

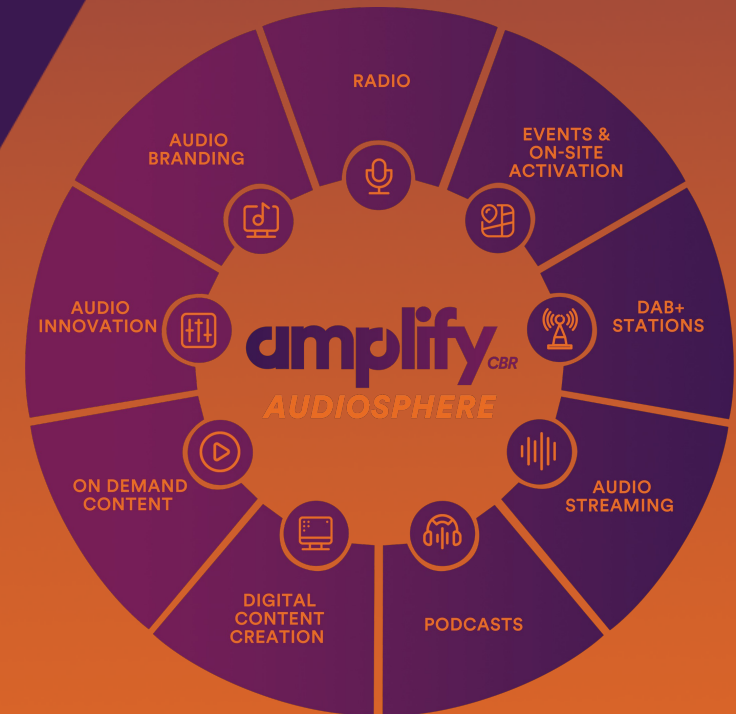
Presentation to the Canberra Region Tourism Advisory Forum



# Media & Audio Landscape

Thursday 6<sup>th</sup> April, 2023

Craig L. W. Wagstaff – General Manager





# amplify

CBR

**h.**  
**HIT**  
104.7

**MIX**  
106.3

# INTRODUCTION and A THANK YOU

ACKNOWLEDGEMENT of COUNTRY

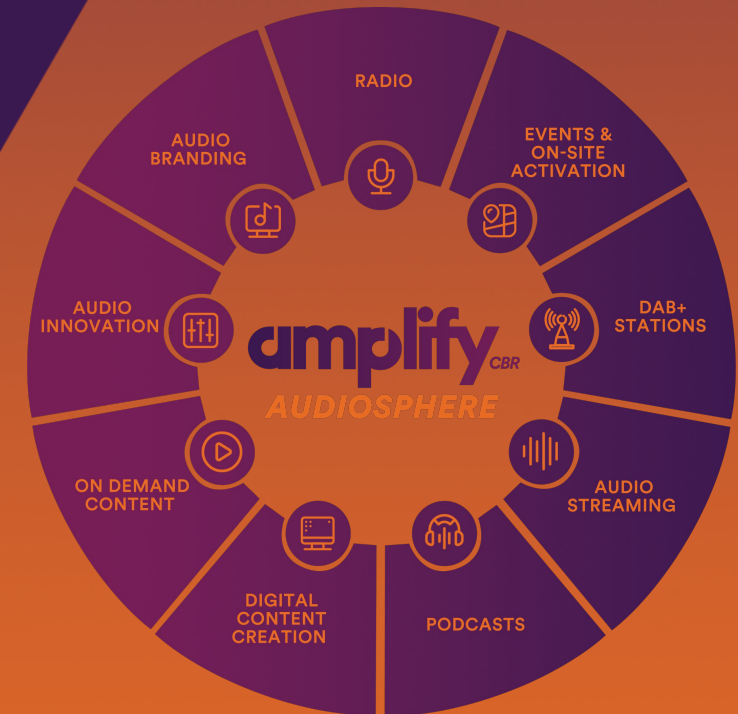
*amplifyCBR* in Action

WE ARE COMMERCIAL MEDIA OWNERS and OPERATORS

Who (and What) is *amplifyCBR* ?

PARTNERSHIP - CANBERRA REGION TOURISM ADVISORY FORUM

Learn from Organisations and Operators within Our Region



# OBJECTIVES and AREAS

SHARE INFORMATION and IDEAS

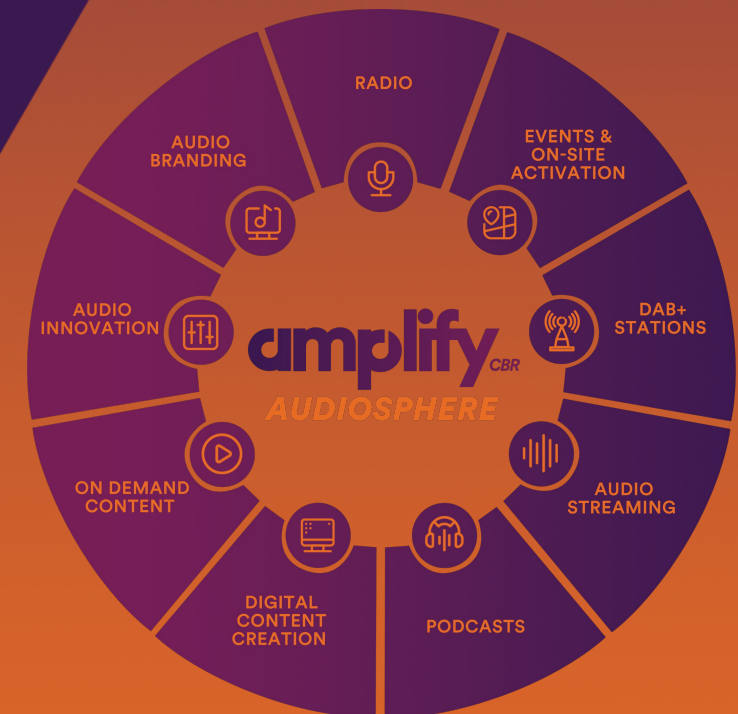
MEDIA and COMMERCIAL MEDIA SPECIFICALLY

THE MEDIA LANDSCAPE – ESTABLISHED and NEW MEDIA PLATFORMS

OUR FOCUS AREA of AUDIO

EXAMPLES of TRAVEL/TOURISM/VISITOR-ECONOMY CAMPAIGNS

SOCIAL MEDIA (& BROADER DIGITAL) – HOW WE AIM to USE IT



# MEDIA and COMMERCIAL MEDIA

## MEDIA

Consumers of media and commercial partners of media.

## COMMERCIAL MEDIA

The misconception of merely ads / sponsorships → hired guns.

## SIMILARITIES in CHARACTERISTICS to TRAVEL & TOURISM OPERATORS

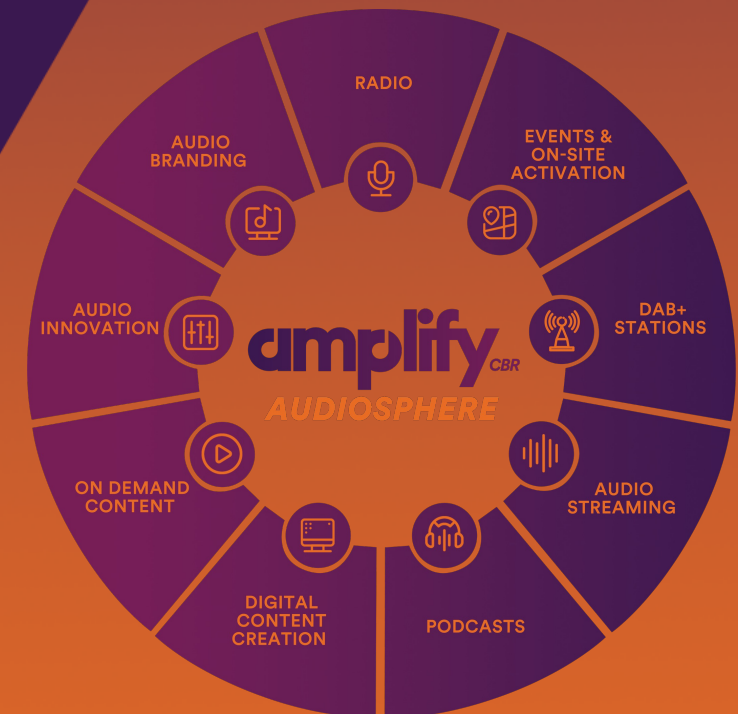
The underlying people proposition with a service provision.

Seasonal and fluctuating demand patterns.

Strict inventory capacities – inventory that is expirable.

Regulatory and licence obligations.

Changes in commercial booking patterns.



# For **MARKETERS**



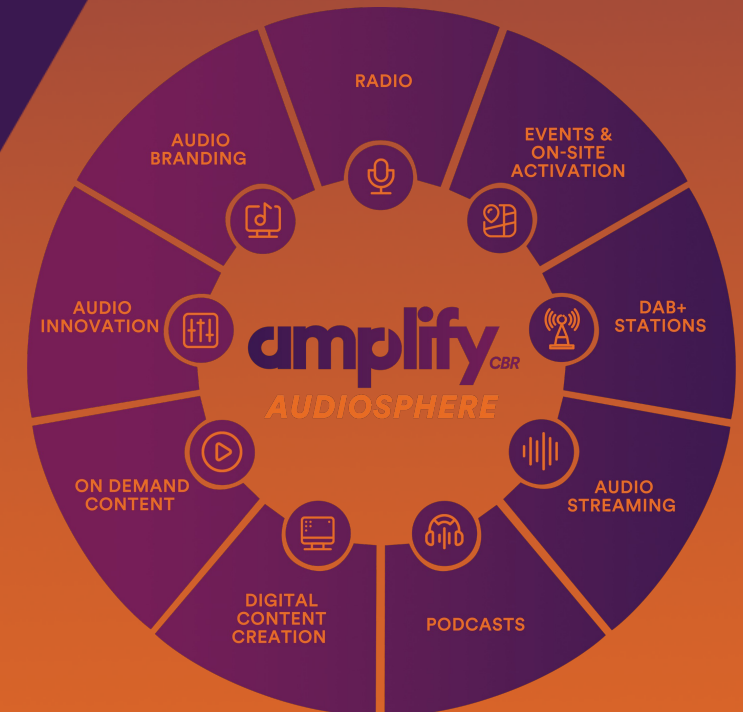
Understanding the Challenges or Opportunities



Assessing Suitability and Fit



Tailoring a Marketing and Comms. Plan



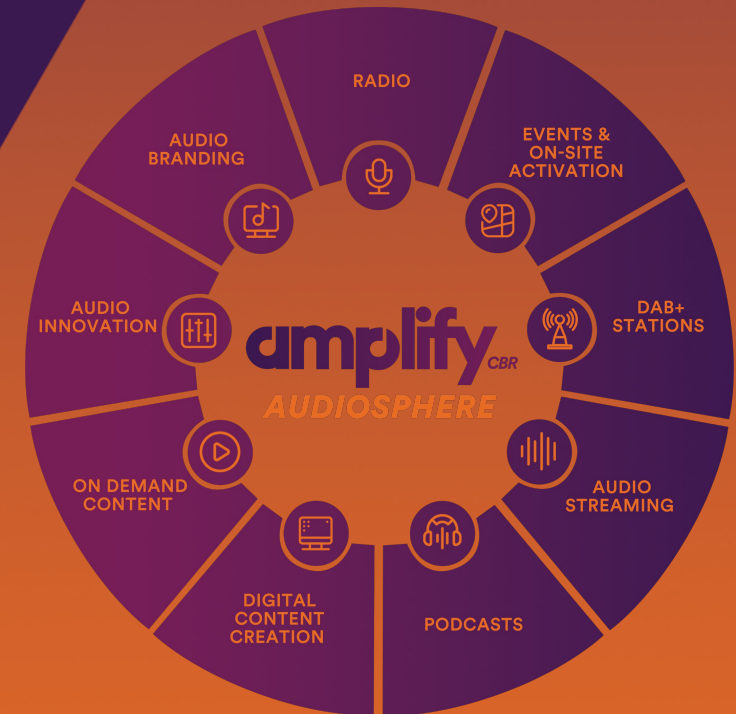
**For MARKETERS**



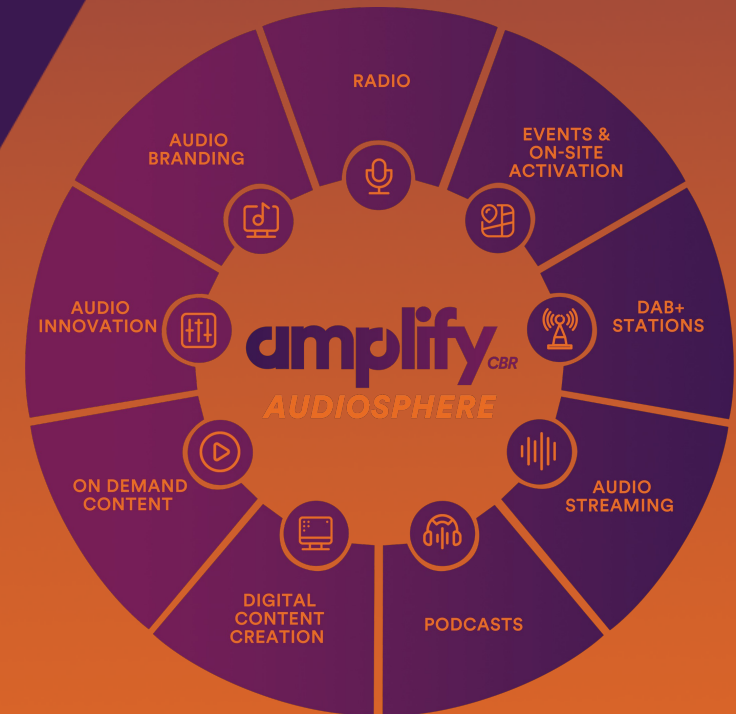
*Core Proposition of Access to Audience*

*Entertain or Inform*

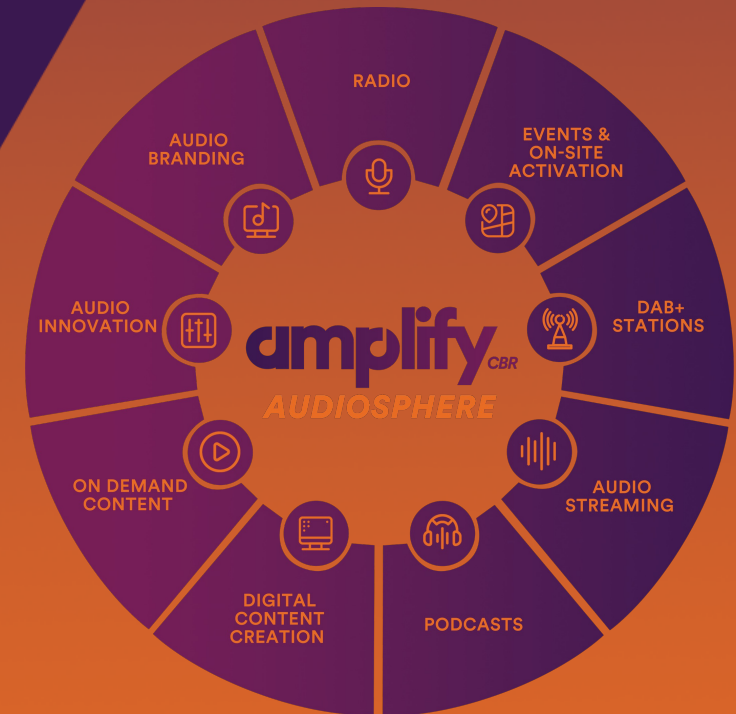
**ENGAGE to TARGET an ACTION**



# For **MARKETERS**



# The MEDIA LANDSCAPE



# DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES



AUSTRALIA

TIME SPENT USING  
THE INTERNET



GW.I.

**6H 13M**

YEAR-ON-YEAR CHANGE  
[UNCHANGED]

TIME SPENT WATCHING TELEVISION  
(BROADCAST AND STREAMING)



KEPIOS

**3H 44M**

YEAR-ON-YEAR CHANGE  
+6.7% (+14 MINS)

TIME SPENT USING  
SOCIAL MEDIA



GW.I.

**1H 57M**

YEAR-ON-YEAR CHANGE  
+10.4% (+11 MINS)

TIME SPENT READING PRESS MEDIA  
(ONLINE AND PHYSICAL PRINT)



**1H 46M**

YEAR-ON-YEAR CHANGE  
+43.2% (+32 MINS)

TIME SPENT LISTENING TO  
MUSIC STREAMING SERVICES



**1H 42M**

YEAR-ON-YEAR CHANGE  
+24.4% (+20 MINS)

TIME SPENT LISTENING  
TO BROADCAST RADIO



GW.I.

**1H 06M**

YEAR-ON-YEAR CHANGE  
+1.5% (+1 MIN)

TIME SPENT LISTENING  
TO PODCASTS



**0H 54M**

YEAR-ON-YEAR CHANGE  
+35.0% (+14 MINS)

TIME SPENT USING  
A GAMES CONSOLE



**1H 07M**

YEAR-ON-YEAR CHANGE  
+24.1% (+13 MINS)

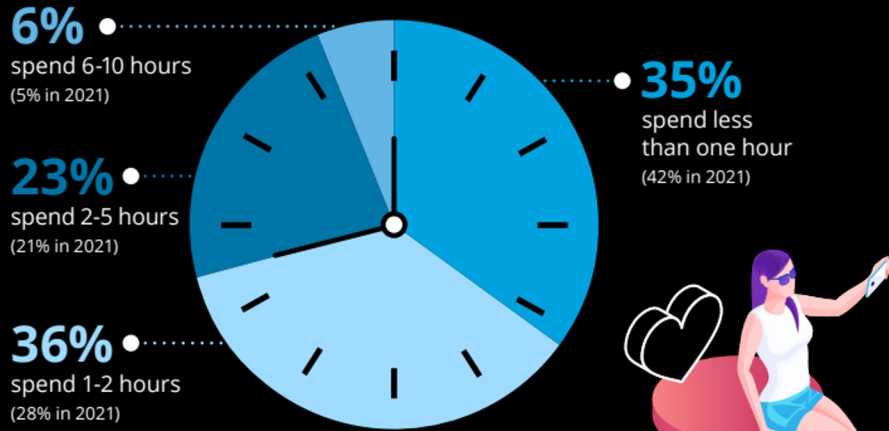


Source: <https://wearesocial.com/au/blog/2022/02/digital-2022-australia-online-like-never-before/>

# Social

Feeling the need for feeds

Daily social media consumption continues to rise:



Our favourite social media activities are:

**#1**

Browsing feeds (23%)

**#2**

Messaging friends (22%)

**#3**

Watching videos (18%)

The lines between virtual and physical reality continue to blur:

**68%** find engaging with friends and family on social media as rewarding as engaging in real life



...and it proves to be very sticky:

**64%** spend more time watching UGC than planned

Social media is a springboard:

**49%** use socials to discover content on other platforms

The crowd of creators continues to grow:

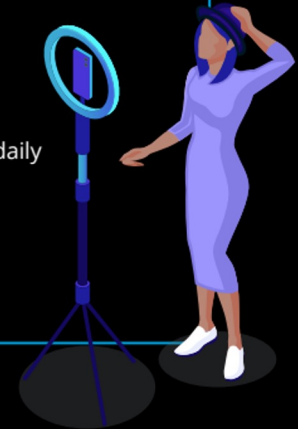
**39%** create and share content

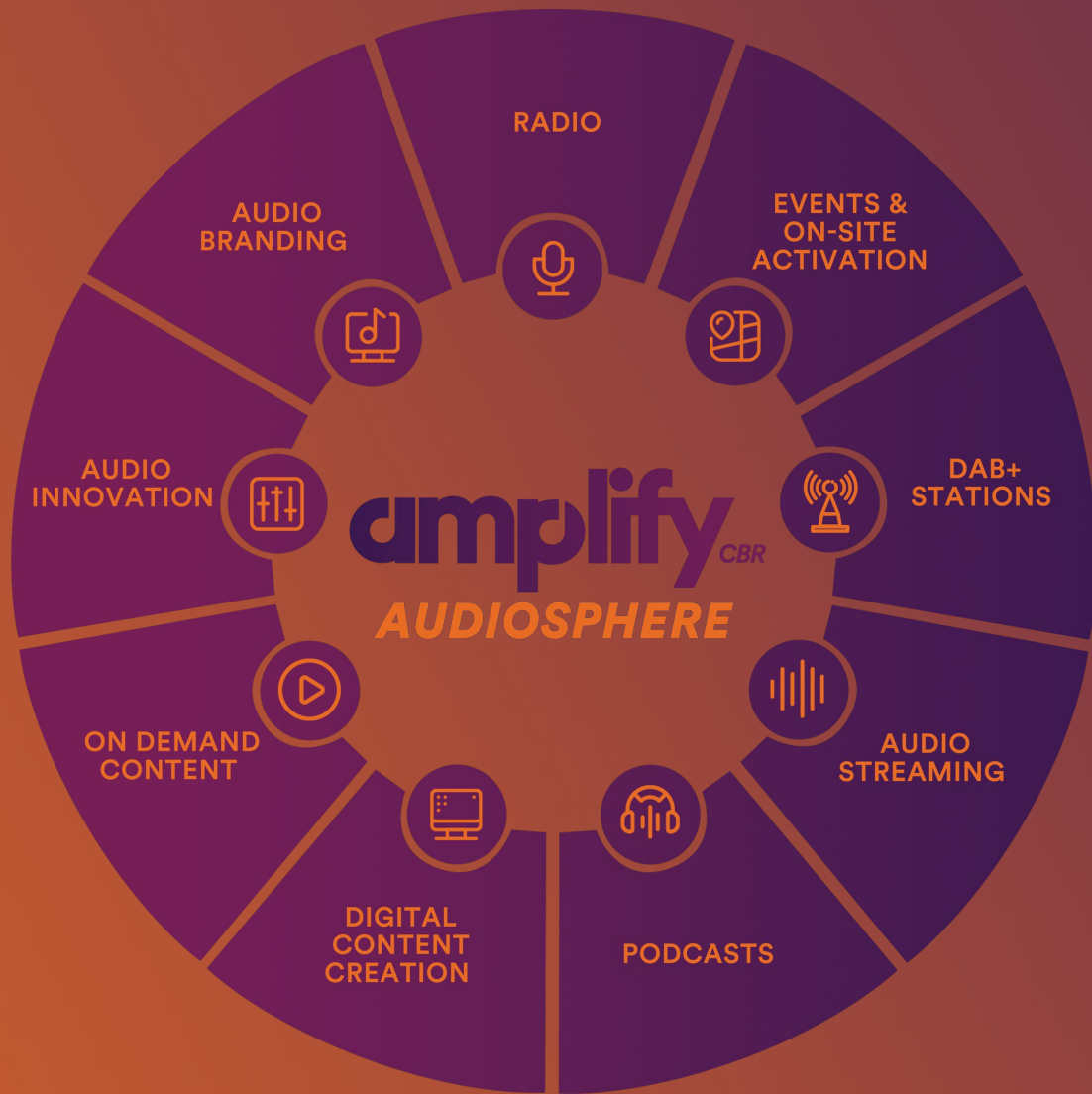
UGC is increasingly popular...

**15%** watch more than two hours of UGC daily

**48%** watch up to two hours daily

**59%** watch more UGC now than six months ago





*Broader than Radio*

*For the Marketer...*

*Access to Audience*

*Actively Engaging → Action*

*From a Travel & Tourism View...*

*The Experience Industry*

*Not the Commodity Industry*

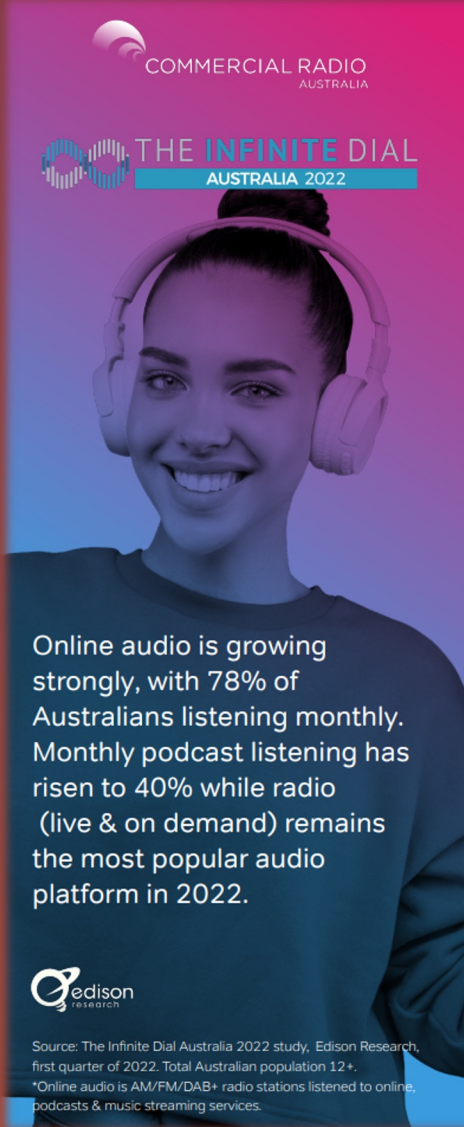


MORE WAYS to CONSUME  
LIVE or ON-DEMAND

AUDIO USE TRENDING +11%

THE ABILITY to BOTH ACCESS  
BROAD REACH  
NICHE TARGETING

AUDIO / DIGITAL / SOCIAL  
COMBINED



COMMERCIAL RADIO AUSTRALIA

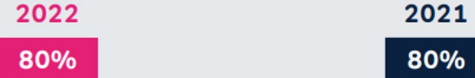
THE INFINITE DIAL AUSTRALIA 2022

Online audio is growing strongly, with 78% of Australians listening monthly. Monthly podcast listening has risen to 40% while radio (live & on demand) remains the most popular audio platform in 2022.

edison RESEARCH

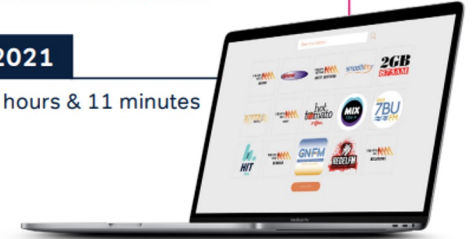
Source: The Infinite Dial Australia 2022 study, Edison Research, first quarter of 2022. Total Australian population 12+.  
\*Online audio is AM/FM/DAB+ radio stations listened to online, podcasts & music streaming services.

RADIO'S TOTAL REACH REMAINS STRONG



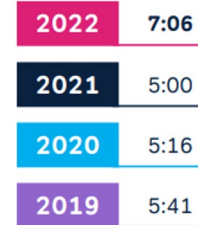
% listening to over-the-air or online AM/FM/DAB+ radio or catch-up podcasts in last week

AVERAGE TIME SPENT LISTENING TO ONLINE AUDIO HAS GROWN



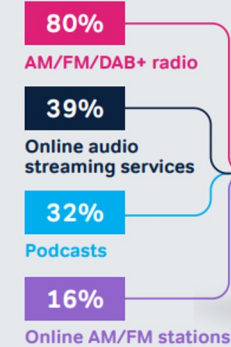
Base: Listened to online audio\* in last week

PODCAST AVERAGE TIME SPENT LISTENING HAS SURGED BY 2 HOURS & 6 MINUTES



Base: Listened to podcasts in last week

RADIO REMAINS TOP AUDIO SOURCE IN CAR



% using audio source in car in last month

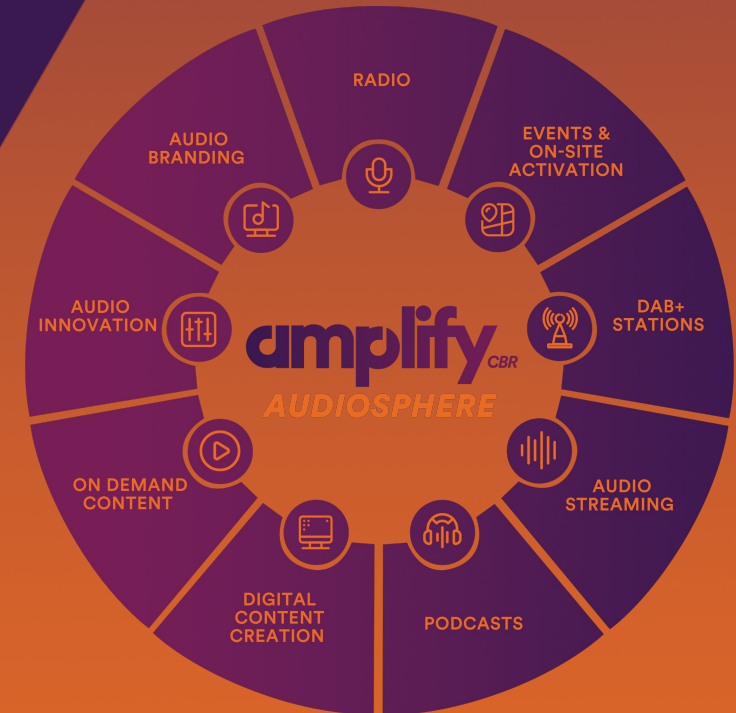
# FOR the TRAVEL & TOURISM MARKETER...



Access  
Audience to  
Engage and to  
Create Action



Destination  
NSW



# FOR the TRAVEL & TOURISM MARKETER...



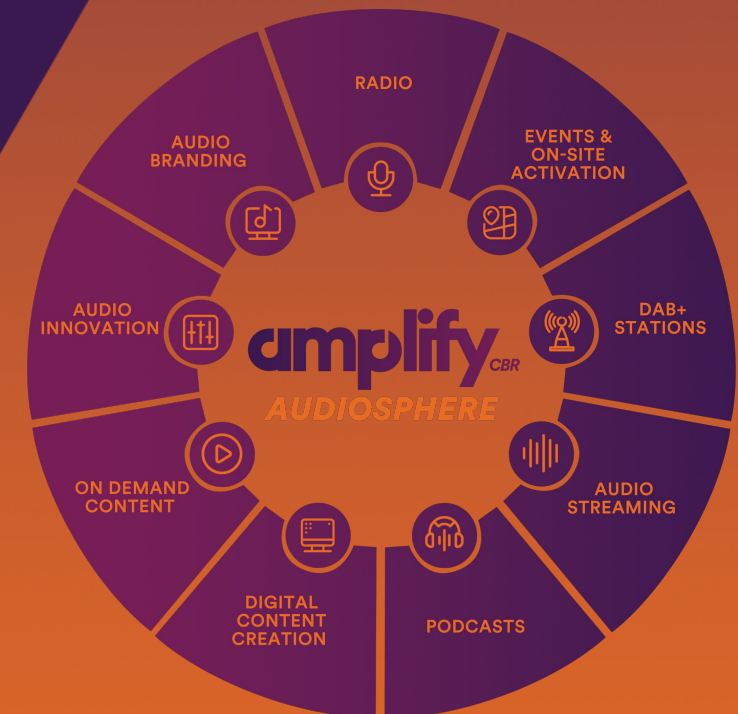
Access  
Audience to  
Engage and to  
Create Action

A LOCAL PERSPECTIVE...

WHETHER IT IS OUR MEDIA ORGANISATION or OTHERS...

A FOCUS on the CLOSEST MARKET...

The CANBERRA REGION



# SOCIAL & DIGITAL - OUR USE of PLATFORMS



## THE WHY?

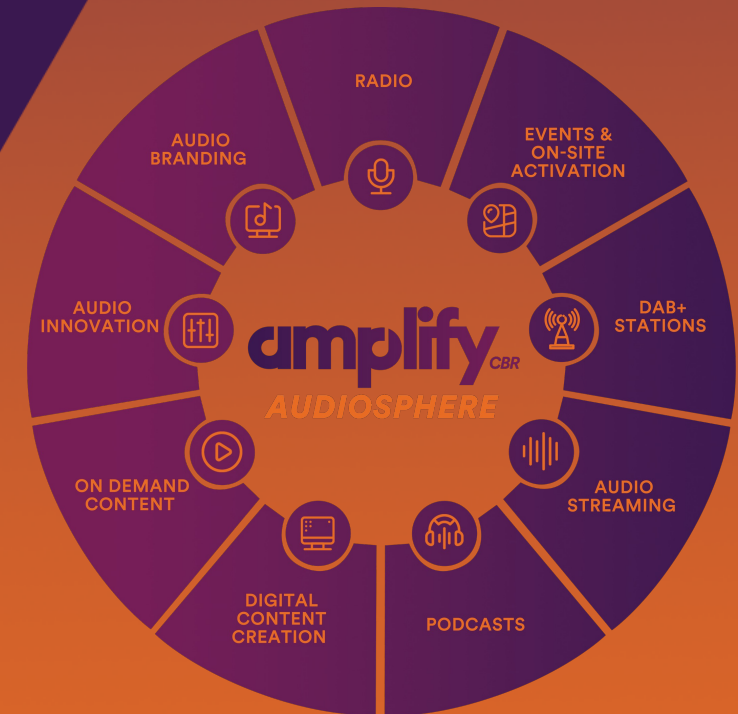
Access to Our Audience with an Aim to Engage  
The Opportunity to Broaden a Campaign

## THE HOW?

Summarise Our Content Onto Socials  
Bespoke Multi-Platform Content  
Drive Audience from Socials

## AN ECOSYSTEM

Socials / Podcasts  
On-Demand Content



# SOCIAL & DIGITAL - OUR USE of PLATFORMS

WE MIRROR THE INTENTIONS of THE MARKETERS...

Source → Secure → Maintain → Develop AUDIENCE  
(Our Product/Service/Customers)

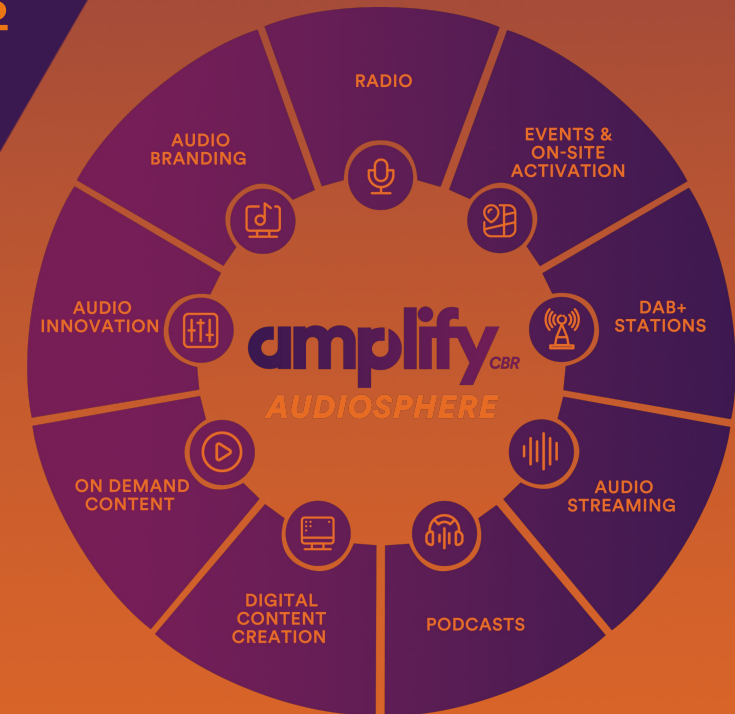
Source → Secure → Maintain → Develop COMM. PARTNERS  
(Our Paying Customers)

OUR KEY PREMISES with SOCIAL MEDIA

In Addition to... Not Instead of...

Broadens and Supplements Rather than Replaces

Provides a Specific Niche, a Dedicated Purpose

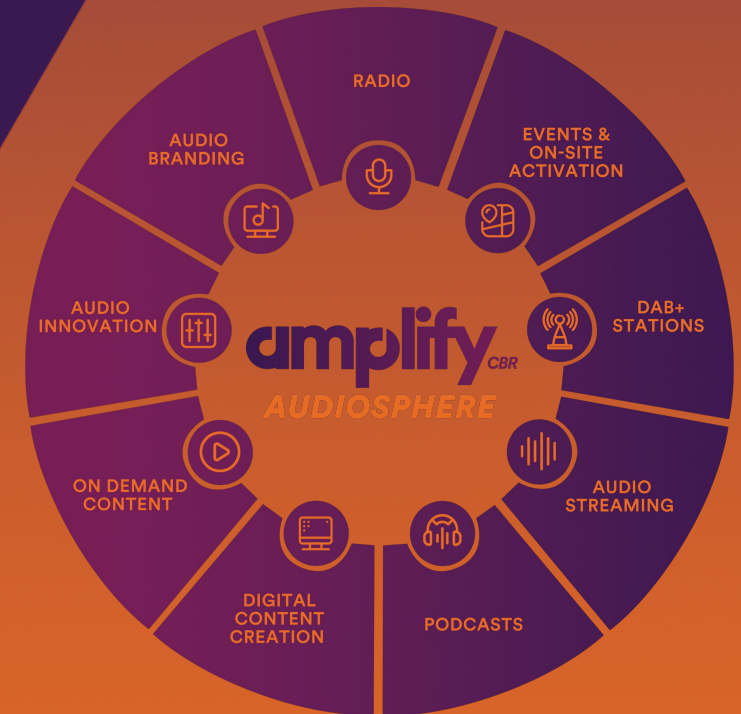


# CORE PROPOSITION

## Access to Audience



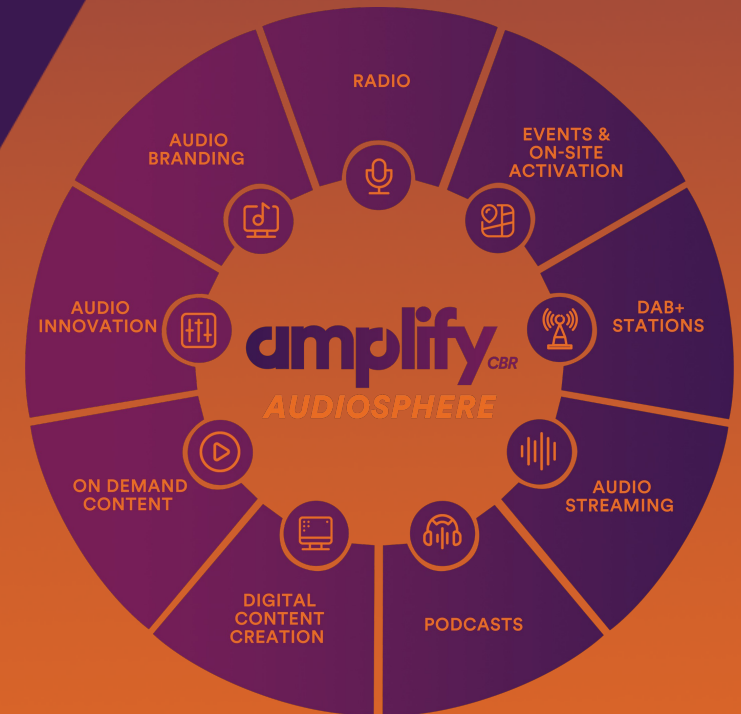
**ENGAGE to TARGET an ACTION**



Thank You...



# QUESTIONS ?



**amplify**<sub>CBR</sub>

the power  
of audio

