# Google and radio industry partnership brings more live and local radio to Google Nest speakers and displays



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Listeners can now find more Australian radio stations than ever on Google Nest devices, thanks to the new integration of RadioApp, the Australian radio industry's official aggregator radio app, further expanding Australian radio's accessibility across digital devices.

Now, more than 350 Australian AM, FM and DAB+ digital radio stations, including all commercial radio, ABC and SBS stations, are available via voice command on Google Nest speakers and displays.

The partnership between industry body Commercial Radio Australia (CRA) and Google Australia has resulted in a simple, reliable and easy process for listeners to access live and local radio via Google Nest devices. As part of the integration, Google Nest smart device users only need to ask for the station or frequency they want to listen to.

"We have been working hard in partnership with Google locally and globally for the past 18 months to ensure that all commercial radio stations and DAB+ digital stations are easily available on Google Nest speakers and displays. There is great value for radio audiences in being able to enjoy their favourite local radio station on these devices using a simple voice request," said Joan Warner, Chief Executive Officer of CRA. "It's also good news for advertisers looking to invest in audio, as the growth in smart speaker ownership, and radio's presence on these devices, strengthens radio's position and reach."

According to the Infinite Dial Australia 2020 study released by Edison Research, 85% of Australians have an awareness of smart speakers. There has also been an increase in smart speaker ownership, with 17% of Australians owning a device in 2020, up from 13% in 2019 and a leap from the 5% recorded in 2018. The Edison Research study also showed that, of the smart speaker brands available in the country, 82% of smart speaker owners in Australia have Google Nest devices.

"This new integration of RadioApp on Google Nest devices gives listeners easier access to their preferred local radio stations and favourite radio personalities, all with a simple voice command," said Mel Silva, Managing Director of Google Australia and New Zealand. "After many months of collaboration with CRA, it is great to see the results of our partnership become available for Australian radio listeners and Google Nest owners -- and by making this radio content discoverable, it will provide incredible value for local radio stations and advertisers too."

A multi-layered promotional campaign highlighting the functionality will roll out over the coming months through on-air promotion and radio commercials, as well as online promotion via content on radio station websites, display advertising and the RadioApp website. There will also be a selection of popular radio personalities acting as on-air ambassadors to promote the initiative.

The RadioApp on Google Nest devices initiative has been developed by Commercial Radio Australia in partnership with Google and leading radio mobile solutions provider All in Media (AIM), a division of Xperi, Inc.

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**About Commercial Radio Australia**
Commercial Radio Australia is the peak industry body representing the interests of commercial radio broadcasters throughout Australia. CRA manages industry codes and standards, regulatory and legislative matters, metropolitan and regional audience measurement surveys, revenue reporting, industry innovation including the automated trading platform RadioMatrix, RadioApp, the Australian Podcast Ranker, consumer research, marketing and industry training and development programs. CRA also hosts the Australian Commercial Radio Awards and the Siren Creative Awards.

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