement, with Time Spent Listening (TSL) extending to 6 hours and 8 minutes. Mornings have experienced a significant lift, with nearly 7% more listeners and TSL extending by 13 minutes year-on-year.

Source: [GfK 360 Radio Ratings](#), SMBAP S4 2024, compared to S4 2023, All people 10+, Mon-Sun 12mn-12mn, Cume (000's), unless otherwise stated. Weekly Time Spent Listening (hh:mm). All numbers refer to commercial radio results unless otherwise stated.

**Media contact: Aisling Nesbitt – [Aisling.Nesbitt@commercialradio.com.au](mailto:Aisling.Nesbitt@commercialradio.com.au) 0433 859 686**

## About Commercial Radio & Audio

CRA is the peak industry body representing the interests of commercial radio broadcasters across Australia. CRA promotes the effectiveness of radio and audio to advertisers, manages audio research and insights, metropolitan and regional audience measurement surveys, the Australian Podcast Ranker, revenue reporting, industry innovation, industry codes and standards, and regulatory and legislative matters. CRA hosts the ACRA Awards and HEARD, the audio industry showcase.

**Follow us:** [LinkedIn](#) | [Facebook](#) | [Instagram](#)

**More info:** [commercialradio.com.au](http://commercialradio.com.au) | [radioapp.com.au](http://radioapp.com.au) | [digitalradioplus.com.au](http://digitalradioplus.com.au)