

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Budget Estimates Hearings 2015

Communications Portfolio

Australian Broadcasting Corporation

Question No: 35

Program No. Australian Broadcasting Corporation

Hansard Ref: Page 21, 27/05/2015

Topic: ABC Radio App

Senator Ruston, Anne asked:

CHAIR: Do you have the figures for streaming through your new look ABC radio app?

Mr Scott: I would have to take that on notice. We just upgraded that app again a fortnight ago. Someone said to me the other day that we will be streaming something like 81 different services through that. The new service allows us to stream appropriately for time zones in a way that it previously did not. So if you are in Western Australia you will be able to hear Radio National on the Western Australian time zone rather than on the eastern time zone

CHAIR: It would be interesting, when you are getting those figures, as to how many people are streaming from the radio app, how many people are streaming from the ABC app, as opposed to those who are streaming directly from the website.

Mr Scott: Yes, we will see what we can pull out on that.

Answer:

The app usage figures (below) are based on Average Weekly Plays where plays equals the number of times the play button is clicked for live or on demand audio content. The figures for the ABC Radio App and Radio website are sourced from data provider Webtrends, while the ABC Flagship App figures are sourced from Flurry.

Average Weekly Plays

	May '15**	YTD '15
ABC Radio App * plays	737,600	675,200
ABC Radio website plays	868,000	724,800

**ABC Radio App plays based on iOS only. Android plays are excluded due to technical issues with current App.*

*** May figures are higher than the yearly average following as the result of a marketing campaign, which increased average weekly audiences.*

Source: Webtrends

ABC Flagship App plays**	99,406	95,158
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***iOS only*

Source: Flurry