

nal use only

# REGIONAL OPERATIONS



RICK LENARCIC

mal use only



**SOUTHERN CROSS AUSTERO**  
*absolutely* engaging

only  
mal use



8,336,832

POPULATION

\$337M

TOTAL AIRTIME  
REVENUE

\$189M

LOCAL AIRTIME  
REVENUE

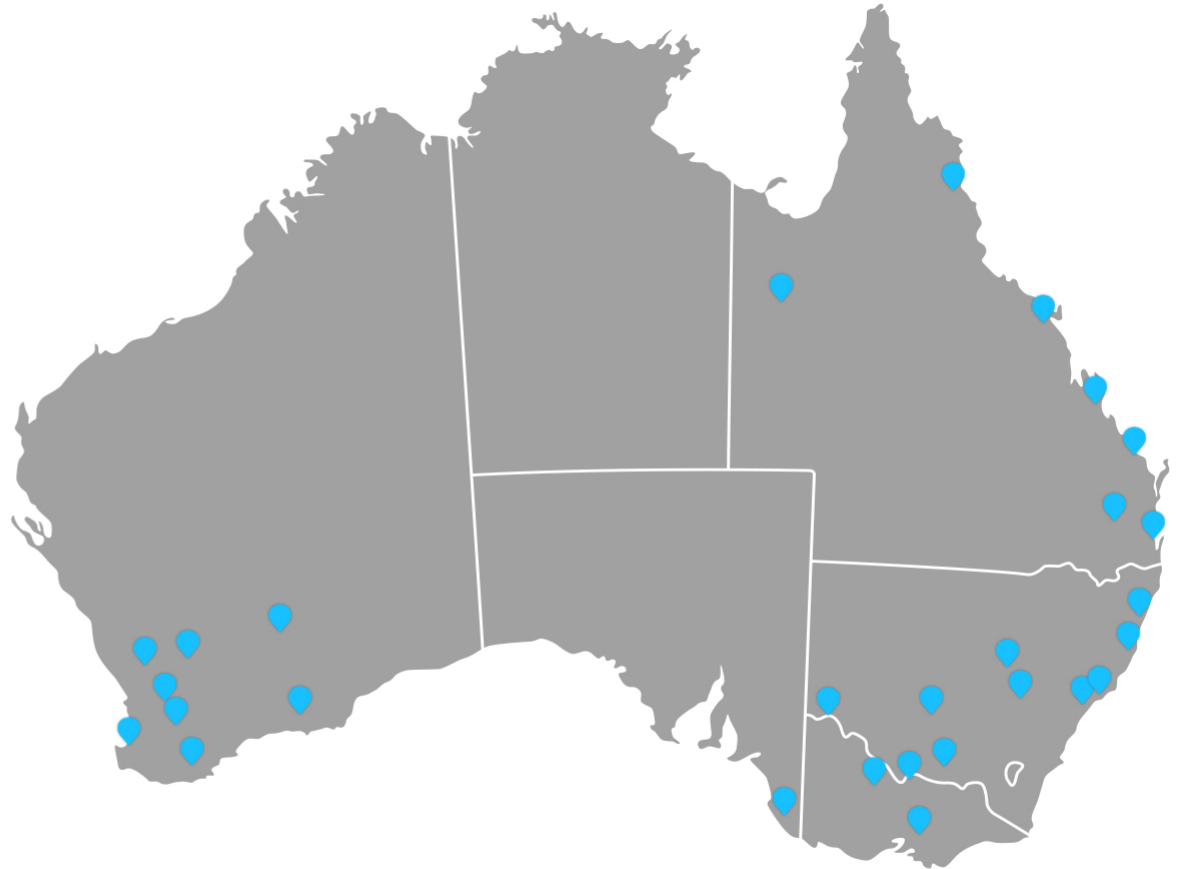
al use only

inhouse only



**SOUTHERN CROSS AUSTEREO**  
*absolutely* engaging





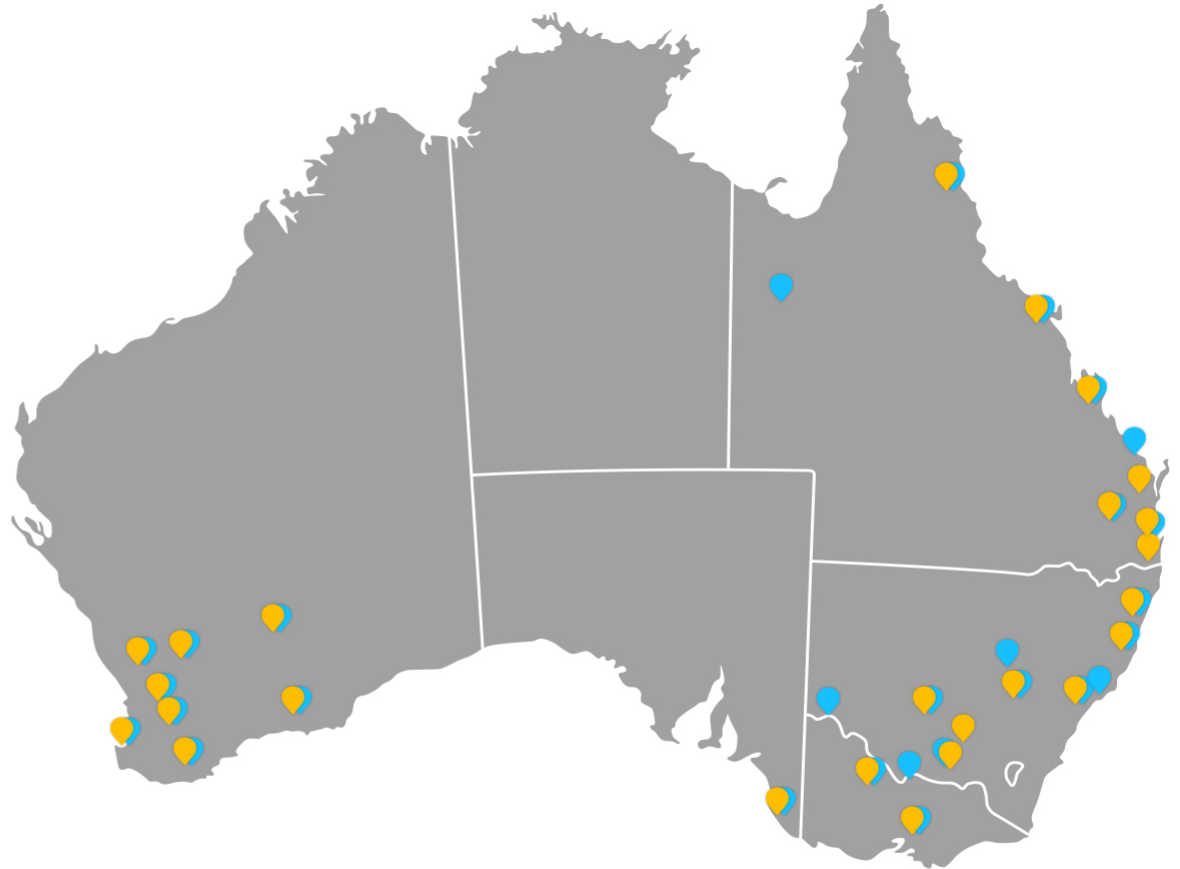
in-house only



**SOUTHERN CROSS AUSTERIO**  
*absolutely* engaging



**LocalWorks**  
*everything local*



house only



**SOUTHERN CROSS AUSTERO**  
*absolutely* engaging

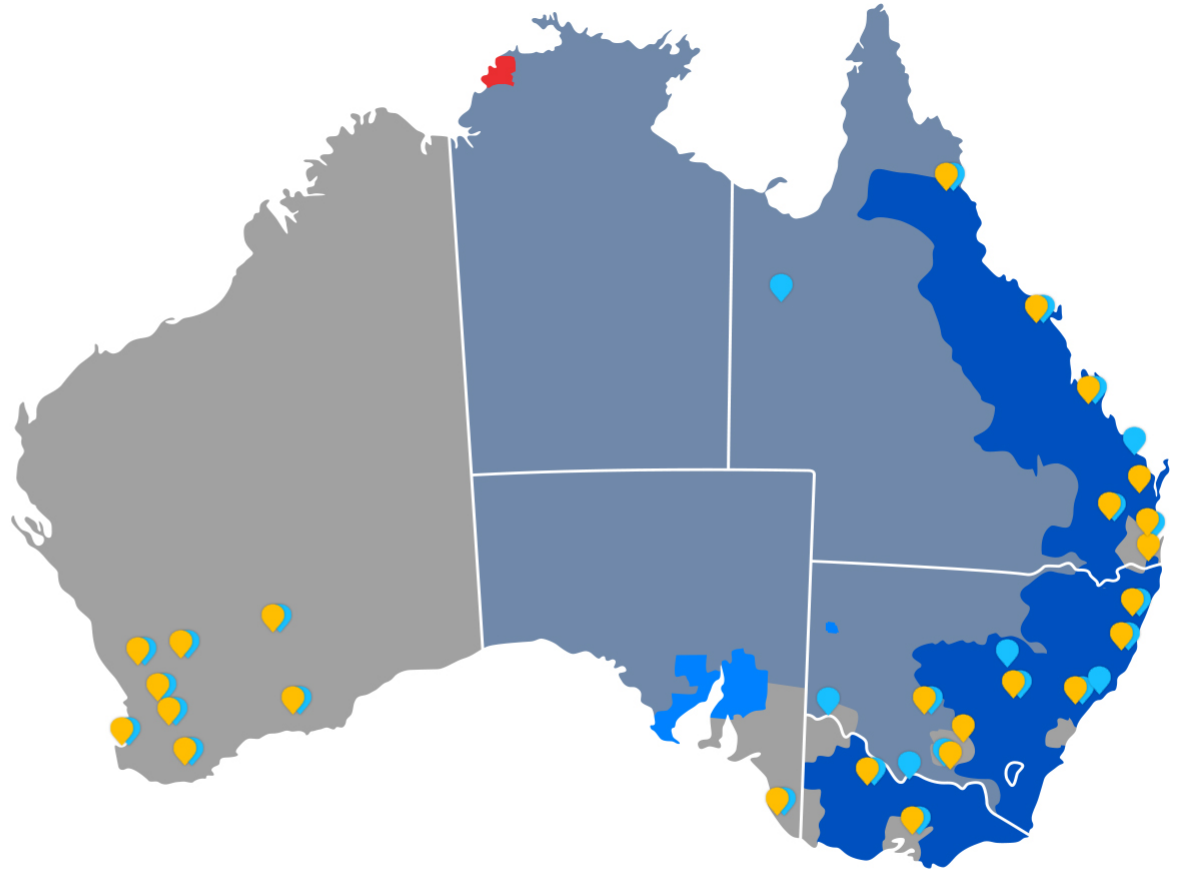




**LocalWorks**  
*everything local*



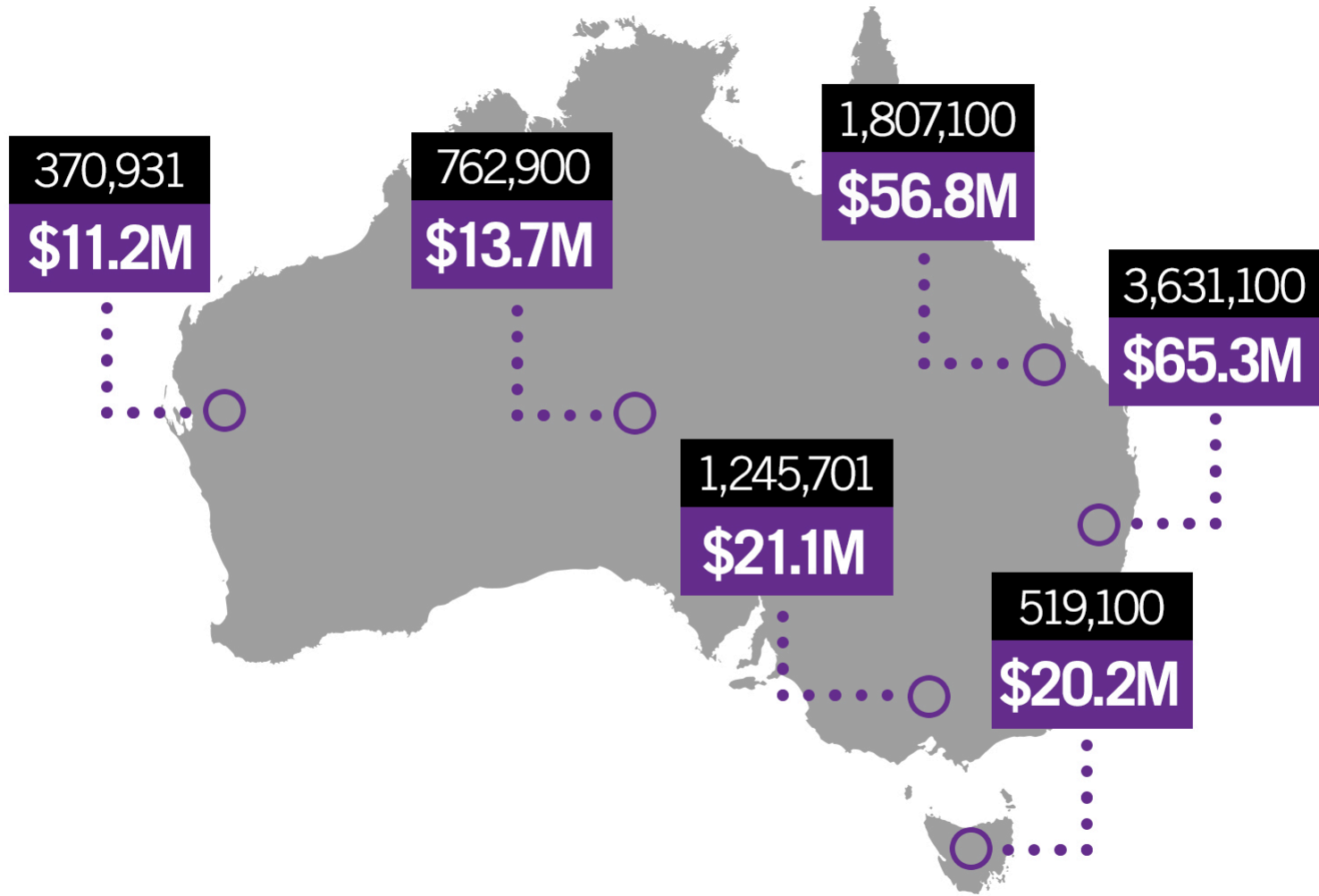
+



**SOUTHERN CROSS AUSTEREO**  
*absolutely* engaging







72 RADIO  
STATIONS

REACH POTENTIAL OF  
5.2M

30 TV SUB  
MARKETS

REACH POTENTIAL OF  
6.3M

ONLINE MOBILE  
SOCIAL

57 INDIVIDUAL  
REGIONAL WEBSITES  
16,403 AVERAGE DAILY  
UNIQUE BROWSERS<sup>1</sup>  
53 FACEBOOK PAGES  
35 TWITTER PAGES

303

SALES STAFF ON THE GROUND

original use only





13,500

ACTIVE CLIENTS USING RADIO

6,500

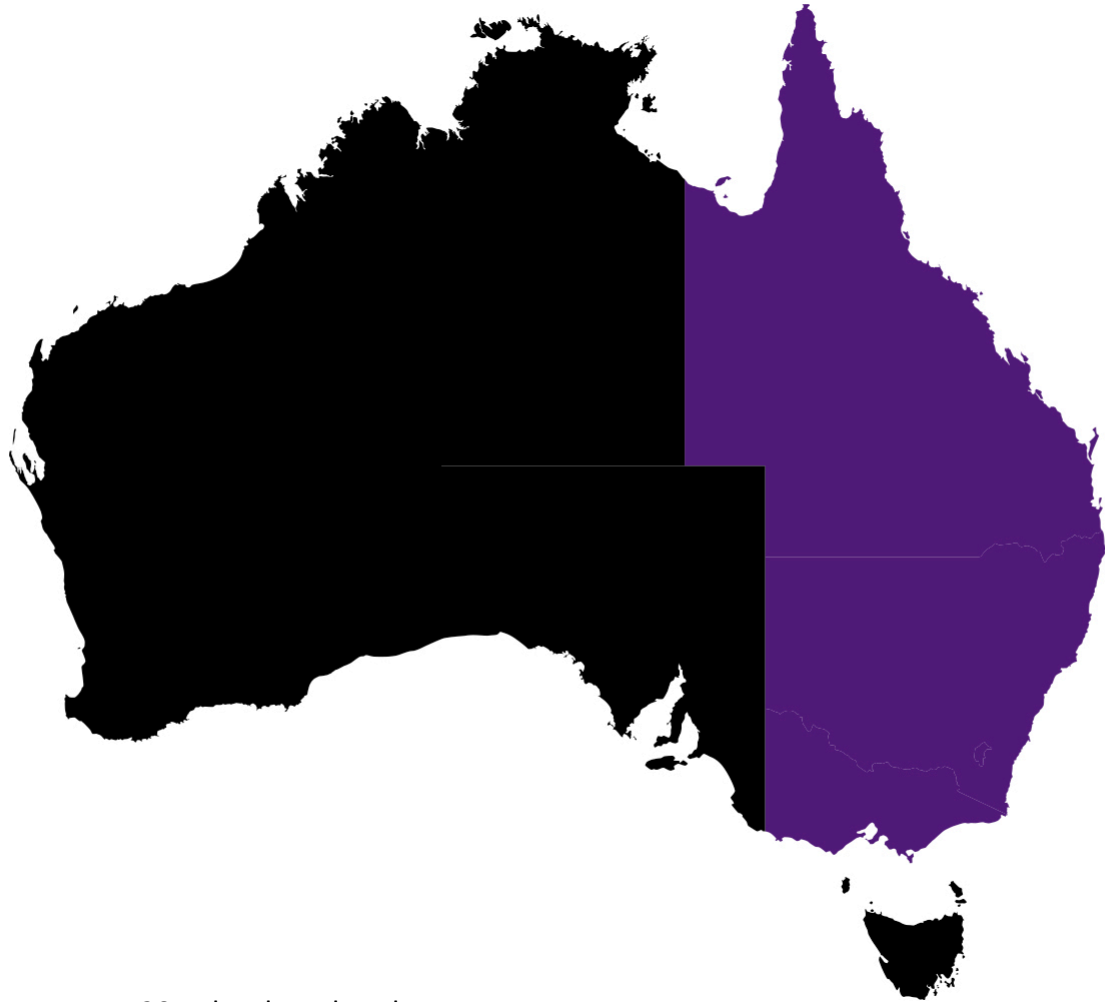
ACTIVE CLIENTS USING TV

26,000

ACTIVE INDIVIDUAL CLIENT ACCOUNTS



Internal use only



**1.10**  
**POWER**  
**RATIO**  
**AVERAGE**

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mal use



**BIG BASH**  
*Legend*



26.8%

AVERAGE  
KPMG SHARE  
4AGG

1.29

POWER RATIO





**KFC**



**T20  
BIG BASH  
LEAGUE**



**30.6%** KPMG SHARE VICTORIA

**1.48** POWER RATIO

Source: KPMG 4AGG January – August 2014 local market share



real use only



**\$5.2M**

**LOCAL REVENUE**

**430**

**LOCAL RADIO CLIENTS**

**220**

**LOCAL TV CLIENTS**

**140**

**MULTIMEDIA CLIENTS**

# THE RIVER

105.7 FM  BORDER RADIO



radio use only

 **104.9starFM**  
THE BORDER





mal use only

# BRAND WORKS FIRST

3,252

TOTAL REVENUE

\$43.8M

TOTAL PACKAGES

ALBURY

125

BRANDWORKS RADIO  
CLIENTS

61

BRANDWORKS TV  
CLIENTS

37

BRANDWORKS  
MULTIMEDIA CLIENTS

2014

**\$2.5M**

OVER THE PAST 7 YEARS

**\$12M**



Internal use only



REGIONAL STAFF

1,300

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# DIGITAL



GUY DOBSON

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# ENTERTAINMENT AUDIENCE STRATEGY WITH INTIMATE SCALE



# DIGITAL AD SPEND SIGNIFICANT GROWTH

**FY14**  
**\$4.4B**

**+22%**

# DIGITAL DISPLAY FASTEST GROWING SEGMENT

(Excluding Paid Search / Google)

**FY14: \$2.38B**  
**+34% YOY**

**DRIVEN BY DIGITAL VIDEO, MOBILE AND SOCIAL**



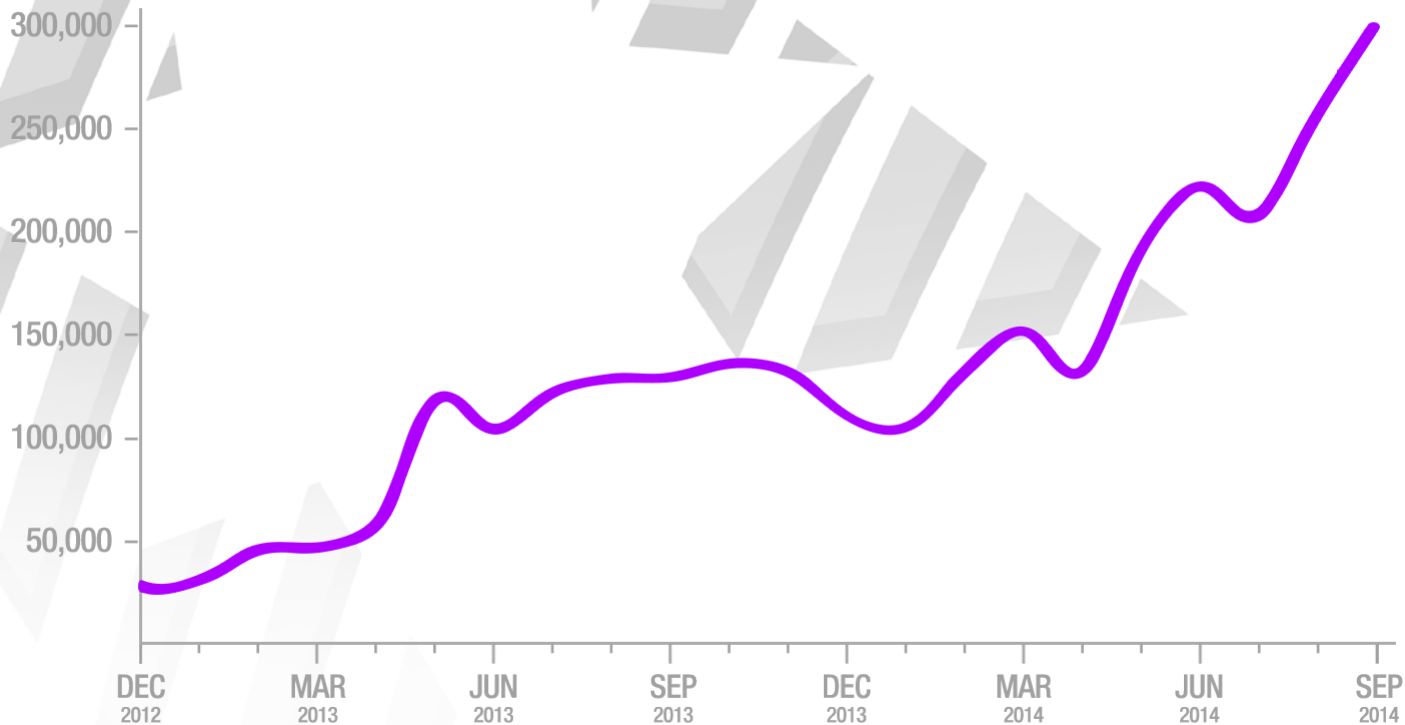
**Mobile is eating the world**

**SOLOMOVO**

**Social Local Mobile Video**

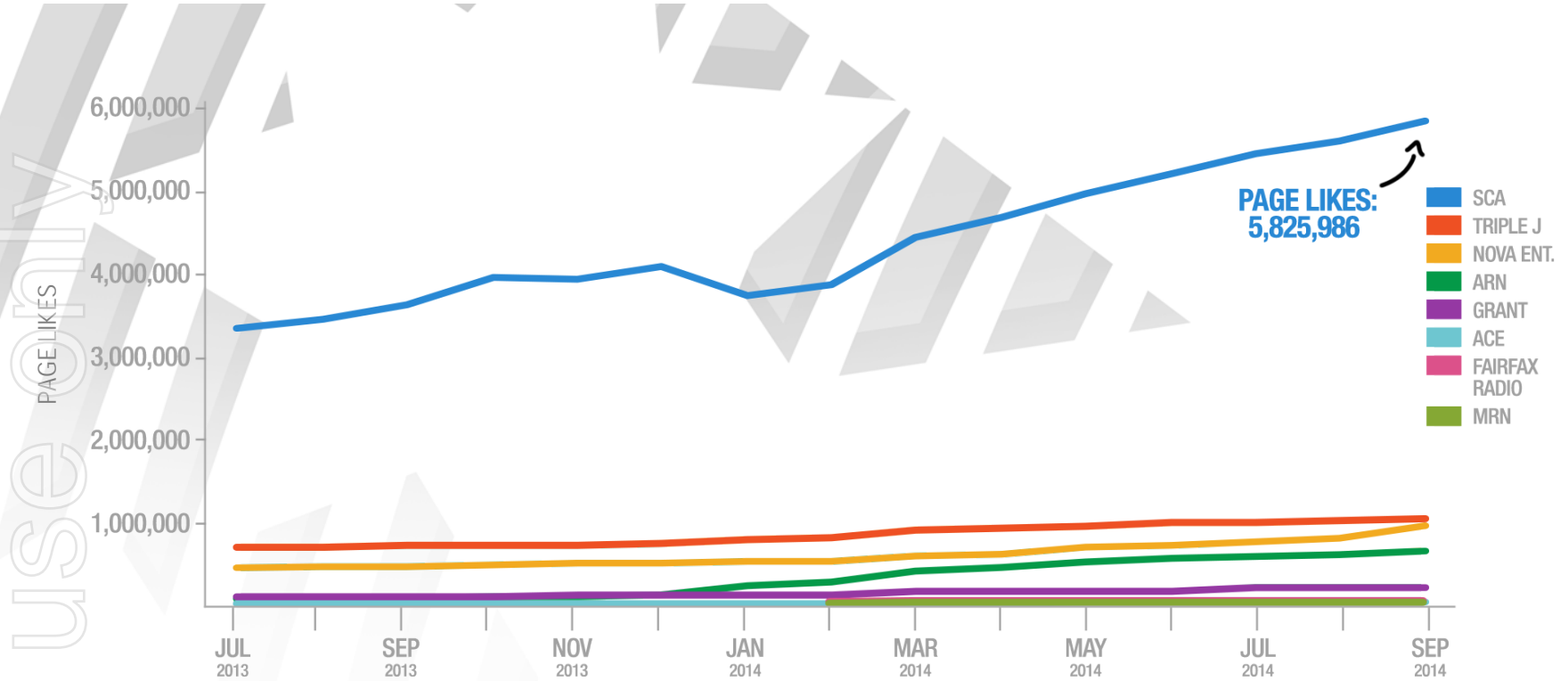
# SCA TRAFFIC +909% INCREASE SINCE DEC 2012

300,000 AVERAGE DAILY UNIQUE BROWSERS



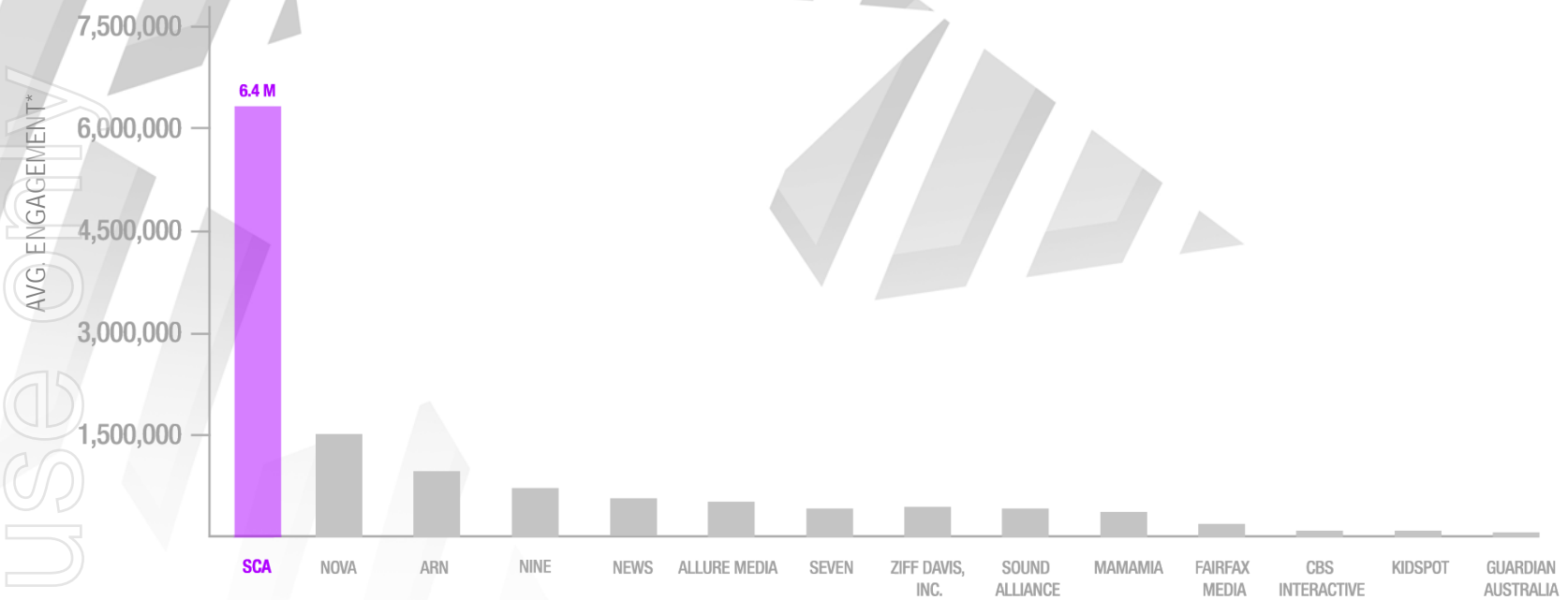
Source: Nielsen Online Ratings – Market Intelligence, Average Daily UB, 1/12/2012 to 30/09/2014

# SCA SOCIAL SIX TIMES LARGER THAN NEXT RADIO GROUP



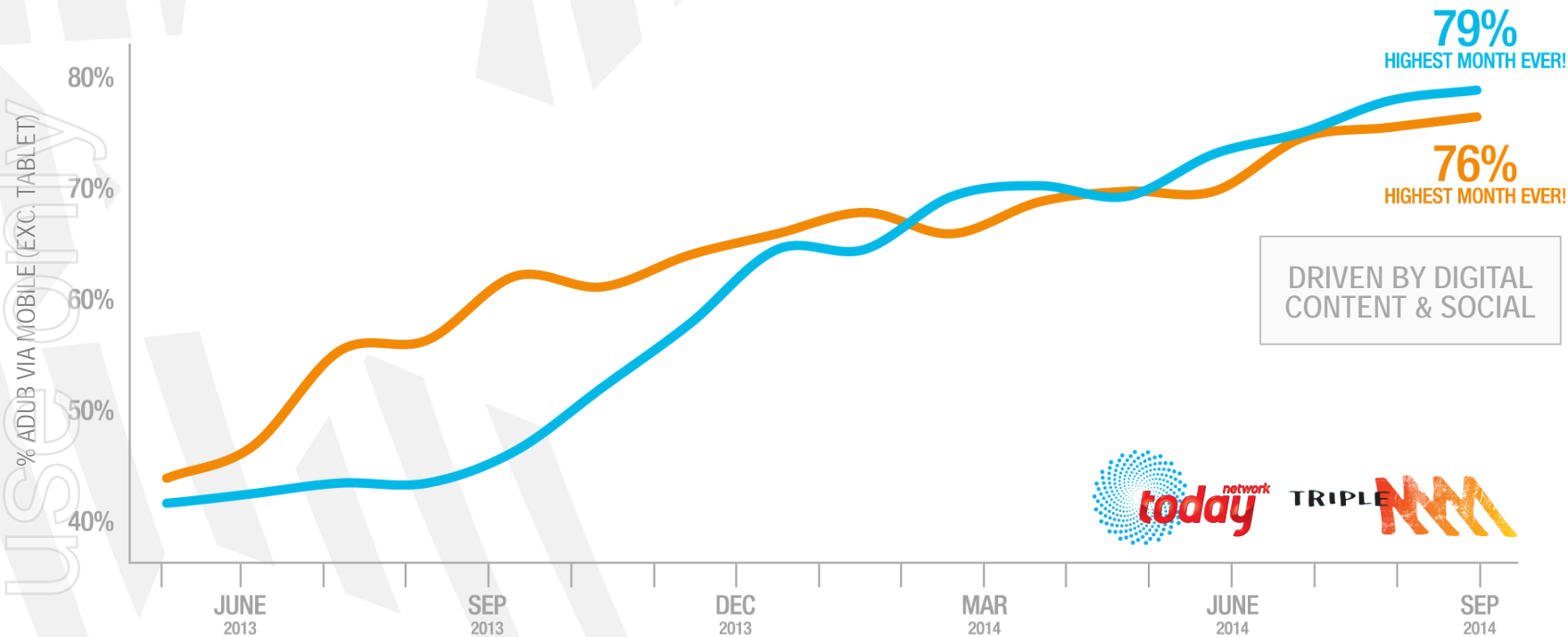
Source: Facebook, Oban Social – Jul 2013 to Sep 2014

# SCA ENGAGEMENT VOLUMES DWARF OTHER MEDIA



\* Average Engagement: Average of Facebook's "People Talking About This" figure taken daily from 1/07/2014 to 30/09/14.  
SOURCE: FACEBOOK - SCA FACEBOOK DATA - AS AT 1/10/2014

# SCA LEADS THE PUBLISHER INDUSTRY WITH MOBILE FIRST PRODUCT STRATEGY



Source: Nielsen Online Ratings – Market Intelligence (Domestic) - % of Avg. Daily Unique Browsers (ADUB) via mobile (exc. Tablet) – May 2013 to September 2014

# DIGITAL REVENUE GROWTH

**FY14 + 19%**

**FY15 + 30% (SDLY)**

# DIGITAL PARTNERSHIPS ACCELERATING GROWTH

AD TECH + PROGRAMMATIC

VS

CONTENT + SOCIAL

**Teads**.tv **rubicon**  
PROJECT

**TRITON**  
DIGITAL **TVN**

**Omny** **mlab**

**SHAZAM**<sup>®</sup>  
TOP 20

**Amplify**

# DIGITAL STRATEGIC FOCUS

**SCA  
BROADCAST  
AUDIENCE**



**DIGITAL  
CONNECTED  
DEVICE**



**SCA COMMUNITY  
OF PROFILED  
FANS**



# SCA AUDIENCE ENGAGEMENT DRIVING PROFILE DATA

SCA PROFILE

CONTENT CONSUMPTION

PURCHASE  
INTENT

PAYMENT  
INFORMATION

ACTIVE  
LOCATION

EXACT  
AGE

GENDER



# DIGITAL HEADLINES

- Investment in Original Digital Content and New Digital Product is driving daily traffic growth three times faster than the AU Digital Market in H1. \*
- SCA dominates Radio Peer Group and closing gap on Digital Publishers. \*\*
- Strategic focus on Profile data will improve Commercial and Non Commercial content effectiveness across devices.

\* Source – Nielsen M.I

\*\* Source – Nielsen M.I

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# SALES



ANDREA INGHAM

# SCA SET UP TO MEET THE NEEDS OF OUR CLIENTS

## TRADING

Efficiency/etrading  
Systems  
Accuracy  
Automation

## IDEAS

Disruptive  
Talent  
Integration

## CONTENT CREATION

Production  
Content  
Quality

## ACTIVATION

Execution  
excellence

# SCA STRENGTHS

DEPTH OF  
TALENT

DIGITAL

SCALE

RESEARCH

SIZE OF SALES  
FORCE

CONTENT

IF

CONTENT IS  
KING

THEN

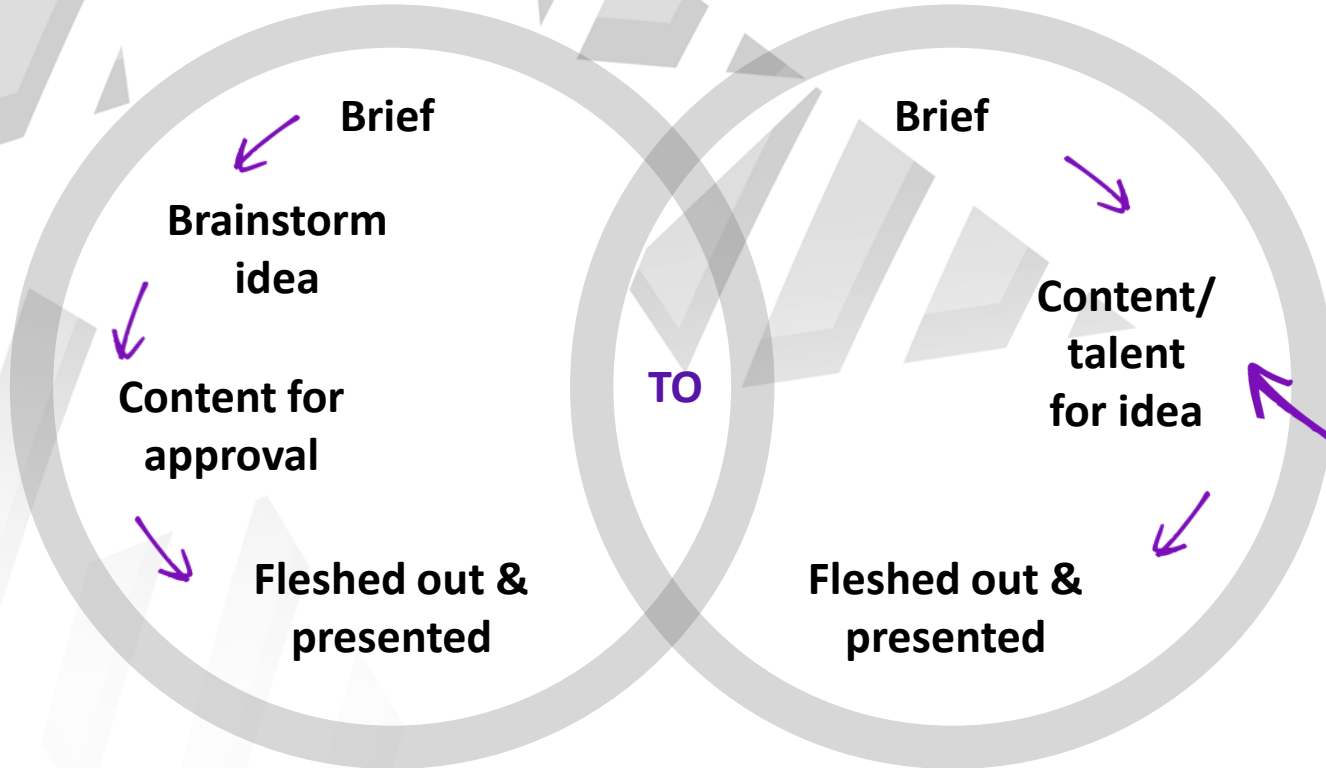
CONTEXT IS  
GOD

*FINE LINE BETWEEN*

**CUT THROUGH + INVASIVE**

FROM

TO



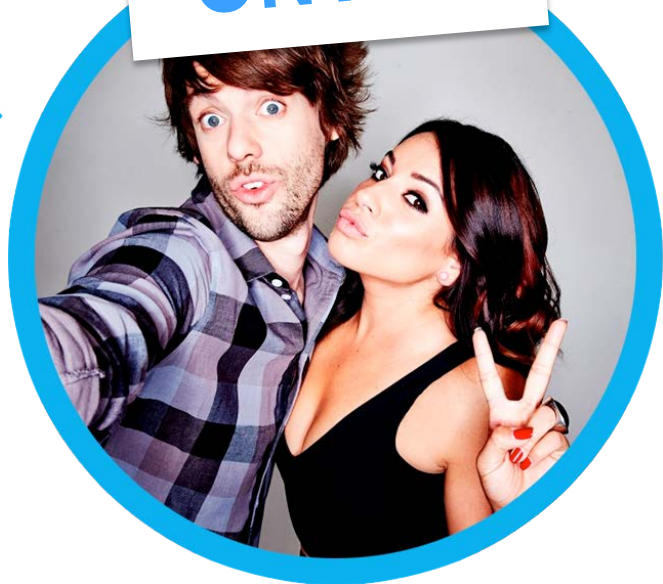
*...is our key to success*

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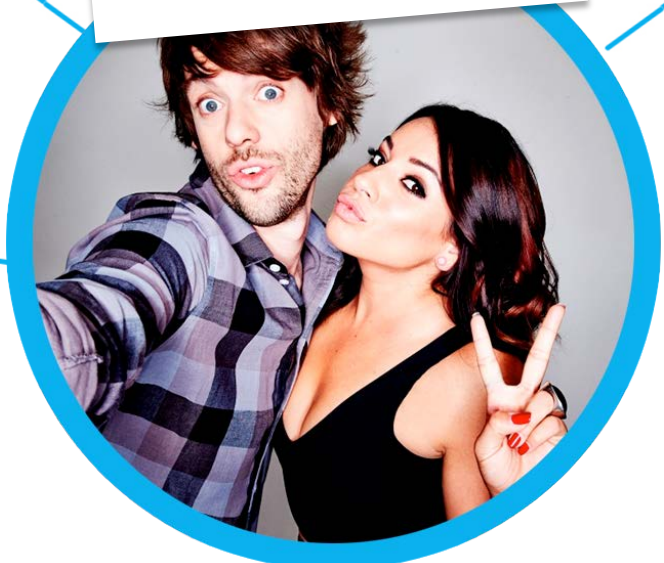


ON AIR





ONLINE



**2Day FM**  
20 August at 12:00 · 🌐 · 📍

Check out the rogue odours hitching a ride in Pamela Vanderson, will our passengers notice?  
We did some experiments with Ambi Pur Australia & New Zealand -  
WATCH here: <http://bit.ly/PamVanExperiment>



44,592 people reached Boost Post

Like · Comment · Share · 🍀 37 🗨 3 🔄 2



www.ambi-pur.com.au

twobree happy ☺ Don't give odours a ride.


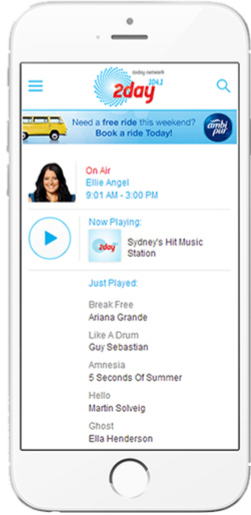
### Ambi Pur Road Trip

At any moment, your car could be hijacked by bad smells.  
But, with Ambi Pur Car air freshener on board, those rogue smells don't stand a chance.

So Dan & Max are putting that to the test by letting you use their car, as we drive it around every capital city in Australia odour free!

Whether going to the shops, moving house, picking up your sports team or taking someone to the airport, don't give odours a ride!

breathe happy ☺

2day  
Need a free ride this weekend? Book a ride Today!

**On Air**  
Ellie Angel  
9:01 AM - 3:00 PM

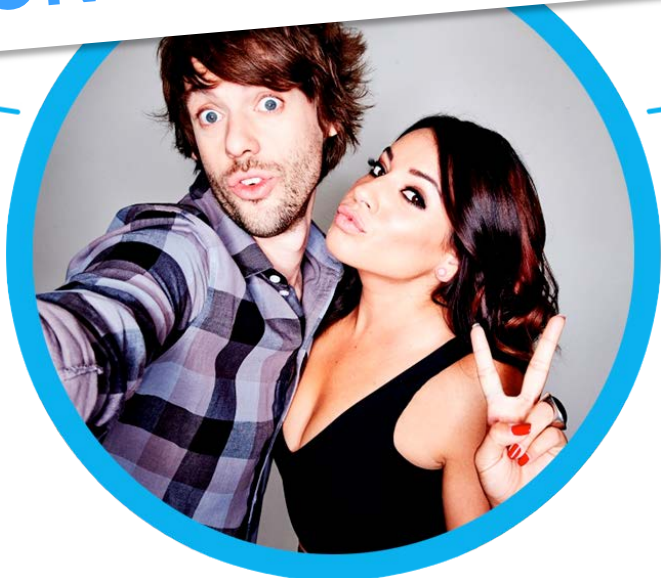
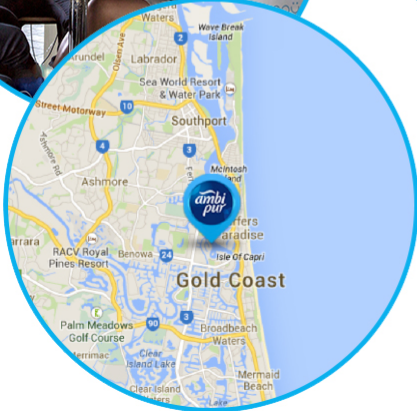
**Now Playing:**  
Sydney's Hit Music Station

**Just Played:**  
Break Free  
Ariana Grande  
Like A Drum  
Guy Sebastian  
Amnesia  
5 Seconds Of Summer  
Hello  
Martin Solveig  
Ghost  
Elta Henderson





# ON THE GROUND





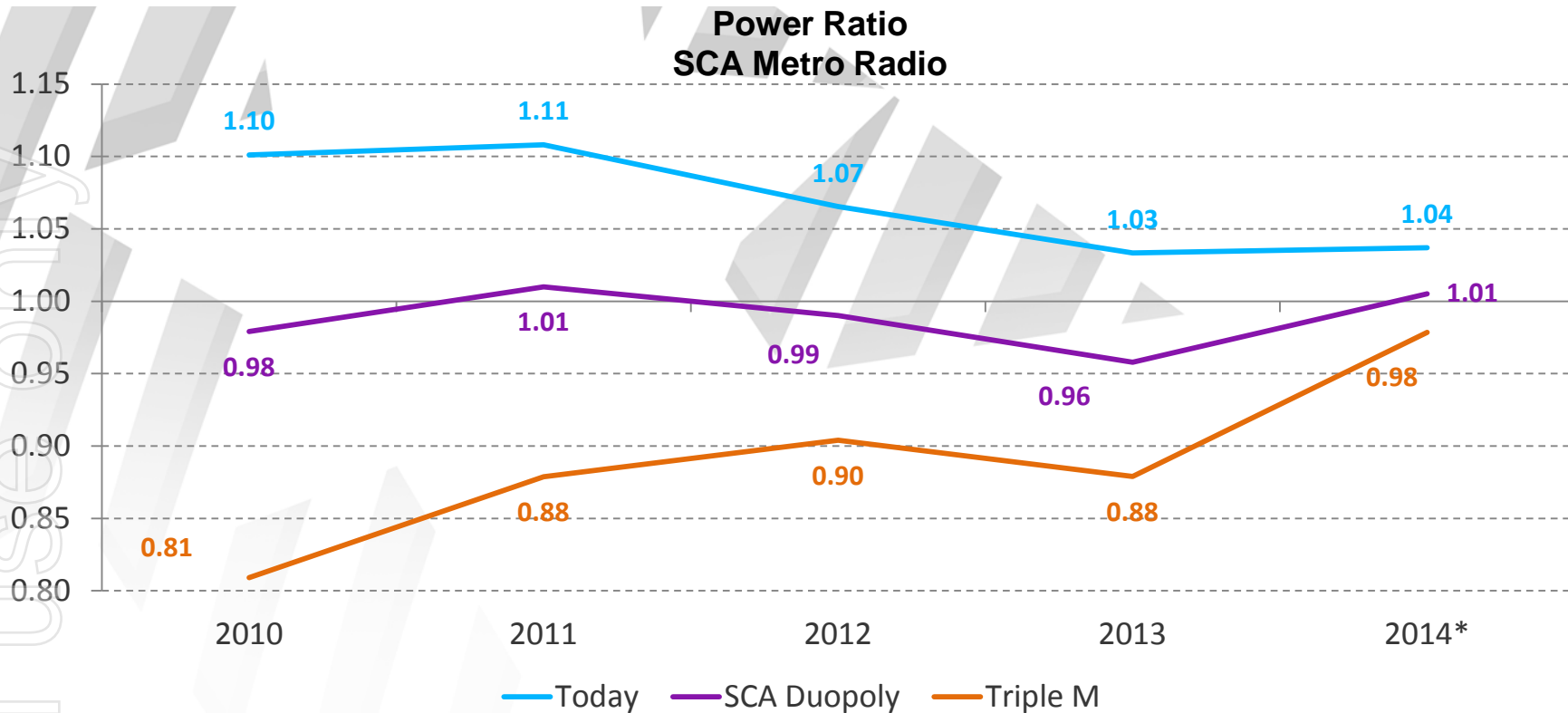
- GroupM Annual event – invite only
- 400 executives responsible for \$3.0B in ad spend
- Partners – SCA, Pandora, Shazam, Newscorp, Val Morgan

**mlab**

MEMBER OF THE MCGRAW HILL EDUCATION GROUP

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# METRO RADIO AUDIENCE & POWER RATIO (18-54)



# REVENUE BUILDING PROJECTS

- Improved systems – e trading
- Deeper use of talent and integration for clients
- Data - Tracking of audiences across media
- Further leverage of assets

mal use only

Q & A



RHYS HOLLERAN



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# SOUTHERN CROSS AUSTEREO

THANK YOU



SOUTHERN CROSS AUSTEREO  
*absolutely* engaging