

7 May 2013

Radio revenue records another strong month of growth in April

The metropolitan commercial radio market has recorded another month of strong growth up 3.44% in April, compared to the same month last year, to a total of \$54.385 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 four out of the five metropolitan markets recorded growth in April.

Perth recorded the largest growth up 10.83% to a total of \$7.564 million. Sydney was up 3.70% to a total of \$16.608 million for the month. Melbourne was up 3.15% to \$16.527 million. Brisbane was up 1.41% to \$8.479 million and Adelaide was the only state to drop by 2.69% to a total of \$5.205 million.

Chief executive officer of Commercial Radio Australia, Ms Joan Warner said the April figures were a positive trend for the industry. "Radio revenue has recorded growth for the last three months; however, the latest retail trade figures show there is caution in the market in the current political climate."

The Metropolitan Commercial Radio Advertising Revenue figures, sourced by Deloitte, for the ten months of the financial year ending April 2013, show a slight fall of 0.60% to a total of \$556.333 million for the five metropolitan markets. Perth was the only market to increase its revenue in the ten months - up 4.25% to \$78.424 million. Melbourne was down 0.36% to \$168.414 million, Sydney was down 0.75% to \$169.681 million, Adelaide was down 2.16% to \$52.302 million and Brisbane was down 3.84% to \$87.510 million.

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

Media contact: Melissa Fleming - 0417 499 529 or Jenny Stevenson - 0402 214 039

www.commercialradio.com.au