

9 October 2015

Beatboxer teams up with DAB+ digital radio

Commercial Radio Australia (CRA) has launched a new marketing campaign for DAB+ digital radio featuring Australian beatboxer Tom Thum, creatively illustrating the many different genres and stations available on DAB+ digital radio in Australia, through the use of his incredible vocal techniques.

Previewed at the National Radio Conference on the Gold Coast today, the DAB+ digital radio beat box campaign featuring four radio ads and a video takes digital radio promotion in a new direction. Tom Thum, who racked up a TEDx record of 42 million YouTube views, features in both the radio ads and video, using his lips, mouth and voice to mimick the different formats available on digital radio.

Joan Warner, chief executive officer of Commercial Radio Australia said: "The industry was looking for an innovative way of communicating the variety of DAB+ digital stations to audiences and to show there is something for everyone on digital radio."

The idea behind the video and radio ads came from Ralph van Dijk, creative director of awarding winning radio specialist agency, Eardrum. "We wanted to develop a campaign for digital radio that was creative, simple, funny, visually entertaining and that had a sound that could break through when played on any radio station."

The video, directed by Jeremy Koren (aka Grey Ghost), features beatboxer Tom Thum filmed inside a large purpose-built set, designed to represent a stylised digital radio, showing the circuits, wires and mechanics of the device. As the station changes, Tom beat boxes to different genres including sport and music: from rock to hip hop, heavy metal, jazz and more. The beat builds, and the music changes, showing the diversity of genres available on digital radio.

Building on the highly successful previous Mother's Day, Father's Day and Christmas digital radio campaigns, this series of four new radio ads and the video, will be played across all DAB+ digital radio stations plus 42 commercial stations in the five state metropolitan markets of Sydney, Melbourne, Brisbane, Perth and Adelaide beginning on Monday, 12 October.

CRA also announced the Tom Thum DAB+ digital radio video will be played across six Moonlight Cinema locations around Australia from December through to March 2016 at more than 300 screenings to thousands of outdoor cinema fans in Sydney, Brisbane, Adelaide, Melbourne and Perth.

In addition to the ads, video and sponsorship the radio industry has launched a new DAB+ digital radio website. It features the all-of-industry Digital Radio Plus blue cross logo produced by multiple award winning creative, John Mescall in 2008. The website allows for easier navigation and provides new content, including information regarding DAB+ in vehicles and the latest global developments. Click [here](#) to see the new website. Click [here](#) to listen to the radio ads and [here](#) to watch the video.

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Media contacts: Melissa Fleming – 0417 499 520

Background

Audience numbers for the Top 10 Commercial DAB+ only stations and the Top 3 Commercial DAB+ only stations by market were released for the first time in August. The total DAB+ audience is now at a high of nearly 3.2 million people (3,164,000) across the five state metropolitan cities. Overall, 24.1% of the population in the metropolitan capitals are now listening to local radio via DAB+ digital radio broadcasts.

Free to air DAB+ digital radio launched in the five metropolitan capitals in late 2009. There are now more than 45 extra DAB+ only stations on offer in the five metropolitan capitals, including targeted formats such as sport, talk and news, children's programming, country, chillout and dance music and short term pop-up stations focused on events or particular seasons.

Sales of DAB+ devices have reached more than 1.9 million*. Twenty seven vehicle manufacturers in Australia are now including DAB+ digital radio and 276,822 vehicles with DAB+ have been sold**.

Commercial radio will join the ABC, SBS and community radio on the recently announced Digital Radio Planning Committee for Regional Australia to plan the rollout of DAB+ to regional Australia.

Sources: GfK Marketscope Report Q2 2015 GfK Radio Digital Report 1, 2015, Monday to Sunday Midnight to Midnight, all People 10+ Glass's Automotive Business Intelligence 2014.