



# WIRELESS GROUP

DAB - UK PERSPECTIVE

# Agenda

1. Overview of Wireless Group
2. Current state of UK Radio
3. DAB - Lessons learnt



*News Corp*



WIRELESS ((w))  
GROUP

# News Corp



**NEW YORK POST**

NEWS AMERICA  
MARKETING.

**move**<sup>®</sup>



*News Corp* Australia

**THE AUSTRALIAN** 🇦🇺

**FOXTEL**<sup>™</sup>

 **HarperCollins** *Publishers*

WIRELESS ((w))  
GROUP



# News UK



# WIRELESS ((w)) GROUP

## NATIONAL BRANDS

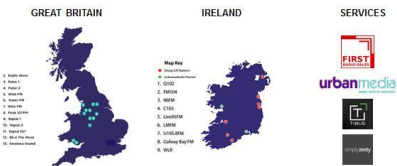
NATIONAL BRANDS



WIRELESS 04

## LOCAL RADIO

LOCAL RADIO



WIRELESS 04

## WIRELESS STUDIOS

INTERNATIONAL SYNDICATION



WIRELESS 04

## DAB MULTIPLEXES

DAB MULTIPLEXES



WIRELESS 04

# NATIONAL BRANDS



# LOCAL RADIO

## GREAT BRITAIN

- 2. Radio Wave
- 3. Pulse 1
- 4. Pulse 2
- 5. Wish FM
- 6. Tower FM
- 7. Wire FM
- 8. Peak 107FM
- 9. Signal 1
- 10. Signal 2
- 11. Signal 107
- 12. 96.4 The Wave
- 13. Swansea Sound



## IRELAND

- Map Key**
- Group ILR Stations
  - Independently Owned
1. Q102
  2. FM104
  3. 96FM
  4. C103
  5. Live95FM
  6. LMF
  7. U105.8FM
  8. Galway Bay FM
  9. WLR



## SERVICES





# INTERNATIONAL SYNDICATION



talkSPORT is the global audio partner of the English Premier League



Examples of partners in region

## SIX LANGUAGES

- English
- Arabic
- Spanish
- Swahili
- Mandarin
- Malay

# talkSPORT South Africa

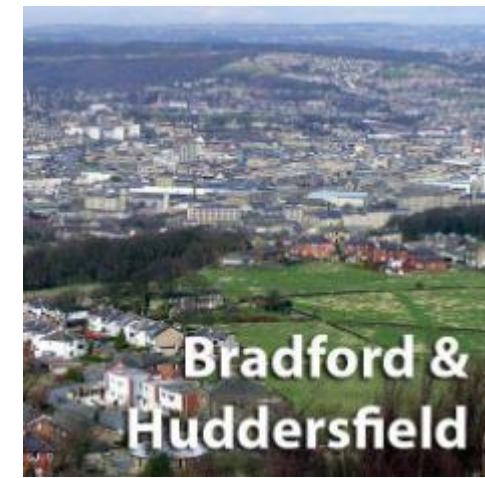
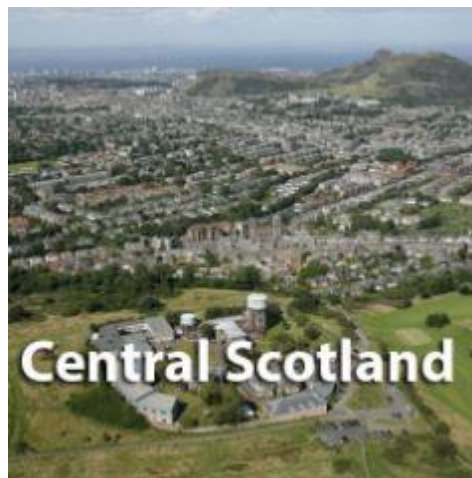
- Minority partner in JV consortium
- SA's first 24-hour sports radio station
- Huge potential audience
- Distribution via:
  - AM in Gauteng
  - webstream (app and website)
  - DAB+ ?



# DAB MULTIPLEXES



# Sound Digital





# SNAPSHOT OF UK RADIO

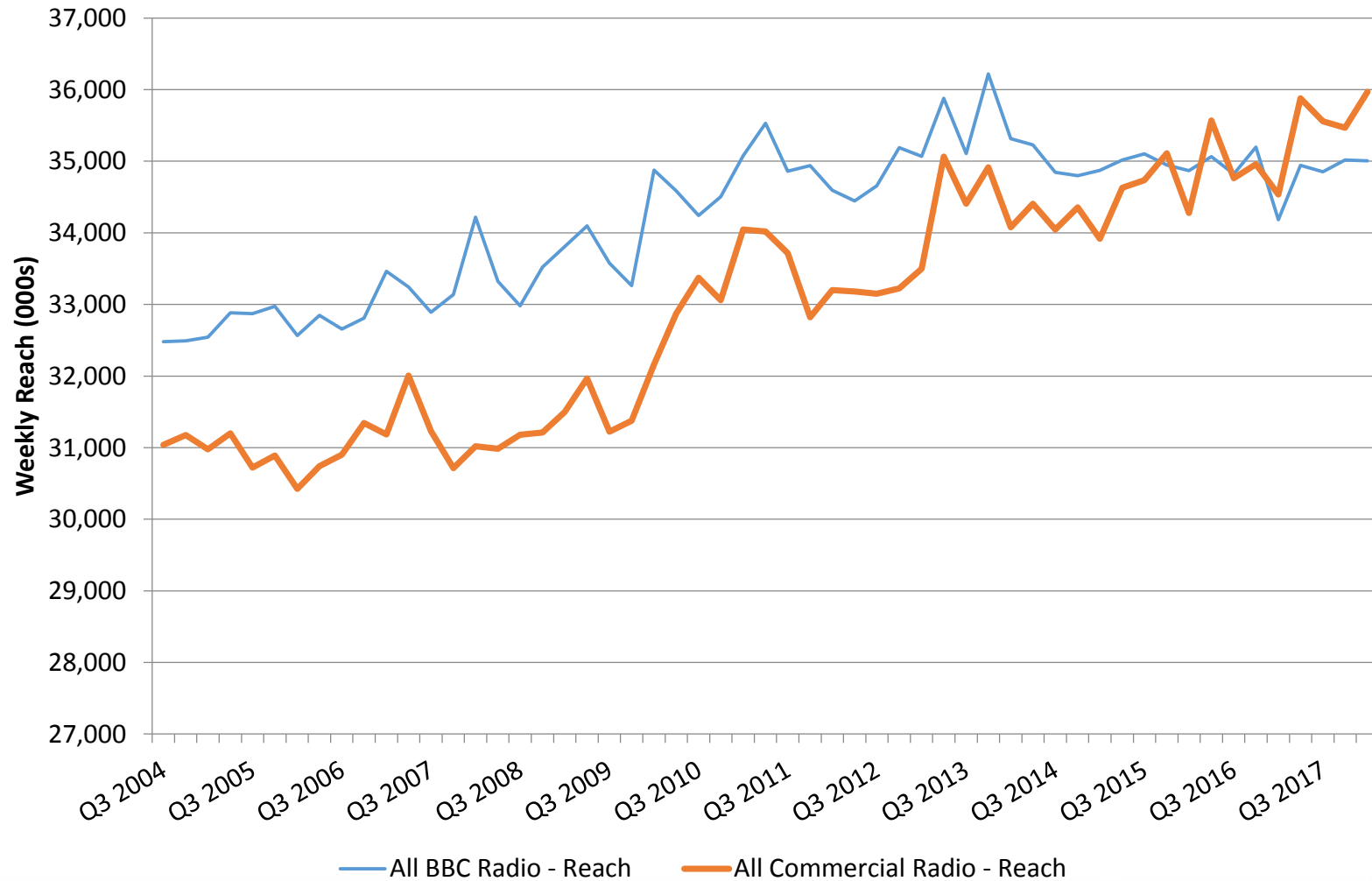
# UK Radio is in good health

- Record levels of listening
- Unprecedented choice of stations
- Robust revenues





# Commercial radio weekly reach at all-time high



Source: RAJAR



# 51% of all radio listening is via digital platforms

Source: RAJAR Q1 2018





**90% of new cars  
fitted with  
DAB as standard**

Source: CAP/SMMT Q1 2018

# In analogue BBC had the lion's share of spectrum



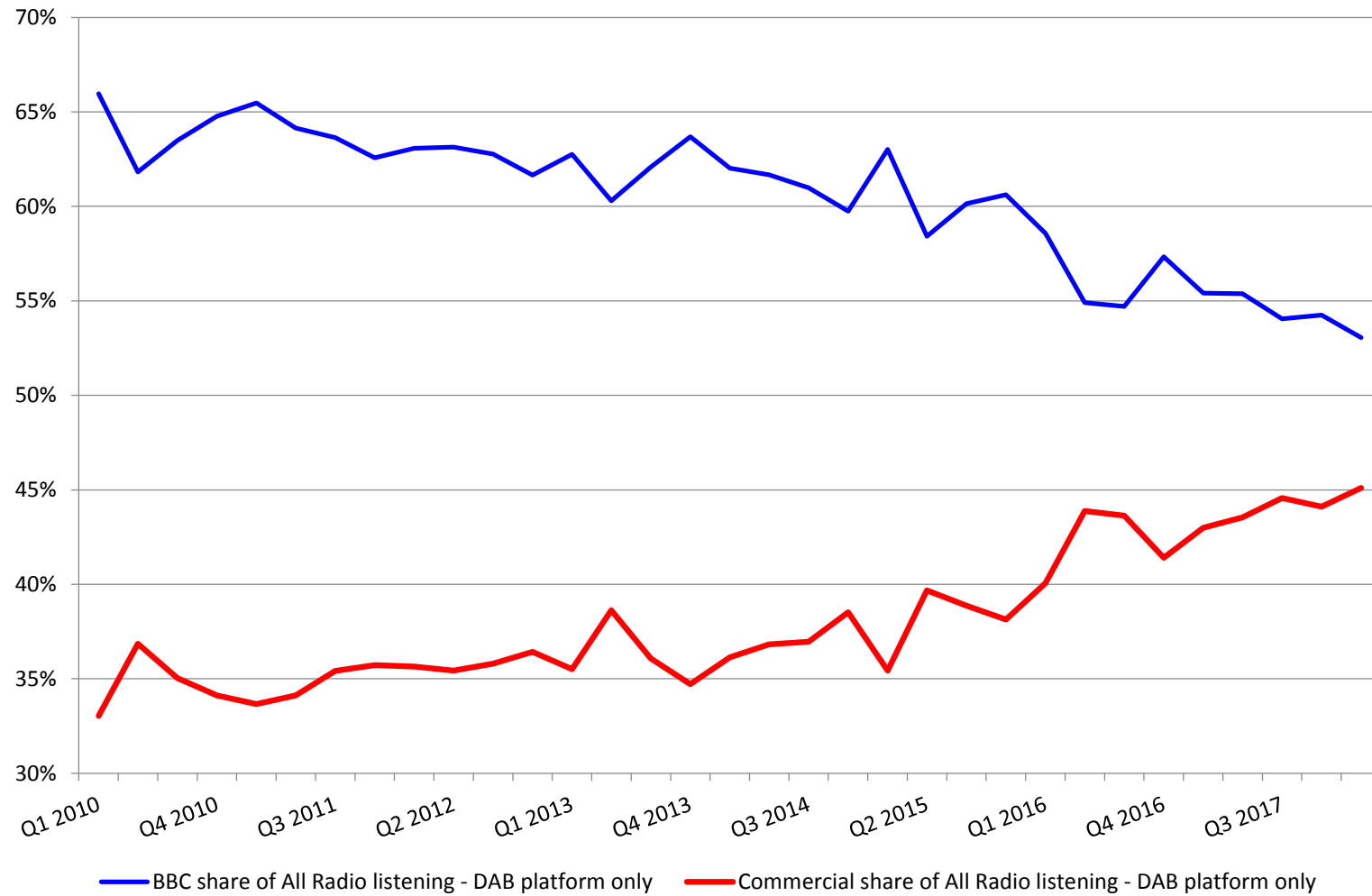


# DAB has brought about an explosion of choice

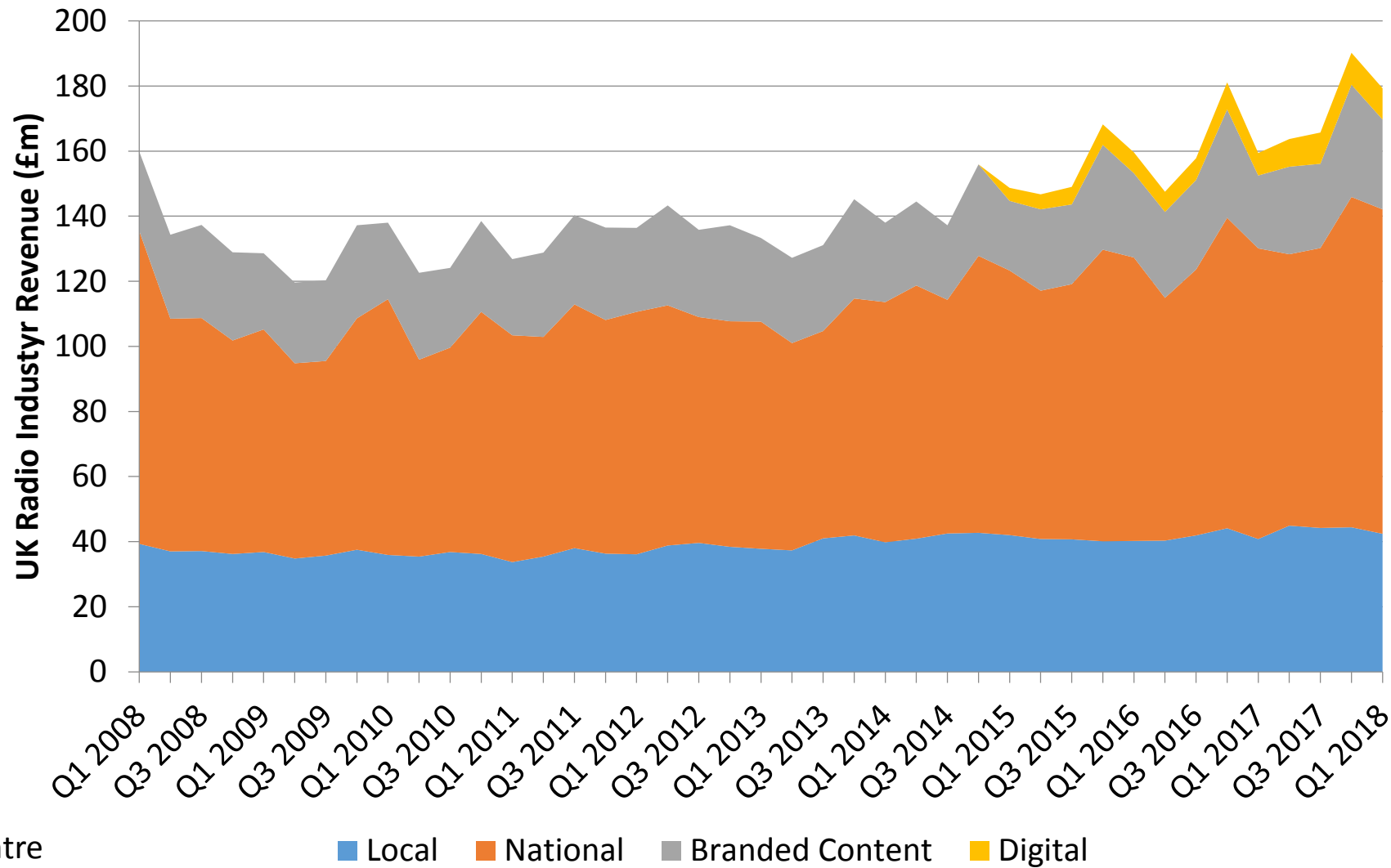




# DAB levelling the playing field



# Robust UK commercial radio revenues



Source: Radiocentre

■ Local 
 ■ National 
 ■ Branded Content 
 ■ Digital

# Digital technology a critical driver

## FINANCIAL TIMES



## MailOnline

**The end of FM radio: 'New golden age' of digital broadcasting could see the traditional signal scrapped this year**



Audio

## Digital radio listening in the UK hits record high

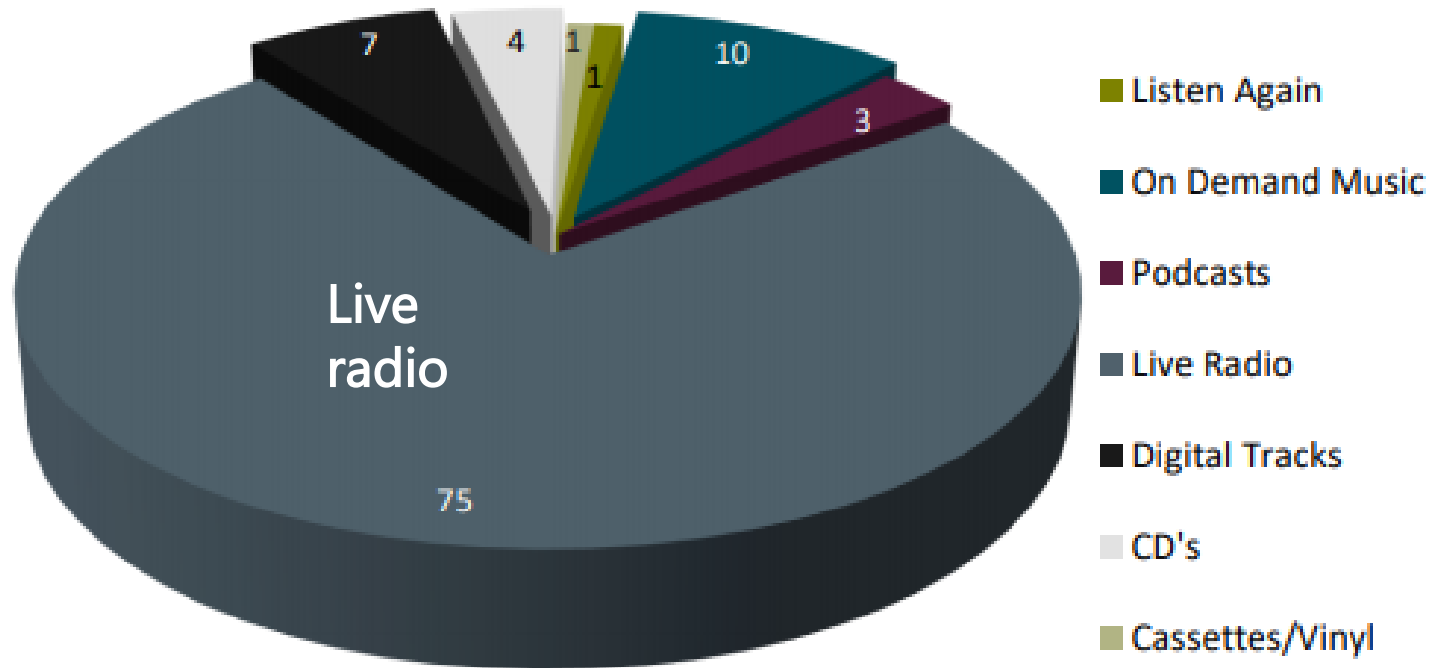
*Could the latest surge in internet and DAB radio listeners spell the end of FM?*

# New competition in audio media



# Radio still holding its own

SHARE OF AUDIO % (excluding visual)

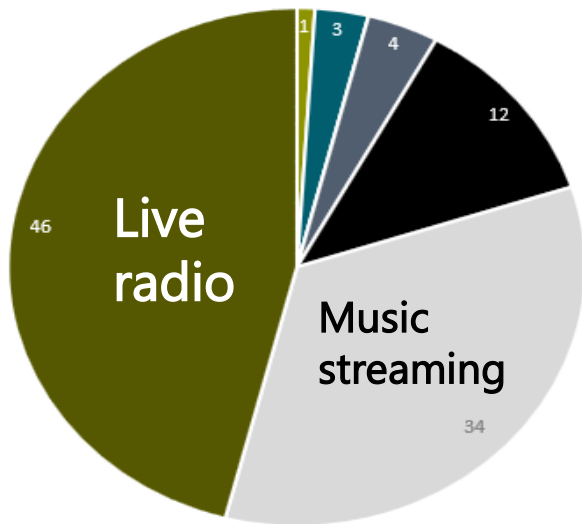


Source: RAJAR Midas Spring 2018

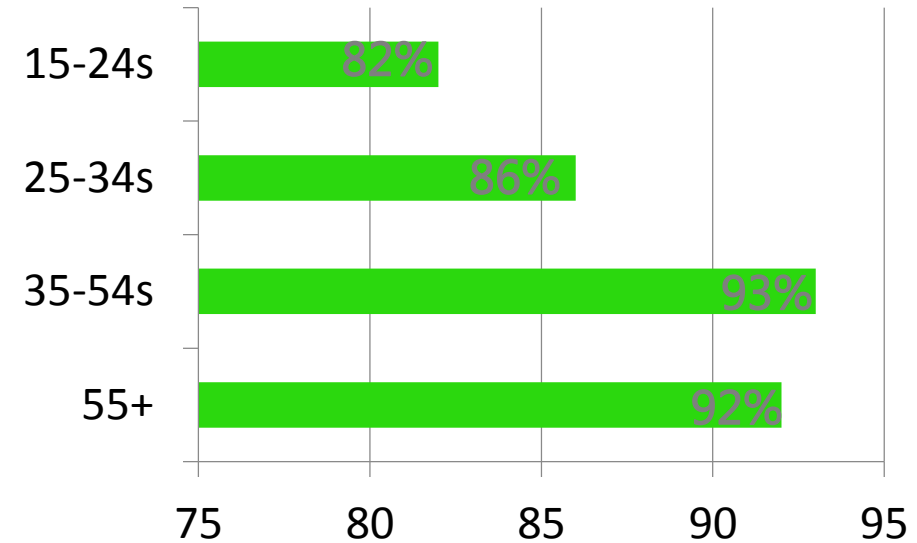
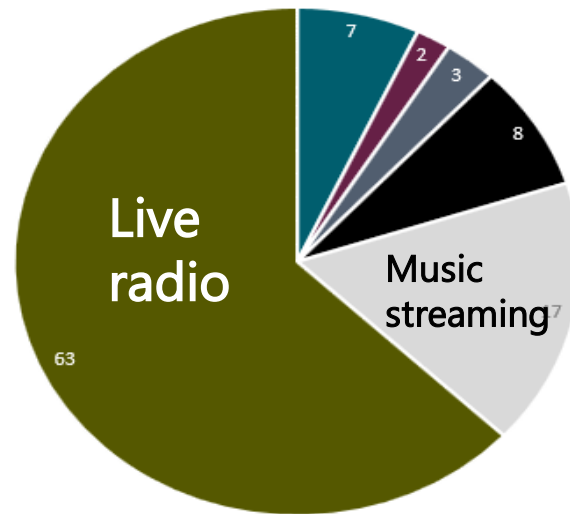


# ...even among younger demographic

15 - 24



25-34



■ Cassette/Vinyl  
 ■ Any Podcast  
 ■ Any Listen Again  
 ■ Any CDs  
 ■ Digital Tracks  
 ■ On Demand music services  
 ■ Live Radio

# SOME KEY LESSONS LEARNT

# The power of brands

## New formats



## Brand extensions



# Off-set dual-tx costs

- Broadcasters as mux operators
- Control over key broadcast distribution platform
- Ability to off-set network costs with third party leased capacity

# Structure regulation to provide incentives

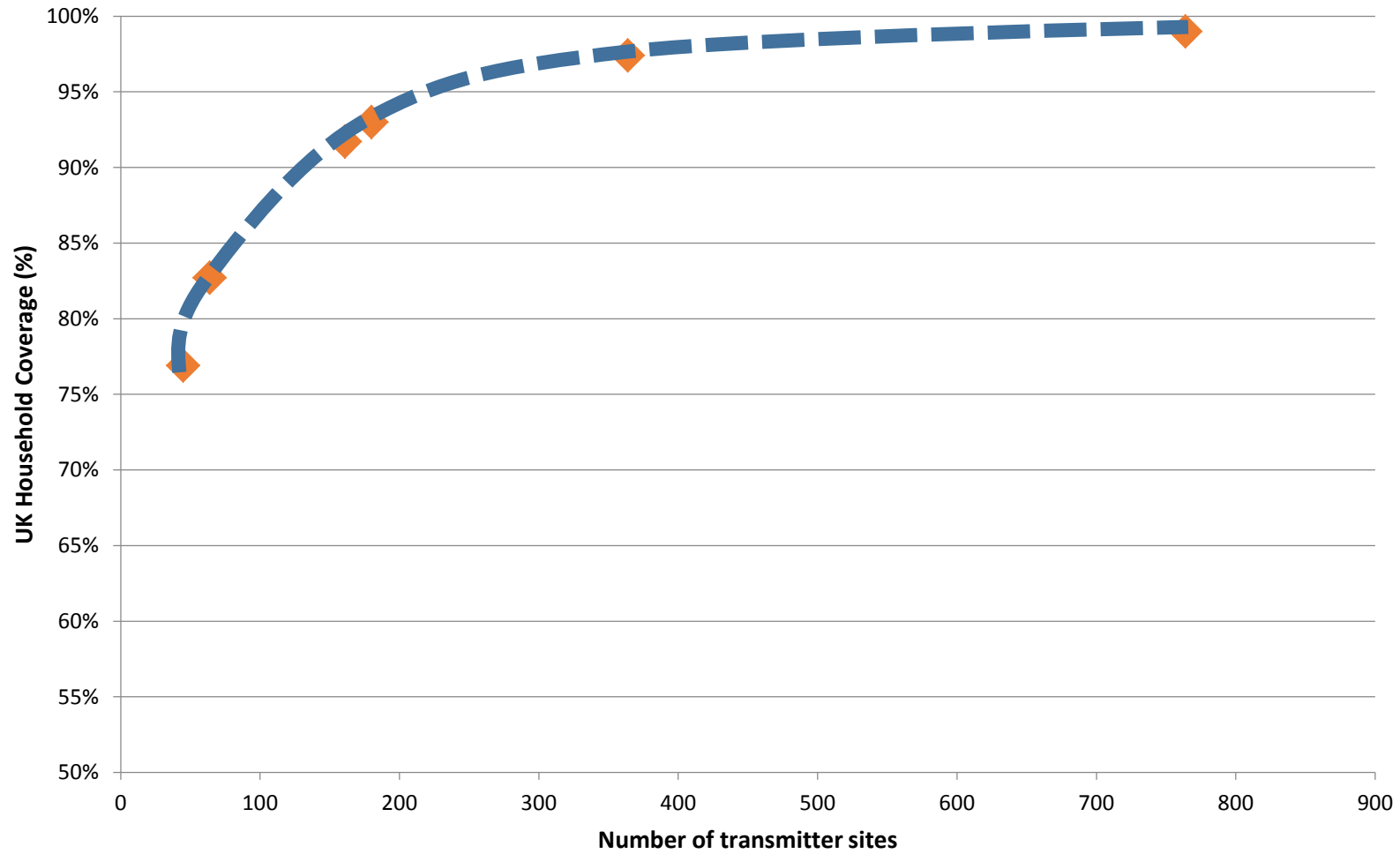
- Public policy objectives
- Designing the licensing framework
- Mux licence conditions



# Keep the engineers in check !

- Get priorities right
- Remember you're a platform provider
  - “Listen to your customers”
  - “Give them what they want”

# Diminishing marginal returns from network expansion



# So, in a nutshell...

## Broadcasters:

- Embrace the competitive challenge
- Be patient

## Policy-makers:

- “Radio isn’t TV”
- Be clear about the endgame

## Engineers/mux operators:

- Don’t over-engineer networks
- Don’t be greedy!