

THE FAST FACTS: KEEP RADIO EASILY ACCESSIBLE ANYTIME, ANYWHERE

COMMERCIAL RADIO DOMINATES AUSTRALIAN AUDIO

- **15 MILLION** Australians listen to commercial radio weekly
- **4X MORE LISTENERS** than ad-supported Spotify
- **84%** of Australians 18+ who travelled in a car in the past month listen to the radio

THE IN-CAR LISTENING CRISIS

- **#1 AUDIO CHOICE** Commercial Radio remains the top preference for in-car listening
- **MORE THAN 1 IN 4** Australians now stream radio in their cars
- **THE PROBLEM:** New cars bury radio under several dashboard clicks; Australians need easier access not harder

DIGITAL GROWTH PROVES DEMAND

- **33% WEEKLY STREAMING** One in three Australians 25-54 stream radio weekly (↑6.5% YoY)
- **52% PODCAST ADOPTION** Half of Australians consume podcasts monthly
- **40% SMART SPEAKER OWNERSHIP** Four in ten Australian households own smart speakers (↑43% in two years)

WHY THIS MATTERS NOW

- **AUSTRALIAN CONTENT** 100% Australian-owned commercial radio vs global tech platforms prioritising overseas content
- **EMERGENCY ACCESS** When internet fails during bushfires and floods, only broadcast radio delivers critical safety information. **According to the [Deloitte Access Economics 2023](#):**
 - Commercial radio broadcasts 2,200 hours of emergency services content each year.
 - Nearly three in five Australians listened to commercial radio for emergency info.
 - 42,000 hours of Australian news was broadcast in 2022.
 - 79% of regional and 72% of metro listeners agree radio builds a sense of community through local news and community announcements.
- **CONSUMER CHOICE** Australians have chosen commercial radio – 15 million weekly listeners shouldn't be ignored

THE ASK: The implementation of a legislative framework that guarantees:

- ✓ **PROMINENT ONE BUTTON ACCESS** to Australian radio - AM, FM, DAB+ receivers and streaming audio - in all cars
- ✓ **GUARANTEED AVAILABILITY AND DISCOVERABILITY** on smart speakers
- ✓ **RELIABLE VERBAL ACCESS** to Australian radio services via voice assistants

THE DETAIL:

The *Broadcasting Services Act 1992* should guarantee:

- Prominent and reliable **visual** access in connected cars (both via in-built operating systems and plug-in/connected devices (such as Apple CarPlay and AndroidAuto)) and on other connected devices, to Australian audio services;
- Consistent and reliable **verbal** access on connected devices (including cars) to Australian audio services; and
- That connected cars and devices with a **terrestrial receiver** continue to provide prominent access to radio broadcasting services, via the primary user interface of the device.

THE BOTTOM LINE

If radio loses prominence in cars, 15 million Australians lose access to their preferred audio choice, local news, and life-saving emergency information.

UNDER EMBARGO UNTIL 8AM AEST MONDAY 25 AUGUST

Sources:

[1] The Infinite Dial Australia 2025, Edison Research. National survey of 1,543 Australians aged 10+, conducted Q1 2025. Unless stated otherwise.

[2] Deloitte, Connecting Communities: The Economic and Social Contribution of Commercial Radio & Audio in Australia, August 2023