

22 July 2012

## Digital radio in cars unites industry

Breakfast radio presenters from over 50 commercial and public radio stations will broadcast live and simultaneously in Sydney, Melbourne, Brisbane, Perth and Adelaide on Friday, 24 August to celebrate three years of digital radio on air, more than one million listeners and the fact that digital radio is now available as standard in cars.

The outside broadcast radio event will see competing radio presenters from commercial AM, FM, DAB+ digital radio, the ABC and SBS working side by side in each city with from 5.00 am – 9.00 am in the central locations of Sydney (First Fleet Park), Melbourne (Federation Square), Brisbane (King George Square), Adelaide (Victoria Square) and Perth (Perth Cultural Centre) promoting digital radio.

In addition, all commercial radio stations and the SBS will be highlighting the fact that digital radio is now available in selected Australian built Toyota sedans.

Toyota, the first Australian car manufacturer to feature DAB+ digital radio as standard in its Australian built top of the range sedans, is giving away five of Australia's best sounding cars on the morning of the event. One winner in each state will be able to choose from one of the next generation Australian built DAB+ equipped vehicles -Camry Atara SL, Camry Hybrid HL or an Aurion V6 Presara.

Ms Joan Warner, chief executive officer of Commercial Radio Australia said the commercial radio industry was coming together to highlight to listeners the fact that digital radio is now available in selected locally manufactured Toyota sedans at the same time as digital radio broadcasting in Australia is celebrating its third birthday.

"The industry is delighted Toyota has included DAB+ digital radio in selected Australian built vehicles. 34% of all commercial radio listening is in cars and the radio industry wants drivers to be able to experience DAB+ digital radio while driving," Ms Warner said.

In the lead up to the event, every commercial radio station across the five metropolitan capitals will be giving listeners a chance to win one of Toyota's Australian built DAB+ equipped vehicles. Listeners simply listen to their favourite station and go online to [www.digitalradiotoyota.com.au](http://www.digitalradiotoyota.com.au) for a chance to win.

A four week ad campaign produced by Eardrum, promoting the event and the chance to win a Toyota Camry Atara SL, Camry Hybrid HL or an Aurion V6 Presara with a digital radio, will begin on air this week across all commercial stations in the five state capitals and in a banner ad on every station website.

The last time the radio industry joined together in a five state simultaneous broadcast was in August 2009 for the launch of digital radio with thousands of listeners gathering in each location.

"Listeners are invited to come to the outside broadcast in each city, meet their favourite radio personalities, see Toyota vehicles equipped with a digital radio on display and win a Toyota with a digital radio." said Ms Warner.

Each week more than 7.2 million people in the five state capitals listen to commercial breakfast radio in their respective states.

### Background

Digital radio launched in August 2009. 1.3 million people are listening to DAB+ digital radio each week in the five state capitals. 833,320 digital radios have been sold. There are up to 20 new digital only stations available in each as well as all AM and FM stations.

### Toyota

Toyota is the first local car manufacturer to feature DAB+ digital radio in selected locally built vehicles. For more details and your chance to win a Camry or Aurion V6 with digital radio visit [www.digitalradiotoyota.com.au](http://www.digitalradiotoyota.com.au). Built by Australians. For Australians.

For further information visit: [www.digitalradioplus.com.au](http://www.digitalradioplus.com.au)

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