

7 May 2012

## Radio revenue market patchy

Radio revenue for metropolitan markets continues to be patchy with some cities continuing to perform but others experiencing falls in revenue, 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 ten months financial YTD (ending April 2012), shows a decrease of 0.6% for the five metropolitan markets combined to a total of \$559.675 million.

Adelaide grew 3.88% to \$53.45 million; Brisbane grew 0.49% to \$91million, Melbourne grew 0.14% to \$169 million, Perth fell 0.67% to \$75.22 million and Sydney fell 3.14% to \$170.967 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 the ten months YTD figures reflected the tougher trading conditions generally, which had impacted the Sydney market most significantly.

The April 2012 figures for the five metropolitan markets show a fall of 2.58%, compared to the same timeframe a year earlier, to a total of \$52.57 million. Growth was recorded in Adelaide but revenue fell in Perth, Brisbane, Sydney and Melbourne.

Adelaide grew 2.13% to \$5.349 million in April, Brisbane fell 0.1% to \$8.361 million, Melbourne fell 0.88% to \$16.023 million, Perth fell 3.14% to \$6.825 million and Sydney fell 6.59% to \$16.015 million.

“Adelaide continues to perform well in a tough environment, but the bigger markets are patchy, with Sydney the hardest hit, “Ms Warner said.

**Media contact: Jenny Stevenson. Ph: 0402 214 309. [www.commercialradio.com.au](http://www.commercialradio.com.au)**