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Radio launches new campaign to urge consumers to upgrade to digital

The commercial radio industry has launched a new marketing campaign to encourage Australians to upgrade their old radio sets to a new DAB+ digital radio.

The campaign likens the switch to DAB+ to the transition of TV from analogue to digital, and focuses on the benefits of upgrading, including better sound quality and up to 30 extra stations.

Commercial Radio Australia chief executive officer Joan Warner said recent price drops and the introduction of a range of innovative new products this year made it a great time for consumers to upgrade their radios.

“Many people wake up to the same radio they have used for years – but like all technology, there are benefits to upgrading to a new digital model,” she said. “Consumers spend about 16 hours per week listening to radio, so it’s a worthwhile investment for the extra station choice and better sound quality.”

Ms Warner said DAB+ was now reaching a significant audience, with 27% of Australians in the five metro capitals switching on to digital radio stations each week.

GfK’s Digital Radio Report 3, released today, shows the cumulative audience for DAB+ simulcast and digital-only stations at 3.60 million people in the five major metropolitan cities.

The commercial radio industry views the technology as the long-term platform for broadcast radio, as it is cost-effective and offers content innovation and new revenue streams.

Ms Warner said there were 2.73 million DAB+ devices in market at June 2016, including 652,000 in new cars¹. The figures include sales of the LG Stylus DAB+ smartphone which went on sale in Australia in May through Optus, Virgin Mobile and key retailers.

“We’re pleased that consumers have reacted positively to the LG Stylus DAB+, making it LG’s number one selling smartphone in Australia in 2016,” she said.

A range of new DAB+ products have come to market recently or are in the pipeline. Bush Australia and Sangean have both introduced digital radios with a 3.2 inch colour display screen, while Bush is also set to launch a new smart audio adaptor this month which enables users to upgrade their existing stereo system or sound bar. Kogan has introduced a plug and play DAB+ car radio converter, which allows users to turn their existing car radio into a digital radio.

GfK’s Digital Radio Report 3 can be found [here](#). The report is based on average results recorded across GfK’s three most recent radio ratings survey periods (Surveys 3-5, 2016).

CRA’s on-air marketing campaign will run across 42 metropolitan commercial radio stations and DAB+ only stations in the five metro capital cities starting this week. Listen to the ads [here](#).

View CRA’s blog post [Five Reasons to Upgrade to DAB+](#).

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¹ GfK Point of Sale DAB+ Fusion Report, including coverage extrapolation (excludes sales of aftermarket DAB+ devices in vehicles), June 2016 and Glass’s Automotive Business Intelligence Q2, 2016 and total sales figures supplied by vehicle manufacturers in Australia supporting DAB+, January 2014.