

DAB+ Business Case Studies

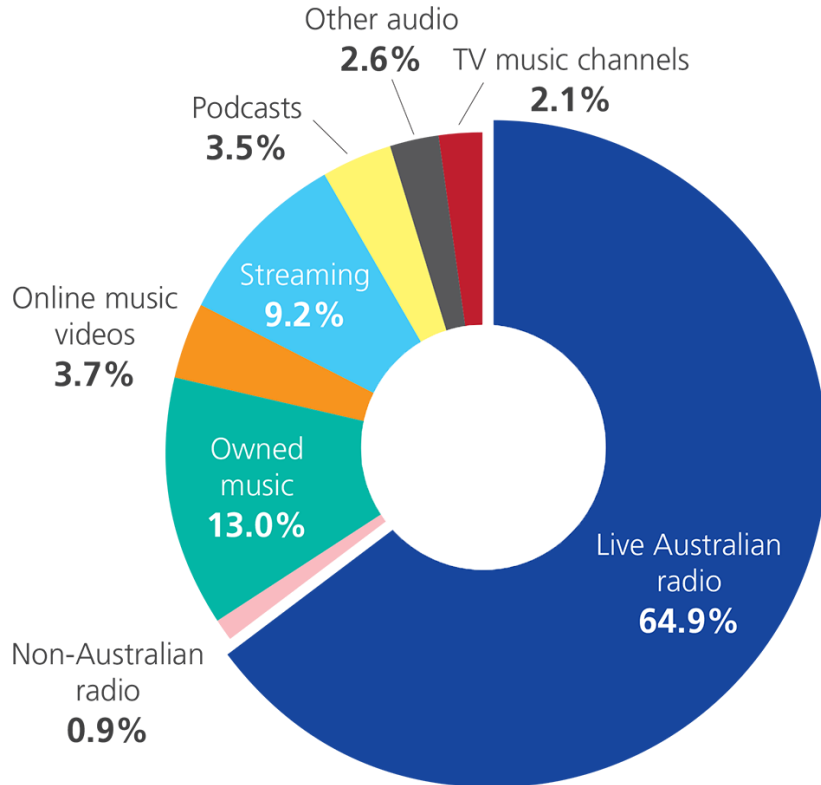
Joan Warner

Asia Pacific Chair, WorldDAB
& CEO Commercial Radio Australia

WorldDAB Workshop
RadioAsia 2017
Bangkok, Thailand, 26 April 2017



Share of Audio Study



Australian radio accounts for 2/3 of all audio listening

% Share of Total Weekly Time Spent Listening

Staying competitive

- How can DAB+ help radio stay competitive?
- It helps us meet changing consumer demands for more choice, more personalised services and interactivity
- DAB+ is more spectrum efficient so broadcasters can launch new radio stations and provide more interactivity than is possible with AM/FM

No longer just radio

- DAB+ helps us to evolve into entertainment brands
- DAB+ provides the technology to support an integrated offering to our listeners

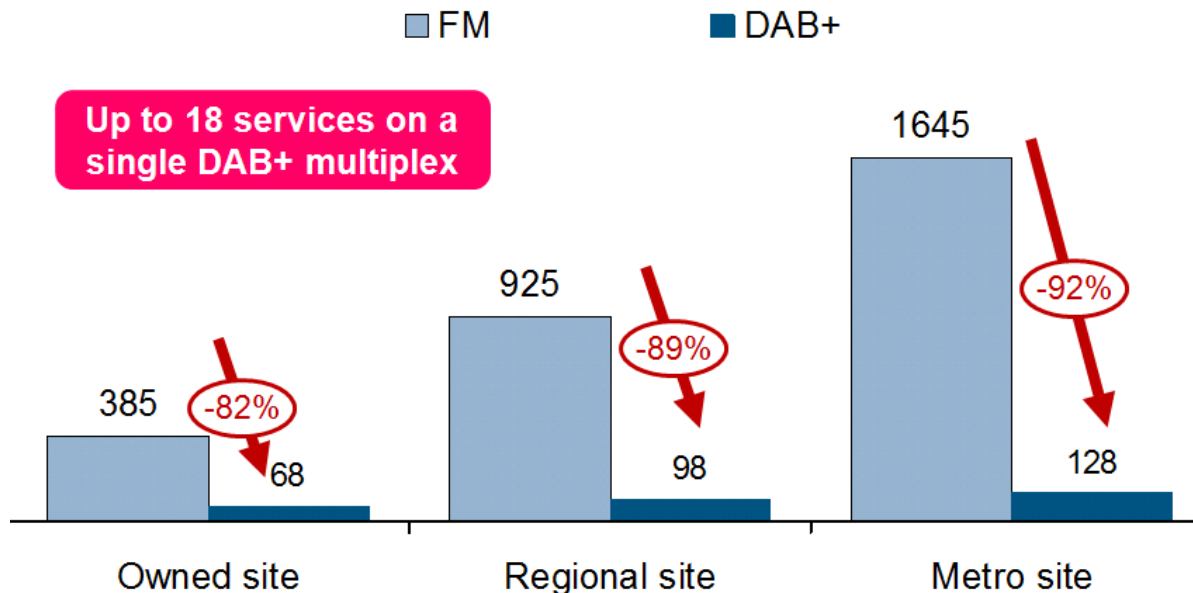


Confidential

2Day FM hijack Meghan Trainor for gig a day before Nova's Red Room Global Tour

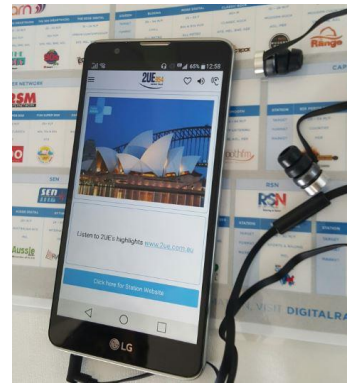
DAB+ reduces costs

Annual cost to broadcasters of transmission per service¹, \$k



DAB+ keeps radio competitive

- DAB+ helps radio maintain its place in the home, on the car dashboard and on the smartphone
- DAB+ is highly reliable and does not suffer network congestion



New business opportunities

- Greater spectrum efficiency of DAB+ allows new stations to be introduced
- In Australia, broadcasters are taking a more strategic approach
- Focus is on creating new revenue streams



New stations – Kinderling Kids

KINDERLING



▶ Listen Live now!

Available on digital radio, app and online. [View the full schedule >](#)

Family-friendly kids radio for children and their grown-ups



High Fives



La La La by Priscilla Ahn

[View High Five >](#)



A Piece of Quiet

[View High Five >](#)



Birthday Party by Rockabye Baby

[View High Five >](#)



Lemonade by Justin Roberts

[View High Five >](#)

New stations – EON Sports Radio

The screenshot shows the EON Sports Radio website interface. At the top left is the EON Sports Radio logo. To its right are navigation links: "WIN A TRIP TO LONDON", "SPORTS" (highlighted), "PROGRAMS", and "NEWS". The main banner features a DJ with a Premier League soccer ball and the text "LIVE & FREE Premier League on EON Sports Radio Game On" and "6 Live Games this week". Below the banner is a sports menu with categories: LATEST NEWS, AFL, NRL, FOOTBALL, RUGBY, TENNIS, MOTORSPORT, NFL, CRICKET, GOLF, BASKETBALL, and MORE. A promotional banner for "Play Premier League Tournaments" is also visible. On the right side, there are three promotional cards: "LISTEN LIVE Game On", "DOWNLOAD OUR FREE APP TO WIN THE ULTIMATE Premier League EXPERIENCE ARSENAL v MAN UTD", and a video player showing Chelsea manager Antonio Conte.

EON SPORTS RADIO

WIN A TRIP TO LONDON | **SPORTS** | PROGRAMS | NEWS

LIVE & FREE Premier League on **EON SPORTS RADIO** Game On

6 Live Games this week

CLICK HERE FOR THE SCHEDULE

LATEST NEWS | AFL | NRL | FOOTBALL | RUGBY | TENNIS | MOTORSPORT | NFL | CRICKET | GOLF | BASKETBALL | MORE

Play Premier League Tournaments
Bet against your mates, not the bookie!
Play Now | TopBetta

Think! About your choices. Call Gambling Help Services 1800 858 858. Gamble Responsibly.

Latest EON News »

LISTEN LIVE Game On

DOWNLOAD OUR FREE APP TO WIN THE ULTIMATE Premier League EXPERIENCE ARSENAL v MAN UTD

ANDROID APP ON Google play | Available on the App Store

Chelsea manager Antonio Conte has thanked Chelsea fans for their support during the game against Southampton.

+ More Videos

New stations – retailer branded

coles radio 



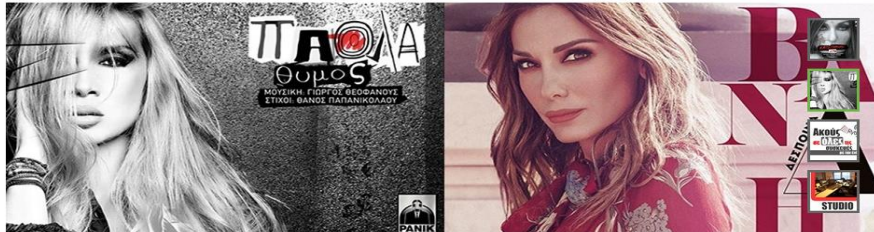
New stations – foreign language



η Ελληνική παρέα της Μελβούρνης

MELBOURNE WEATHER

CURRENT 12° C FORECAST 15° C
Partly Cloudy



NEWS RYTHMOS NEOS OPA

SOCIAL



ON AIR NOW

ΑΥΣΤΡΑΛΙΑ: Μαθητές σχολείων της Ελληνικής Κοινότητας γιόρτασαν την 28η Οκτωβρίου



Full story ...

ΕΛΛΑΔΑ: 28η Οκτωβρίου 1940: Το ηρωικό «ΟΧΙ» της Ελλάδας στην Ιταλία



Full story ...

ΚΟΣΜΟΣ: Στο χορό των ρίχτερ η Ιταλία, νέος σεισμός στα 5,9



Full story ...

LISTEN TO RYTHMOS

RYTHMOS NON STOP HITS
On Air Now

ΓΙΝΑΜΕ GOAL
Mon 5pm-7pm

ΛΑΙΚΟΣ ΑΝΑΒΑΘΗΣ
Mon 7pm - 9pm

ΤΟ ΤΑΞΙΔΙ ΜΙΑΣ ΛΥΡΑΣ
Mondays 9pm-11pm



Conclusion

- DAB+ is cheaper and greener than analogue to operate and more spectrum efficient and reliable than streaming
- More content ,e.g., over 30 new DAB+- only stations in Australia
- Listeners benefit from more choice, more diversity, richer radio
- Advertisers have more opportunities/more niche audiences
- Regular DAB+ audience surveys provide information for advertisers and government.
- Open and ongoing commitment from government and industry will see DAB+ flourish