



DOWN UNDER

WORLD DAB SUMMIT
8 NOVEMBER 2023

FORD ENNALS
CEO, COMMERCIAL RADIO & AUDIO

THE GREAT



LAND DOWN UNDER



DAB DOWN UNDER



THE GREAT

LAND DOWN UNDER



DAB DOWN UNDER



AUSTRALIA IS BEAUTIFUL

MOST BEAUTIFUL BEACHES IN THE WORLD
300 DAYS OF SUNSHINE A YEAR

AUSTRALIA IS DANGEROUS



66 VENOMOUS SPECIES



TOP 10 MOST DEADLIEST
CREATURES IN THE WORLD

AUSTRALIA IS HUGE

THE WORLD'S 6TH LARGEST
COUNTRY

THE WORLD'S LARGEST ISLAND

LARGER THAN EUROPE (EXC RUSSIA)

32 TIMES THE SIZE OF UK

POPULATION SIZE OF BENELUX



COMMERCIAL RADIO & AUDIO AUSTRALIA



FIND A STATION

RESOURCES

ADVERTISERS

RADIO SURVEYS

PODCAST RANKER

RESEARCH

ABOUT US

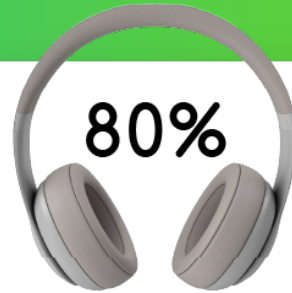


COMMERCIAL RADIO SECTOR VIBRANT

COMMERCIAL RADIO LISTENING GROWING



COMMERCIAL
RADIO
LISTENING
GROWING



80%

OF LISTENING IS
COMMERCIAL



WORLD
LEADING
PODCAST
MARKET



DAB LAUNCHED IN 2009



20%
OF ALL LISTENING



5.5 MILLION
NUMBER OF LISTENERS

200

2GB
SYDNEY

CRUISE
CLASSIC HITS

2UE

no

STATIONS

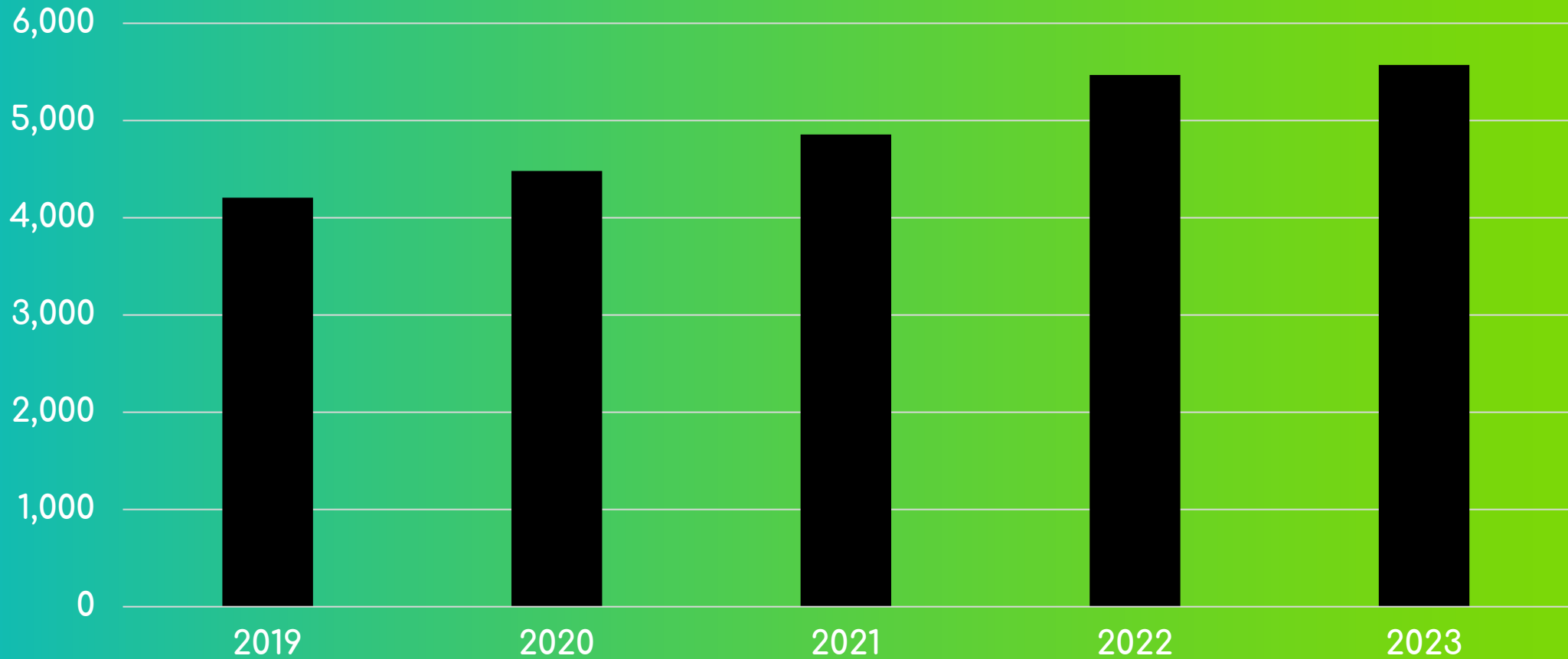


80%
OF ALL
NEW CARS



67%
COVERAGE
OF POP

DAB LISTENING IS GROWING



DAB STATIONS ARE GROWING



DAB LISTENING SKEWS TO YOUNG AUDIENCES

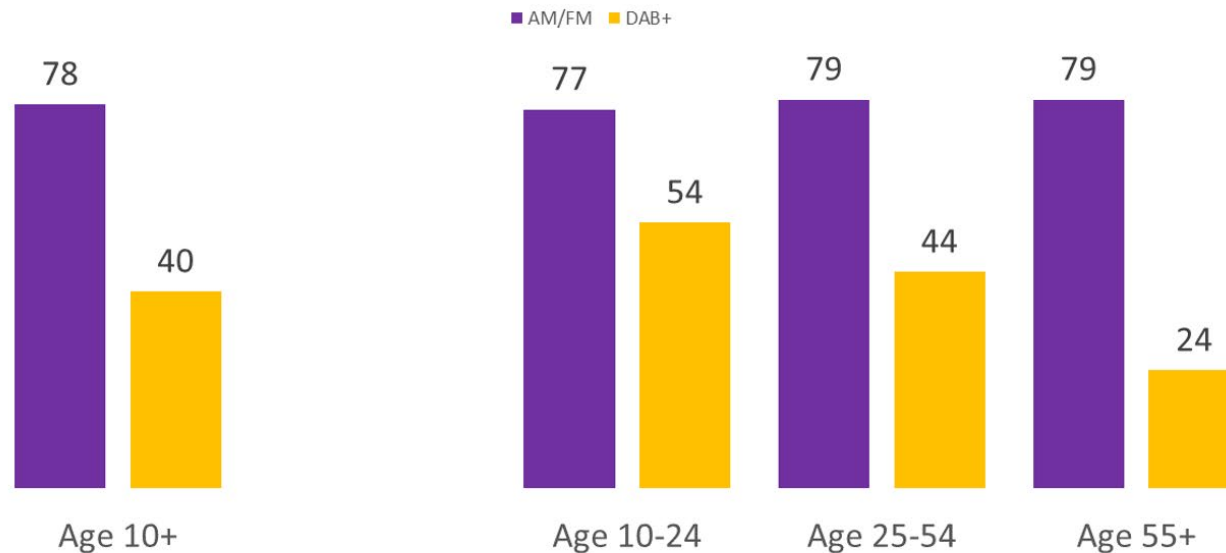


Listening to AM/FM/DAB+ Radio in the Last Week

TOTAL AUSTRALIAN POPULATION 12+

% LISTENED TO AM/FM/DAB+ RADIO IN THE LAST WEEK

Listening to AM/FM/DAB+ Radio in the Last Week



AM/FM/DAB+ RADIO INCLUDES BOTH OVER-THE-AIR AND ONLINE

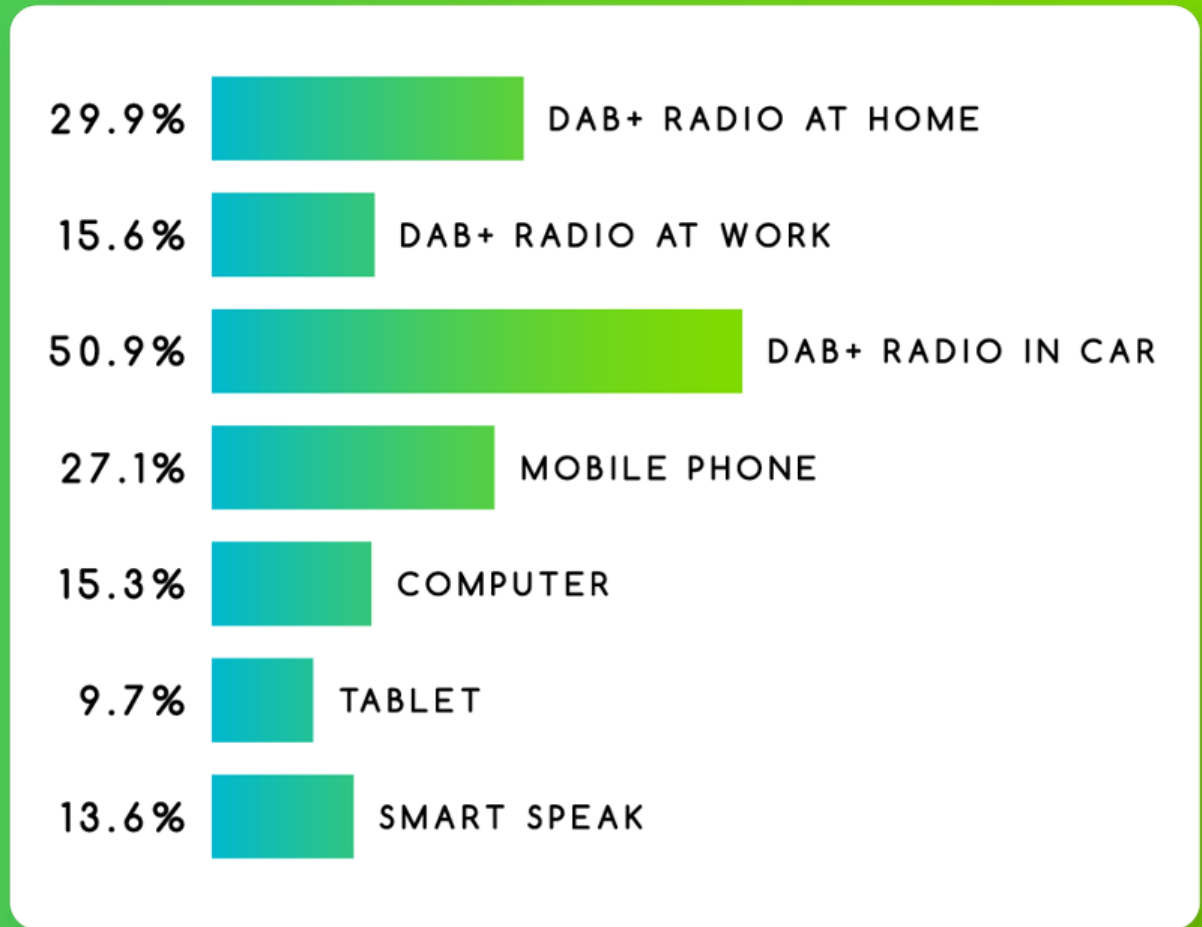
Source: Infinite Dial Australia 2023, Edison Research
Listeners to AM/FM/DAB+ radio in Australia's DAB+ markets in the last week.



IMPORTANCE OF DAB+ LISTENING IN-CAR

CAR IS BIGGER THAN HOME FOR DAB+ RADIO LISTENING

80% OF ALL NEW CARS SOLD WITH DAB+ AS STANDARD



DAB+ MARKETING - RETAIL FOCUS

GROWING RECEIVER SALES

DIRECT PARTNERSHIP WITH A
DEVICE MANUFACTURER OR
RETAILER

KEY MOMENTS OF THE YEAR
– CHRISTMAS DAY, MOTHER'S
DAY, FATHER'S DAY



DAB RADIOS IN AUSTRALIA



DAB+ MARKETING – RECENT TV AD

DAB ACCOUNTS FOR 20% OF LISTENING



20% OF ALL RADIO LISTENING IS VIA DAB+



DAB+ ABOUT TO OVERTAKE AM RADIO LISTENING

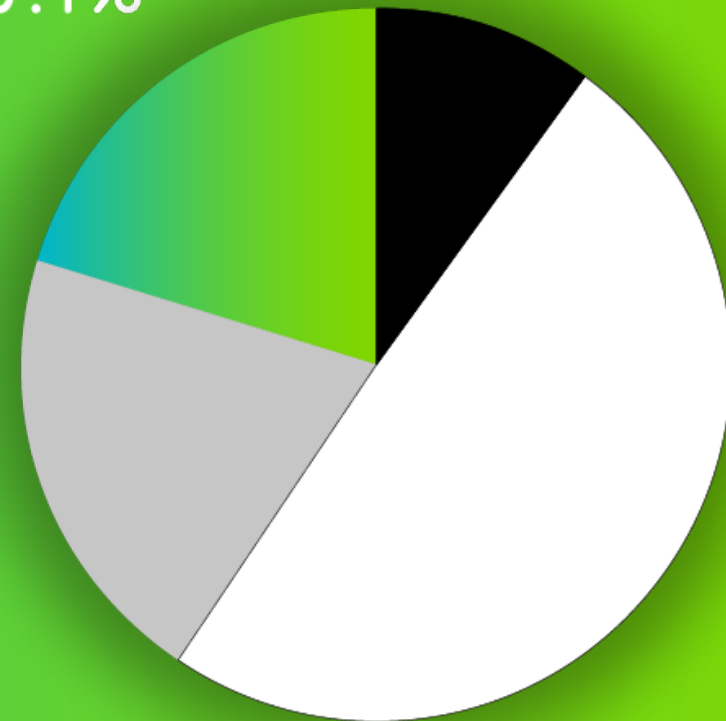


DAB+ TWICE THE SIZE OF STREAMING



20.1%

STREAMING
10.1%



AM
20.3%

FM
49.5%



DAB+ IN AUSTRALIA - MARKET CHALLENGES

AUSTRALIA'S GEOGRAPHY & POPULATION
SPREAD

- TECHNICAL AND COST CHALLENGES

AM AND FM WILL CONTINUE TO BROADCAST

- SWITCH OFF NOT POSSIBLE

BROADCASTERS HAVE COMPETING PRIORITIES

- DAB+ VS APPS AND STREAMING

IMPORTANCE OF RADIO PROMINENCE ON THE
DASHBOARD



DAB EXPANSION OPPORTUNITY

TASMANIA

SMALL SCALE DAB TRIAL



DOWN UNDER

WHERE I LIVE

COME & VISIT

DAB DOWN UNDER

