



COMMERCIAL RADIO
AUSTRALIA

Ms Joan Warner

CEO of Commercial Radio Australia

DAB+ Working with Advertisers

WorldDMB General Assembly

Amsterdam, Netherlands

November 2013

Working with Advertisers

The Future is Here – DAB+ Digital Radio

- New revenue opportunities – digital \$
- Research, listening & sales figures
- Sponsorship & ownership of pop up stations
- Radio Ads with text, audio & slideshow





Starburst

RADIO

↑
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New Koffee iPhone App
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latest videos



Angus Stone Performs 'Wooden Chair' On Sunrise
Posted 1 day ago

latest articles



Key Koffee Acts: Goldfrapp
Posted 1 day ago

kogan



Digital Dollars – Pink Digital Radio

Optus sponsored tour & digital station

'yes'
OPTUS

CHALLENGE

Leverage Pink Funhouse Tour tie-up for beyond the logo dominance of typical sponsorships
Drive customer acquisition and improve brand retention amongst teens

STRATEGY

Innovation and the power of Pink came together through stunning media firsts, while pre-paid mobile users got rewarded with fresh content

Channel Pink: Australia's foremost music TV channel became Channel Pink

Pink Day: took over the highest-rated radio network

Pink Radio: specially created national digital radio station

Pink TV: a two-hour music show aired in primetime

RESULTS

- Strongest sponsorship association across all Optus properties
- 2nd to Telstra's 20+ year NRL sponsorship
- 95% unprompted Optus Brand recognition
- 62% of site visitors likely to choose Optus in the future
- 151,829 video views
- 13,000 ringtones/tracks downloaded
- 53,679 SMS/online promotion entries received
- 48,823 unique visitors to PINK digital radio
- 40 min. average time on site
- Prepaid mobile activations rose 2%
- 30% drop in churn
- \$2.6MM of added value (ROI: 1.66:1)



P!NK TOUR

CHANNEL PINK



PINK DAY



PINK RADIO



PINK TV



the main stage

ACCESS ALL AREAS

NOW ON THE MAIN STAGE
KATY PERRY

PRESENTED BY



WELCOME TO THE MAIN STAGE

Welcome to Australia's newest Digital Radio station, The Main Stage!

The Main Stage is dedicated to celebrating big music events that are happening right now.

Whether it's the biggest concert tours to hit Australia, the epic summer music festivals or the big musical events, we'll be paying tribute to them on The Main Stage.

Now on The Main Stage, we're playing Katy Perry while she tours the country.

Listen now on Digital Radio or hear us online below, just make sure you turn it up!



TURN IT UP TO

the main stage

ACCESS ALL AREAS

Novanation - Smirnoff's Original Chart

Show sponsorship across a digital station



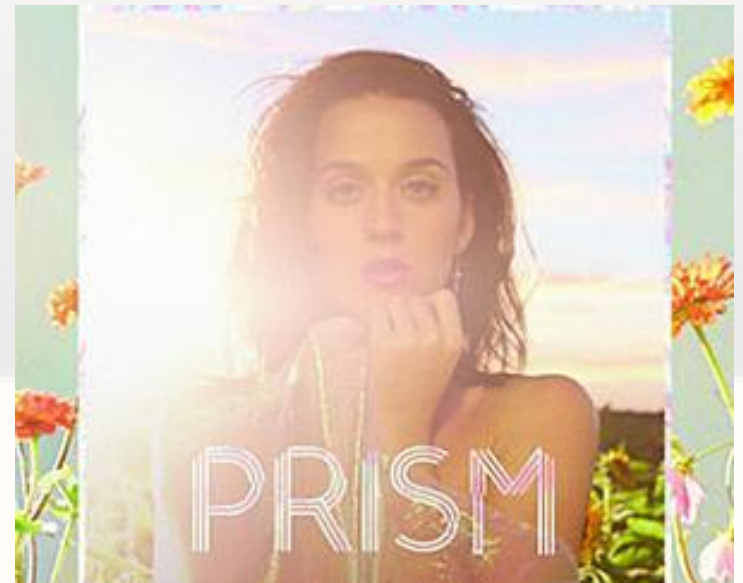
Chemist Warehouse Remix DAB+ Station

Retailer & Digital Radio Partnership – fully funded for 3 years



X All New All Hit Digital Radio

Playing the new Katy Perry Album in Full



Event, Pop Up or Branded Stations

Specific, focused and/or short term programming



Station & programming for a specific event or celebration



Elf Radio Christmas & New Year festive focus for two months



WS4KIDS A children's radio station to raise money for hospital



4TABHELP Flood 24/7 emergency information station

U20radio – DAB+ digital radio station

Created to raise the issue of social network bullying



DAB+ Slide Show & Scrolling Text Advertiser or Station Logo to engage with listeners



 **Now Playing On 2DayFM**

Now Playing
S&M
Rihanna



Next Song
What Goes Around Comes Around
Justin Timberlake

2dayfm.com.au



Latest Weather **THE EDGE**

Today's Forecast
Wed, 1st Jan
Sunny.

 **13°**

H: 19°

THU	FRI	SAT	SUN	MON
 19°	 17°	 15°	 15°	 13°


 It's radio as you know it, plus...



Select RADAR on your
Digital Radio
to hear the best new music now.

 **NOW PLAYING**
Beautiful In My Eyes
By: Joshua Kadison

koffee
time to chill

 **NEXT UP**
Madworld
By: Michael Andrews Feat. Gary Jules

GOLD'S GONE MOBILE.
GET THE FREE APP FOR IPHONE,
ANDROID & NOKIA.

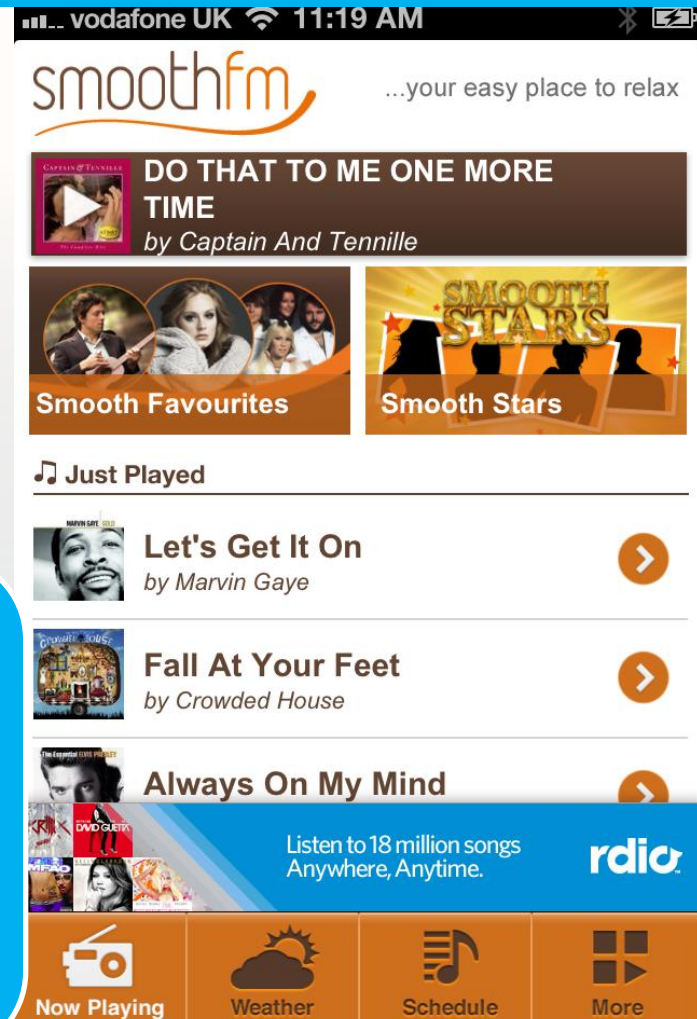


DAB+ into Mobile Phones

Slide show to display

Broadcaster websites delivered over DAB+ for mobile access

Encourages listener pull of streaming audio repeats and podcasts over mobile internet



Further Information



commercialradio.com.au



digitalradioplus.com.au