

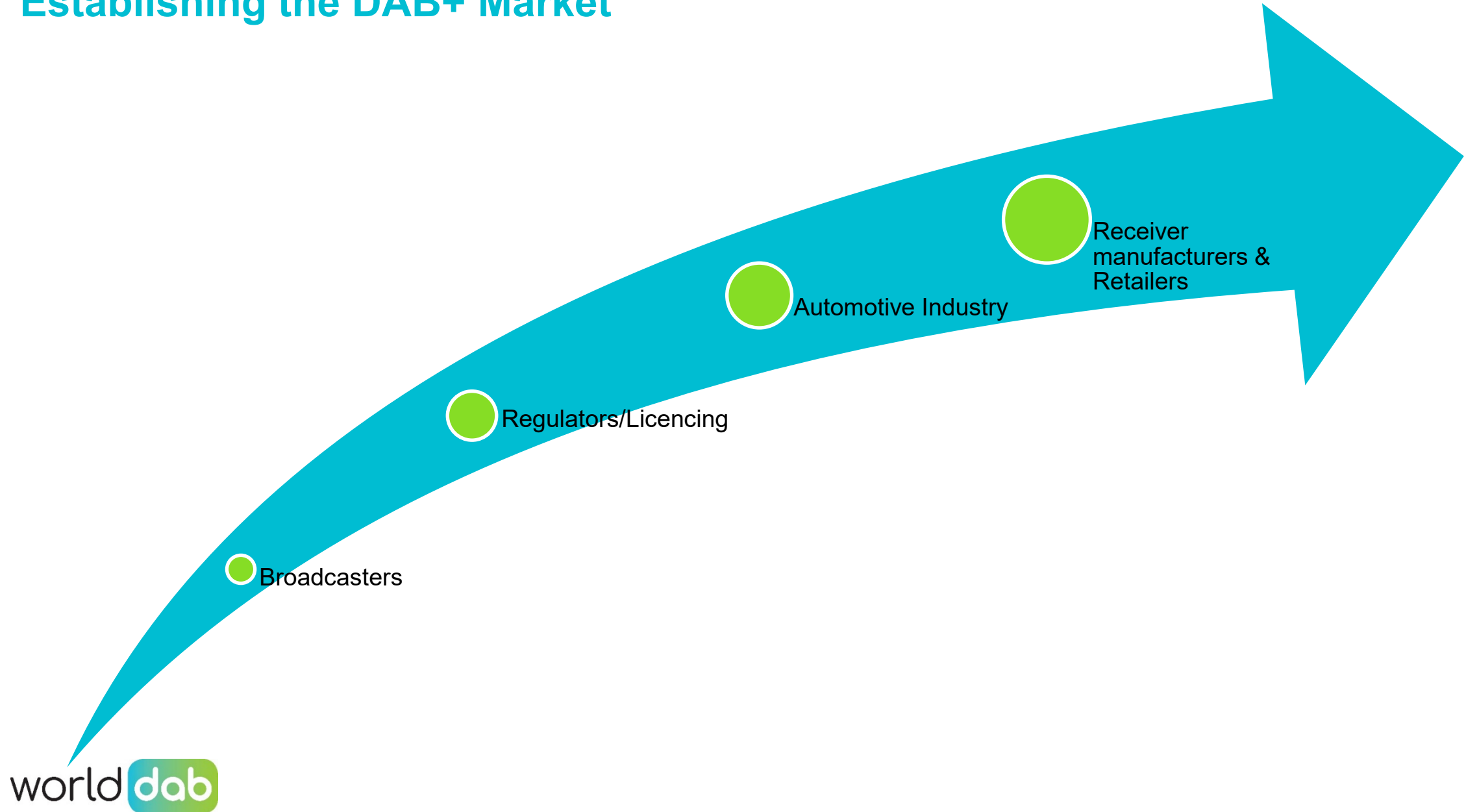
# Establishing the DAB+ Market

**Kathryn Sabel Brown**

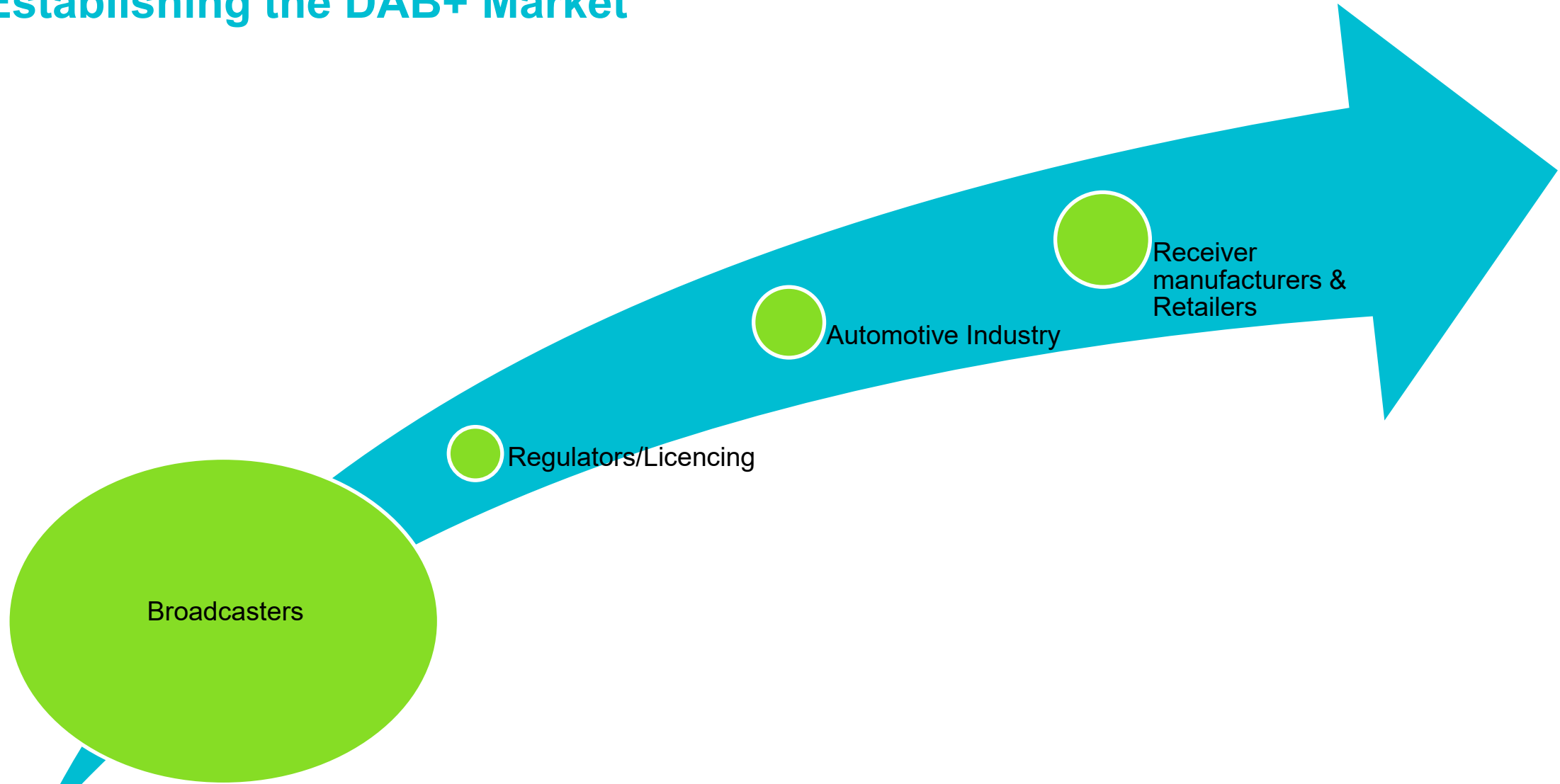
***S-Comm Technologies Pty Ltd***

ABU/WorldDAB Webinar  
Day 2, 21 October 2020

# Establishing the DAB+ Market



# Establishing the DAB+ Market



# Understand where DAB+ fits alongside other platforms

- Technical people often lead
- Engage management, program makers, sales and promotions teams.
- Explain that DAB+ is a cost effective, reliable new platform that sits alongside existing digital activities & events
- Helps broadcasters maintain audience share; attracts niche audiences via new content, new ways to engage, wherever and however it suits them
- New revenue streams for the commercial stations
- Combined, these platforms create a successful and thriving radio industry.



Image: CRA

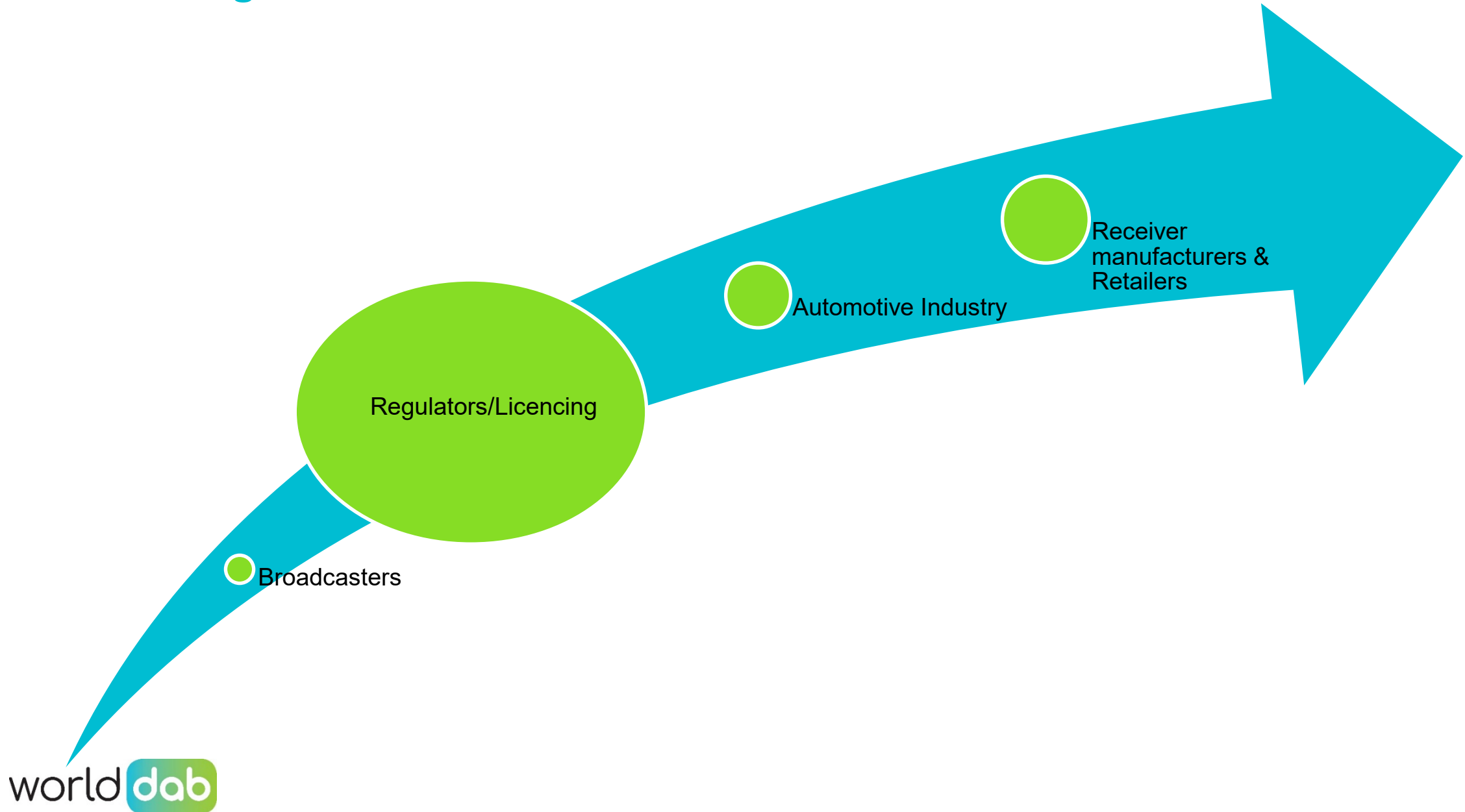
## Competitive media environment



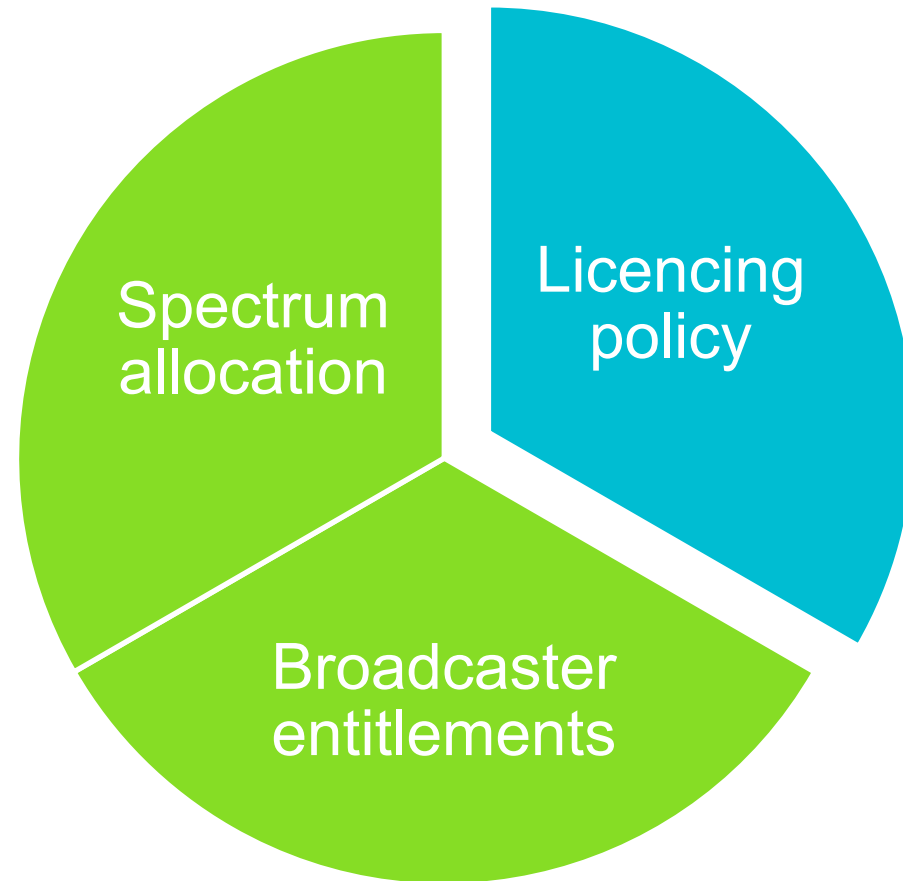
Audio can be sourced from anywhere using smart speakers with IP/Bluetooth connectivity, Alexa/Google Voice command, Spotify Connect and so on...but they have generated some privacy concerns.

The new Smart Radios from Pure support all the voice activation and connectivity, but allow privacy whilst playing DAB+ stations.

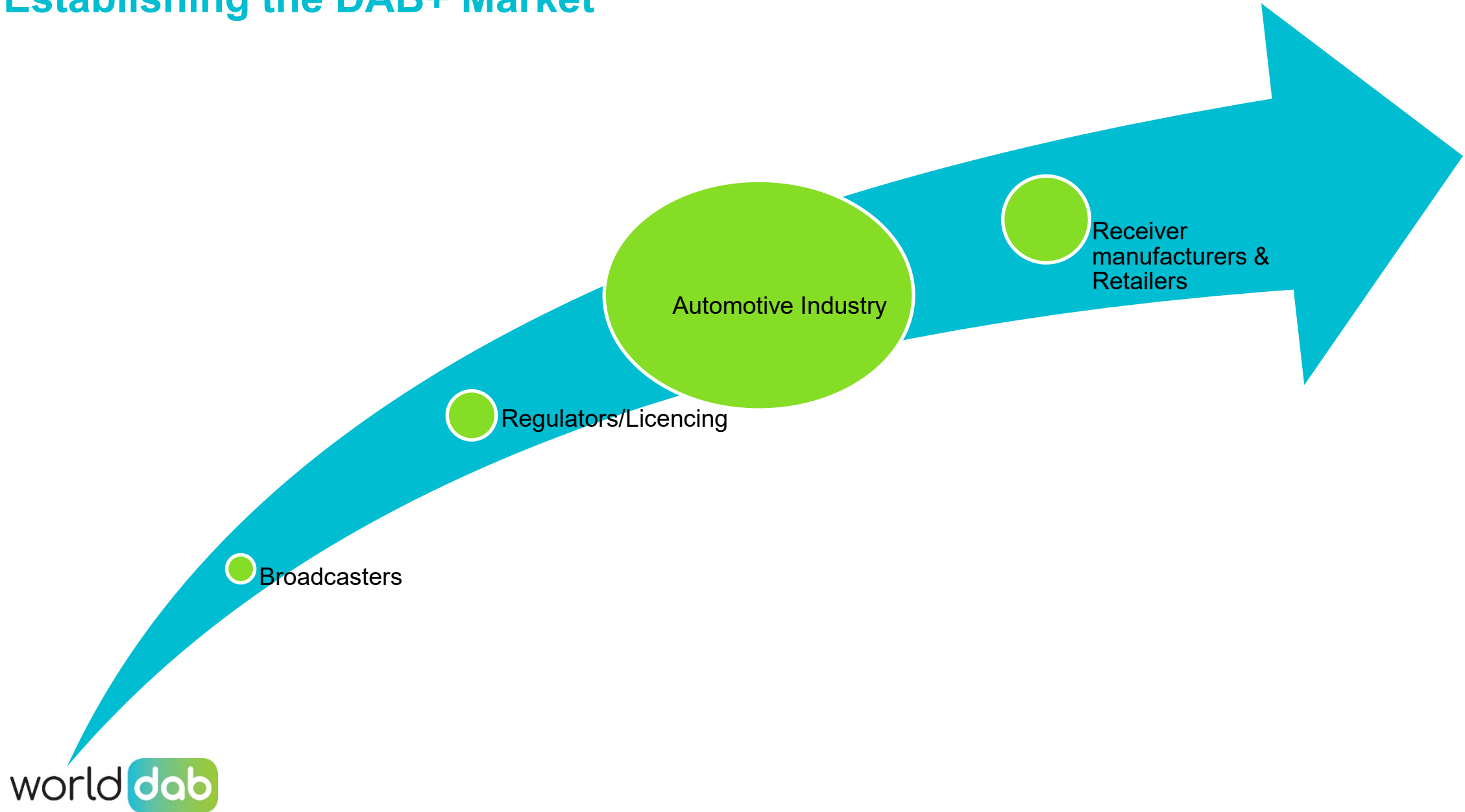
# Establishing the DAB+ Market



## Approach the regulator with an industry agreed plan



# Establishing the DAB+ Market





# All these vehicle brands support DAB+





22:36

Shanghai 21°C



RECOMMENDED BY THE AI ENGINE

MUSIC



# Connected vehicles are here...

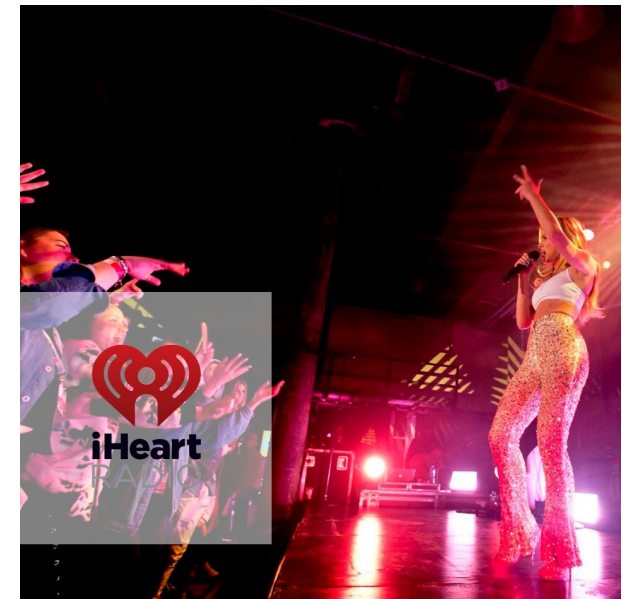
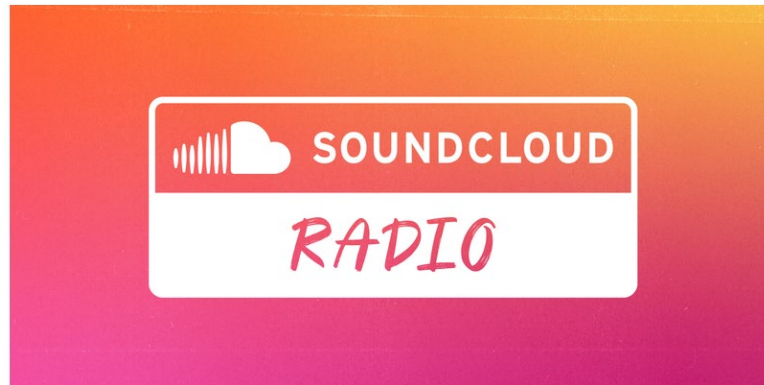
- Broadcasters must engage with the automotive sector
  - show them how radio is more resilient than IP only
  - How we can make radio look better
  - Ensure we broadcast more metadata (images & text) over DAB+
  - Introduce links and URLs to the DAB+ signal so listeners can engage with our content live

We have the content – we just need to build the DAB+ platform so we can use it.

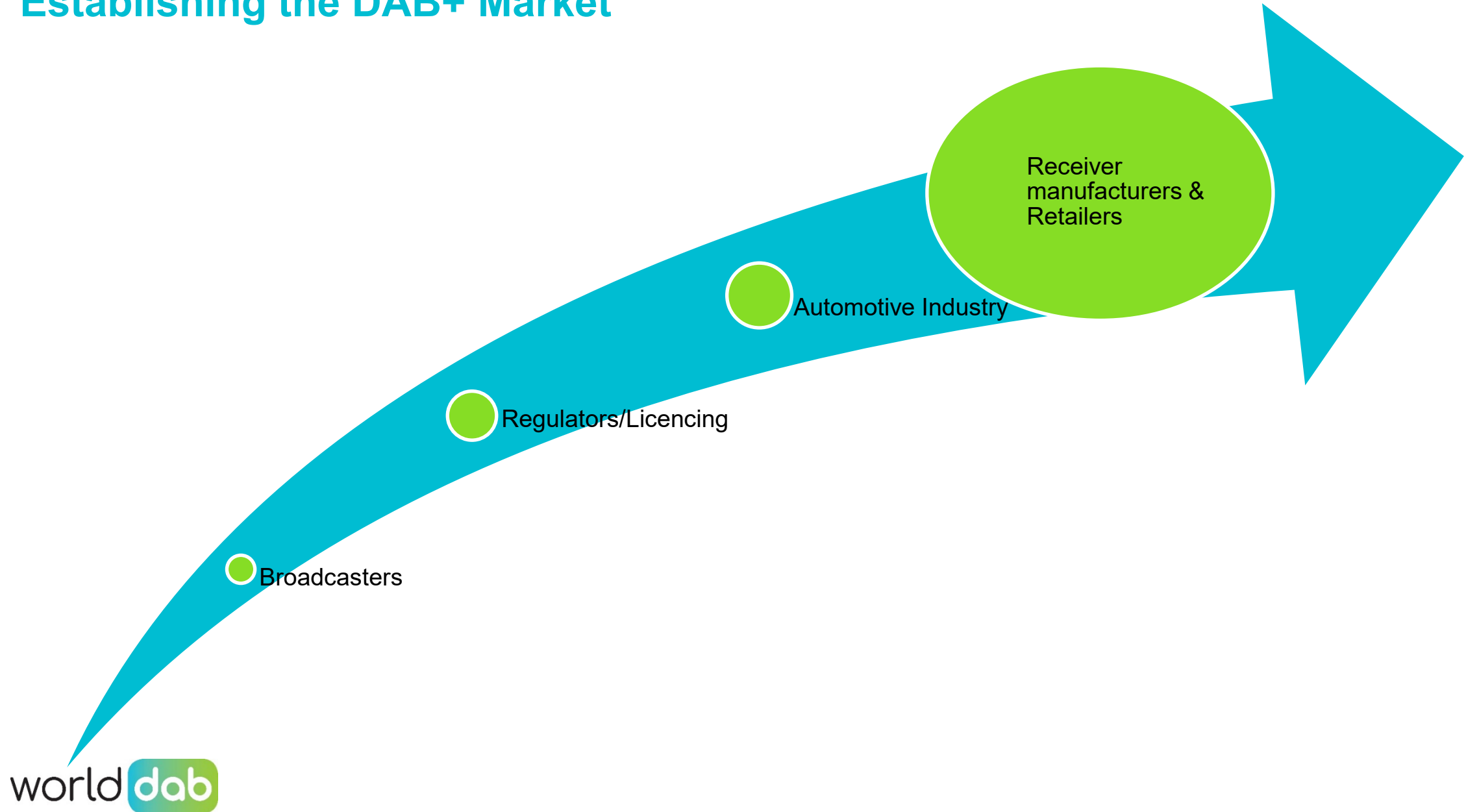


## DAB+ helps radio evolve into broader entertainment brands

- DAB+ helps integrate on demand or time shifted programming like streamed radio, podcasts, so listeners get what they want from radio.
- Listeners can use DAB+ and/or Apps to listen, tweet, vote, buy and share digital content



# Establishing the DAB+ Market



# Categories of retailers

Department /  
Chain stores

Specialist retailers

Discount  
department stores

Online retailers



John Lewis UK  
Harvey  
Norman

Home audio  
suppliers

Automotive  
aftermarket  
installers

Kmart - Australia  
Big W - Australia  
Halfords - UK

Amazon - Intl  
Alibaba – Intl  
Kogan

# Encourage leading manufacturers to support DAB+ in your market

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## Encourage manufacturers to support advanced DAB+ features





## As more countries roll out DAB+, chance of getting into handsets improves



# Finally – never stop building awareness in your Market!



Marketing DAB+ in  
Australia

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Austria

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Belgium (FR)

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The Netherlands



Marketing DAB+  
in Slovenia



Marketing DAB+  
in Switzerland

# Thank you

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