

Australia's confidence in DAB+

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Radio – the future is bright

- Cumulative audiences at record high
- Ad revenues up 0.2% - 8 consecutive years of growth
- Expansion and engagement across multiple platforms – online, DAB+, social media, podcasting
- Changes to media ownership laws and abolition of licence fees will make industry more competitive
- Launch of Radio Alive brand identity



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radio *Alive*

2017 Share of Audio Study



% Share of Total Weekly Time Spent Listening

- Australians spend 3 hrs 20 mins per day listening to audio
- Radio accounts for 65.3% of time spent listening (up from 64.9% in 2016)
- Music streaming has increased at expense of owned music rather than radio
- Audio landscape is dynamic and evolving

Developments in DAB+

- DAB+ reaches 3.6M listeners in the five metro capitals
- Regional rollout underway in Canberra, Darwin and Hobart
- Planning commenced in several other regions
- 42% of new vehicles sold are fitted with DAB+
- Radio Alive conference stream and workshop in Melbourne devoted to DAB+ and the future of the connected car



DAB+ audience surveys

The screenshot shows the radioAlive website interface. At the top left is the 'radioAlive' logo. To the right is the 'COMMERCIAL RADIO AUSTRALIA' logo. Below these is a navigation bar with links: Home, Why Use Radio?, Advertise On Radio, Surveys, Research & Insights, Find a Station, Case Studies, and a search icon. The main content area is titled 'DAB+ DIGITAL RADIO REPORTS'. It contains three paragraphs of text explaining the history and current practice of DAB+ reports. Below the text is a section for the year '2017' featuring a grid of six blue buttons labeled 'REPORT 1' through 'REPORT 6', each with a white download icon. To the right of the reports is a 'SURVEY CATEGORIES' section with a list of categories: Metro Surveys, DAB+ Metro Surveys, Major Regional Surveys, and Regional Surveys. Below that is a 'PAGES' section with 'Gold Standard'. At the bottom right of the screenshot is a 'Tools & Resources' section with a list of links: 2016 Radio Listening Summary, 2017 DAB+ Only stations guide, 2017 GfK Ratings tool kit, 2017 Survey Schedule, 2018 Survey Schedule, and Xtra Insights Regional Toolkit.

- Since start of 2017, DAB+ audience surveys released 8 times per year
- Reports provide audience reach by demographic and by session (eg Breakfast, Drive, Weekend)
- Regular data allows advertisers and media buyers to understand the reach of digital-only stations

Stations continue to evolve

- Better data helps broadcasters shape their stations and programming to meet listener's needs
- Listeners have more choice, networks gain new audiences

**THREE NEW
DIGITAL RADIO STATIONS
ON EACH NETWORK!**

GIVING YOU MORE REACH & MORE VALUE IN EVERY BUY

FIND OUT MORE AT SCAENGAGE.COM.AU

hit network | buddha hits | Easy hits | 94.9 hits | TRIPLE M | GREATEST HITS | CLASSIC ROCK | MODERN

The advertisement features a dark blue background with white and yellow text. At the top, it reads 'THREE NEW DIGITAL RADIO STATIONS ON EACH NETWORK!' in large, bold, white letters. Below this, it says 'GIVING YOU MORE REACH & MORE VALUE IN EVERY BUY' in smaller white text, followed by 'FIND OUT MORE AT SCAENGAGE.COM.AU'. At the bottom, there are logos for various radio networks: hit network, buddha hits, Easy hits, 94.9 hits, TRIPLE M, GREATEST HITS, CLASSIC ROCK, and MODERN.

Kinderling Radio



- Kinderling Kids Radio is piloting a radio program for pre-schoolers that will be heard in 24 early education centres across Australia
- Brings radio into the community
- Parents and children can also listen live and join in from home

Driving consumer awareness

- Broadcasters continue to collaborate on marketing and promotion to drive consumer awareness and uptake



Receiver developments

- Partnerships with manufacturers and retailers are important
- We are keen to work with manufacturers and chip makers to develop receivers that will appeal to the tech-savvy generation and allow them to fully enjoy the features of hybrid radio



Conclusion

- Australian radio industry committed to DAB+ and confident about the future
- Demonstrated benefits for listeners - more choice, more diversity, richer radio
- Unique content over more digital platforms will keep listeners engaged with radio
- Digital technology is transforming all facets of our lives, from smart homes with voice-activated smart speakers, to connected cars of the future
- DAB+ is the technology that will ensure radio remains the reliable, accessible and innovative medium listeners know and love