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Radio ad revenue for July

Sydney and Perth radio revenue returned positive growth to lead the radio advertising metropolitan markets for the month of July 2012, 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 July, saw the Sydney market grow .79% to a total of \$16.779 million and Perth up 2.18% to \$6.960 million.

Chief executive officer of Commercial Radio Australia, Joan Warner said the results were pleasing, for the Sydney and Perth markets.

“Sydney and Perth recording positive growth for the month is a good start to the new financial year and the third consecutive month of growth for Sydney. Other markets are still experiencing tough economic conditions,” Ms Warner said.

Advertising revenue for the month of July for the five metropolitan markets was down 1.16% to a total of \$52.349 million, compared to July 2011.

For the month of July 2012, Sydney grew for the third month up .79% to a total of \$16.779 million; Perth was up 2.18% to a total of \$6.960 million; Melbourne down 2.54% to \$15.669 million; Brisbane down 1.82% to \$8.239 million and Adelaide down 6.64% to \$4.701 million.

“The radio industry continues with initiatives like the website Radio Connects www.radioconnects.com.au illustrating the effectiveness of radio ads and featuring real case studies, making it easier for advertisers to see how radio can work for them,” Ms Warner said.

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

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www.commercialradio.com.au
www.radioconnects.com.au