

Seizing the Digital Opportunity

Joan Warner, Asia Pacific Chair, WorldDAB &
CEO, Commercial Radio Australia

ABU DBS, 5 March 2019, Kuala Lumpur

**Broadcasters' role
more important
than ever**



Millions raised for Queensland flood crisis



- All Townsville radio stations broadcast live and local 24/7 providing emergency updates
- Stations gave out essentials such as fresh food, water and milk

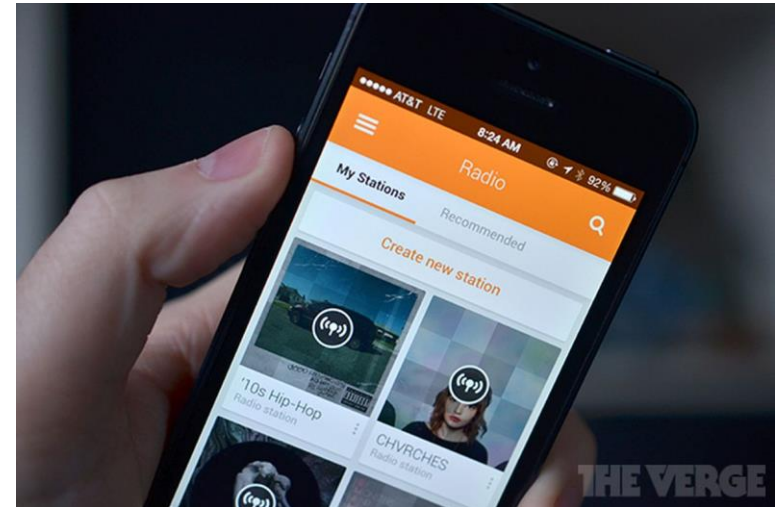
Digital improves the customer experience

In one day, a listener can:

- Wake up to breakfast radio on AM, FM, DAB+ radio
- Listen in the car using AM, FM, DAB+
- Listen via industry or station app on the bus or train
- Check in to radio on Facebook
- Listen on-demand to a radio podcast
- Listen on an Amazon Echo using voice technology

Improving the customer experience across multiple touch points ⁵

- How easy is it to find your station brands across different platforms?
- How does radio work and look on a connected car dashboard?
- How easy is it to find your station using voice technology?
- If listeners can't find us easily, we will lose them



DAB+ is the most impactful way to improve the radio experience

6

GfK Radio Insights study in Australia:

- **82%** of DAB+ radio owners said they would recommend DAB+ to family and friends
- **More than half** said they were “very” or “extremely” likely to recommend
- **90%** satisfaction rating for DAB+ in car



Why are you very satisfied with your DAB+ digital radio devices? ⁷

It is a part
of my life

Love the
variety of
channels

Best radio I
ever owned

I like the extra
details on the
screen

Easier to tune to find
something – channels are
specific to what you are
going to be listening to, eg.
80's will be 80's music, as
opposed to 106.5 is just a
frequency, you're not sure
what music you might get

Great Reception
Great Audio Quality
Happy customer
with DAB+

I love it!

Radio's challenge in the car as screens go supersized

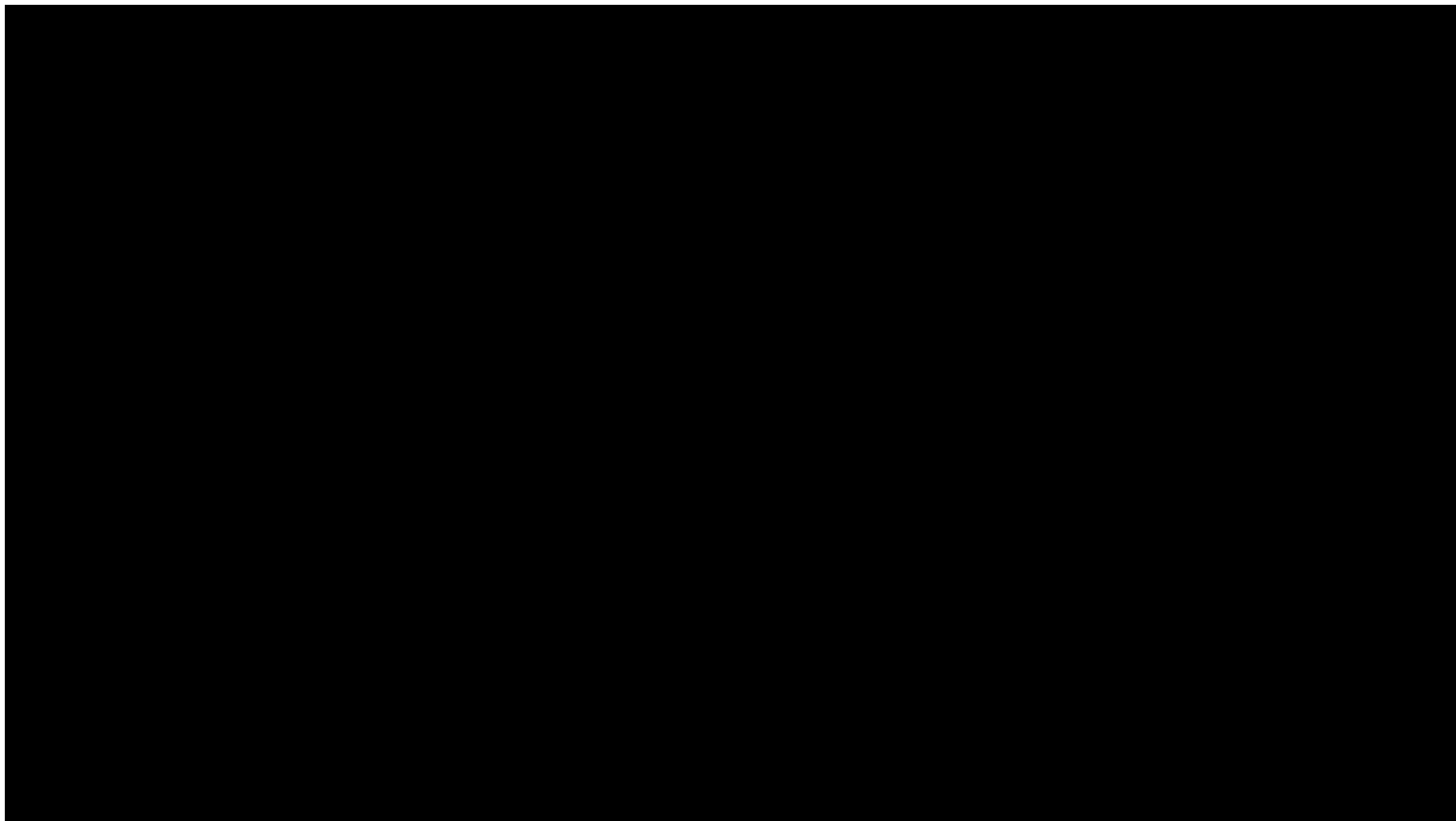
- Radio is the most popular form of entertainment in car but will be increasingly challenged
- DAB+ is well advanced
- WorldDAB has updated User Experience Guidelines for automakers outlining how radio should be easily found and displayed in the multimedia system
- Allows for station logos, program information, internet integration and voice control of radio



Voice technology a perfect fit for radio

- Trend to using voice to control the Internet of Things
- CRA launched RadioApp Skills on Amazon Alexa in October
- Listeners can ask any Alexa-enabled device to start playing any of 318 Australian radio stations using their voice





Kate Burleigh, Amazon Alexa Country Manager, AU & NZ

Digital can improve the experience for advertisers

- DAB+ offers more content and more targeted, integrated and innovative marketing opportunities
- Make the radio buying experience easier through automated holdings and move to effective ways to trade broadcast, digital and podcast inventory
- Provide deeper insights by enhancing audience measurement

WorldDAB ready to help guide transition to digital broadcasting

- 2019 shaping up to be a year of digital transformation for those who seize the opportunities
- New WorldDAB Asia Pacific Committee will focus on spectrum planning, DAB network design and implementation
- Opportunities to cooperate, share best practice and work together to ensure a bright future across the region



Thank You

More info

WorldDAB: www.worlddab.org

Commercial Radio Australia: www.commercialradio.com.au

DAB+ in Australia: www.digitalradioplus.com.au