The DAB+ Journey



SOUTHERN CROSS AUSTEREO

absolutely engaging

Dave Cameron, General Manager Southern Cross Austereo, Melbourne.



- 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......





WY BLAND.



the. main stage



KIDS RADIO IS HERE





BBC

9 Years.

17 stations.

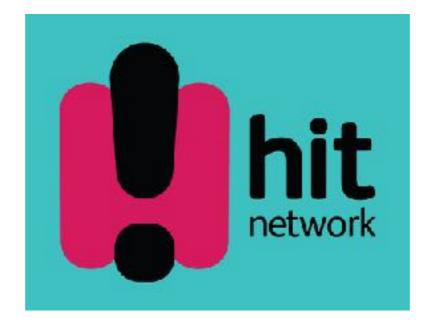
22 formats.



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



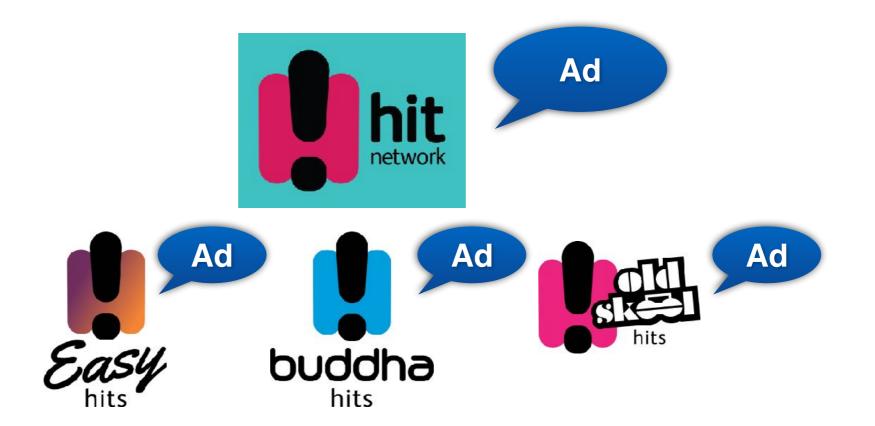
DAB+ Sub brands













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.

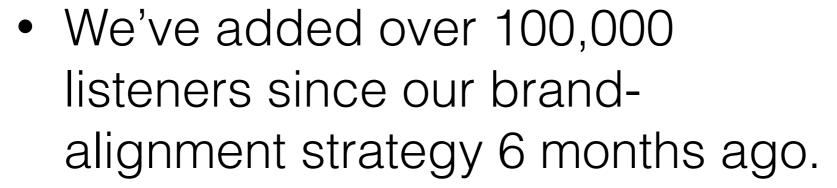
SCA advantage

- 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.





Ratings.









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!



in www.linkedin.com/in/davecameron-aus