

7 March 2013

Perth records big increase for Feb radio ad revenue

The Perth commercial radio market recorded growth of 11.58% in February, compared to the same month last year, to a total of \$7.987 million, according to figures released today by industry body, Commercial Radio Australia.

The 2013 Metropolitan Commercial Radio Advertising Revenue figures, sourced by Deloitte, show that total advertising revenue for February 2013 in the five metropolitan markets, compared to the year before, was up by 0.44%, to a total of \$52.003 million. Both Perth and Melbourne markets recorded growth for the month.

Perth recorded growth of 11.58% to a total of \$7.987 million for the month, Melbourne was up 1.55% to \$15.65 million; Adelaide was down 1.63% to \$4.929 million; Sydney was down 2.23% to \$15.274 million and Brisbane fell 4.78% to \$8.16 million.

Chief executive officer of Commercial Radio Australia, Ms Joan Warner said Perth continued to perform strongest out of the five metropolitan markets and had been buoyed in February with the upcoming state election.

The Metropolitan Commercial Radio Advertising Revenue figures, sourced by Deloitte, for the eight months of the financial year ending February 2013, show a fall of 1.74% to a total of \$441.954 million for the five metropolitan markets. Perth was the only market to increase its revenue in this time - up 3.3% to \$62.427 million. Sydney was down 1.79% to \$135.005 million, Melbourne was down 1.78% to \$133.692 million, Adelaide was down 2.83% to \$41.607 million and Brisbane was down 5.1% to \$69.221 million.

The Deloitte figures report total metropolitan radio revenue received for each calendar month and include all direct and agency revenue.

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