

# ABU/WorldDAB



# webinar

HOW BRAND EXTENSION CAN INCREASE REVENUE

Oct 22nd, 2020

SCA

# SCA DAB+ NATIONAL BRAND SUITE 2010



# SCA DAB+ NATIONAL BRAND SUITE 2020



## HIT *h.*

buddha *h.* URBAN *h.* Easy 80s *h.* oldskool 90s *h.* DANCE *h.*

## TRIPLE *MM*

*MM* CLASSIC ROCK    *MM* SOFT ROCK    *MM* COUNTRY    *MM* 90s    *MM* HARD N HEAVY

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# SCA DAB+ NATIONAL BRAND SUITE



|                  |  |  |   |  |
|------------------|--|--|---|--|
| <p>SYDNEY</p>    | <p>TRIPLE  </p>  | <p> CLASSIC ROCK  90's  SOFT ROCK  HARD N HEAVY  COUNTRY</p> | <p> buddha  DANCE  Easy  oldskool  URBAN</p> | <p> SOUND CLOUD<br/>RADIO</p>   |
| <p>MELBOURNE</p> | <p>TRIPLE  </p>  | <p> CLASSIC ROCK  90's  SOFT ROCK  HARD N HEAVY  COUNTRY</p> | <p> buddha  DANCE  Easy  oldskool  URBAN</p> | <p> SOUND CLOUD<br/>RADIO </p> |
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| <p>PERTH</p>     | <p> </p>     | <p> CLASSIC ROCK  90's  SOFT ROCK  COUNTRY</p>  | <p> buddha  Easy  oldskool  URBAN</p>   | <p> SOUND CLOUD<br/>RADIO</p>   |

# COMMERCIAL DUPLICATION LOCALLY

NATIONAL MUSIC SCHEDULES INTEGRATE WITH LOCAL  
MARKET COMMERCIALS



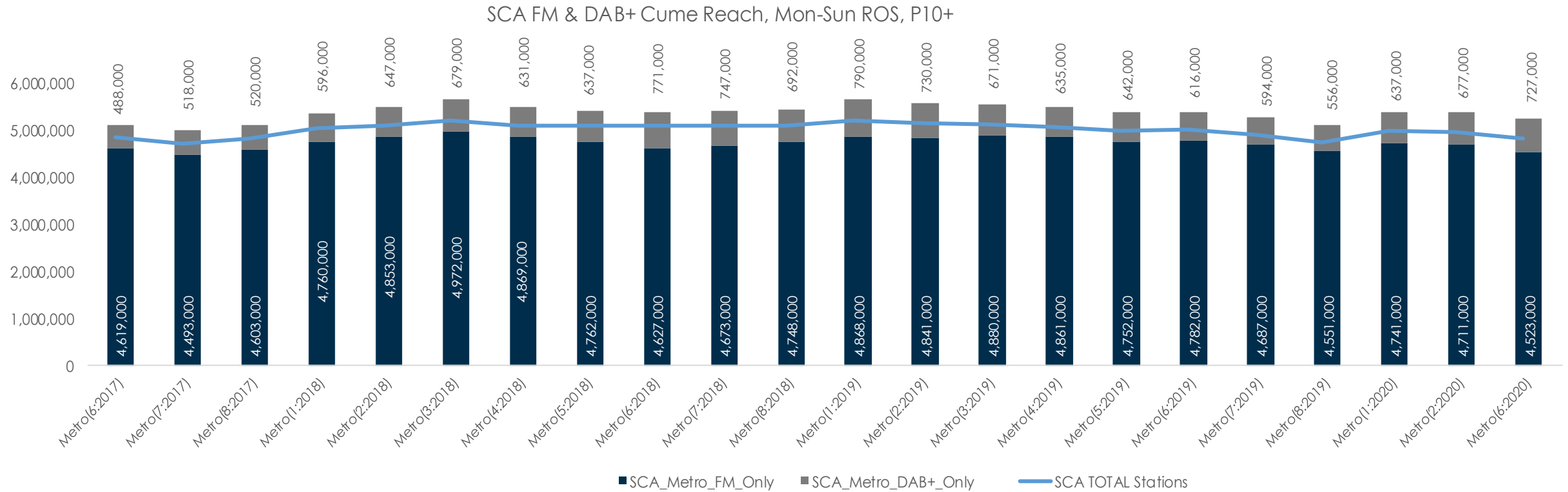


**4,898,000 REACH.**

**The Aligned SCA DAB suite  
increases 10+ reach  
by 8.3%**

# NATIONAL TRENDING CHART

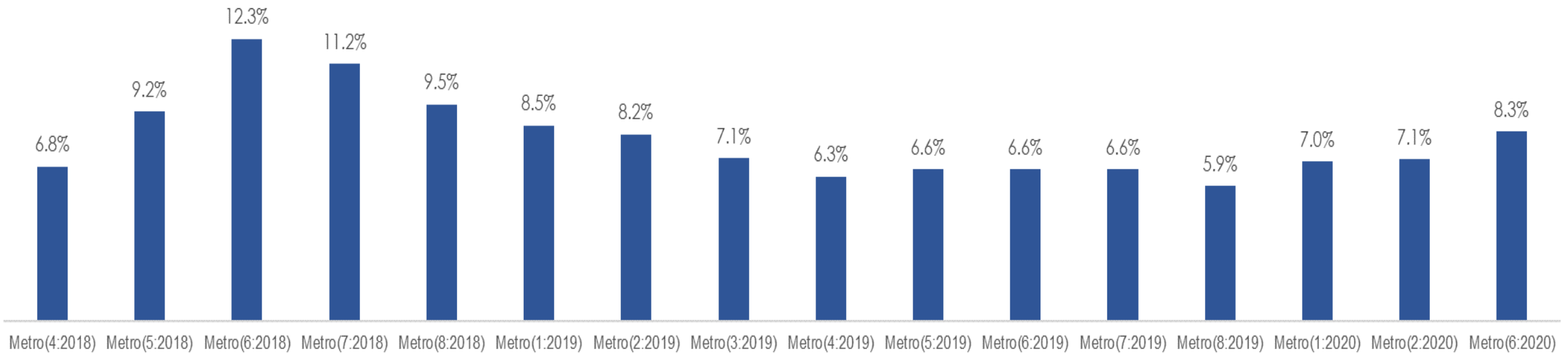
## ALL PEOPLE 10+ SCA NETWORK ALIGNED STATIONS



Source: GFK Radio Ratings (ERAM). Survey 6 2017 - 6 2020. All People 10+. Metro, SCA Network & SCA Aligned SCA DAB+ (HIT Buddha, HIT Easy, HIT Oldskool, HIT Urban HIT Dance, Classic Rock, Modern Rock, Greatest Hits, Country, Soft Rock, Hard n Heavy)

# CUME REACH INCREASE % ALL PEOPLE 10+ SCA DAB ONLY GROWTH

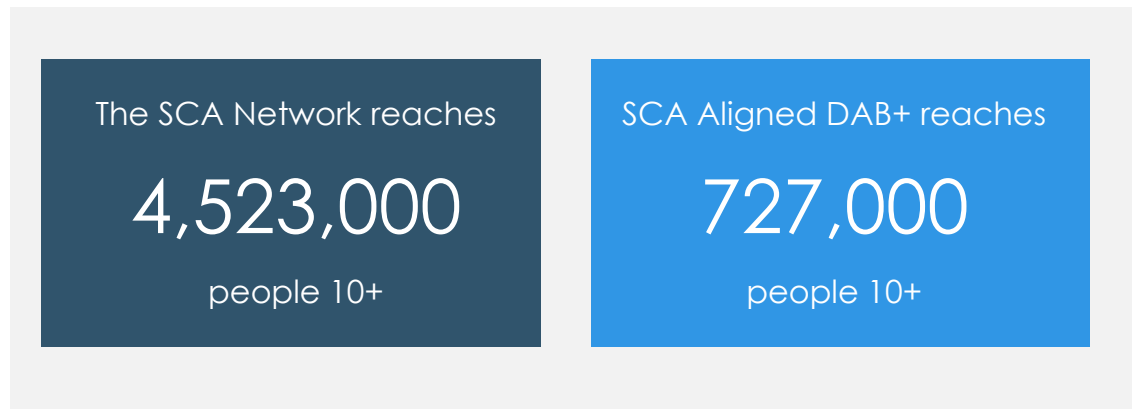
SCA DAB+ Cume Reach Mon-Sun ROS P10+ % Increase



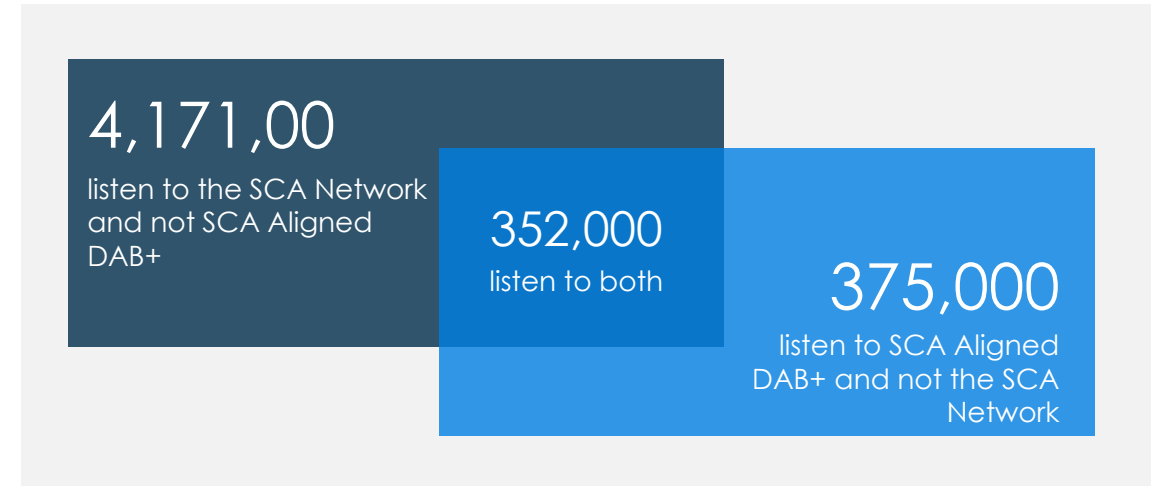


# NATIONAL ALL PEOPLE 10+ SCA NETWORK ALIGNED STATIONS

By adding the SCA Aligned DAB+ reach to the SCA Network, the reach increases from 4,523,000 to **4,898,000** people 10+, an increase in reach of 8.3%.



Together, SCA Aligned DAB+ and the SCA Network reach 34% of the all people 10+ population.

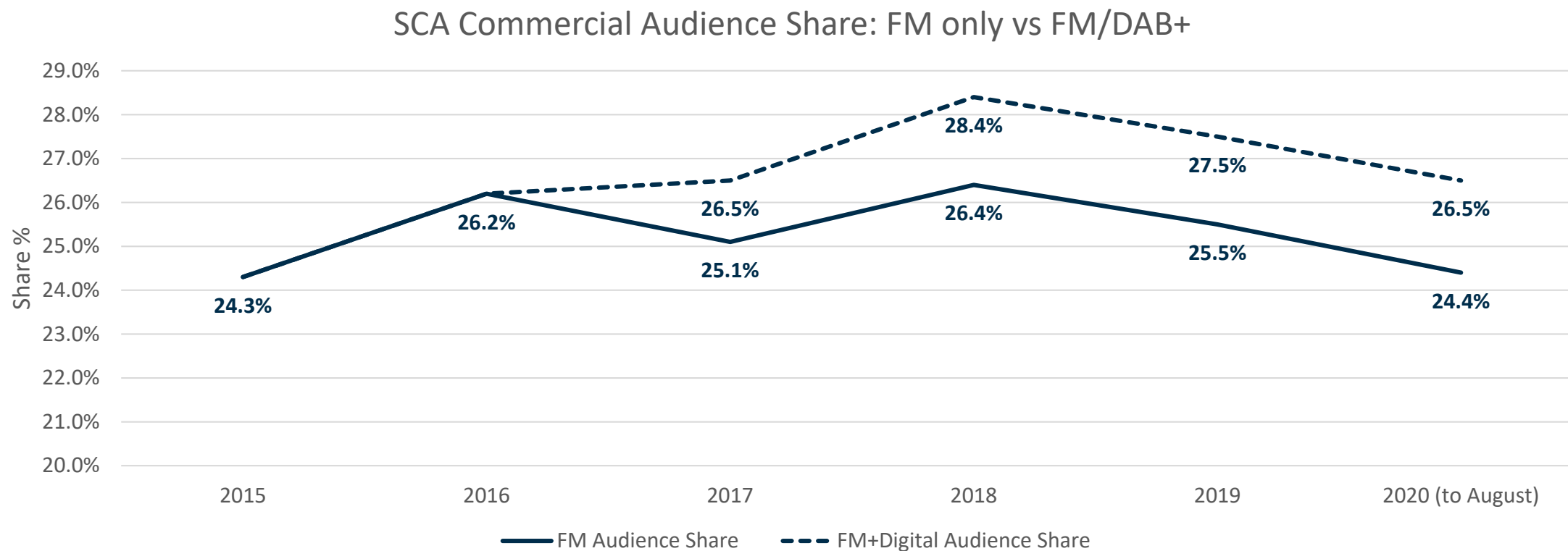


TOTAL SCA NETWORK AND SCA ALIGNED DAB+ REACH OF ALL PEOPLE 10+

**4,898,000**

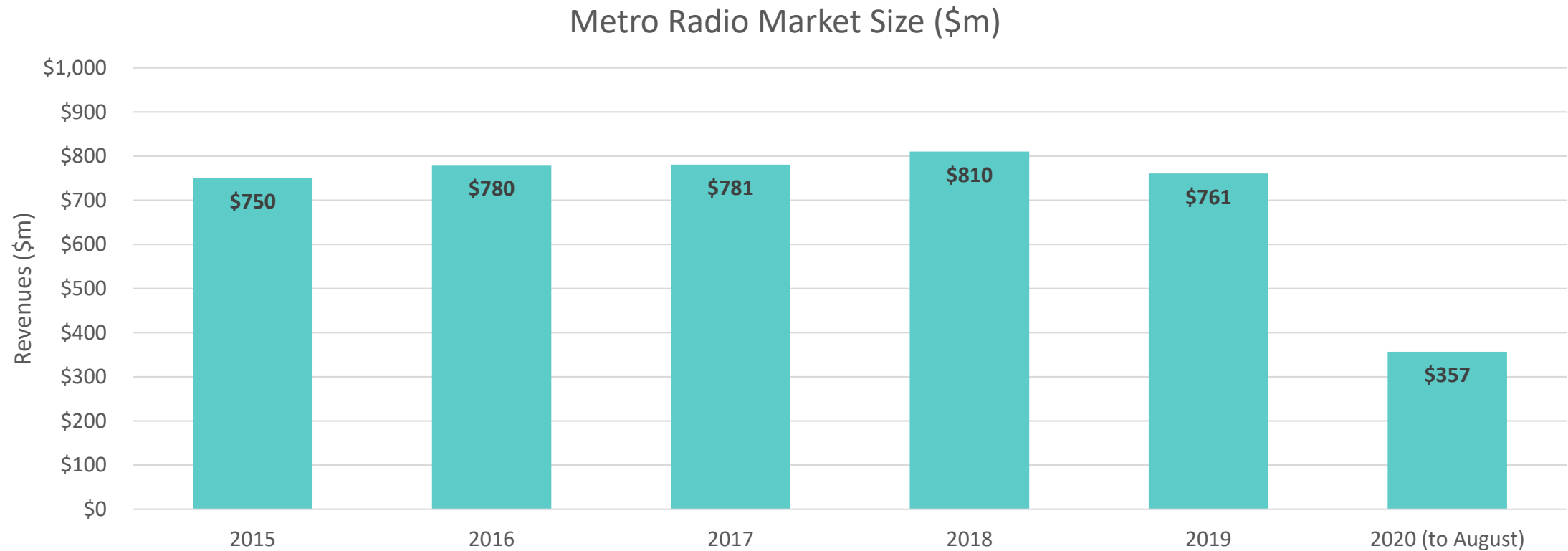


# SCA FM + DAB has increased Audience Share



In terms of commercial audience share, SCA FM + DAB gives an average +2% Share Point increase.

# A Share Point in the Metro Radio Market is Worth \$7.85m Annually



**Higher Commercial Audience Share Leverages Higher Revenue Share.**

# INVESTMENT / RETURN



## **BRAND EXTENSION Metro Market Rollout:**

Capital Expenditure approx. \$250,000

DAB Encoders / Multiplexes / Processors / Hardware / Licences

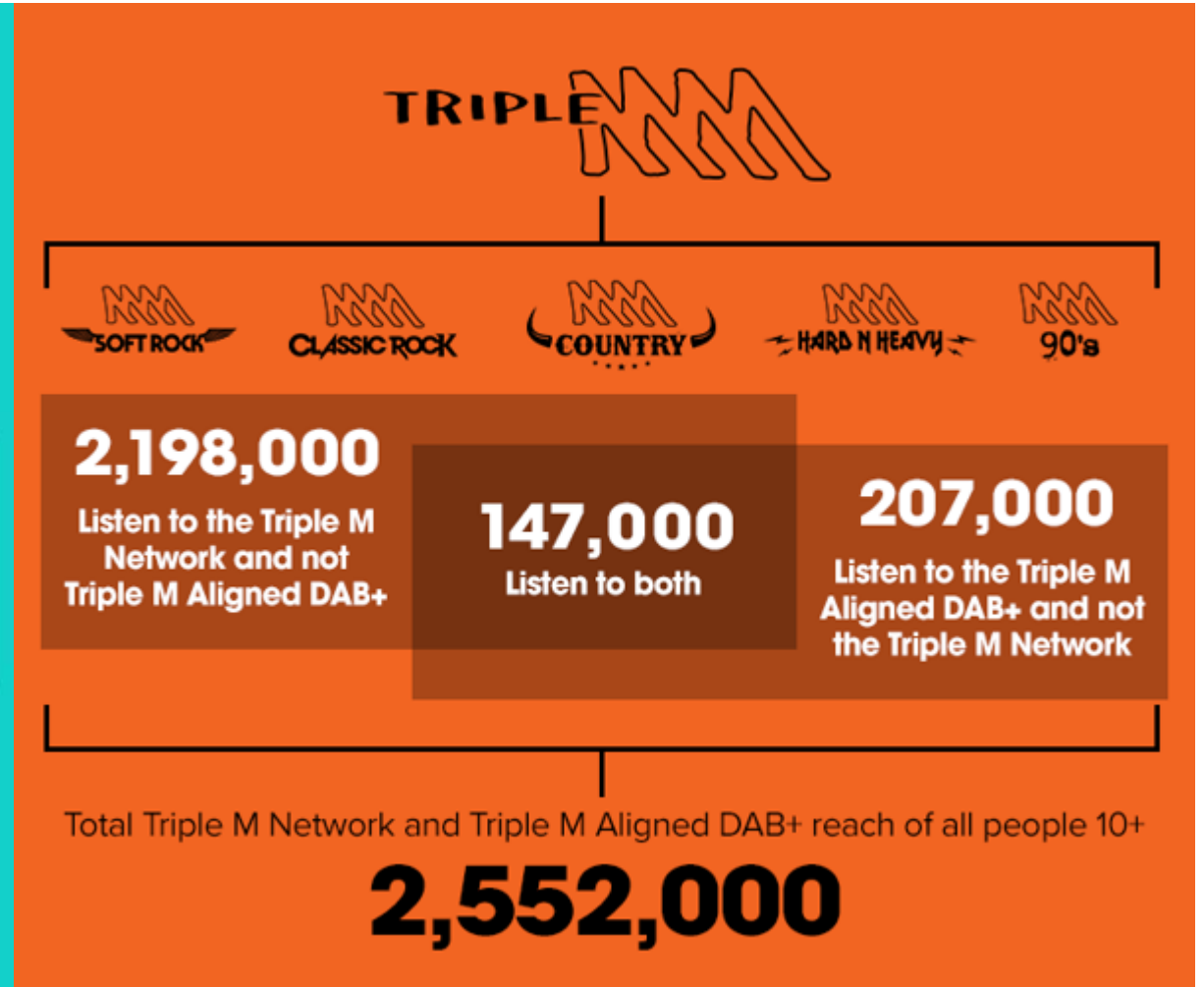
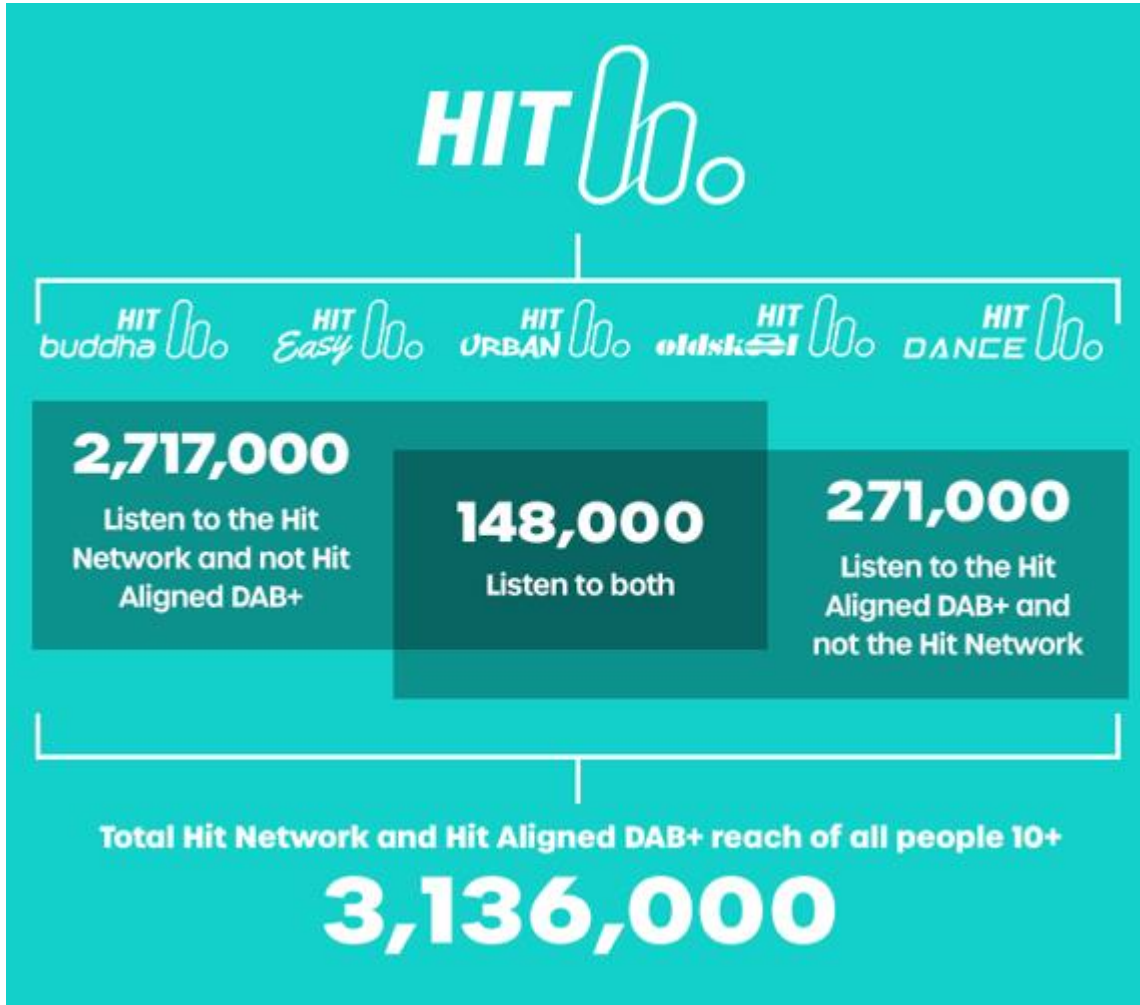
Ongoing Annual Costs approx. \$250,000+

**ROI opportunity approx. \$10-15 million annually**



# METRO SURVEY 6 SEPT 2020

## SCA DAB+ STATIONS GAIN 47,000 NEW LISTENERS

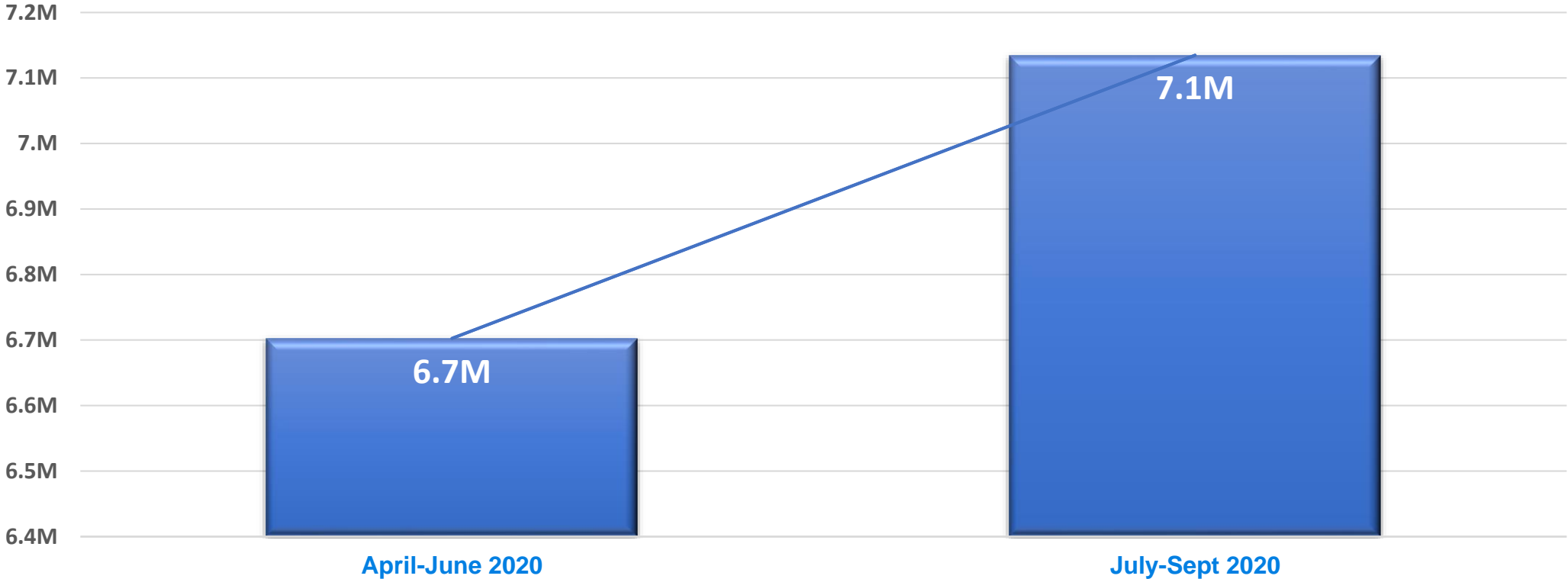


# SCA DAB+ Active Streams in Millions



## Quarterly SCA DAB only Active\* Station Streams

[\*60sec or longer]



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