



# **DAB+ New Revenue Opportunities**

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**World DMB Workshop – Singapore**

**20 June 2013**

# Introduction



## DAB+ - Show Me the Money

- All of industry approach
- Regulation & policy that provides free spectrum
- Defensive Investment



## New Content Creating New Revenue

- More station choice from your brand
- Flexible niche formats
- New advertiser partnership possibilities

# Media Consumption Changing



Media consumption world wide is changing



Traditional media is under revenue pressure and must promote its strengths – live, mobile, intimate and social



Australian radio broadcasters use all devices and broadcast content across all delivery platforms.

# Why Go DAB+ Digital?



AM & FM signal increasingly compromised & DAB+ most spectrum efficient.



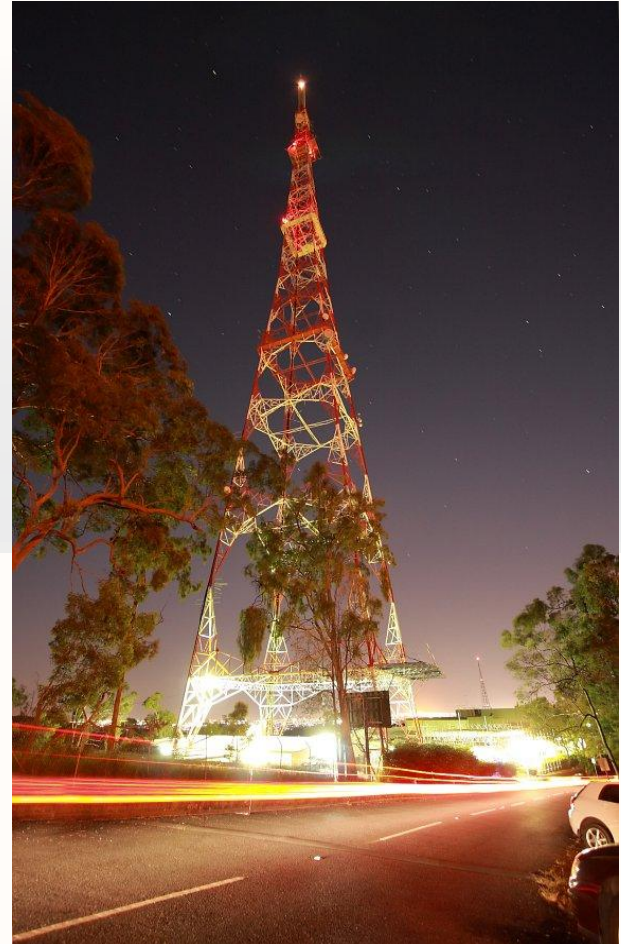
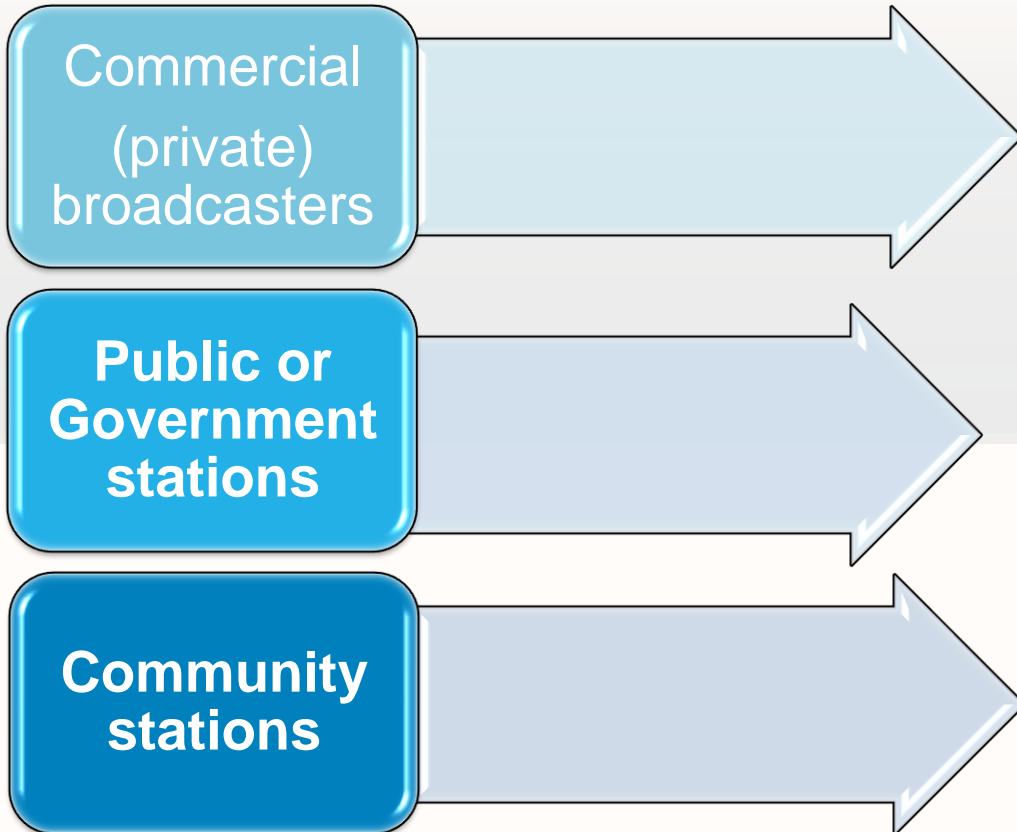
Digital investment to future proof radio industry. Radio industry – the latest & most efficient technology.



Radio should invest in digital radio or someone else will!

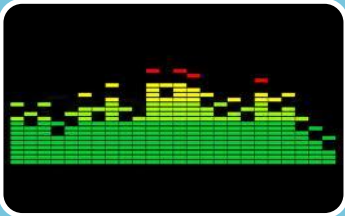
# All of Industry Approach

## Private and Public Working Together



# Government Regulation

## Incentives to Invest for Private Broadcasters



Free Spectrum for incumbent broadcasters  
128 kbs per station – and keep analogue spectrum



No restriction on use of spectrum or formats



No new licences for 6 years or more but “use it or lose it” rule.

# Policy Benefits



First option to own and operate multiplex



DAB+ shared multiplex costs



No new competition while bedding down DAB+

# Free Spectrum – what do you do?

38 new stations – chillout, dance, country, sport, jazz

## Sydney



## Melbourne



## Canberra Trial Broadcast



## Perth



## Brisbane



## Adelaide



## Darwin Trial Broadcast







*Starburst*

RADIO





**BUDDHA**  
radio tune in, chill out

tune in, chill out

## What Is Digital Radio?

Digital Radio is the new way to listen to radio.

It means all your favourite AM and FM radio stations in crystal clear digital sound + many more free new Digital Radio only stations. These new free Digital Radio only stations - including Buddha Radio and Radar - offer plenty of new format choices never previously available on Australian radio.

The sound quality of Digital Radio is fantastic compared to regular radio. Your Digital Radio also gives you on screen display information on the song now playing, what's playing next, news and traffic headlines, and in some models you can even pause and rewind the radio!

What do I need to do to listen to Digital Radio? You need to buy a new Digital Radio receiver. They are as cheap as \$40 and available from all good electrical stores.

The more flashier models include iPod and iPhone docking and internet streaming. Car makers are now including Digital Radio in new cars or you can purchase after market receivers to put in your current car. For more on Digital Radio, check out the Digital Radio Plus website.

↑  
koffee  
New Koffee iPhone App  
Download for free



koffee  
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# koffee

time to chill

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# kogan





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YOU ARE HERE: HOME



Our Perth live stream is now available! Click here to listen with Windows Media Player or Flip4Mac.

Welcome new Hot Country listeners in Perth!

Click here to visit your own local Hot Country section of our site!

## Your Music

Need help with who sings that song... or what it's called? Click here!

## Why the

## Hot Country

Country Faces



The Sampsons of Figtree, NSW



# 50

### The Friday Favourite Fifty

The Top 50 songs as voted by you



# KEITH URBAN

## Escape Together World Tour

Melbourne - Sydney - Wollongong - Brisbane

[Click here for information & bookings](#)

### COUNTRY MUSIC

AUSTRALIA »

**November 2009 - REBOOTING, NOT LOGGING OFF...**

Over the past 12 years of this column we've seen a lot of changes in and around the Internet. Back ...

MORE:

- October 2009 - But wait, there's more...

USA »

**Carrie Underwood Rooting for Brad Paisley at CMA Awards**

It's CMA Awards week in Nashville, and co-hosts **Brad Paisley** and [read more](#)

**Read more:** <http://www.countryh...>

MORE:

- Grand Ole Opry at The Ryman Auditorium

COUNTRY BLOKE »

**Free Amber Lawrence Download**

Amber Lawrence's new song "Don't Do Lonely Well" is hugely popular here at Hot Country. It's been in...

MORE:

- Brad Cole Live
- New Music

# THE EDGE DIGITAL

LIVE SEXY

## about the edge digital

Welcome to The Edge Digital!

The Edge is a radio station that broadcasts only the HOTTEST music: R&B, dance, dirty pop, a little hip-hop. We play tracks from those performers so sexy, they don't even need a second name - think Pink, Rihanna, Beyonce, Britney...

At The Edge, we follow just one rule: if it's hot, fresh, and sexy, you can guarantee we've got it on high rotation. We like to think of The Edge as your personal soundtrack for you to 'Live Sexy'. We're living large 24/7, so tune in and let us know you think (link to feedback/rate the music). Remember The Edge is not like other radio stations, no other radio station plays our unique music mix.

If you want to hear The Edge in all of its digital glory (and minus commercials!), you need to buy a digital radio; they're available from most major electrical retailers. [Click here](#) for more details on digital radio.

NOTE: The Edge Digital is in test mode until late June, so if you're one of those eager Edge listeners that have already bought a digital radio, don't be disappointed if the signal is weak - we won't be transmitting with full power until the end of the month.

[Click here](#) to find out more about Digital Radio

## listen live



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

# Alternative Language Music and Talk



# DAB+ Slide Show Enhance Station Image

## Engage with listeners



 **Now Playing On 2DayFM**

**Now Playing**  
**S&M**  
Rihanna



**Next Song**  
What Goes Around Comes Around  
Justin Timberlake

[2dayfm.com.au](http://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.





# Event, Pop Up or Branded Stations

Specific, focussed and/or short term programming



Station & programming for a specific client – creating new revenue



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

# Sports Coverage

DAB+ spectrum efficiency – more stations, more sport



Maximise coverage of football games



Asian Games  
DAB+ allows multiple stations to cover all events



Olympic Games coverage  
DAB+ have a table tennis station

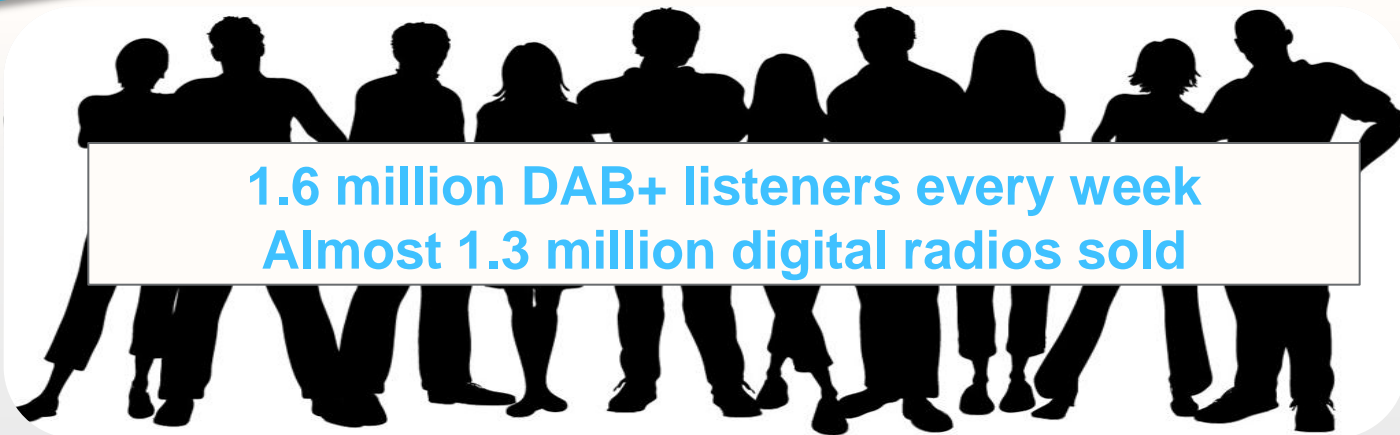


Radio rights holder can maximise coverage

# Future of Radio is here DAB+ digital radio

## Radio with pictures

### Ten leading automotive brands now include digital radio in Australia



**1.6 million DAB+ listeners every week**  
**Almost 1.3 million digital radios sold**

**Make sure your next vehicle has a DAB+ digital Radio.**

Available as standard



TOYOTA



LEXUS



HINO  
A BETTER CLASS OF TRUCK



ISUZU  
TRUCKS



Ford

Available as options



BMW



Audi



Mercedes-Benz



JAGUAR



LAND ROVER

Check [www.digitalradioplus.com.au](http://www.digitalradioplus.com.au) for aftermarket solutions.



[digitalradioplus.com.au](http://digitalradioplus.com.au)

# Time Spent Listening

## DAB+ vs Internet

### Average Time Spent Listening to Digital Radio vs The Internet



# Summary

More stations, more listeners, more ad dollars

1. Keep analogue spectrum as well as get new digital spectrum
2. All of industry work together – to share costs
3. Use free spectrum for new stations & simulcast AM & FM
4. No new entrants until market established & attract audience
5. Develop new innovative content different from AM & FM
6. New stations create new revenue opportunities
7. More options & audience listening longer