

Commercial radio ad revenue up 14.2% in November

13 December 2021

Commercial radio ad revenue recorded positive growth in the month of November with revenue up 14.2% compared to November 2020, according to data released by industry body Commercial Radio Australia.

Ad revenue for the five major Australian capital city markets totalled \$70.324 million in November compared to \$61,557 in the same month a year ago.

“It is pleasing to see ad revenue figures continue to rebound and trend upwards throughout the year” said Joan Warner, chief executive officer of CRA. “The industry is seeing strong activity from national advertisers and all indications point to sustained growth as we move into 2022.”

Melbourne stations reported a 16.7% year on year increase in ad revenue to \$22.916 million in the month of November, while Sydney was 14.5% higher at \$21.117 million. Brisbane was up 14.4% to \$11.239 million, Perth rose 13.9% to \$9.158 million and Adelaide increased 5.2% to \$5.894 million.

The figures include agency and direct ad revenue and were compiled by media data analytics company Milton Data.

About Commercial Radio Australia

Commercial Radio Australia is the peak industry body representing the interests of commercial radio broadcasters throughout Australia. CRA manages industry codes and standards, regulatory and legislative matters, metropolitan and regional audience measurement surveys, revenue reporting, industry innovation including the automated trading platform RadioMATRIX, RadioApp, the Australian Podcast Ranker, consumer research, marketing and industry training and development programs. CRA also hosts the Australian Commercial Radio Awards and the Siren Creative Awards.

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