



COMMERCIAL RADIO
AUSTRALIA

Ms Joan Warner
Asia Pacific Chair of WorldDAB &
CEO of Commercial Radio Australia
WorldDAB General Assembly – 6 November, Berlin
Session 1 – Why Radio is Robust in a Competitive Audio Environment

Global audio renaissance with technology driving change



Radio is the most accessible & widely consumed media



UN SECRETARY GENERAL ANTONIO GUTERRES

“IN AN ERA OF DRAMATIC ADVANCES IN COMMUNICATIONS, RADIO RETAINS ITS POWER TO ENTERTAIN, EDUCATE, INFORM AND INSPIRE.

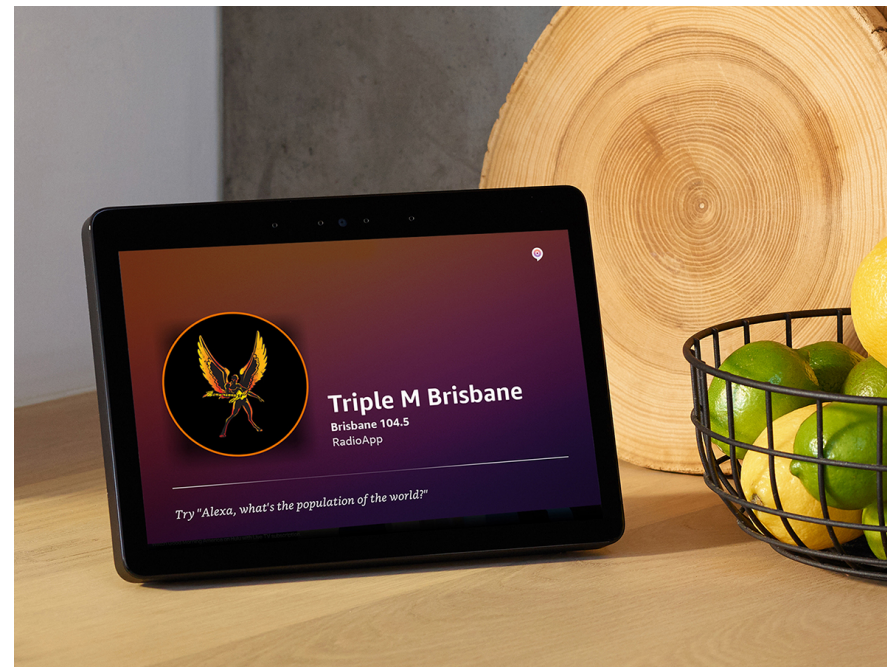
IT CAN UNITE AND EMPOWER COMMUNITIES AND GIVE VOICE TO THE MARGINALIZED.”

RadioApp

- Aust radio industry launched RadioApp to provide an easy way for listeners to access all DAB+, AM & FM stations on one app
- Features 300 Australian radio stations from around the country – public & commercial
- Offers listeners another way of accessing radio

RADIOAPP

Voice activated devices – Alexa



Radio and podcasting

Commercial and public broadcasters to form a Podcast Working Group to grow podcasting in Australia

Will make recommendations on:

- Uniform standards
- Marketing
- Measurement and
- Education initiatives that will benefit both audiences and advertisers



Radio's value proposition

Broadcast Radio	Streaming	Podcasts	Live Events	Social Media
Local information in real-time – presenters, news, weather, traffic, etc	Online radio via apps and websites for listening on connected devices	On-demand audio content on special interest topics	Radio-branded audio experiences with music artists and presenters	Radio content and interaction across social media channels including audio, video and images
AM, FM, DAB+	Via mobiles, Apple Carplay/Android Auto, smart speakers	Eg Podcast One, Acast, iHeartRadio	Eg Nova Red Room, iHeartRadio, World Famous Rooftop	Facebook, Snapchat, Instagram, Twitter, etc
