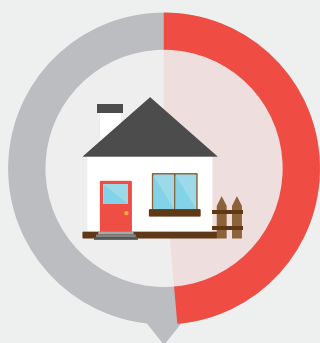


RADIO IN 2016

PLACE OF LISTENING all people 10+



48.8%
HOME



32.5%
CAR

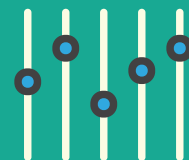


16.7%
WORK



2.0%
ELSEWHERE

65% OF ALL AUDIO LISTENING IS TO AUSTRALIAN RADIO



10.6M
PEOPLE



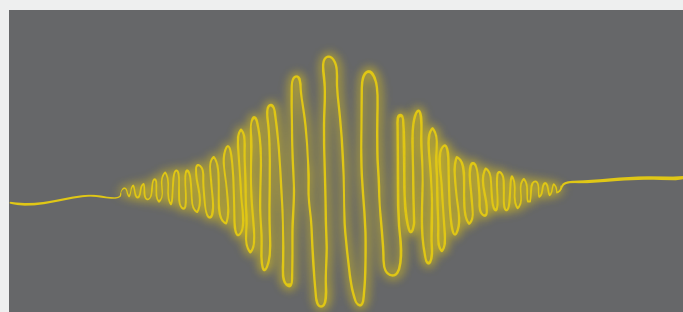
listen to **breakfast radio***
each week in
metropolitan
markets

*Mon-Fri 05.30-09.00

9.9M
PEOPLE

listen to **drive radio***
each week in
metropolitan
markets

*Mon-Fri 16.00-19.00



80.8%
OF ALL LISTENING IS TO
**COMMERCIAL
RADIO**