

## GfK Radio 360 Ratings Summary Report – Survey 6, 2024

The Media Summary Report provided will contain Market Share %, Cumulative Audience (000s) and Average Audience (000s) for total radio, as well as Market Share %, Cumulative Audience (000s) by radio type.

Each of these statistics represents the radio audience in different ways and as such must be referred in the following manner:

### Instructions and examples of interpreting the results:

- **Share%:** Market Share is the percentage of the radio type listening, in a defined period, in an average week that is tuned to a particular station

e.g. 'During Mon-Sun 5:30am-12mn, 13.8% of the total radio listening audience was to Station B or Station B has 13.8% share of all listening Mon-Sun 5:30am-12mn';  
 'During Mon-Sun 5:30am-12mn, 13.9% of the AM/FM/DAB+ listening audience was to Station B or Station B has 13.9% share of AM/FM/DAB+ listening Mon-Sun 5:30am-12mn';  
 'During Mon-Sun 5:30am-12mn, 16.5% of the streaming listening audience was to Station B or Station B has 16.5% share of streaming listening Mon-Sun 5:30am-12mn'.

Please note AM/FM/DAB+ and Streaming Share% results exclude in its calculation Other AM, Other FM, Other Digital & stations appearing as n.a. Total Radio Share% is calculated including these station groups.

Share is a measure of listening and refers to those listening and the number of quarter hours they listened to (time spent listening). It can be reflected in statements such as 'most listened to station' or the 'station with the most listening'.

- **Cumulative audience (000s):** is the number of different people reached at least once by a radio station across a defined period of time via a radio type, in an average week

e.g. 'Across Mon-Sun 5:30am-12mn, there were 64,000 unique or different listeners aged 10+ tuning into Station A on total radio';  
 'Across Mon-Sun 5:30am-12mn, there were 60,000 unique or different listeners aged 10+ tuning into Station A on AM/FM/DAB+';  
 'Across Mon-Sun 5:30am-12mn, there were 15,000 unique or different listeners aged 10+ tuning into Station A via streaming'.

Please note that there can be overlap between radio types.

Cume is a measure of listeners or audience size. It can be reflected in statements such as 'total audience', 'total number of listeners' or 'most listeners'.

- **Average audience (000s):** is the average number of people tuned into a radio station across a defined period of time, in any given quarter hour, during an average week

e.g. 'Between Mon-Sun 5:30am-12mn, in an average quarter hour, there are 15,000 people aged 10+ listening to Station C'.

It can be reflected in statements such as 'average audience' or 'average number of listeners in a given quarter hour'.

Stations	Total Radio			AM/FM/DAB+		Streaming	
	Market Share %	Cumulative Audience (000s)	Average Audience (000s)	Market Share %	Cumulative Audience (000s)	Market Share %	Cumulative Audience (000s)
Station A	5.1	64	3	5.6	60	4.8	15
Station B	13.8	621	60	13.9	605	16.5	150
Station C	3.2	264	15	3.3	220	3.2	80

Source: GfK Radio 360 Ratings, Market A, Survey X 2024, Mon-Sun 5:30am-12mn, People 10+, By Radio

# RADIO 360: SYDNEY - TOTAL RADIO - SURVEY 6 2024

## SHARE %

By Demographic, Mon-Sun 5.30am-12midnight

Station	People 10+			People 10-17			People 18-24			People 25-39			People 40-54			People 55-64			People 65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
SEN 1170am	2.1	2.6	-0.5	0.8	0.7	0.1	2.1	2.8	-0.7	1.9	2.4	-0.5	2.9	4.3	-1.4	2.4	3.9	-1.5	1.7	1.2	0.5
2GB	10.2	13.3	-3.1	2.9	3.9	-1.0	2.9	1.9	1.0	2.2	4.4	-2.2	4.1	5.7	-1.6	14.3	16.7	-2.4	22.4	29.1	-6.7
2UE 954	3.8	3.8	0.0	1.5	1.2	0.3	2.3	1.1	1.2	1.1	1.2	-0.1	2.1	2.0	0.1	3.2	2.3	0.9	8.2	9.1	-0.9
SKY Sports Radio	1.7	1.3	0.4	1.0	1.5	-0.5	1.1	1.2	-0.1	1.3	1.0	0.3	1.0	1.1	-0.1	1.3	1.5	-0.2	3.0	1.7	1.3
104.1 2DAY FM	4.7	4.9	-0.2	9.5	12.0	-2.5	10.3	9.0	1.3	6.3	5.6	0.7	3.7	4.6	-0.9	5.4	6.4	-1.0	0.9	0.7	0.2
KIIS1065	10.8	10.9	-0.1	14.9	14.3	0.6	20.8	18.0	2.8	18.5	18.7	-0.2	14.1	15.3	-1.2	7.1	7.9	-0.8	1.2	1.0	0.2
104.9 TRIPLE M	4.0	4.7	-0.7	6.2	4.8	1.4	4.6	5.7	-1.1	4.3	4.1	0.2	6.2	9.2	-3.0	5.1	6.0	-0.9	0.7	0.4	0.3
NOVA96.9	7.1	7.0	0.1	16.7	15.5	1.2	13.1	13.4	-0.3	13.1	14.0	-0.9	7.4	6.9	0.5	3.6	3.3	0.3	0.4	0.4	0.0
smoothfm 95.3	10.3	9.3	1.0	12.3	11.1	1.2	8.9	7.5	1.4	9.2	10.3	-1.1	11.0	9.6	1.4	14.0	9.2	4.8	8.1	8.3	-0.2
WSFM	10.7	9.4	1.3	9.0	8.5	0.5	6.0	6.1	-0.1	5.7	4.9	0.8	13.4	10.9	2.5	16.6	16.8	-0.2	10.4	8.2	2.2
ABC SYD	6.7	6.1	0.6	1.5	2.2	-0.7	2.3	2.8	-0.5	1.7	2.2	-0.5	3.0	3.4	-0.4	6.8	4.5	2.3	15.7	13.7	2.0
2RN	1.5	1.5	0.0	1.0	0.5	0.5	0.1	0.5	-0.4	0.4	0.8	-0.4	0.3	0.4	-0.1	0.6	0.6	0.0	4.0	3.9	0.1
ABC NEWSRADIO	1.9	1.7	0.2	1.9	2.0	-0.1	1.1	2.4	-1.3	1.0	0.8	0.2	2.3	1.1	1.2	2.5	2.3	0.2	1.9	2.2	-0.3
2JJJ	3.2	3.5	-0.3	2.1	3.1	-1.0	2.4	4.8	-2.4	7.9	6.7	1.2	5.1	5.3	-0.2	1.7	1.4	0.3	0.2	0.7	-0.5
ABC CLASSIC	3.1	2.5	0.6	1.2	1.2	0.0	1.4	1.4	0.0	2.1	2.2	-0.1	1.6	1.1	0.5	1.9	1.9	0.0	6.4	5.0	1.4

By Session, P10+

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5:30am-12mn			Mon-Fri 5:30am-9:00am			Mon-Fri 9:00am-12:00md			Mon-Fri 12:00md-4:00pm			Mon-Fri 4:00pm-7:00pm			Mon-Fri 7:00pm-12:00mn			Sat-Sun 5:30am-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
SEN 1170am	2.4	3.0	-0.6	2.6	2.6	0.0	2.3	2.9	-0.6	2.1	3.6	-1.5	3.2	3.7	-0.5	1.3	1.8	-0.5	1.1	1.3	-0.2
2GB	10.5	13.5	-3.0	12.2	15.6	-3.4	12.4	15.7	-3.3	8.3	10.5	-2.2	5.9	7.8	-1.9	14.4	19.2	-4.8	9.4	12.6	-3.2
2UE 954	3.5	3.6	-0.1	2.8	2.6	0.2	3.6	4.2	-0.6	4.3	5.1	-0.8	3.3	2.5	0.8	4.1	2.9	1.2	4.5	4.3	0.2
SKY Sports Radio	1.5	1.2	0.3	2.8	2.6	0.2	0.5	0.4	0.1	0.8	0.4	0.4	1.9	1.3	0.6	1.1	0.6	0.5	2.2	1.8	0.4
104.1 2DAY FM	4.8	5.1	-0.3	4.2	4.2	0.0	4.3	4.7	-0.4	5.6	6.5	-0.9	5.8	5.9	-0.1	3.8	4.1	-0.3	4.4	4.2	0.2
KIIS1065	11.5	11.8	-0.3	13.7	14.3	-0.6	12.1	12.0	0.1	10.5	10.5	0.0	10.0	11.1	-1.1	7.2	7.5	-0.3	8.7	8.0	0.7
104.9 TRIPLE M	4.0	4.8	-0.8	4.6	5.0	-0.4	2.9	3.8	-0.9	3.8	5.0	-1.2	5.3	5.7	-0.4	3.5	4.5	-1.0	3.9	4.5	-0.6
NOVA96.9	7.1	6.9	0.2	6.3	6.7	-0.4	6.7	6.2	0.5	7.4	6.8	0.6	9.0	8.8	0.2	6.2	6.1	0.1	7.3	7.4	-0.1
smoothfm 95.3	10.1	9.3	0.8	8.4	7.9	0.5	11.2	10.8	0.4	11.2	9.7	1.5	10.3	9.3	1.0	9.2	8.6	0.6	10.8	9.3	1.5
WSFM	11.2	9.3	1.9	10.6	9.3	1.3	12.2	10.0	2.2	12.5	10.4	2.1	10.3	7.7	2.6	8.2	7.1	1.1	9.1	9.6	-0.5
ABC SYD	6.6	5.8	0.8	9.1	7.9	1.2	5.4	4.3	1.1	5.1	4.2	0.9	5.0	5.3	-0.3	8.7	8.1	0.6	7.0	7.2	-0.2
2RN	1.3	1.3	0.0	2.0	2.5	-0.5	0.9	0.7	0.2	0.6	0.6	0.0	1.0	0.9	0.1	2.0	1.8	0.2	2.0	2.1	-0.1
ABC NEWSRADIO	1.7	1.7	0.0	3.0	2.5	0.5	1.3	1.3	0.0	0.7	0.9	-0.2	1.3	1.8	-0.5	1.8	1.9	-0.1	2.4	1.8	0.6
2JJJ	3.3	3.4	-0.1	2.9	3.4	-0.5	2.8	3.2	-0.4	3.7	3.1	0.6	4.3	4.7	-0.4	2.8	2.7	0.1	3.1	3.5	-0.4
ABC CLASSIC	2.8	2.3	0.5	2.8	1.8	1.0	3.4	3.0	0.4	2.8	2.5	0.3	2.6	2.6	0.0	2.3	1.6	0.7	3.7	3.1	0.6



# RADIO 360: SYDNEY - TOTAL RADIO - SURVEY 6 2024 AVERAGE AUDIENCE (000's)

By Demographic, Mon-Sun 5.30am-12midnight (Ave Qtr Hr Audience)

Station	People 10+			People 10-17			People 18-24			People 25-39			People 40-54			People 55-64			People 65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
SEN 1170am	9	12	-3	*	*	*	1	1	0	2	2	0	3	5	-2	2	3	-1	2	2	0
2GB	47	61	-14	1	2	-1	1	1	0	2	3	-1	4	6	-2	10	11	-1	29	38	-9
2UE 954	17	17	0	1	1	0	1	*	*	1	1	0	2	2	0	2	2	0	10	12	-2
SKY Sports Radio	8	6	2	*	1	*	*	*	*	1	1	0	1	1	0	1	1	0	4	2	2
104.1 2DAY FM	21	23	-2	4	5	-1	4	3	1	5	5	0	4	5	-1	4	4	0	1	1	0
KIIS1065	49	50	-1	6	6	0	8	6	2	15	15	0	14	16	-2	5	5	0	1	1	0
104.9 TRIPLE M	18	22	-4	2	2	0	2	2	0	3	3	0	6	10	-4	3	4	-1	1	1	0
NOVA96.9	32	32	0	6	6	0	5	5	0	11	11	0	7	7	0	2	2	0	*	*	*
smoothfm 95.3	47	43	4	5	5	0	3	3	0	7	8	-1	11	10	1	10	6	4	10	11	-1
WSFM	49	43	6	3	3	0	2	2	0	5	4	1	14	12	2	11	12	-1	13	11	2
ABC SYD	31	28	3	1	1	0	1	1	0	1	2	-1	3	4	-1	5	3	2	20	18	2
2RN	7	7	0	*	*	*	*	*	*	*	1	*	*	*	*	*	*	*	5	5	0
ABC NEWSRADIO	8	8	0	1	1	0	*	1	*	1	1	0	2	1	1	2	2	0	2	3	-1
2JJJ	15	16	-1	1	1	0	1	2	-1	6	5	1	5	6	-1	1	1	0	*	1	*
ABC CLASSIC	14	12	2	*	*	*	1	*	*	2	2	0	2	1	1	1	1	0	8	6	2
<b>Total</b>	<b>454</b>	<b>459</b>	<b>-5</b>	<b>39</b>	<b>40</b>	<b>-1</b>	<b>37</b>	<b>34</b>	<b>3</b>	<b>81</b>	<b>80</b>	<b>1</b>	<b>101</b>	<b>107</b>	<b>-6</b>	<b>68</b>	<b>69</b>	<b>-1</b>	<b>128</b>	<b>129</b>	<b>-1</b>

By Session, P10+ [Potential: 4808]

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5:30am-12mn			Mon-Fri 5:30am-9:00am			Mon-Fri 9:00am-12:00md			Mon-Fri 12:00md-4:00pm			Mon-Fri 4:00pm-7:00pm			Mon-Fri 7:00pm-12:00mn			Sat-Sun 5:30am-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
SEN 1170am	11	15	-4	19	20	-1	15	20	-5	12	20	-8	14	17	-3	2	3	-1	4	5	-1
2GB	50	65	-15	90	116	-26	85	109	-24	45	58	-13	26	36	-10	21	28	-7	37	49	-12
2UE 954	17	17	0	21	19	2	24	29	-5	23	28	-5	15	11	4	6	4	2	18	17	1
SKY Sports Radio	7	6	1	21	19	2	3	3	0	4	2	2	8	6	2	2	1	1	9	7	2
104.1 2DAY FM	23	25	-2	31	31	0	29	33	-4	30	36	-6	26	27	-1	5	6	-1	17	17	0
KIIS1065	55	57	-2	100	107	-7	83	83	0	57	58	-1	45	50	-5	10	11	-1	34	31	3
104.9 TRIPLE M	19	23	-4	34	37	-3	20	26	-6	21	28	-7	24	26	-2	5	6	-1	15	18	-3
NOVA96.9	34	33	1	46	50	-4	45	43	2	40	38	2	40	40	0	9	9	0	29	29	0
smoothfm 95.3	48	45	3	62	59	3	76	75	1	60	54	6	46	42	4	13	12	1	43	36	7
WSFM	54	45	9	78	70	8	83	69	14	68	58	10	46	35	11	12	10	2	36	38	-2
ABC SYD	32	28	4	67	59	8	37	29	8	28	23	5	23	24	-1	12	12	0	28	28	0
2RN	6	6	0	15	18	-3	6	5	1	3	3	0	4	4	0	3	3	0	8	8	0
ABC NEWSRADIO	8	8	0	22	19	3	9	9	0	4	5	-1	6	8	-2	3	3	0	10	7	3
2JJJ	16	17	-1	22	26	-4	19	22	-3	20	17	3	19	21	-2	4	4	0	12	14	-2
ABC CLASSIC	14	11	3	20	13	7	23	20	3	15	14	1	12	12	0	3	2	1	15	12	3
<b>Total</b>	<b>477</b>	<b>486</b>	<b>-9</b>	<b>734</b>	<b>745</b>	<b>-11</b>	<b>680</b>	<b>693</b>	<b>-13</b>	<b>541</b>	<b>555</b>	<b>-14</b>	<b>446</b>	<b>453</b>	<b>-7</b>	<b>143</b>	<b>144</b>	<b>-1</b>	<b>395</b>	<b>392</b>	<b>3</b>

# RADIO 360: SYDNEY - TOTAL RADIO - SURVEY 6 2024 DAB+ STATIONS ONLY - CUMULATIVE AUDIENCE (000'S)

Cumulative Audience (000's) by Demographic, Mon-Sun 5.30am-12midnight

Station	People 10+			People 10-17			People 18-24			People 25-39			People 40-54			People 55-64			People 65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
BLENDER BEATS	35	27	8	11	7	4	2	3	-1	23	14	9	*	3	*	*	*	*	*	*	*
CADA	141	123	18	22	26	-4	19	18	1	62	53	9	36	26	10	2	*	*	*	*	*
Chemist Warehouse Remix	22	23	-1	6	5	1	2	11	-9	8	*	*	2	5	-3	3	2	1	*	*	*
Coles Radio	118	102	16	10	14	-4	9	9	0	44	40	4	28	22	6	17	10	7	10	8	2
DANCE HITS	97	92	5	17	12	5	12	12	0	43	45	-2	22	18	4	3	3	0	*	2	*
EASY HITS	46	34	12	4	5	-1	8	11	-3	23	8	15	*	*	*	11	6	5	*	4	*
iHeartAustralia	103	100	3	16	21	-5	19	27	-8	45	35	10	12	14	-2	4	3	1	6	*	*
iHeartCountry	24	20	4	2	5	-3	2	*	*	13	11	2	5	4	1	*	*	*	1	*	*
KIIS 90s	112	88	24	28	17	11	18	20	-2	44	32	12	22	16	6	*	2	*	*	*	*
MMM 2000s	44	46	-2	13	13	0	9	8	1	15	18	-3	7	7	0	*	*	*	*	*	*
MMM 80s	23	34	-11	6	11	-5	4	4	0	3	12	-9	7	5	2	3	2	1	*	*	*
MMM 90s	73	74	-1	15	13	2	15	16	-1	24	29	-5	15	13	2	3	3	0	2	*	*
MMM ALMOST ACOUSTIC	27	5	22	7	*	*	5	*	*	*	*	*	11	5	6	2	*	*	2	*	*
MMM CLASSIC ROCK	44	53	-9	6	5	1	4	5	-1	7	11	-4	17	21	-4	6	8	-2	4	3	1
MMM COUNTRY	28	24	4	9	6	3	4	2	2	11	14	-3	2	*	*	*	*	*	2	2	0
Nova Nation	59	47	12	16	11	5	9	6	3	17	19	-2	11	6	5	*	2	*	6	2	4
OLDSKOOL 80s HITS	33	33	0	10	5	5	5	6	-1	1	10	-9	15	11	4	2	1	1	*	*	*
OLDSKOOL 90s HITS	59	56	3	17	16	1	10	6	4	19	17	2	12	16	-4	*	*	*	*	*	*
Priceline Radio	2	n.a.	*	*	n.a.	*	2	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*	*	n.a.	*
Radio Maria	4	6	-2	*	4	*	*	*	*	*	*	*	2	*	*	*	*	*	2	2	0
Radio Maria Ital	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
RnB FRIDAYS RADIO	54	52	2	9	16	-7	10	12	-2	18	14	4	18	10	8	*	*	*	*	*	*
SEN Melbourne	9	8	1	3	*	*	*	1	*	5	3	2	*	*	*	*	4	*	2	*	*
SENTrack	14	23	-9	2	2	0	*	3	*	6	5	1	*	4	*	3	3	0	3	5	-2
smooth relax	83	95	-12	12	14	-2	16	11	5	18	22	-4	19	21	-2	9	14	-5	8	13	-5
smooth Vintage	26	17	9	4	*	*	*	2	*	10	4	6	*	*	*	10	8	2	2	3	-1
TikTok Trending	98	100	-2	21	22	-1	20	28	-8	54	46	8	2	4	-2	*	*	*	*	*	*
WSFM 80s	81	75	6	13	13	0	11	11	0	14	13	1	23	17	6	10	7	3	10	13	-3
triple j Unearthed	43	48	-5	*	7	*	9	9	0	23	17	6	11	13	-2	*	2	*	*	*	*
ABC Country	27	26	1	6	2	4	*	*	*	9	12	-3	7	7	0	2	*	*	3	5	-2
ABC Jazz	63	66	-3	8	10	-2	11	19	-8	11	13	-2	7	2	5	6	5	1	20	17	3
ABC KIDS LISTEN	23	31	-8	13	13	0	*	*	*	6	13	-7	4	5	-1	*	*	*	*	*	*
ABC Sport	90	92	-2	4	14	-10	12	20	-8	31	24	7	6	6	0	9	8	1	28	21	7
Double J	82	68	14	13	8	5	2	6	-4	32	23	9	30	25	5	3	4	-1	2	3	-1
Total Digital/Internet Only	1,120	1,116	4	162	179	-17	157	164	-7	358	337	21	255	237	18	91	95	-4	97	104	-7

Please note: Priceline Radio commenced broadcasting July 7





