

The DAB+ Journey



SOUTHERN CROSS AUSTEREO

absolutely engaging

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SOUTHERN CROSS AUSTEREO

absolutely engaging

- 9 years of DAB+ in Australia.
- **Southern Cross Austereo** (SCA) is the biggest commercial ‘landholder’ of DAB+ spectrum in Australia
- **SCA** has capability to add an additional 6-10 stations in each capital city on top of FM parent brands.
- Experimentation, of formats, of brands, of commercial strategies and partnerships, of ratings methodology, of marketing and promotion.
- DAB+ is ‘coming of age’ in Australia, with 30% of Australians now listening to a DAB+ station once a week.
- We’re at a success tipping point right now.....



GET ON IT



LOVELAND.



the.
main
stage

ACCESS
ALL AREAS.



9 Years.

17 stations.

22 formats.



KIDS RADIO IS HERE



mildly amusing radio.



2018

- 2017/2018 Full reboot of DAB+ strategy, for a truly competitive advantage.....
- In March 2018, official ratings measurement includes DAB+, alongside traditional AM/FM.
- We can now report on an aggregate total audience figure of all listening to a specific brand, no matter what the platform. FM/DAB+/ Online streaming.

FM Parent station



DAB+ Sub brands



FM Parent station

TRIPLE **MMM**

DAB+ Sub brands





Ad



Ad



Ad



Ad



Ad



Ad



Ad



Ad



Ad

Client advantage

- **Scale.** Automatically get an extra 10% minimum audience reach on their Ad.
- **Simplicity.** Less confusing, they don't need to buy individual stations anymore, where DAB+ was being left off the buy. No additional 'sell'! Cannot buy DAB+ separately, it's already included in their FM advertising spend.

SCA advantage

- DAB+ Brand extensions continue to build strength around our key Network brands, rather than trying to gain traction with a new unfamiliar brand.
- DAB+ doesn't need it's own sell now. It's automatically included for every client's advertising campaign.
- Incremental revenue growth, as we're now able to increase Advertising premium against competitors that continue driving down rate. Clients paying intro being given extra audience they're now reaching
- We can now offer greater scale. For clients, for partners.

The Results?



Ratings.

- We've added over 100,000 listeners since our brand-alignment strategy 6 months ago.

Revenue.

- We've been able to incrementally increase our average unit rate by offering clients a new solution for increased reach on their advertising campaigns.



Thank You!



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