

2GB
873AM

3AW693
NEWS TALK

4BC882
NEWS TALK

6PR882
NEWS TALK

MEDIA RELEASE

MASSIVE YEAR-ON-YEAR GROWTH FOR AUDIO STREAMING ON NINE

Audio streaming data for the month of January reveals that Nine Radio is off to a flyer in 2022, with year on year increases of 20%.

The huge streaming audiences illustrate the accelerating trend for listeners to 2GB, 3AW, 4BC and 6PR to tune in via digital devices - anywhere, anytime on any device.

In January 2022, Nine's four talk stations secured **9.328 million** streams. This represents a whopping 26% increase on January 2021.

A total of **9.280 million** hours of content was streamed – up 24% on the same month last year.

The cumulative audience of listeners streaming 2GB, 3AW, 4BC and 6PR via digital devices was **1.693 million** in January, up a staggering 67% on January 2021.

Hayley Bourne, Nine Radio's Head of Digital Audio, said: "These figures show the increasingly rapid transition to audio streaming as listeners embrace the notion that they can listen to our stations anytime, anywhere and on any device. Our vast signed-in digital user base is of enormous value to advertisers who want to target clearly defined audience segments, in highly engaged environments."

Source: Triton Streaming, Podcast Metrics, January 1-31, 2022, Downloads, Listeners, Cume, Session Starts, Unless otherwise specified.

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