



Ms Joan Warner – Chairperson WorldDMB Asia Pacific Committee
CEO – Commercial Radio Australia
Connecting the World
14 November 2012 - Berlin, Germany

Introduction



Connecting the World – from Australia

- Radio & in car listening work together
- Build relationships through contact & workshops
- Think globally and act locally



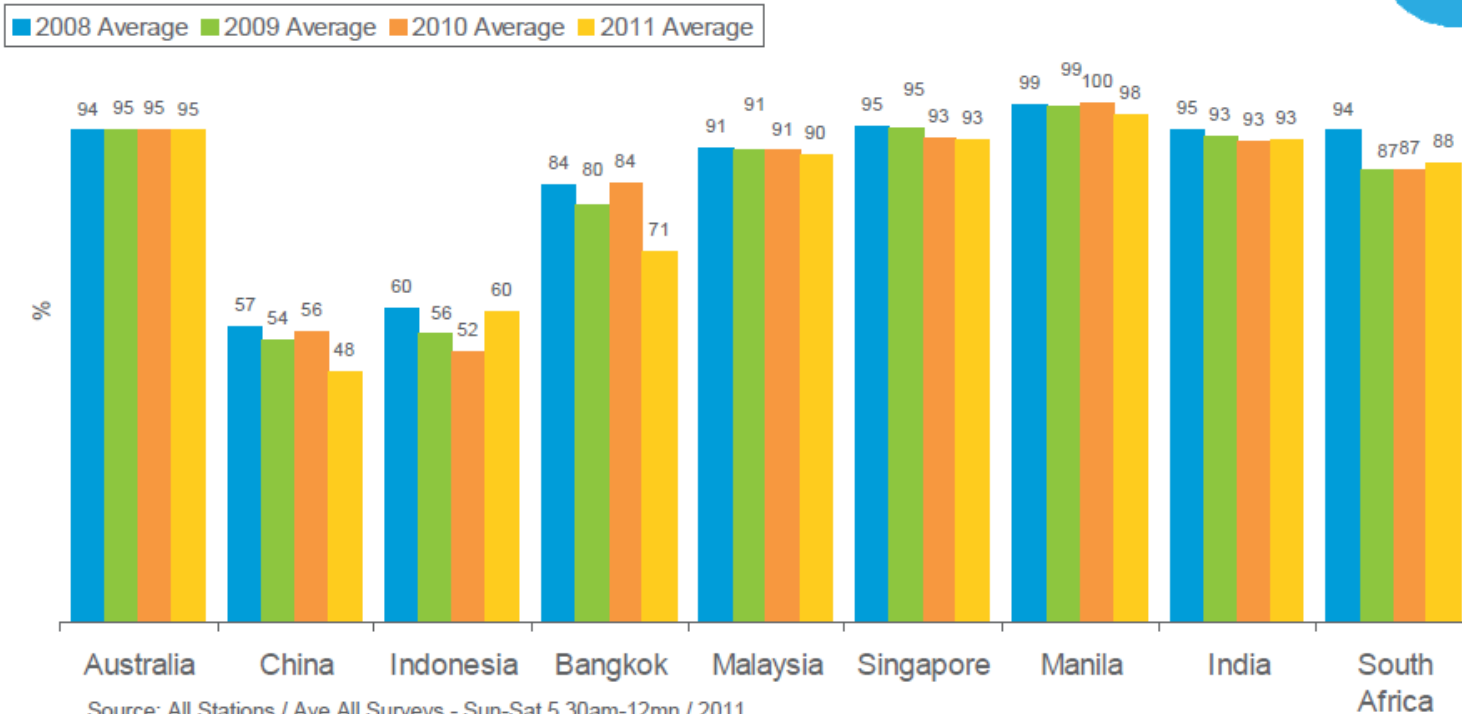
What's in it for the Automotive Industry

- Incentives, promotion and airtime
- Emergency information via DAB+
- Real time traffic & parking information

Radio Listening Healthy & Popular

Radio Listening in the Region

Radio % Reach of Population - Weekly



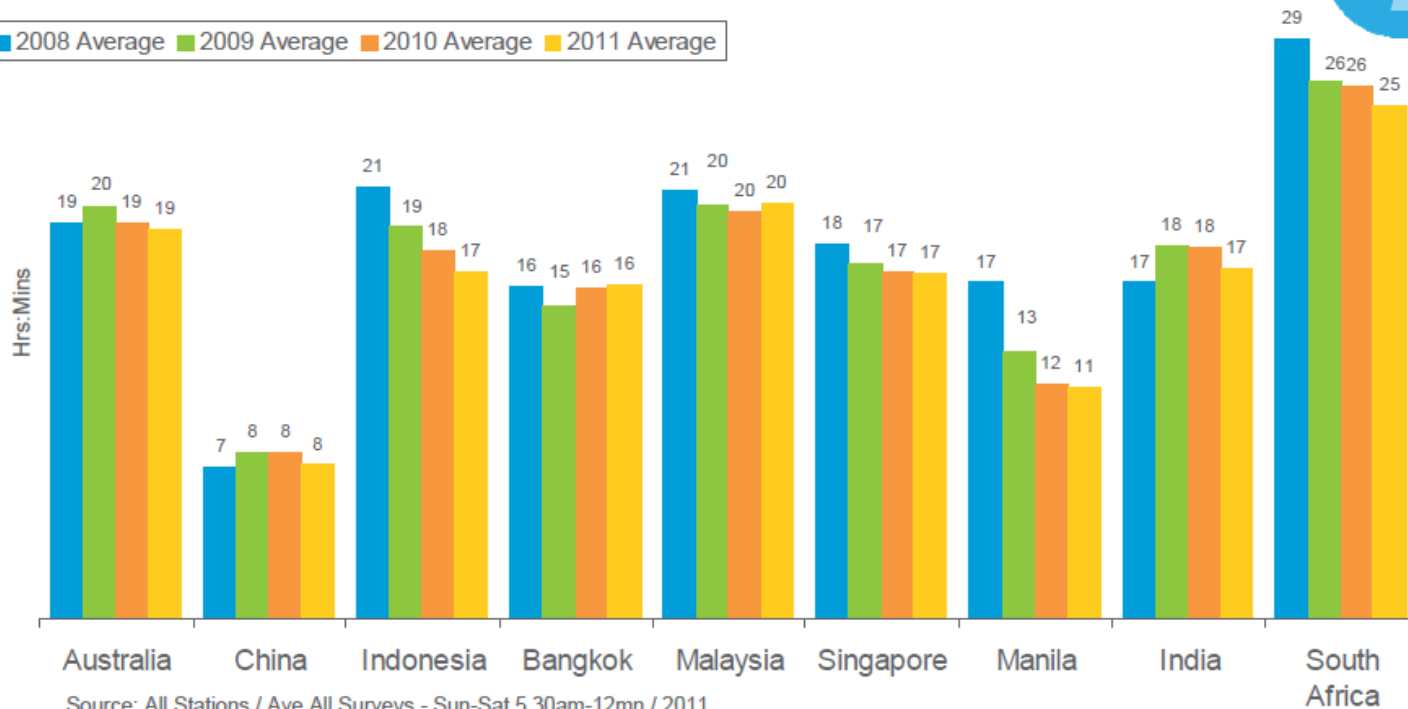
Source: All Stations / Ave All Surveys - Sun-Sat 5.30am-12mn / 2011
 People 10+ Australia (5 Cities), China (14 Cities) Indonesia (9 Cities), Manila (Mega Manila), Malaysia
 People 12+ Bangkok, India (Mumbai, Delhi, Bangalore, Kolkata from Week 20/2008) People with FM radios in the Home
 People 15+ Singapore, South Africa.

Time Spent Listening to Radio Growth

Time Spent Listening to Radio – Weekly (hh:mm)



■ 2008 Average ■ 2009 Average ■ 2010 Average ■ 2011 Average



Source: All Stations / Ave All Surveys - Sun-Sat 5.30am-12mn / 2011

People 10+ Australia (5 Cities), China (14 Cities) Indonesia (9 Cities), Manila (Mega Manila), Malaysia

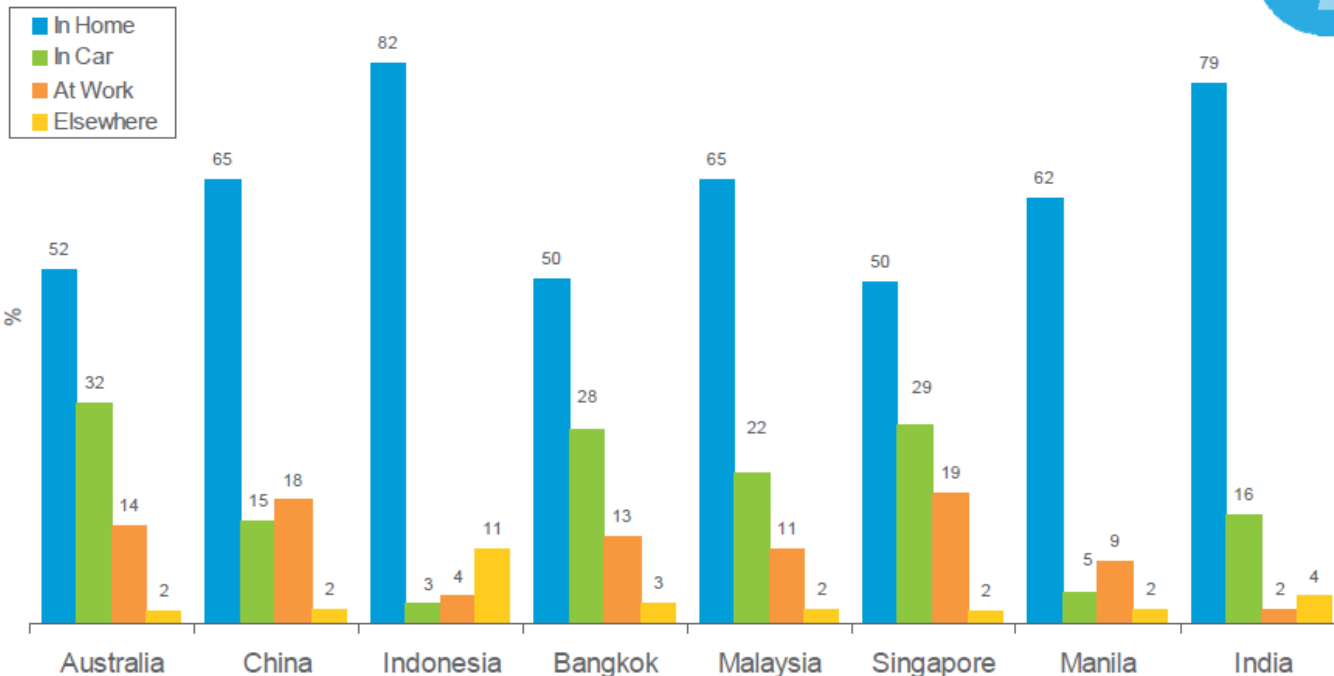
People 12+ Bangkok, India (Mumbai, Delhi, Bangalore, Kolkata from Week 20/2008) People with FM radios in the Home

People 15+ Singapore, South Africa.

Where People Listen to Radio

In car listening continues to grow

Place of Listening (% all Listening)



Source: All Stations / Ave All Surveys - Sun-Sat 5.30am-12mn / 2011

People 10+ Australia (5 Cities), China (14 Cities) Indonesia (9 Cities), Manila (Mega Manila), Malaysia

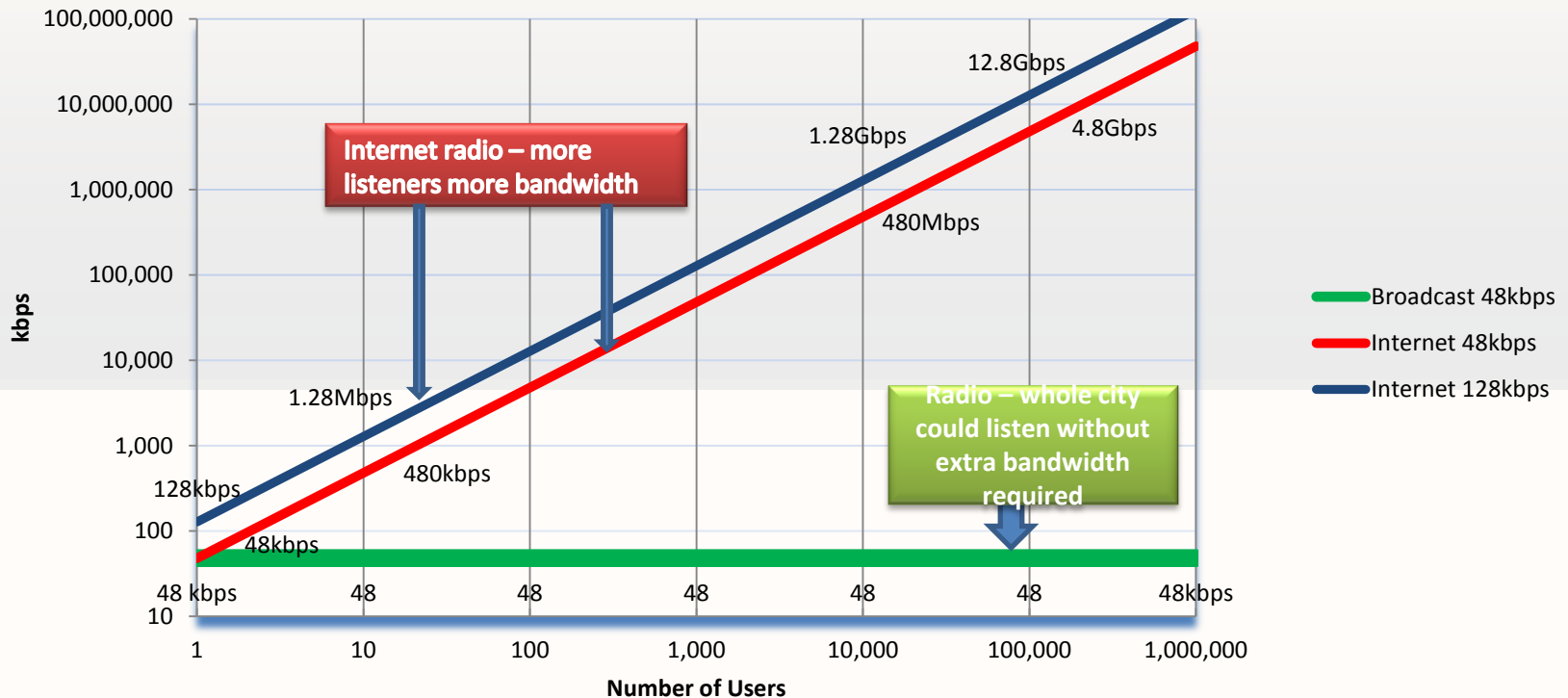
People 12+ Bangkok, India (Mumbai, Delhi, Bangalore. Kolkata from Week 20/2008) People with FM radios in the Home

People 15+ Singapore.

Note: South Africa did not collect Place of Listening in 2011

Broadcast and Internet

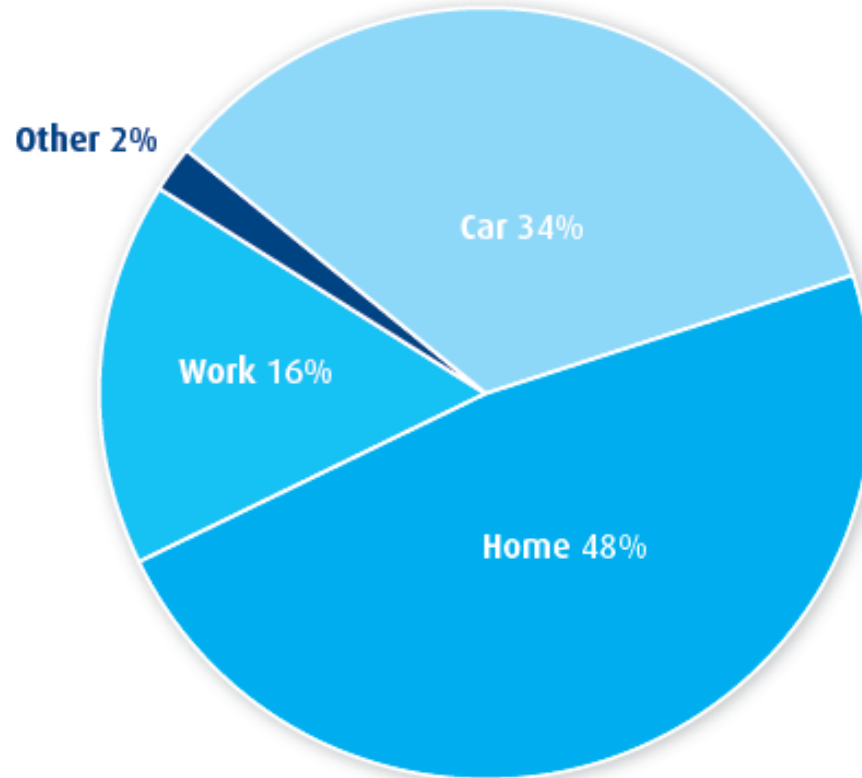
Internet cannot duplicate 1 to tens of thousands or hundreds of thousands at the same time – but internet and streaming are part of the future of radio



Vehicle Manufacturers Key Stakeholders

34% of listening is in the car

Radio in the car reaches 60 % of Australians each week



Response to DAB+ in Australia



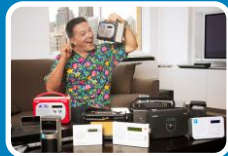
Nearly 1.4 million people or 10.7% of radio listeners on DAB+



1002,966 digital radios sold in tough retail climate to Q3 2012



TSL to DAB+ already **double** that of Internet Radio



Forecast 16% household penetration by 2013

Nielsen ratio ratings – all people mid – mid Survey 4, 2012

**Source: GFK MarketScope Q 3 2012 PwC Adoption Forecast Report June 2012

Digital Radio Awareness Campaign



Early 2009: 'Digital Radio is coming' teaser



Generic campaign: Promoting key features; better sound & more stations



Retail campaign: Father's Day campaign with retail tag

Get Dad a Digital Radio
for Father's Day



Get A Digital Radio



up to 20 brand new radio stations

for your nearest retailer go to... digitalradioplus.com.au

Ongoing Marketing

Demonstration Kiosks, Press, Taxi Backs, Discount Offers, Brand Ambassadors

50 | Howard Stern, Thursday, December 8, 2011 | heraldsun.com.au

CONFIDENTIAL

With Alice Coster, Kate McMahon and Jackie Epstein

TATTLE

Happy return trips
 ELTON JOHN's return with his newly wed wife Tina Turner to his home in Sydney to be the star of the new musical 'Elton' is the subject of a mammoth 2½ hours and signing autographs for eager fans after Tuesday's show. He wouldn't have arrived home to Sydney until at least 2am yesterday, only to turn around again a few hours later. *Clare*

A ship of his own
 If Kevin Spacey the biggest star to ever walk our beaches' celebrity wife is in Sydney, has been causing the headlines in a luxury ship built to his (Spacey, obviously, according to reports) taste, more of the same ship was up to standard. On steps, Spacey's security arrangements, all being people off her leaving mobile. *St*

Eminently searchable
 KYLE MINOGUE has been named the fourth most searched celebrity in the world by a new website. The site lists Kim Kardashian and Scarlett Johansson. Highest score was Minogue's at 138 spot on the latest weekly poll. *Clare*

Rap par for the course
 RUBY Rose says criticism wasn't being her driver as she prepares to embark on a 12-month tour with her band. The 24-year-old was working on something "really phenomenal" for the album but she's reluctant to divulge exact details of her sophomore plans. "The band is so great, it's so hard to get that creative. I'm really proud of it," she says. "I'm really proud of it. I'm really proud of it." Ruby Rose (Roadrunner) - they're all my friends. "I actually have been singing my little heart out at the Long Beach Pop on January 14. It will be the first time she has released the single. "The next day with manager... "It was amazing and he's a great guy and he's looking at the way that I'm going anyway, so when I need a manager I'm not a manager for myself. It's not me," she said. "I'm fortunate to be in a position where I can meet with them forever."



Buy a **Digital Radio** at these participating retailers and get...

10% off!* It's radio as you know it, plus...



Just collect a flyer from our staff and present the coupon in-store!



* Offer valid on select digital radio purchases on selected dates and specified stores only - please refer to coupon for full terms and conditions.

1 million people agree...

It's a million times better



Digital Radio is free. Listen to your favourite AM and FM commercial stations plus ABC, SBS and so much more! DAB+ Digital Radio is available in Sydney, Melbourne, Brisbane, Adelaide and Perth.

Ask your local retailer

digitalradioplus.com.au



Radio Industry Support for Vehicle Manufacturers



Automotive Workshops

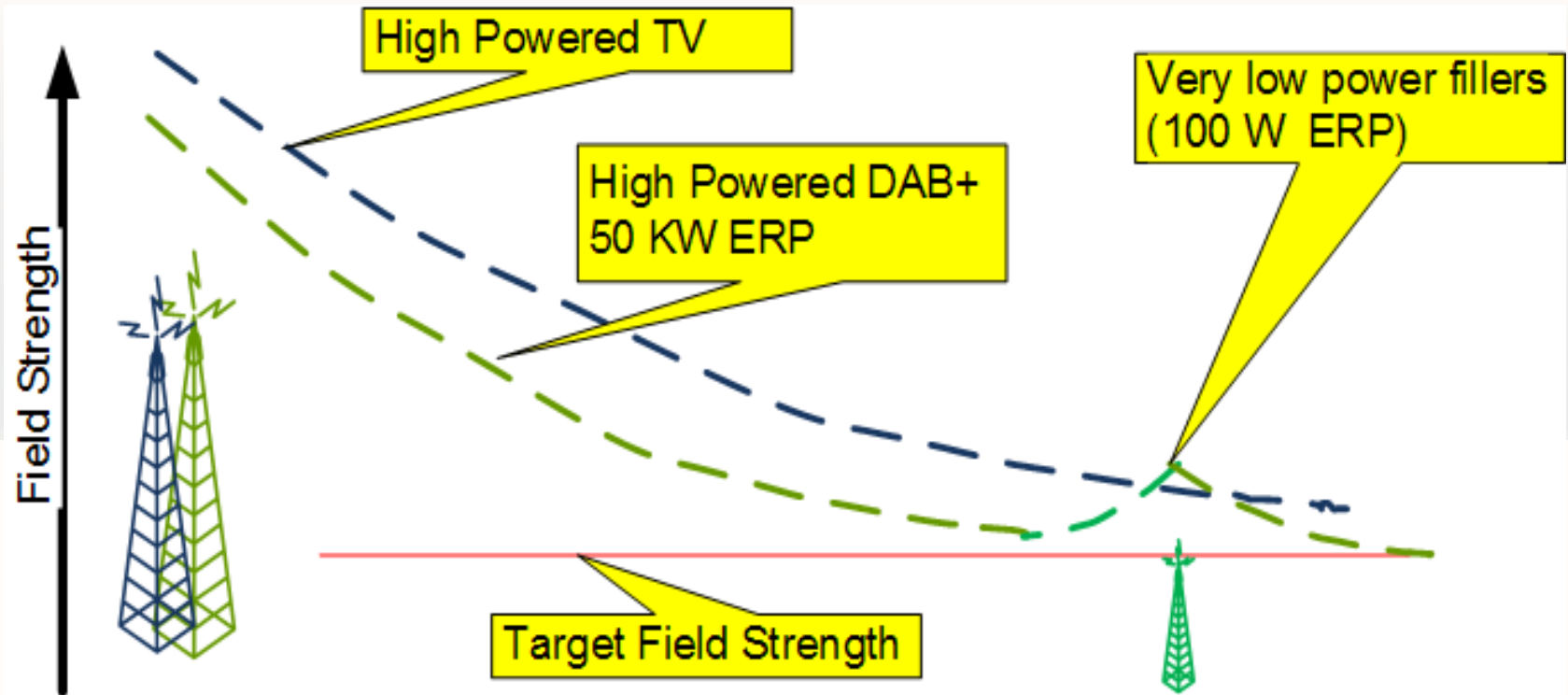


Product testing



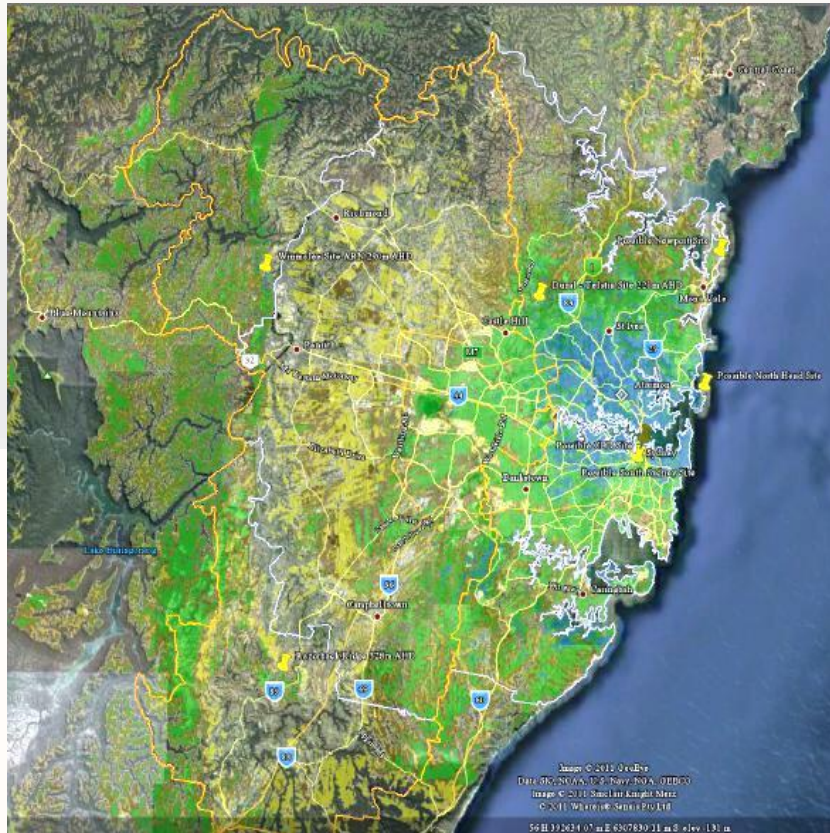
Bonus airtime on radio

DAB+ Indoor & in car Coverage



DAB+ Transmission Network Planning

Sydney DAB+ Field Strength



	FIELD STRENGTH
	Urban Indoor & Vehicle
	Suburban Indoor & Vehicle
	Vehicle Only

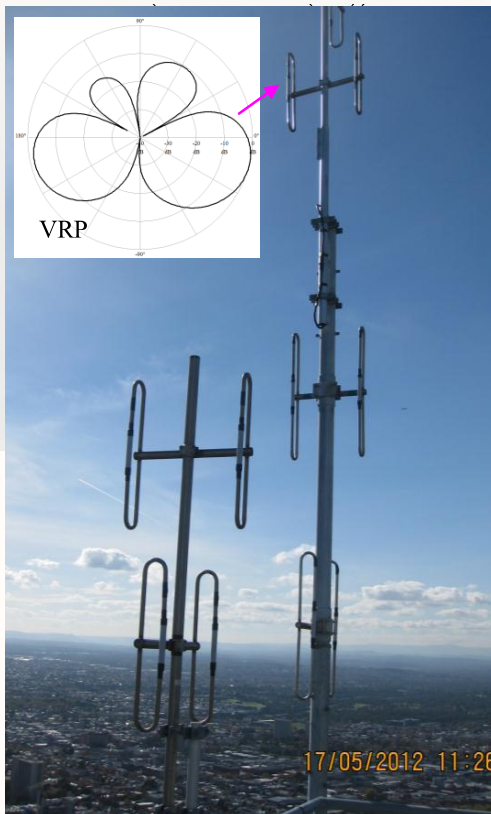
> 63 dBuV/m

57 – 63 dBuV/m

50 – 57 dBuV/m

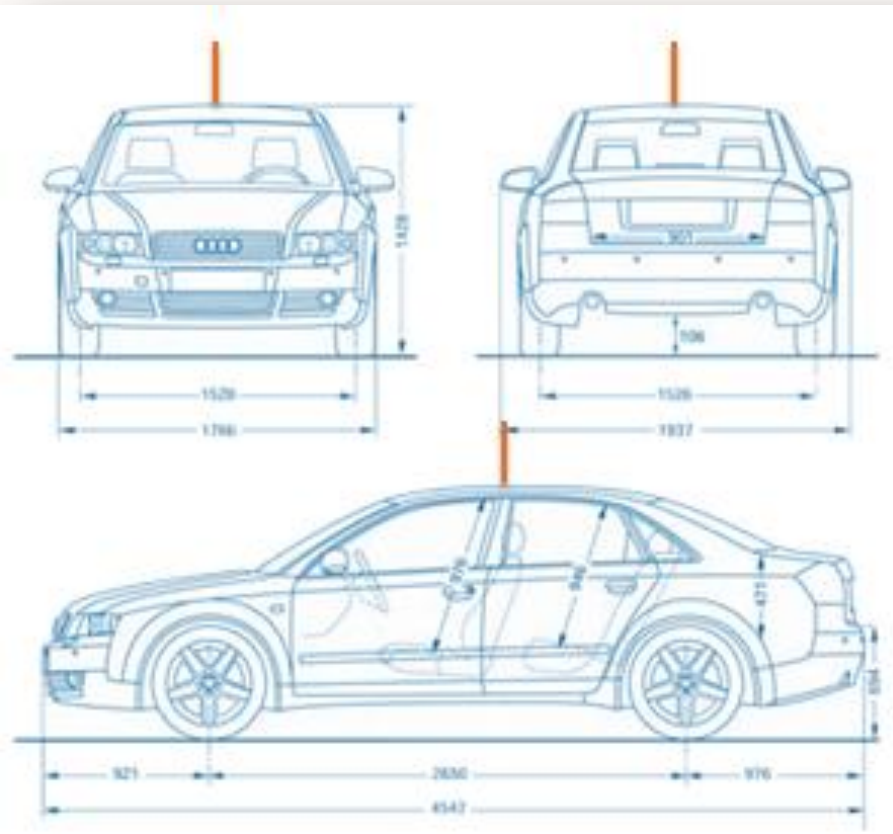
World First On Channel Repeater

Developed & tested in Australia for use world-wide

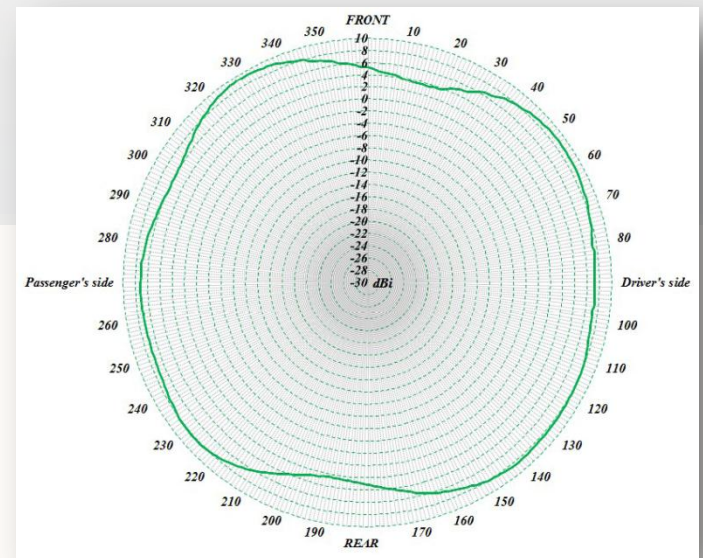


DAB+ Vehicle Antenna Placement

Testing & results shared with automotive industry



The ideal antenna is probably a 1/4 wave antenna mounted in the centre of the roof.



DAB+ in Vehicles

Three pronged approach

Factory fitted
by all vehicle
manufactures

Self fit –
adaptors or
mp4 aux

Aftermarket
product
professionally
installed



Vehicle Manufacturers with DAB+ in Australia

Make sure your next vehicle has a DAB+ digital Radio.

Available as standard



TOYOTA



LEXUS



A BETTER CLASS OF TRUCK

Available as options



Audi



Mercedes-Benz



Check www.digitalradioplus.com.au for aftermarket solutions.

digitalradioplus.com.au

What's in it for vehicle manufactures?



Robust and reliable signal with more choice of content.



Real time traffic information.



Real time emergency information and warnings.

DAB+ Toyota Promotion

Five Toyota cars with DAB+ given away to listeners

Digital Radio Win one of Australia's best sounding cars



Camry Atara SL
model shown



Digital Radio Now with digital radio



Camry HL
model shown



Digital Radio Built by Australians, for Australians.



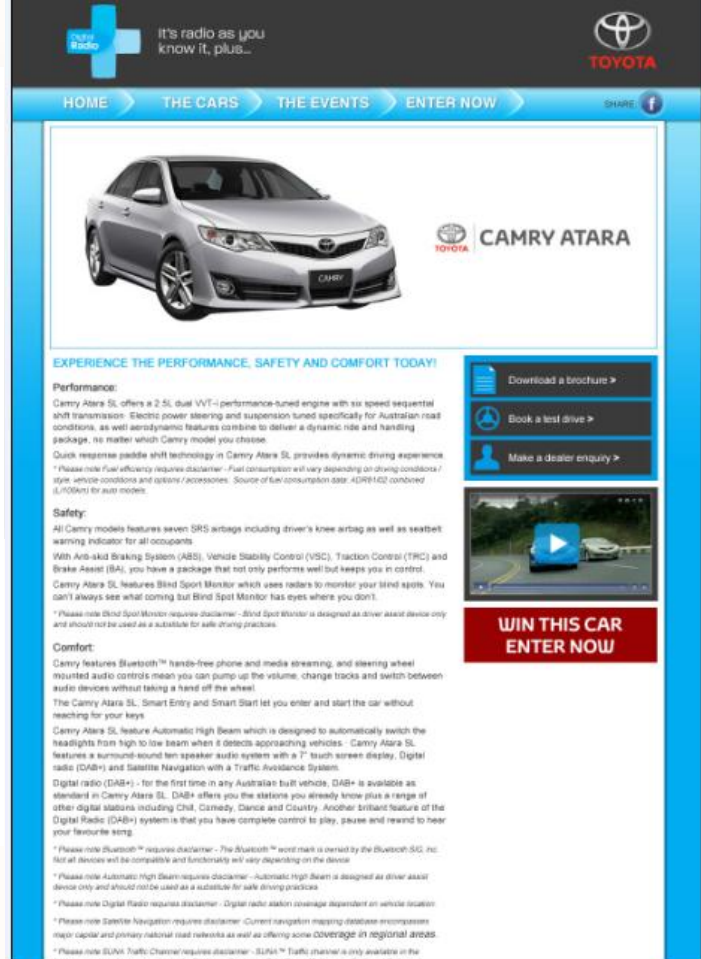
Aurion V6 Presara
model shown



Digital Radio Celebrate digital radio with the stars, 24th August
SYDNEY | MELBOURNE | BRISBANE | ADELAIDE | PERTH



Radio campaign



The screenshot shows the Toyota Australia website's navigation bar with links for HOME, THE CARS, THE EVENTS, and ENTER NOW. The main content area features a silver Camry Atara SL with the text "EXPERIENCE THE PERFORMANCE, SAFETY AND COMFORT TODAY!". Below this, there are three columns of text detailing Performance, Safety, and Comfort. The Performance section highlights the 2.5L dual VVT-i engine and sequential shift transmission. The Safety section lists seven SRS airbags and features like ABS, VSC, and TPMS. The Comfort section mentions Bluetooth connectivity and the Smart Entry system. On the right side, there are three buttons: "Download a brochure", "Book a test drive", and "Make a dealer enquiry". At the bottom right, a red button says "WIN THIS CAR ENTER NOW".

Performance:
Camry Atara SL offers a 2.5L dual VVT-i performance-tuned engine with six speed sequential shift transmission. Electric power steering and suspension tuned specifically for Australian road conditions, as well aerodynamic features combine to deliver a dynamic ride and handling package, no matter which Camry model you choose.

Quick response paddle shift technology in Camry Atara SL, provides dynamic driving experience.

*Please note Fuel efficiency requires disclaimer - Fuel consumption will vary depending on driving conditions / style, vehicle conditions and options / accessories. Source of fuel consumption data: ADR81/02 combined (L/100km) for auto modes.

Safety:
All Camry models features seven SRS airbags including driver's knee airbag as well as seatbelt warning indicator for all occupants.

With Anti-lock Braking System (ABS), Vehicle Stability Control (VSC), Traction Control (TPC) and Brake Assist (BA), you have a package that not only performs well but keeps you in control.

Camry Atara SL features Blind Spot Monitor which uses radars to monitor your blind spots. You can't always see what's coming but Blind Spot Monitor has eyes where you don't.

*Please note Blind Spot Monitor requires disclaimer - Blind Spot Monitor is designed as driver assist device only and should not be used as a substitute for safe driving practices.

Comfort:
Camry features Bluetooth™ hands-free phone and media streaming, and steering wheel mounted audio controls mean you can pump up the volume, change tracks and switch between audio devices without taking a hand off the wheel.

The Camry Atara SL, Smart Entry and Smart Start let you enter and start the car without reaching for your keys.

Camry Atara SL, feature Automatic High Beam which is designed to automatically switch the headlights from high to low beam when it detects approaching vehicles. Camry Atara SL, features a surround-sound ten-speaker audio system with a 7" touch screen display, Digital radio (DAB+) and Satellite Navigation with a Traffic Avoidance System.

Digital radio (DAB+) - for the first time in any Australian built vehicle, DAB+ is available as standard in Camry Atara SL. DAB+ offers you the stations you already know plus a range of other digital stations, including CH3, Comedy, Classic and Country. Another brilliant feature of the Digital Radio (DAB+) system is that you have complete control to play, pause and rewind to hear your favourite song.

*Please note Bluetooth™ requires disclaimer - The Bluetooth™ word mark is owned by the Bluetooth SIG, Inc. Not all devices will be compatible and functionality will vary depending on the device.

*Please note Automatic High Beam requires disclaimer - Automatic High Beam is designed as driver assist device only and should not be used as a substitute for safe driving practices.

*Please note Digital Radio requires disclaimer - Digital radio station coverage dependent on vehicle location.

*Please note Satellite Navigation requires disclaimer - Current navigation mapping database encompasses major capital and primary national road networks as well as offering some coverage in regional areas.

*Please note EUVA Traffic Camera requires disclaimer - EUVA™ Traffic camera is only available in the business communities near Adelaide, Brisbane, Perth and Melbourne.

Digital Radio 3 Year Celebration

All of Industry broadcasting side by side



Further Information on DAB+ Australia



www.digitalradioplus.com.au