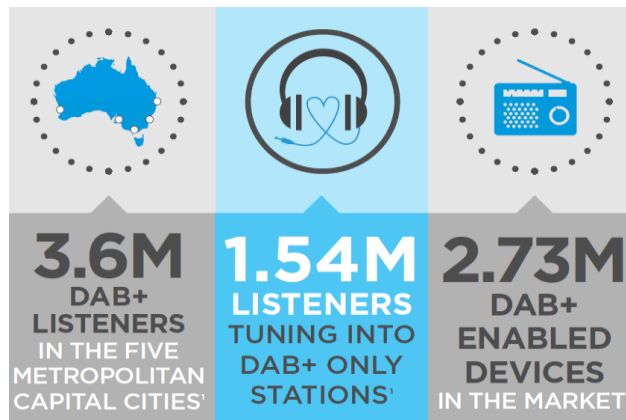


New Content and New Audiences Australia

Joan Warner

Asia Pacific Chair, WorldDAB
& CEO Commercial Radio Australia

WorldDAB General Assembly
Vienna, 10 November 2016



Govt policy supports innovation

- All of industry approach
- Free spectrum for incumbent broadcasters
- No new entrants for six years
- Broadcasters to own & operate multiplexes
- No restriction on use of spectrum or format



New content opportunities

- Greater spectrum efficiency of DAB+ has created opportunities to create and trial new content
- Three key areas:
 - New digital-only stations
 - Short-term pop-up stations relating to events
 - Broadcast of visuals, scrolling text and website links

New stations – Kinderling Kids

KINDERLING



▶ Listen Live now!

Available on digital radio, app and online. [View the full schedule >](#)

Family-friendly kids radio for children and their grown-ups



High Fives



La La La by Priscilla Ahn

[View High Five >](#)



A Piece of Quiet

[View High Five >](#)



Birthday Party by Rockabye Baby

[View High Five >](#)



Lemonade by Justin Roberts

[View High Five >](#)

New stations – EON Sports Radio

The screenshot shows the EON Sports Radio website interface. At the top left is the EON Sports Radio logo. To its right are navigation links: "WIN A TRIP TO LONDON", "SPORTS" (highlighted), "PROGRAMS", and "NEWS". The main banner features a DJ with a Premier League soccer ball and the text "LIVE & FREE Premier League on EON Sports Radio Game On" and "6 Live Games this week". Below the banner is a navigation menu with categories: LATEST NEWS, AFL, NRL, FOOTBALL, RUGBY, TENNIS, MOTORSPORT, NFL, CRICKET, GOLF, BASKETBALL, and MORE. A promotional banner for "Play Premier League Tournaments" is visible, along with a video player showing Chelsea manager Antonio Conte. The bottom of the page includes "Latest EON News" and logos for "WORLD DAB" and "COMMERCIAL RADIO AUSTRALIA".

EON SPORTS RADIO

WIN A TRIP TO LONDON | **SPORTS** | PROGRAMS | NEWS

LIVE & FREE Premier League on **EON SPORTS RADIO** Game On

6 Live Games this week

CLICK HERE FOR THE SCHEDULE

LATEST NEWS | AFL | NRL | FOOTBALL | RUGBY | TENNIS | MOTORSPORT | NFL | CRICKET | GOLF | BASKETBALL | MORE

Play Premier League Tournaments
Bet against your mates, not the bookie!
Play Now | TopBetta

Chelsea manager Antonio Conte has thanked Chelsea fans for their support during the game against Southampton.

+ More Videos

WORLD **DAB**

COMMERCIAL RADIO AUSTRALIA

New stations – retailer branded

coles radio 



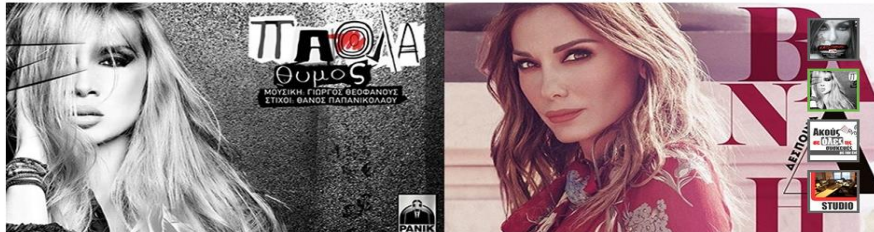
New stations – foreign language



η Ελληνική παρέα της Μελβούρνης

MELBOURNE WEATHER

CURRENT 12° C FORECAST 15° C
Partly Cloudy



NEWS RYTHMOS NEOS OPA

SOCIAL



ON AIR NOW

ΑΥΣΤΡΑΛΙΑ: Μαθητές σχολείων της Ελληνικής Κοινότητας γιόρτασαν την 28η Οκτωβρίου



Full story ...

ΕΛΛΑΔΑ: 28η Οκτωβρίου 1940: Το ηρωικό «ΟΧΙ» της Ελλάδας στην Ιταλία



Full story ...

ΚΟΣΜΟΣ: Στο χορό των ρίχτερ η Ιταλία, νέος σεισμός στα 5,9



Full story ...



Pop-up stations – 7 Rio Live



Adding visuals and text

- Broadcast visuals and text enriches the audio experience – eg artist images, news and weather updates

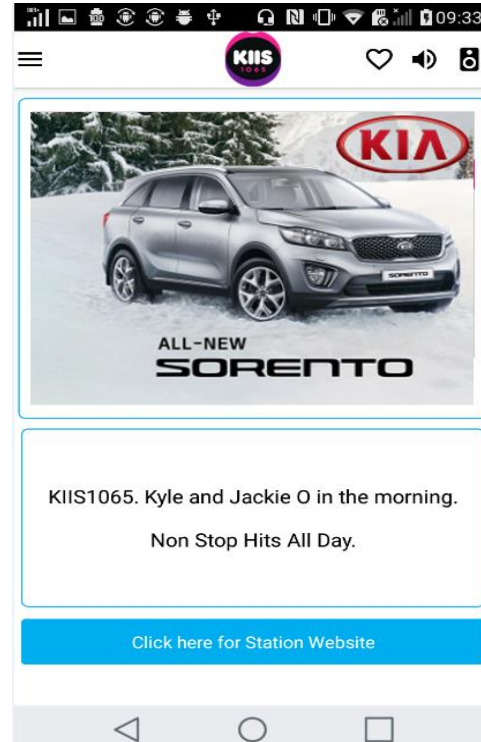
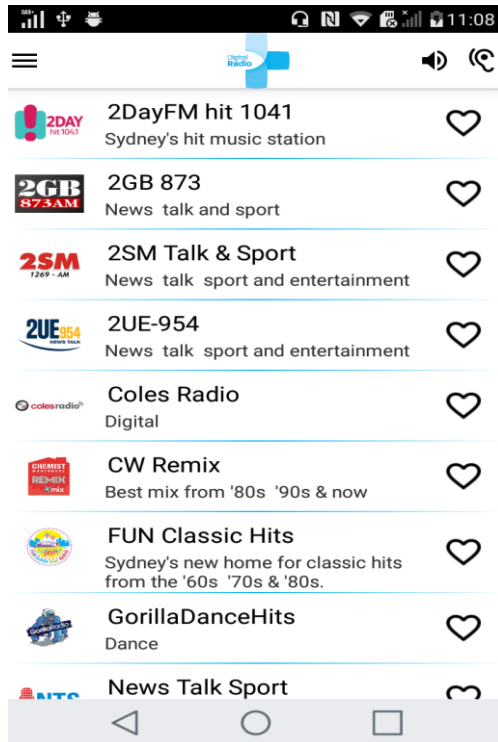


Race Results				sky RACING	
Ipswich Race 1 (BG1)				Official Dividends	
4	\$2.50	Qui 1-4	\$2.90		
	\$1.50	Exa 4-1	\$6.50		
1	\$1.60	Tri 4-1-7	\$206.60		
7	\$4.00	F4 4-1-7-2	\$487.80		
2		Due 4-1	\$2.20		
		Due 4-7	\$33.60		
		Due 1-7	\$55.70		

TAB.COM.AU NSW



Listen, See and Click



Conclusion

- 30 new digital-only stations in Australia
- Listeners benefit from more choice, more diversity and a richer radio experience
- Open and ongoing commitment from government and industry will see DAB+ flourish
- Broadcasters adopting a more strategic approach to how DAB+ stations complement their overall offering
- Appeal to new audiences and lucrative niche markets
- Trial new formats, brands and stations with relatively low risk BUT commitment required for long-term success