

DAB+ Business Case Studies

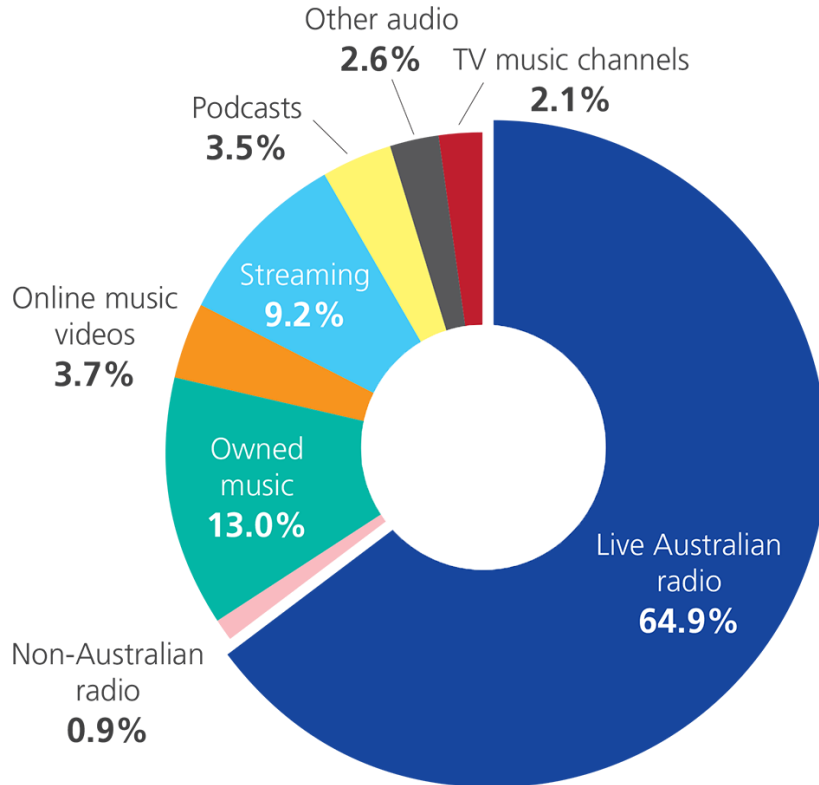
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WorldDAB Workshop
ABU Digital Broadcasting Symposium
Kuala Lumpur, 6 March 2017



Share of Audio Study



Australian radio accounts for 2/3 of all audio listening

% Share of Total Weekly Time Spent Listening

Staying competitive

- How can DAB+ help radio stay competitive?
- It helps us meet changing consumer demands for more choice, more personalised services and interactivity
- DAB+ is more spectrum efficient so broadcasters can launch new radio stations and provide more interactivity than is possible with AM/FM

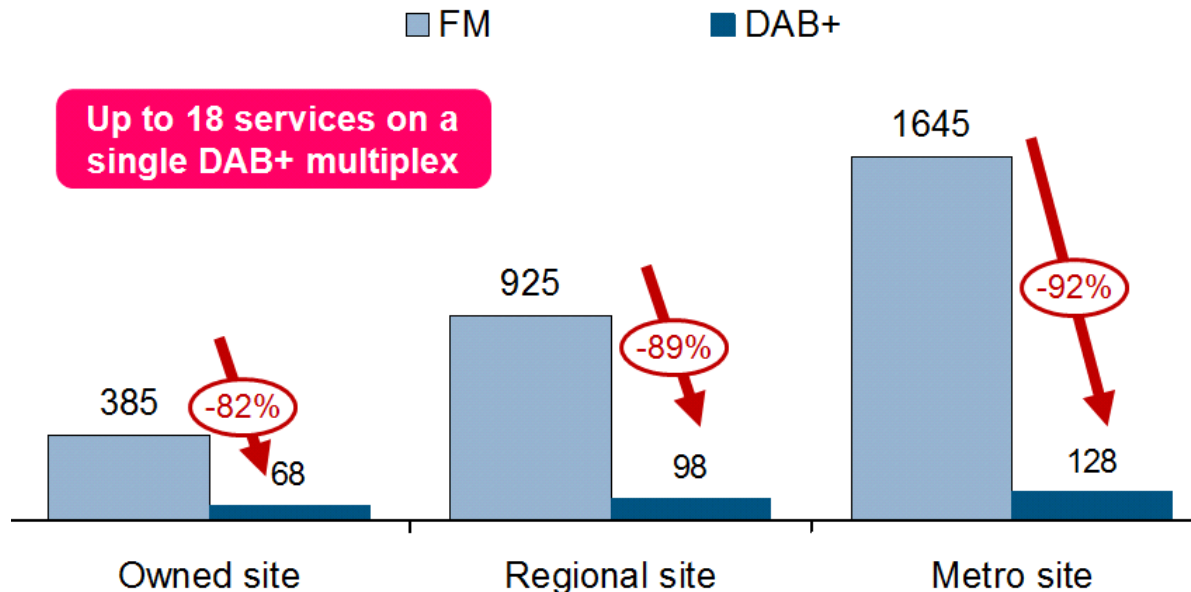
No longer just radio

- DAB+ helps us to evolve into entertainment brands
- DAB+ provides the technology to support an integrated offering to our listeners



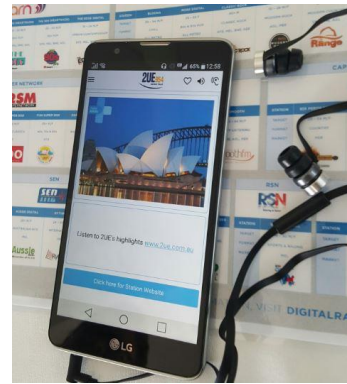
DAB+ reduces costs

Annual cost to broadcasters of transmission per service¹, \$k



DAB+ keeps radio competitive

- DAB+ helps radio maintain its place in the home, on the car dashboard and on the smartphone
- DAB+ is highly reliable and does not suffer network congestion



New business opportunities

- Greater spectrum efficiency of DAB+ allows new stations to be introduced
- In Australia, broadcasters are taking a more strategic approach
- Focus is on creating new revenue streams



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 is a navigation menu with 'WIN A TRIP TO LONDON', 'SPORTS', 'PROGRAMS', and 'NEWS'. The 'SPORTS' tab is active. Below the navigation is a large banner for Premier League on EON Sports Radio, featuring a DJ with a soccer ball and the text 'LIVE & FREE', 'Premier League on EON Sports Radio', and '6 Live Games this week'. To the right of the banner are two promotional cards: one for 'LISTEN LIVE' and another for downloading a free app to win the ultimate Premier League experience (Arsenal vs Man Utd). Below the banner is a sports category menu with options: LATEST NEWS, AFL, NRL, FOOTBALL, RUGBY, TENNIS, MOTORSPORT, NFL, CRICKET, GOLF, BASKETBALL, and MORE. Below the menu is a TopBetta advertisement for Premier League tournaments. At the bottom left is a link for 'Latest EON News'. On the right side, there is a video player showing Chelsea manager Antonio Conte, with a caption: 'Chelsea manager Antonio Conte has thanked Chelsea fans for their support during the game against Southampton.' Below the video is a '+ More Videos' link.

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



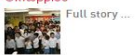
NEWS RYTHMOS NEOS OPA

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 ...

LISTEN TO RYTHMOS

RYTHMOS NON STOP HITS
On Air Now

ΓΙΝΑΜΕ GOAL
Mon 5pm-7pm

ΛΑΙΚΟΣ ΑΝΑΒΑΘΗΣ
Mon 7pm - 9pm

ΤΟ ΤΑΞΙΔΙ ΜΙΑΣ ΛΥΡΑΣ
Mondays 9pm-11pm



Conclusion

- DAB+ is cheaper and greener than analogue to operate and more spectrum efficient and reliable than streaming
- More content ,e.g., over 30 new DAB+- only stations in Australia
- Listeners benefit from more choice, more diversity, richer radio
- Advertisers have more opportunities/more niche audiences
- Regular DAB+ audience surveys provide information for advertisers and government.
- Open and ongoing commitment from government and industry will see DAB+ flourish