The DAB+ Journey

Dave Cameron, General Manager
Southern Cross Austereo, Melbourne.
• 9 years of DAB+ in Australia.

• **Southern Cross Austereo** (SCA) is the biggest commercial ‘landholder’ of DAB+ spectrum in Australia

• **SCA** has capability to add an additional 6-10 stations in each capital city on top of FM parent brands.

• Experimentation, of formats, of brands, of commercial strategies and partnerships, of ratings methodology, of marketing and promotion.

• DAB+ is ‘coming of age’ in Australia, with 30% of Australians now listening to a DAB+ station once a week.

• We’re at a success tipping point right now……
9 Years.

17 stations.

22 formats.
2018

- 2017/2018 Full reboot of DAB+ strategy, for a truly competitive advantage…..

- In March 2018, official ratings measurement includes DAB+, alongside traditional AM/FM.

- We can now report on an aggregate total audience figure of all listening to a specific brand, no matter what the platform. FM/DAB+/Online streaming.
Client advantage

- **Scale.** Automatically get an extra 10% minimum audience reach on their Ad.

- **Simplicity.** Less confusing, they don't need to buy individual stations anymore, where DAB+ was being left off the buy. No additional ‘sell’! Cannot buy DAB+ separately, it’s already included in their FM advertising spend.
SCA advantage

• DAB+ Brand extensions continue to build strength around our key Network brands, rather than trying to gain traction with a new unfamiliar brand.

• DAB+ doesn’t need its own sell now. It’s automatically included for every client’s advertising campaign.

• Incremental revenue growth, as we’re now able to increase Advertising premium against competitors that continue driving down rate. Clients paying intro being given extra audience they’re now reaching.

• We can now offer greater scale. For clients, for partners.
The Results?

Ratings.
• We’ve added over 100,000 listeners since our brand-alignment strategy 6 months ago.

Revenue.
• We’ve been able to incrementally increase our average unit rate by offering clients a new solution for increased reach on their advertising campaigns.
Thank You!

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