



world

dab

March 2019

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# Overview - SCA Australia Assets

## Capital Cities



**18 Metro Radio Stations**  
10 FM stations &  
8 Digital Radio Stations

## Regional Cities



**68 Regional Radio Stations**  
TV affiliation in regional  
Australia & 105 signals

## National Exposure



**94 Websites + Apps,**  
**Digital Agency**

# Australian DAB+ Market



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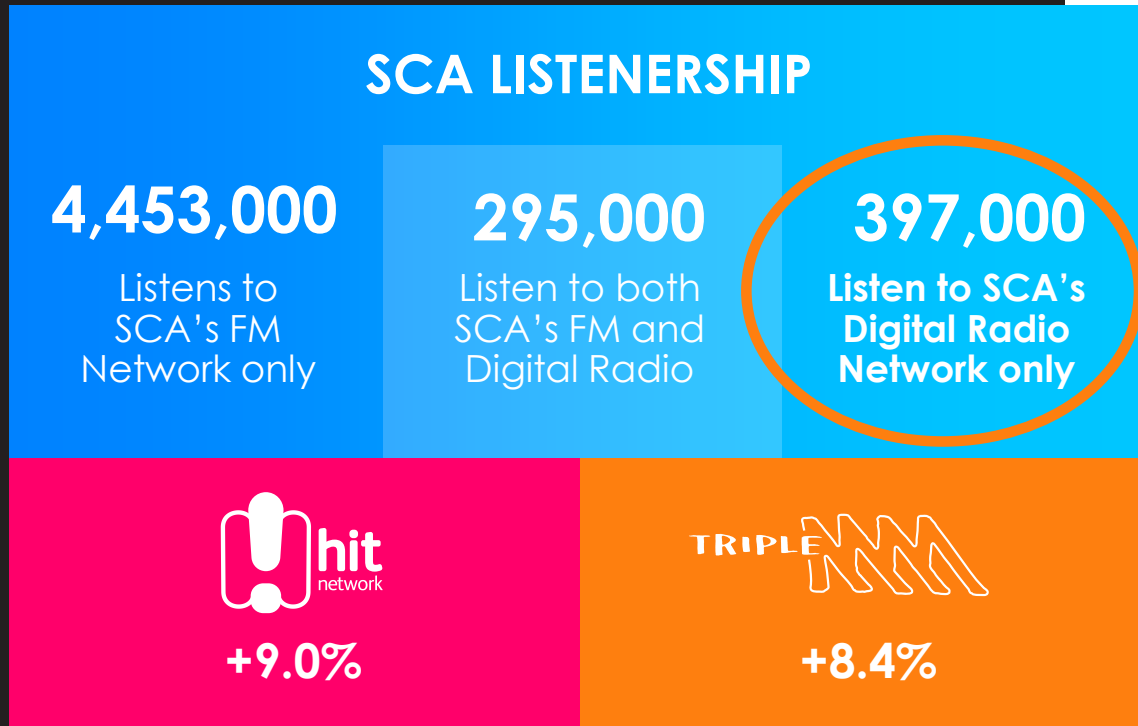
# SCA's Brand Strategy



Safe – Trusted – Family of Brands

# Strategic Opportunity Incremental Reach

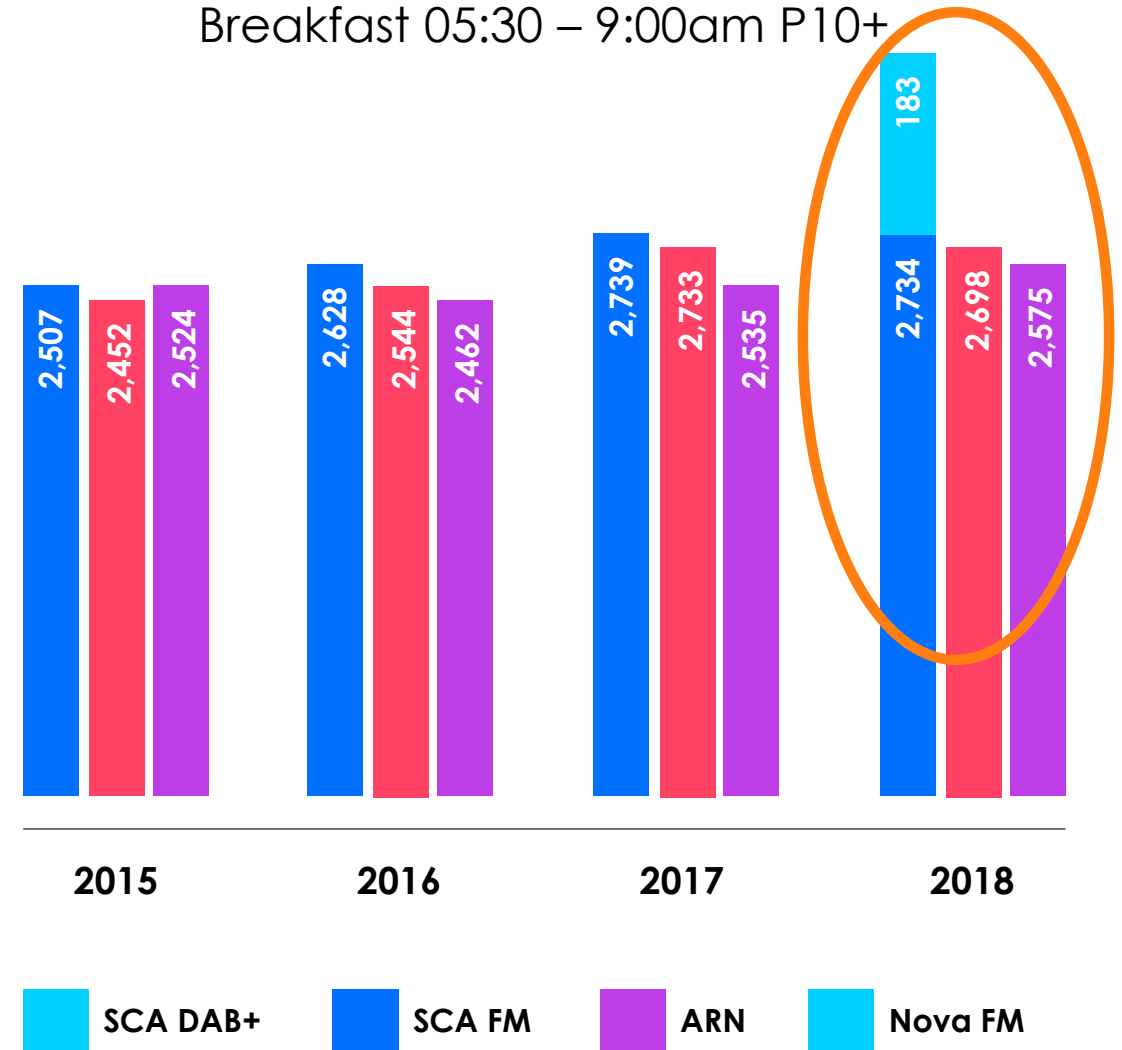
Aggregated FM and Digital Radio increases unduplicated audience reach



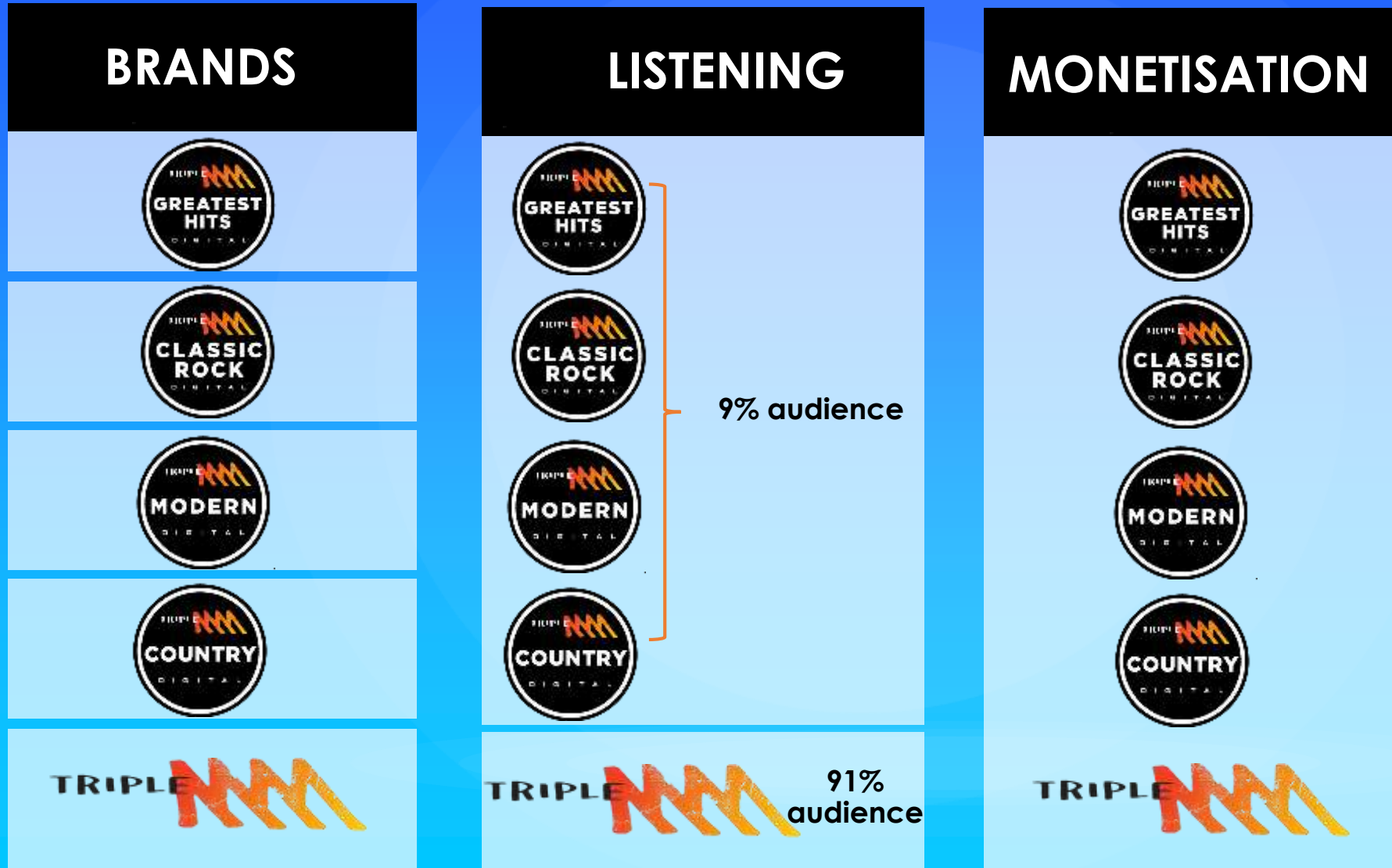
## National Network Cume Reach (000's)

Mon-Fri

Breakfast 05:30 – 9:00am P10+



# SCA's Monetisation Strategy



109% @ \$100cpm  
TOTAL  
PREMIUM CPM

# Nurturing New Talent

- SCA launched Hubble late 2017 – an industry first talent development initiative
- Hubble platform discovers, assesses, trials and develops new talent
- DAB+ stations provide a stepping stone to FM Stations



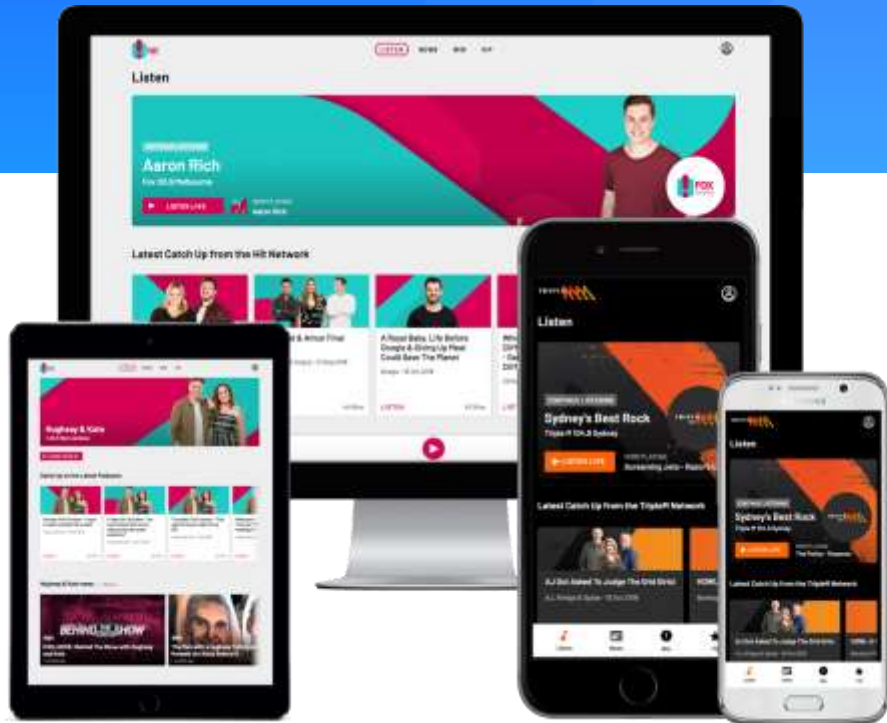
Luke & Lewis  
Triple M Modern Digital

Our first Hubble on-air talent, 2017

# Digital Streaming Eco-System

## SCA Websites

Desktop, Mobile & Tablet



## SCA Apps

Mobile & In Car



## 3rd Party

Apps & Websites



OFFICIAL

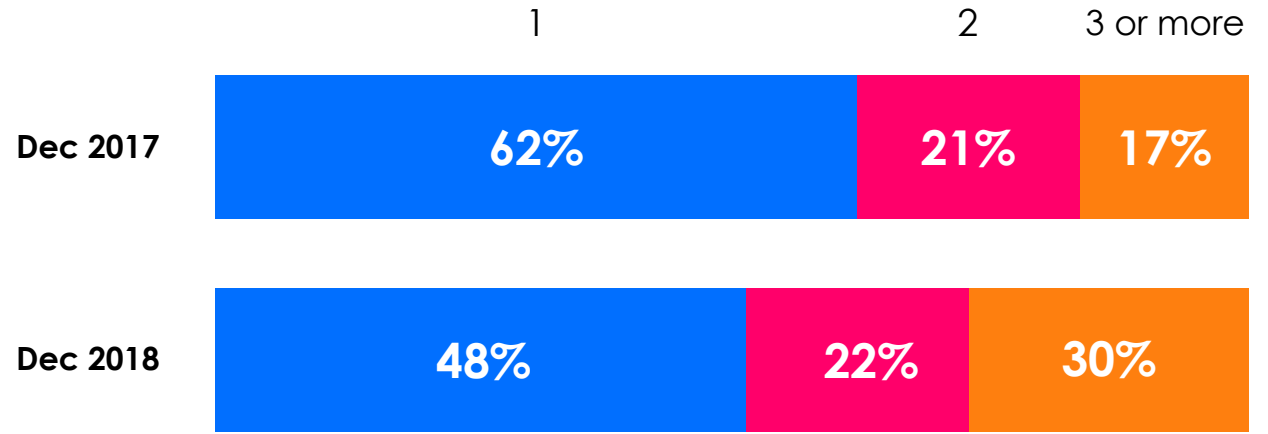


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# Smart Speaker Growth

How many smart speakers do you own?



9%  
of Australians  
own a smart  
speaker



Smart speaker adoption more than doubled in 2018 in the US, and is following a similar growth trajectory in Australia

# Smart Speaker Integrations

**Live Radio**  
106 Streams

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**On Demand**  
200 Podcasts

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**Smart News**  
896 mins per week

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# The Golden Age of Audio

- Audio – Radio needs to invest in its future
- DAB+ is a growth platform and accelerator for the industry
- Consumers expect premium content across multiple platforms on any device
- Advertisers desire ‘Scale and Simplicity’
- Media owners require ‘Return on Investment’
- Audio operators must remain ‘Live and Local’
- Industry must work together to optimize the scale and value of its combined influence



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