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Growth continues for radio revenue

The commercial radio industry recorded growth in metropolitan advertising revenue during February with a 1.19% increase on the same month a year earlier, to a total of \$51.774 million, according to figures released today by industry body, Commercial Radio Australia.

According to the 2012 Metropolitan Commercial Radio Advertising Revenue, as sourced by Deloitte, advertising revenue for the month of February 2012 grew in all metropolitan radio markets except Sydney, with strong growth recorded in Brisbane and Adelaide.

Brisbane grew 6.28% to a total of \$8.570 million in the month of February compared to the same timeframe a year earlier; Adelaide grew by 5.14% to a total of \$5.011 million; Perth grew 1.25% to a total of \$7.158 million; Melbourne grew 0.36% to a total of \$15.412 million and Sydney fell 1.8% to a total of \$15.622 million.

The Deloitte figures report actual revenue received by metropolitan commercial radio stations for the calendar month and include all metropolitan agency and direct revenue.

Chief executive officer of Commercial Radio Australia, Joan Warner said despite a stronger February for most markets, the figures highlighted the tougher trading conditions with the Sydney market particularly patchy over the past several months.

“Adelaide continues to perform well, and Brisbane has had a good month in February, but the past several months show the overall trading environment is generally tougher,” Ms Warner said.

The eight months financial YTD figures released today show a slight increase of 0.01% for the five metropolitan markets combined to a total of \$449.774 million.

“These figures highlight that the industry must continue to work hard to promote the benefits of radio and its ability to deliver for advertisers in tighter economic conditions,” Ms Warner said.

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