

11 January 2012

Solid 2011 for radio revenue figures

The commercial radio industry recorded growth in metropolitan advertising revenue during calendar year 2011, with a 1.1% increase on the previous year to a total of \$682.726 million, according to figures released today by industry body, Commercial Radio Australia.

According to the 2011 Metropolitan Commercial Radio Advertising Revenue, as sourced by Deloitte, advertising revenue grew in all five metropolitan markets during 2011 compared to the same timeframe in 2010, with the strongest growth recorded in Adelaide.

Adelaide grew 3.06% to a total of \$64.767 million for the 2011 year; Perth grew by 2.38% to a total of \$91.313 million; Melbourne was up 0.74% to \$204.767 million; Brisbane grew 0.69% to \$109.584 million and Sydney was up 0.54% to a total of \$212.293 million.

Chief executive officer of Commercial Radio Australia, Joan Warner said the first half of 2011 was stronger than the final six months, but overall was a positive result for the radio industry.

“The industry has worked hard in what is a very competitive marketplace to maintain growth and keep radio top of mind with advertisers over the past twelve months,” Ms Warner said.

The figures show growth in December of 0.49% for the five metropolitan markets compared to the same month in 2010, to a total of \$53.487 million.

For the final six months of the year, ended December 2011, advertising revenue in the five metropolitan markets fell 0.33% to a total of \$352.627 million.

“The industry must continue its focus in 2012 on promoting radio as an extremely effective and efficient advertising medium,” Ms Warner said.

Listening to commercial radio remained a popular activity for Australians during 2011, with the metropolitan surveys highlighting an average cumulative audience of 9.29 million people each week during the year. The figures show that nearly 80% of all Australians listened to commercial radio in an average week during 2011.

The figures are from audience data produced by Nielsen and are based on an average of the seven ratings surveys in the five capital city markets during 2011. (Brisbane survey one 2011 was not included because of floods so figures are averaged out over surveys 2-8 – see source details below)

Breakfast remained the most listened to timeslot for metropolitan commercial radio during the year with 7.2 million people listening each week.

On average, Australians spent over 16 hours per week listening to commercial radio during 2011, or 2hrs and 17 minutes per day.

Nielsen data also shows that in 2011 around 48% of all radio listening took place at home, 34% in the car and around 16% at work.

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*Source Nielsen Radio Ratings, Survey 2-8 2011 (no survey 1 published for Brisbane in 2011 due to the floods). Total People 10+ Mon-Sun Midnight to Midnight unless otherwise stated, all Commercial and Digital listening.