



Australia's confidence in DAB+

Joan Warner

Asia Pacific Chair, WorldDAB & CEO Commercial Radio Australia

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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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2017 Share of Audio Study

WHAT AUSTRALIANS ARE LISTENING TO



% 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



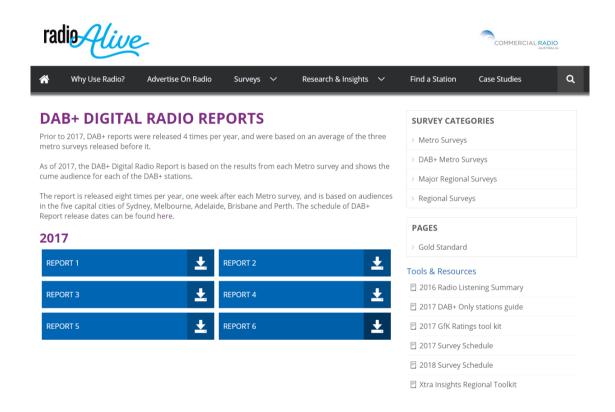
Developments in DAB+

- 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



- 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





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



