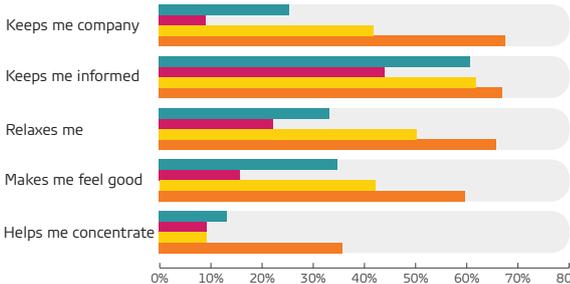
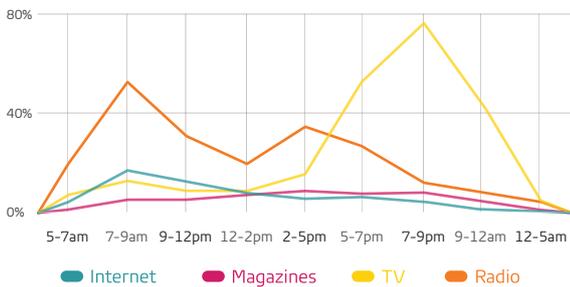


RADIO: BATTING ABOVE THE AVERAGE



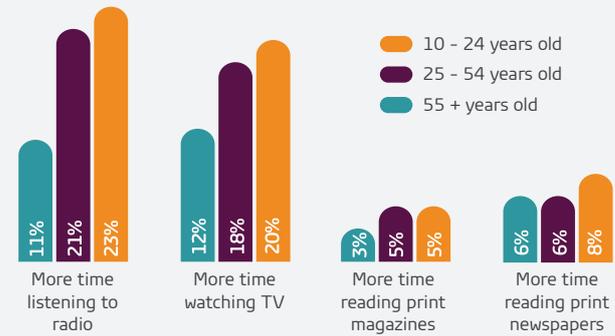
RADIO IS MY FAVOURITE COMPANION

Radio provides companionship throughout the day and keeps listeners informed, relaxed and feeling good above TV, print magazines, newspapers and the internet.



SPENDING MORE TIME WITH RADIO

Overall radio audiences have grown by **7%*** in the last five years with **19%** of people now listening to more radio than they were a year ago.

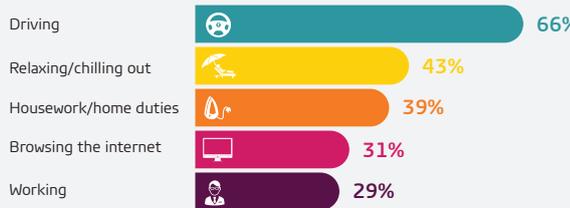


Radio is thriving and relevant with all listeners in the digital age.



A MULTI-TASKING MEDIA

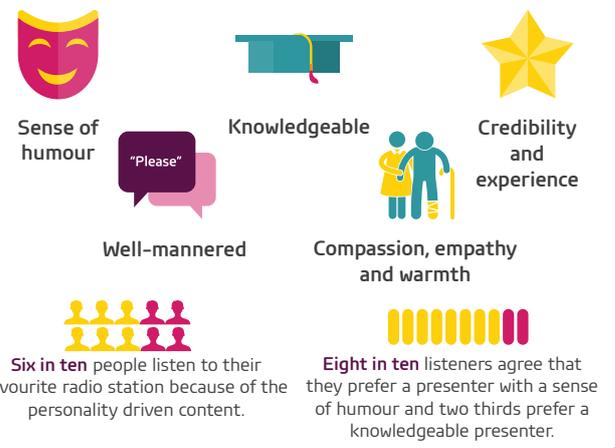
Radio is predominately a multi-tasking medium and often consumed in conjunction with other activities. The top five activities while listening to radio:



Half of 10-24 year olds listen to radio whilst relaxing and almost 40% of 25-54 year olds listen to radio whilst working.



TOP 5 QUALITIES IN A PRESENTER



AudienScope, a quarterly national online survey of radio behaviour conducted in the five capital cities, provides an additional perspective to the Australian radio ratings. AudienScope looks for deeper, more holistic, insights into the radio listening habits of Australians. All information is based on data from the AudienScope study, except where indicated by asterisk (*). *Source: Nielsen Radio Ratings SMBAP Survey1-8 2010, Monday to Sunday 12Midnight to 12Midnight, All People 10+, and GfK Radio Ratings SMBAP Survey1-8 2014, Monday to Sunday 12Midnight to 12Midnight, All people 10+.