

WorldDAB Australia & Asia Pacific Update

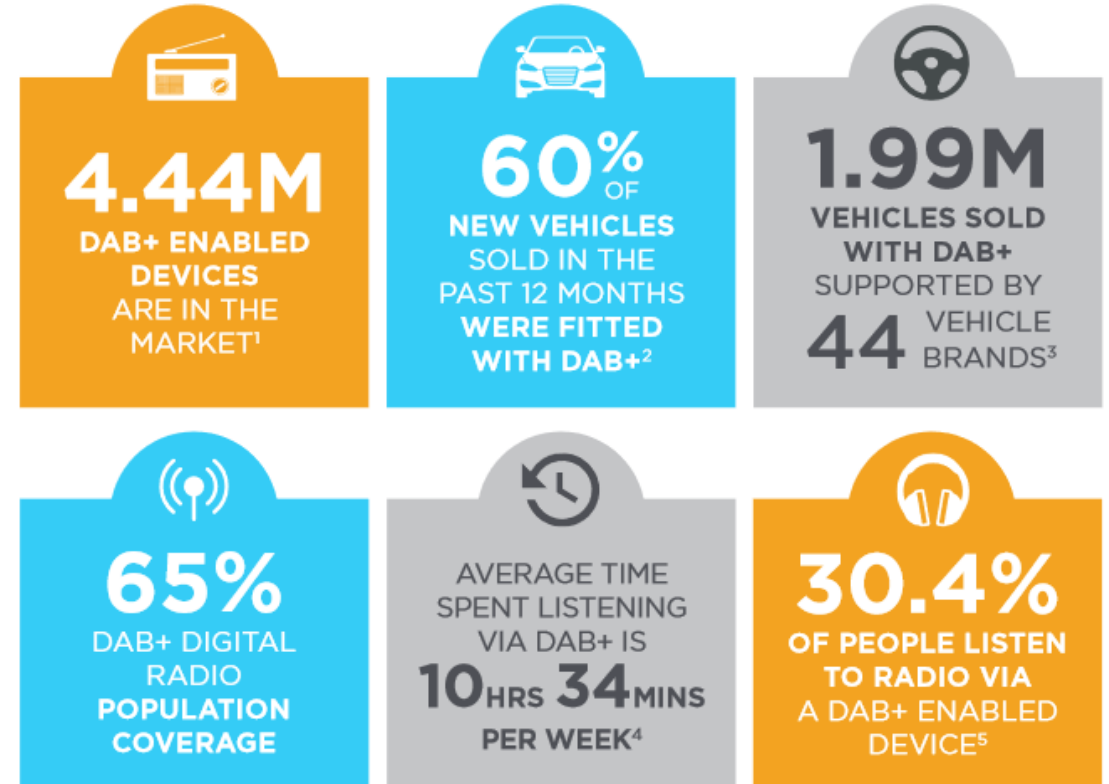
Joan Warner
Vice President &
Asia Pacific Chair, WorldDAB
& CEO Commercial Radio
Australia

WorldDAB General Assembly
Berlin, 6 November 2018



Australia

- DAB+ listening on the rise - 4.21 million people listen weekly in the five metro capital cities – up 17% compared to same time last year (average of surveys 1-6, 2018).
- 4.44m DAB+ devices in market.
- Cars providing strong impetus – 60% of all new vehicles sold in past year fitted with DAB+.
- Average time spent listening via DAB+ is 10 hrs 34 mins per week, nearly double TSL via streaming
- Broadcasters investing in station development:
 - New stations include Urban Hits and Triple M Country
 - Coles Radio introduced a 3-hour daily announcer hosted show, providing new sponsor opps
 - Chemist Warehouse Remix offering hosted breakfast and drive shows and hourly news, sport and weather.



- Australian DAB+ stations now easily accessible on all Amazon Alexa-enabled smart speakers following the launch of the RadioApp skill. Listeners can simply ask Alexa to play 300 Australian AM, FM and DAB+ stations using their voice.
- Work continues on launch of permanent commercial DAB+ services in Hobart, Canberra & Darwin in Q1 2019, capex and opex cost modelling has been completed.
- CRA supporting hybrid radio testing and development to improve the in-car experience
- Partnering with a DAB+ manufacturer on a Christmas marketing campaign



Asia Pacific update

MALAYSIA

- Significant change of Government for first time since independence in 1957. MCMC has appointed a UK based consultant to prepare a report on the selection of digital radio technology standard.
- MCMC has been approached by WorldDAB to offer in country support to help them move forward with the formalisation process for DAB+.
- ABU Digital Broadcasting Summit 4-7 March 2019

INDONESIA

- Ministry of Communications Kominfo opened a public consultation on Draft Regulation Technical Requirements Tool Transmitter Radio Digital Audio Broadcasting (DAB +) as part of a broader regulatory package. Consultation opened on 26 July & closed August 2nd, 2018
- No mention of any other digital radio standards.



Asia Pacific update

SRI LANKA

- WorldDAB has been approached to conduct a workshop in Colombo in November.
- A formal letter of support is being sought from the regulator and national broadcaster.

MYANMAR

- Myanmar National Broadcaster, MRTV continue the DAB pilot project they started in August 2016 with services in Yangon.
- There is interest from another influential operator in Myanmar to mount a DAB+ trial.



Asia Pacific Activity

August - October 2018

- ABU WorldDAB+ Webinars
 - Live presentations, videos from DAB workshop
- New Zealand MediaTech 2018 Conference - the Australian DAB+ Case Study
- NBTC DAB+ Workshop, Bangkok – Skype presentation
- Voice of Vietnam DAB+ workshop, Hanoi

Upcoming events

March 2019	ABU DBS Kuala Lumpur, 4-7 March
June 2019	Broadcast Asia Singapore, 18-20 June
July 2019	5th ASBU/ABU/WorldDAB technical workshop – KL
August 2019	ABU WorldDAB+ Webinars
October 2019	Radio Alive, Brisbane, 18 October

