

ABC Australia

ABU Digital Broadcasting Symposium, Kuala Lumpur - 4-7 March 2019

Cath Dwyer



ABC = Big audiences, big moments



16.8M
AUSTRALIANS WATCH ABC TV
EACH MONTH



12.3M
AUSTRALIANS WATCH ABC TV
EACH WEEK



4.9M
METRO LISTENERS OF
ABC RADIO EACH WEEK



3.8M
AUSTRALIANS
TUNED IN TO
ABC NYE[^]

2.2M
AVERAGE AUDIENCE
MIDNIGHT
FIREWORKS



80%
OF AUSTRALIANS SAY
THEY TRUST THE ABC



WAR
ON WASTE

1.7M
AVE AUDIENCE*

16M
FACEBOOK VIEWS
HIGHEST EVER ABC
FACEBOOK POST



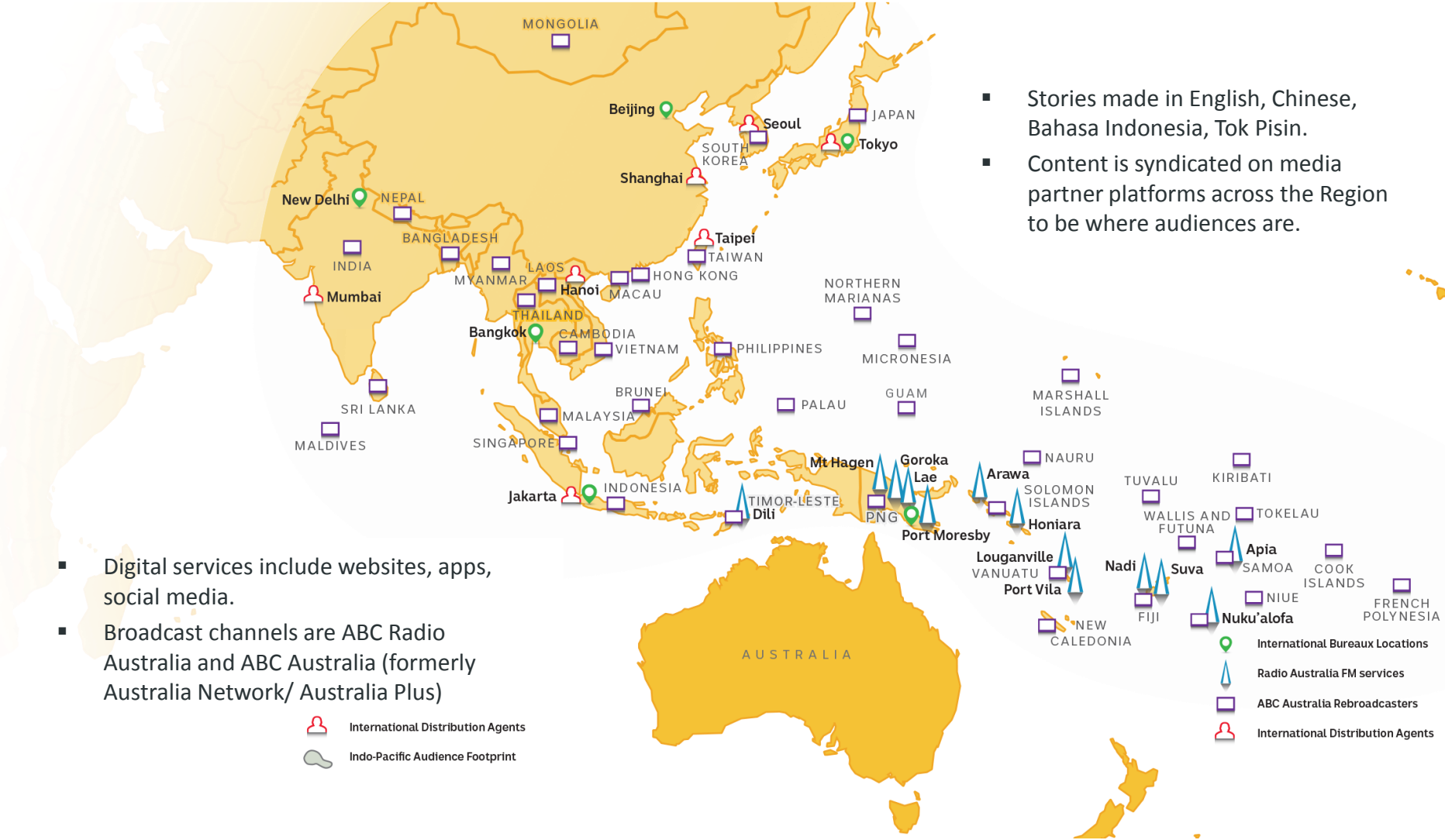
TRIPLE J'S
HOTTEST 100

2.2M
RECORD VOTES PLACED

ABC RADIO'S GREATEST REACH
DRIVER ACROSS ALL PLATFORMS

TV Data is Metro (OzTAM) + Regional (RegionalTAM) Source: OzTAM, RegionalTAM, GfK, YouTube Analytics
*5 minute consecutive reach, across all ABC NYE broadcasts
*Metro (OzTAM) + Regional (RegionalTAM), First 3 Episodes Source: OzTAM, RegionalTAM, Webtrends

The ABC's Indo-Pacific footprint



- Digital services include websites, apps, social media.
- Broadcast channels are ABC Radio Australia and ABC Australia (formerly Australia Network/ Australia Plus)

- Stories made in English, Chinese, Bahasa Indonesia, Tok Pisin.
- Content is syndicated on media partner platforms across the Region to be where audiences are.

International Distribution Agents
 Indo-Pacific Audience Footprint

Radio Australia FM services
 ABC Australia Rebroadcasters
 International Distribution Agents

In 1987

the ABC cost **19.2** cents per person per day (2017 value) and delivered...



More content, services and platforms...



And more...

No digital services



And more...

6,092

EMPLOYEES

4,097

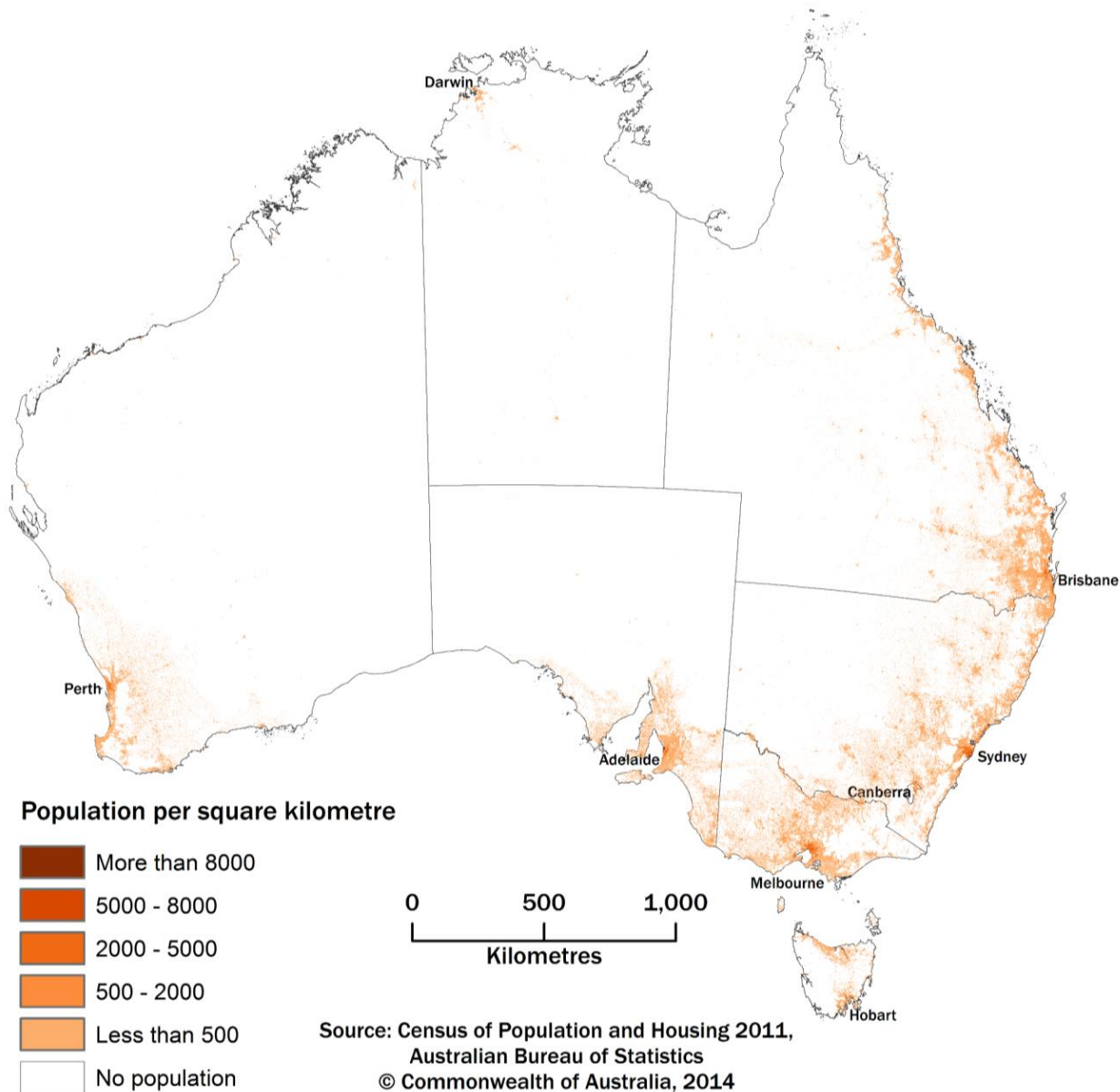
Full-time equivalent Employees

Full-time equivalent Employees

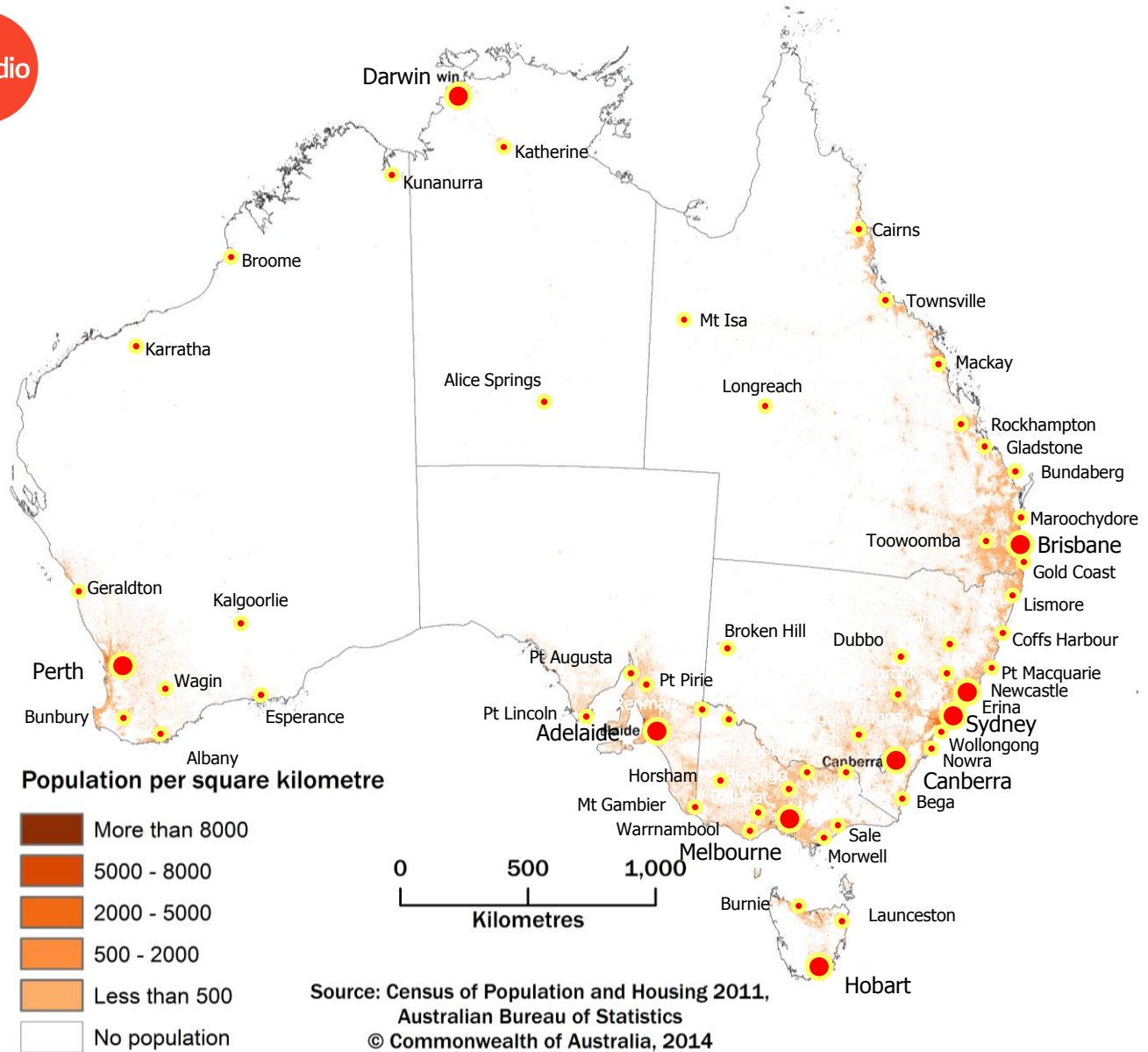


...at a lower cost than 30 years ago

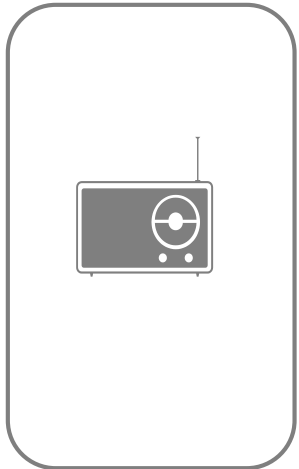
Population Density 1km² Grid - August 2011



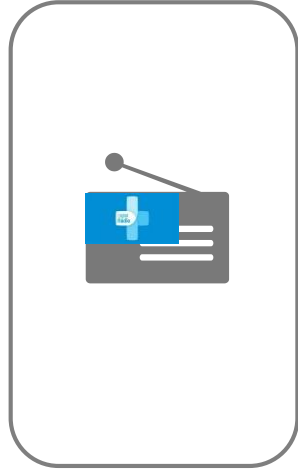
Population Density 1km² Grid - August 2011



Ways of Listening to ABC Radio



AM/FM
Radio



DAB+
Digital Radio



Double J
& ABC Jazz

ABC Digital Products

Logos for ABC listen (red square with white 'M'), triple J (red square with white 'J'), and KIDS listen (green square with white 'KIDS').

ABC Radio Player/
websites &
Apps

Radio Aggregator
streaming Apps

Logos for three radio aggregator apps: a teal circle with a white person icon, a red square with a white heart icon, and a purple circle with a white target icon.

Streaming via
the Internet (websites & apps)

An icon of a person with a Wi-Fi signal above their head, representing podcast downloads.

Podcast downloads via ABC Digital
products and 3rd party services

AM/FM, DAB+,
IP audio



Local talk



Classical music



Youth music



Rolling news



Ideas/ Talk

AM/FM, DAB+,
IP audio

DAB+,
IP audio*



Local talk



Classical music



Youth music



Rolling news



Ideas/ Talk



Jazz*



Alt rock/pop*



Sport*



Country music*



New music*



Kids*



IP audio only**

ABC Jazz

More choice for listeners

Latest



Thursday Night Live

The acclaimed Dutch saxophonist Yuri Honing visited Australia in 2018, sharing his latest project 'Goldbrun' with Australian audiences. ABC Jazz recorded his set at the recent Wangaratta Jazz Fest - and you can hear it in full on this episode!

Thu 28 Feb 2019
THURSDAY NIGHT LIVE



Jessica Nicholas

Organist Joey DeFrancesco delves into the spiritual side of jazz on his new album, 'In the Key of the Universe', with a band that includes saxophone giant (and spiritual jazz pioneer) Pharoah Sanders. Hear it and more in this episode.

Thu 28 Feb 2019
JESSICA NICHOLAS



Home Cooked

The Australian/Indonesian pianist Francesca Prihasti is now based over in New York City - and she's been busy stateside recording a new album. Titled 'Adriana', the CD features fellow Aussie Nic Vardanega and a host of US stalwarts. Hear it and more...

Mon 25 Feb 2019
HOME COOKED



Vinyl Sides

The late John Abercrombie is the focus for this week's set. We've hit the crates to share some of his earliest recordings captured in the 70s. The guitarist is heard in a number of contexts, including with keyboardist Jan Hammer and with fellow guitar icon Ralph Towner.

Sun 24 Feb 2019
VINYL SIDES





Connection with
community

Bringing together regional
and urban country
listeners

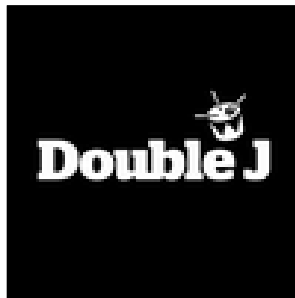
Range of styles within
country music genre



More music – the triple j family



Primary brand - targets 18-24 year old



For audiences who still love music – but are too old for triple j!



Emerging musicians and the music industry



Presenters

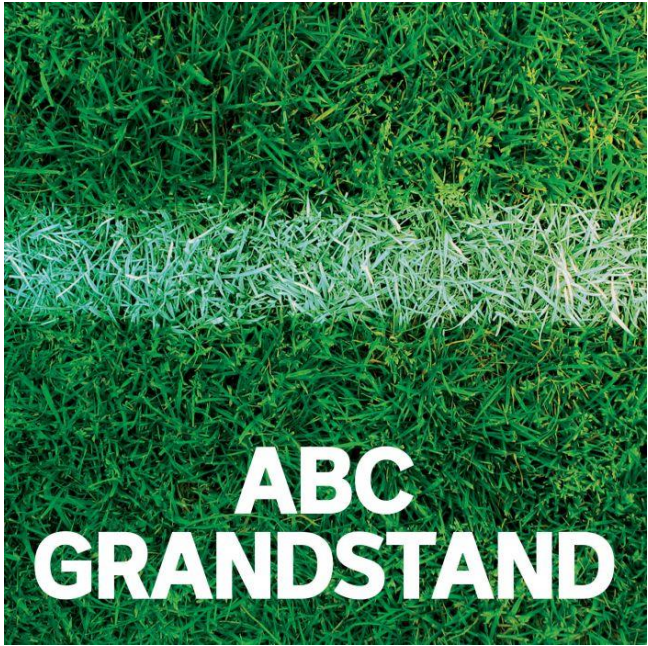
Campaigns

Events



A community for
music lovers, music
makers and the
music industry

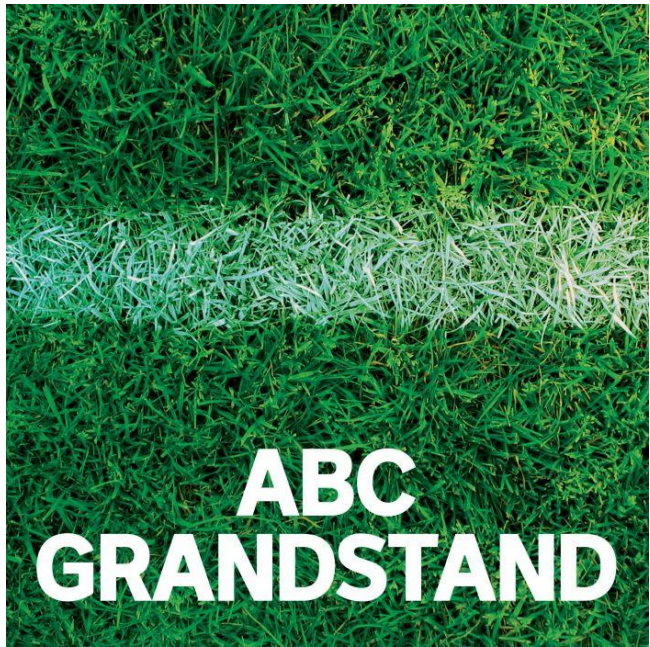




Live sports
coverage

Key events eg
Commonwealth
Games, Cricket

Sports talk



Cross promotion across platforms



Weekends – new voices



ABC Extra – pop up events





DAB+ station for 0-5 years

App

Digital first podcasts

Partnerships and collaborations

Co-listening experience



Kids News bulletin

4/03/2019



Imaginative play – world of science



Ingredients for success

- Unique audience proposition
- Presenters
- Multiple touchpoints – web, app, social etc
- Community connection
- Events
- Content initiatives
- Partnerships
- Value to the Australian audience



100

Years