Seizing the Digital Opportunity

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

ABU DBS, 5 March 2019, Kuala Lumpur
Broadcasters’ role more important than ever
Millions raised for Queensland flood crisis

- All Townsville radio stations broadcast live and local 24/7 providing emergency updates

- Stations gave out essentials such as fresh food, water and milk
Digital improves the customer experience

In one day, a listener can:

• Wake up to breakfast radio on AM, FM, DAB+ radio

• Listen in the car using AM, FM, DAB+

• Listen via industry or station app on the bus or train

• Check in to radio on Facebook

• Listen on-demand to a radio podcast

• Listen on an Amazon Echo using voice technology
Improving the customer experience across multiple touch points

• How easy is it to find your station brands across different platforms?

• How does radio work and look on a connected car dashboard?

• How easy is it to find your station using voice technology?

• If listeners can’t find us easily, we will lose them
DAB+ is the most impactful way to improve the radio experience

GfK Radio Insights study in Australia:

- **82%** of DAB+ radio owners said they would recommend DAB+ to family and friends
- **More than half** said they were “very” or “extremely” likely to recommend
- **90%** satisfaction rating for DAB+ in car

GfK Radio Insights DAB+, survey of 1,247 radio listeners in 5 cap cities, 2018
Why are you very satisfied with your DAB+ digital radio devices?

- It is a part of my life
- Love the variety of channels
- Great Reception
- Great Audio Quality
- Happy customer with DAB+
- I like the extra details on the screen
- I love it!
- Best radio I ever owned
- Easier to tune to find something – channels are specific to what you are going to be listening to, eg. 80's will be 80's music, as opposed to 106.5 is just a frequency, you're not sure what music you might get
Radio’s challenge in the car as screens go supersized

- Radio is the most popular form of entertainment in car but will be increasingly challenged
- DAB+ is well advanced
- WorldDAB has updated User Experience Guidelines for automakers outlining how radio should be easily found and displayed in the multimedia system
- Allows for station logos, program information, internet integration and voice control of radio
Voice technology a perfect fit for radio

- Trend to using voice to control the Internet of Things

- CRA launched RadioApp Skills on Amazon Alexa in October

- Listeners can ask any Alexa-enabled device to start playing any of 318 Australian radio stations using their voice
Digital can improve the experience for advertisers

• DAB+ offers more content and more targeted, integrated and innovative marketing opportunities

• Make the radio buying experience easier through automated holdings and move to effective ways to trade broadcast, digital and podcast inventory

• Provide deeper insights by enhancing audience measurement
WorldDAB ready to help guide transition to digital broadcasting

- 2019 shaping up to be a year of digital transformation for those who seize the opportunities
- New WorldDAB Asia Pacific Committee will focus on spectrum planning, DAB network design and implementation
- Opportunities to cooperate, share best practice and work together to ensure a bright future across the region
Thank You

More info
WorldDAB:  www.worlddab.org
Commercial Radio Australia:  www.commercialradio.com.au
DAB+ in Australia:  www.digitalradioplus.com.au