ABC Australia

ABU Digital Broadcasting Symposium, Kuala Lumpur - 4-7 March 2019
Cath Dwyer
ABC = Big audiences, big moments

16.8M
AUSTRALIANS WATCH ABC TV EACH MONTH

12.3M
AUSTRALIANS WATCH ABC TV EACH WEEK

3.8M
AUSTRALIANS TUNED IN TO ABC NYE^

2.2M
AVERAGE AUDIENCE MIDNIGHT FIREWORKS

4.9M
METRO LISTENERS OF ABC RADIO EACH WEEK

80%
OF AUSTRALIANS SAY THEY TRUST THE ABC

1.7M
AVE AUDIENCE*

16M
FACEBOOK VIEWS

TRIPLE J’S HOTTEST 100
2.2M
RECORD VOTES PLACED

ABC RADIO’S GREATEST REACH DRIVER ACROSS ALL PLATFORMS
The ABC’s Indo-Pacific footprint

- Stories made in English, Chinese, Bahasa Indonesia, Tok Pisin.
- Content is syndicated on media partner platforms across the Region to be where audiences are.

- Digital services include websites, apps, social media.
- Broadcast channels are ABC Radio Australia and ABC Australia (formerly Australia Network/ Australia Plus)
In 1987
the ABC cost 19.2 cents per person per day (2017 value) and delivered...

In 2017
the ABC cost 9.7 cents per person per day and delivers...

More content, services and platforms...

...at a lower cost than 30 years ago

6,092
Full-time equivalent Employees

4,097
Full-time equivalent Employees
Population Density 1km² Grid - August 2011

Population per square kilometre:
- More than 8000
- 5000 - 8000
- 2000 - 5000
- 500 - 2000
- Less than 500
- No population

Source: Census of Population and Housing 2011, Australian Bureau of Statistics
© Commonwealth of Australia, 2014
Population Density 1km² Grid - August 2011

Source: Census of Population and Housing 2011, Australian Bureau of Statistics
© Commonwealth of Australia, 2014
Ways of Listening to ABC Radio

- AM/FM Radio
- DAB+ Digital Radio
- Digital TV sets
- ABC Digital Products
  - ABC Radio Player/ websites & Apps
- Radio Aggregator streaming Apps

Streaming via the Internet (websites & apps)

Podcast downloads via ABC Digital products and 3rd party services
AM/FM, DAB+, IP audio

- **Radio**: Local talk
- **CLASSIC**: Classical music
- **triple j**: Youth music
- **NEWS**: Rolling news
- **RN**: Ideas/ Talk
More choice for listeners

Latest

Thursday Night Live
The acclaimed Dutch saxophonist Yuri Honing visited Australia in 2019, sharing his latest project, SolidBrut with Australian audiences. ABC Jazz recorded his set at the recent Wangaratta Jazz Fest - and you can hear it in full this episode!

Thu 28 Feb 2019
THURSDAY NIGHT LIVE

Jessica Nicholas
Organist Joey DeFrancesco delves into the spiritual side of jazz on his new album, ‘In the Key of the Universe’, with a band that includes saxophone giant and spiritual jazz pioneer Pharoah Sanders. Hear it and more in this episode.

Thu 28 Feb 2019
JESSICA NICHOLAS

Home Cooked
The Australian/Indonesian pianist Francesca Prifelli is now based over in New York City - and she's been busy stateside recording a new album, ‘T into Adriana’, the CD features fellow Aussie Nic Verranegga and a host of US stalwarts. Hear it and more...

Mon 25 Feb 2019
HOME COOKED

Vinyl Sides
The late John Abercrombie is the focus for this week’s set. We’ve hit the crates to share some of his earliest recordings captured in the ‘70s. The guitarist is heard in a number of contexts, including with keyboardist Jan Hammer and with fellow guitarist icon Ralph Towner.

Sun 24 Feb 2019
VINYL SIDES
Connection with community

Bringing together regional and urban country listeners

Range of styles within country music genre
More music – the triple j family

Primary brand - targets 18-24 year old

For audiences who still love music – but are too old for triple j!

Emerging musicians and the music industry
Presenters

Campaigns

Events
A community for music lovers, music makers and the music industry
Live sports coverage

Key events eg Commonwealth Games, Cricket

Sports talk
Cross promotion across platforms
Weekends – new voices
ABC Extra – pop up events

- Our Focus: NAIDOC Week
  - July 3-9
  - On TV, radio, online & audio

- Confluence
  - Festival of India in Australia
  - #CONFLUENCE

- ABC Extra
  - Back 2 Vinyl

- ABC Extra
  - Lunar New Year
DAB+ station for 0-5 years
App
Digital first podcasts
Partnerships and collaborations
Co-listening experience

Kids News bulletin

Imaginative play – world of science
Ingredients for success

- Unique audience proposition
- Presenters
- Multiple touchpoints – web, app, social etc
- Community connection
- Events
- Content initiatives
- Partnerships
- Value to the Australian audience
Yours