



Postcard from Australia

Joan Warner
Chief Executive Officer



UK Radio Festival
30 June 2009
Nottingham, UK



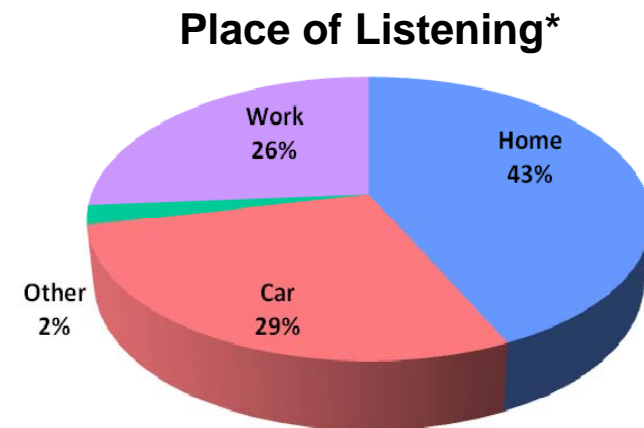
Digital Radio Successful Launch Elements

- United industry approach
- New & compelling content
- Carefully planned Marketing & PR Strategy
- Affordable receivers
- Variety of retailers stocking receivers
- Most importantly – spectrum and power.



Australian Radio's Evolution

- **1923** – 1ST AM broadcast.
- **1929** - first car radio
- **1967** - talk radio
- **1980** – FM radio
- **Late 1990's** - internet streaming
- **Early 2000's** - downloads & podcasts
- **2009** - DAB+ Digital Radio



**Source: Nielsen Radio Ratings, Average of Five Capital Cities, Place of Listening, Monday to Sunday 5.30am-12mn, Survey 1-8, 2008*



Commercial Radio Overview

- Around 97% of Australians listen to radio & nearly 80% listen to commercial radio
- In 2008: Australians spent 17 hours and 2 minutes per week listening to commercial radio
- Commercial radio sector: 48% AM and 52% FM
- Over 80% commercial stations are regional



DAB+ Digital Radio Future

- 2-3 times more spectrum efficient
- Digital quality sound
- Extra information
- Pause and rewind
- Scrolling text, image and animation
- New programming
- **Free to air**



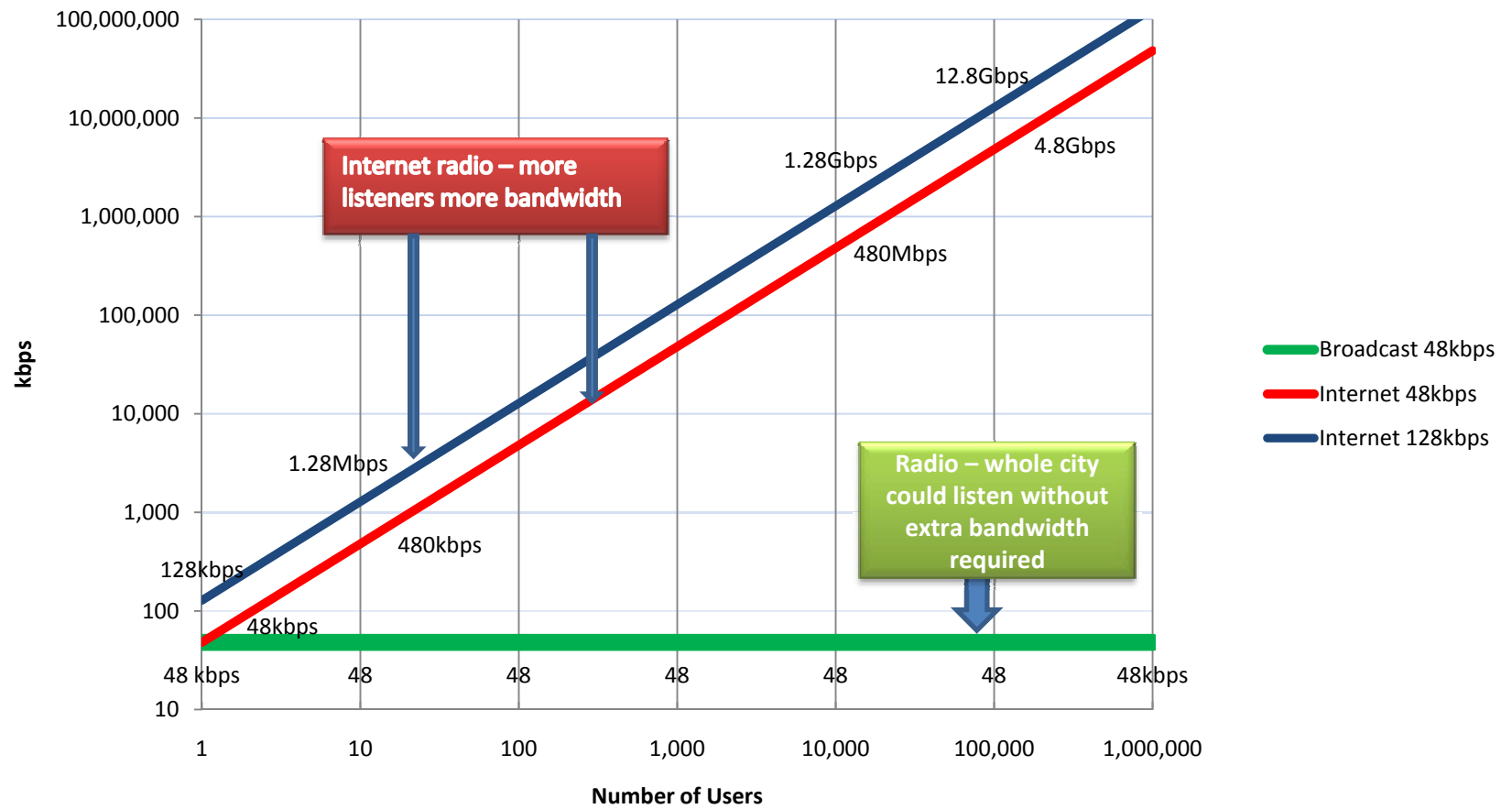


May 2009 Launch Cities





Internet Radio Bandwidth



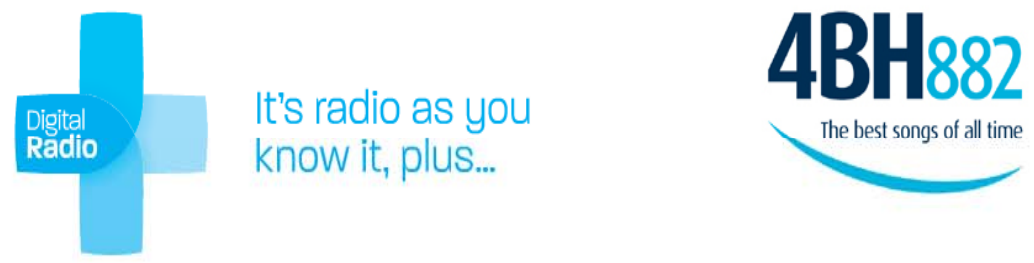


Digital-Only Stations - So Far.....



novanation™





Listen Now

Intelematics to give car radio a traffic overhaul Sent

What is Digital Radio?

Digital radio is a new, exciting and involving way for listeners to tune into their favourite radio stations.

Offering an exceptionally high sound and signal quality, digital radio offers a range of exciting features to enhance your listening experience.

- Clearer sound and improved reception
• Extra features such as extra channels, pause and rewind radio, downloadable music, more details about the advertised product, slideshows, scrolling text, Electronic Program Guides, updated news, sports and racing information. Just to name a few
• Extra channels potentially doubles the number of commercial stations
• Tuning by station name, not frequency, making it easy to find favourite stations
• A wider choice of shows and program highlights better meets the needs of niche audiences

With digital radio all you need is a digital receiver or a device with a DAB+ chip in it and that's it - no subscription fees, no messing about with signing up or logging on, just tune in.

The Australian commercial radio industry is set to launch digital broadcasting in five capital cities - Sydney, Melbourne, Brisbane, Adelaide and Perth in May 2009, creating a new wave of consumer interest and excitement about this well-loved medium.

Australia is ahead of countries like Germany, Italy and China in adopting DAB+, a superior new technology that will enable radio stations to multichannel as well as broadcast a variety of

Featured Radio



MODEL: Highway



Find Retailers

Digital Radios will be on sale at major retailers in early 2009. This feature is still in development.

Site Search

Search input field



Retailers & Manufacturers

- More than 400 stores across Australia stocking digital radios
- Retailers using DR Plus Brand
- Nine brands producing DAB+:
 - *Bush, Roberts, Pure, Sangean*
 - *Teac, Yamaha, iRiver, Grundig*
 - *Revo and more coming*





Working with Manufacturers





Digital Radios



DOUBLE UP on your WARRANTY!

What are the **Benefits** of Digital Radio?

1799

1249

1299

1299





Working with Manufacturers





Radio as you know it...PLUS

