

9 August 2013

Dads don't do subtle digital radio ad campaign

Commercial Radio Australia (CRA) has teamed up with Sony Australia and is offering bonus Sony Headphones with the purchase of any Sony DAB+ product, in a new digital radio ad campaign for Father's Day.

Titled "Dad's Don't Do Subtle", the series of three 30 second radio ads, written by award winning radio specialist agency Eardrum, feature some not so subtle hints from dads on what they want as a gift this Father's Day. The radio ads will begin on the 12 August across 42 commercial radio stations in the metropolitan markets of Sydney, Melbourne, Brisbane, Adelaide and Perth.

Commercial Radio Australia chief executive officer, Joan Warner said: "Father's Day has proven to be a very successful time for the sales of digital radios and the bonus Sony headphone deal, valued at \$69.95 is another incentive to buy."

Digital radios continue to sell in Australia, with 68,417 DAB+ devices sold in the second quarter of 2013, bringing the total number of digital radios sold since the 2009 launch four years ago to 1,318,596, according to figures released by Commercial Radio Australia from the Q2 2013, GfK Marketscope report.

In addition, listening figures from Survey 4, 2013 show that over 1.6 million people or 12.6% of radio listening each week in the five state capitals, is via a DAB+ device. Time Spent Listening (TSL) to radio via a DAB+ digital radio device is more than double that of TSL to radio via the internet.

The highest ever sales figures of DAB+ devices were recorded over the 2012/2013 Christmas and New Year period. PwC originally forecast DAB+ digital radio household penetration would be 16% by June 2014. Based on the rate of receiver sales, this was reforecast in 2012 to 16% by December 2013. Following the last 12 months uplift in sales, PwC has estimated that the current DAB+ household penetration is ahead of forecast.

Although not included in the Marketscope sales figures of digital radio devices, vehicle manufacturers reported in March 2013, that more than 14,000 vehicles have been sold in Australia with digital radios.

Ten Australian vehicle manufacturers now include DAB+ digital radio as standard or an option in selected vehicles: Ford, Land Rover, Mercedes, Toyota, Lexus, BMW, Audi, Hino, Jaguar and Isuzu Trucks.

Listen to the ads [here](#).

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For further information on digital radio visit: www.digitalradioplus.com.au

GfK Markescope Report Q2 2013.

Source: The Nielsen Company Radio Ratings, Survey #4, 2013 All People 10+. Mon-Sun 12:00 am to 12 am.