

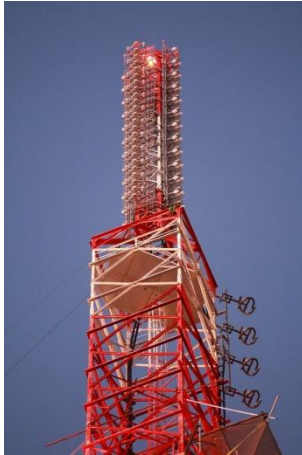


# Successful DAB+ Rollout Worksop Regulation, Policy & Marketing

ABU Digital Broadcasting Symposium  
6- 9 March 2012  
Kuala Lumpur



# Introduction



## DAB+ – Successful Rollout

- Regulation and rollout strategy
- Key elements for success



## Launch & Marketing

- Step by step marketing
- Key stakeholders & consumers

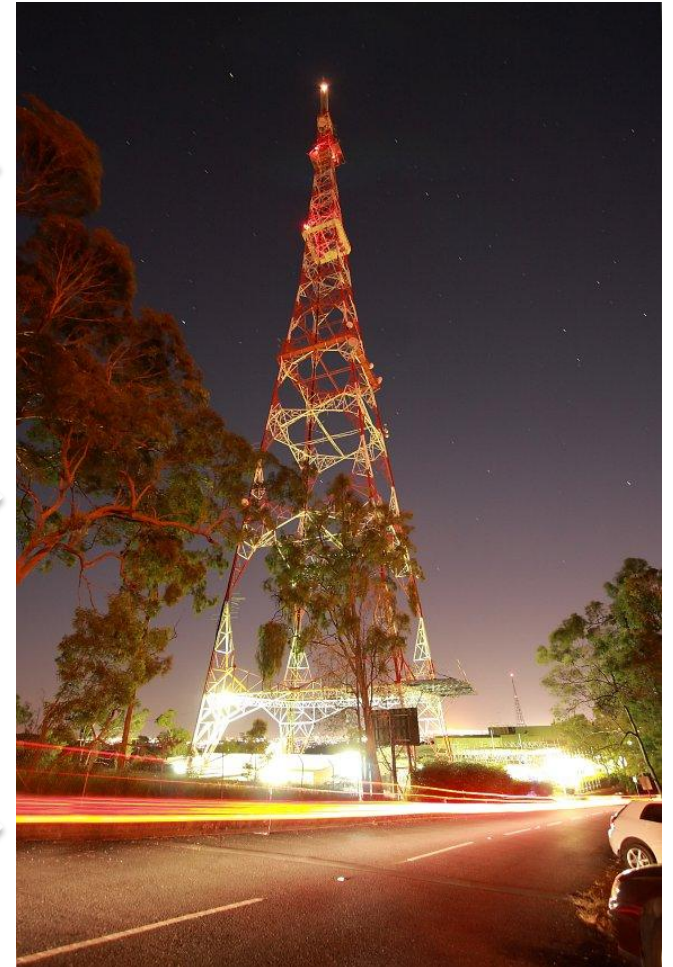


# All of Industry Approach

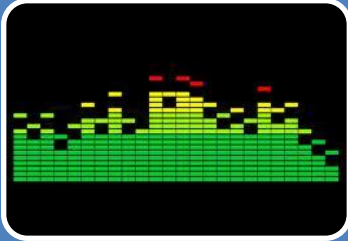
Commercial  
broadcasters

Public or  
Government  
stations

Community  
stations



# Spectrum, Spectrum Spectrum



Free Spectrum for incumbent  
broadcasters



No restriction on use of spectrum  
or formats



No new licences for 6 years or  
more

# Cost Modelling



First option to own and operate multiplex

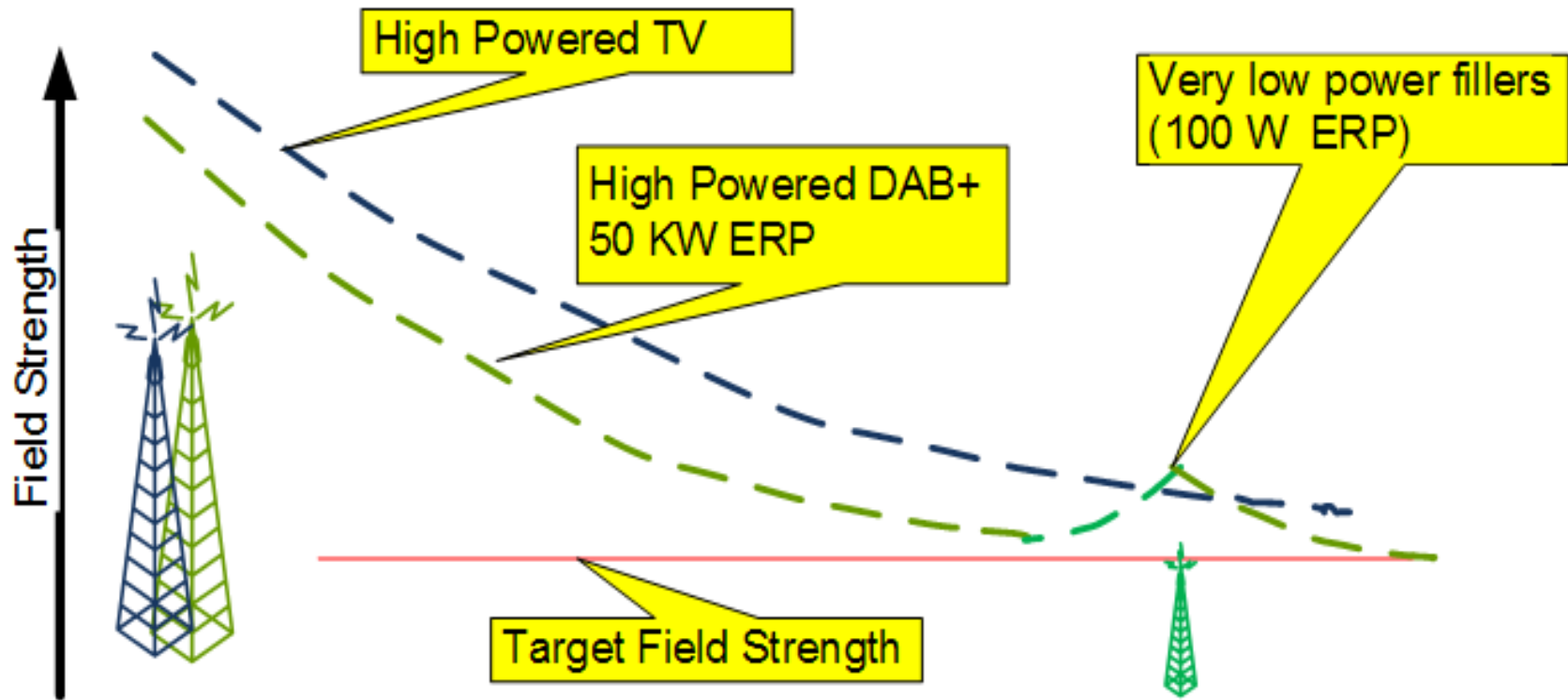


DAB+ shared multiplex costs



Financial assistance for regional broadcasters

# Goals for Coverage



# Coverage Solution



Single High Powered site (typically 50 KW ERP) to cover each city.



Low powered on channel repeaters (10 W – 1000 W ERP) to provide enhanced coverage where needed.

# Summary

All of industry approach

Free spectrum for incumbents

No restriction on use of spectrum or formats

No new licences for 6 years or more

First option to own and operate multiplex

DAB+ shared multiplex costs

Financial assistance for regional broadcasters





## Launch & Marketing DAB+



# Receiver Manufacturers

PURE  
**SANGEAN**

A World of Listening



REVO®  
**GRUNDIG**  
made for you



ROBERTS

iriver

 **YAMAHA**  
[www.yamahamusic.com.au](http://www.yamahamusic.com.au)



**BUSH**



# Retailer Support

## BIGW



**Harvey Norman** THE ELECTRICAL SPECIALIST

**110% OFF**

**\$449**

Pure "Cirrus [iStock] DAB+ Stereo Clock Radio. Includes a free iPod dock. Includes 200 hours of radio programming. 100% digital radio. 100% digital radio.

**What is Digital Radio?**

Digital Radio is a new, exciting technology that delivers more to listeners. It offers exceptional sound and signal improvements. Digital Radio is known as DAB+ - there are no subscription fees, no signing up or logging in, just tune in. Digital Radio will change the way we listen to the radio. It will also have many value added benefits.

**\$149**

Bush DAB+ Digital Radio. Includes DAB+ chip. 20 online presets. High fidelity stereo. Includes digital display. 100% digital radio. Includes 200 hours of radio programming.

**\$239**

Sangean DSP-89 DAB+ Digital Radio. DAB+ 19 bands. 32 station presets. Also includes digital display. Includes remote control. Includes 200 hours of radio programming. Includes 200 hours of radio programming.

**\$199**

Pure "Sirena" DAB+ Bedside Digital Radio. DAB+ 19 bands. 200 hours of radio programming. Includes digital display. 100% digital radio. Includes 200 hours of radio programming.

**\$269**

Grundig DAB+ Digital Radio. DAB+ 19 bands. 200 hours of radio programming. Includes digital display. 100% digital radio. Includes 200 hours of radio programming.

© Harvey Norman

# MIYER



# dick smith

Talk to the Techxperts





# Digital Radio Brand





# Digital Radio Website

The screenshot shows the homepage of the Digital Radio website. At the top left is the 'Digital Radio' logo and the tagline 'It's radio as you know it, plus...'. To the right is a 'koffee.com.au' banner. Below these are navigation links for 'NEWS', 'World DMB Sep eNewsletter', 'Digital Sound Quality', and 'More Stations'. A blue navigation bar contains buttons for 'CAN I GET DIGITAL?', 'DIGITAL RADIO STATIONS', 'DIGITAL RADIOS', and 'FIND RETAILERS'. The main content area features a 'FIND US ON FACEBOOK!' section, a 'LISTEN LIVE NOW!' section, and a 'WHAT IS DIGITAL RADIO?' section. The central focus is a 'The stations you know and love!' section with logos for Classic Hits Gold 90.3, MTR, Magic 1278, and 3AW 693. Below this is a 'Plus new stations...' section with logos for The Edge, Classic Hits Live, UZO radio, and Aussie Digital. A city selection bar includes SYDNEY, MELBOURNE, BRISBANE, ADELAIDE, and PERTH. A dark navigation bar at the bottom lists categories like 'ABOUT DIGITAL RADIO', 'COVERAGE', 'RADIOS', 'WHERE TO BUY', 'FAQ'S', 'TUTORIALS', 'NEWS', 'INDUSTRY', and 'TERMS OF USE'. The 'LATEST NEWS' section lists several articles with dates and 'READ MORE' links. The 'E-NEWSLETTER' section includes a form for 'Business Name...' and 'Email Address...' with a 'SUBMIT' button. The 'FEATURED RADIO' section displays a 'BUSH DAB+ CD Micro System with Dock for iPod' with a 'MORE INFO' button. A large red advertisement for 'Digital radio now at Target' is also present, featuring a Target logo and the text '100% happy' and 'www.target.com.au'.

[www.digitalradioplus.com.au](http://www.digitalradioplus.com.au)

# Digital Radio Awareness Campaign



Early 2009: 'Digital Radio is coming' teaser



Generic campaign: Promoting key features; better sound & more stations



Retail campaign: Father's Day campaign with retail tag

Online banners to support the radio campaigns

Get Dad a Digital Radio  
for Father's Day



Get A Digital Radio



up to 20 brand new radio stations

for your nearest retailer go to... [digitalradioplus.com.au](http://digitalradioplus.com.au)



# Radio United

## 06/08/09

Australian Prime Minister  
Julia Gillard





# Demonstration Kiosks



## Demonstration Kiosks Rollo

- 10 major shopping centres in 5 cities
- Interactive digital radio display

Buy a **Digital Radio** at these participating retailers and get...

**10% off!\***



It's radio as you know it, plus...

Just collect a flyer from our staff and present the coupon in-store!

**dick smith**

**Harvey Norman**

**THE GOOD GUYS**

**MYER**  
ismystore

**Target.**

\* Offer valid on 100% digital radio purchases on selected dates and specified items only - please refer to coupon for full terms and conditions.

## Retailer Support

- Discount voucher
- Digital Radio Plus Branding



# Print & Taxi Backs

32 Journal Sun, Thursday, December 6, 2011 torradion.com.au

**ENTERTAINMENT GOSSIP**

## CONFIDENTIAL

With Alice Coster, Kate McMahon and Jackie Epstein

**TATTLE**

**Happy return trips**  
**ELTON JOHN** must wish he really were a trucker. Most of his life is spent on the road, but he's back in Sydney to be with new son Zachary each night at the Malthouse theatre. But after playing a mammoth 200-hour and giving autographs for seven days after landing in town, he won't have much time to spend with his new son. Only a few days around Christmas, he'll be home for good.

**A ship of his own**  
**KATE SPADY** the biggest diva to star in the season 7 finale, who is starting in an adaptation of *Warrior* in Sydney, has been making the most of her time in a luxury ship built to keep her private. She's been spotted in Sydney, Melbourne, and Perth. She's also been spotted in Sydney, Melbourne, and Perth. She's also been spotted in Sydney, Melbourne, and Perth.

**Emmentally searchable**  
**KYLE MINOGUE** has been named the most searched-for name in the world by Google Australia, behind Kim Kardashian and Barack Obama. Minogue's name was searched for 100,000 times in the last 24 hours.



**Rap par for the course**

**R**AP music is the most popular genre of music in Australia, according to a new survey. The survey, conducted by Digital Radio, found that 45 per cent of respondents said they listened to rap music more than any other genre. The survey also found that 60 per cent of respondents said they listened to rap music more than any other genre.

1 million people agree...

### It's a million times better

Digital Radio is free. Listen to your favourite AM and FM commercial stations plus ABC, SBS and so much more! DAB+ Digital Radio is available in Sydney, Melbourne, Brisbane, Adelaide and Perth.

Ask your local retailer

[digitalradioplus.com.au](http://digitalradioplus.com.au)



# Digital Radio Ambassadors



## On Air Presenters

- Provided with a digital radio
- Talk about features & benefits



## Viral Marketing

- 80% would recommend to a friend
- Extend reach

# Research & Data

Sales Data

Radio Ratings

Consumer Research

Mystery Shopper



# Response to Digital Radio



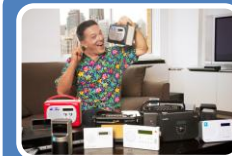
Over 1 million people listening\*



745,000 digital radios sold to the end Dec 2011 in tough retail climate \*\*



TSL to DAB+ double that of Internet Radio



More than 115 different DAB+ receivers on sale in 800 retail stores

\* Nielsen ratdio ratings – all people mid – mid Survey 1 2012

\*\*Source: GFK MarketScope report 2011

# Summary

1. United industry approach
2. Retailers & Manufacturers Advisory Group
3. Affordable receivers
4. Variety of retailers stocking receivers
5. Marketing & PR strategy to raise awareness
6. Website
7. Ad campaign
8. Launch Event
9. Research & Data
10. On going marketing



# Radio as you know it...PLUS

1 million people agree...

It's a  
**million**  
times better

Digital  
Radio

Digital Radio is free. Listen to your favourite AM and FM commercial stations plus ABC, SBS and so much more! DAB+ Digital Radio is available in Sydney, Melbourne, Brisbane, Adelaide and Perth.

[digitalradioplus.com.au](http://digitalradioplus.com.au)

Ask your local retailer

[www.digitalradioplus.com.au](http://www.digitalradioplus.com.au)