

Metropolitan commercial radio ad revenue up 12.7% in September

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Advertising revenue for metropolitan commercial radio stations reached \$53.149 million in September, reflecting a year on year rise of 12.7%, according to data compiled by Milton Data and released by industry body Commercial Radio Australia (CRA).

September quarter ad revenue totalled \$151.373 million, up 16.1% from the corresponding period a year ago.

CRA chief executive officer Joan Warner said it was encouraging to see strong year-on-year revenue growth in the third quarter, despite extended lockdowns in Sydney and Melbourne.

“It is evident that businesses are utilising radio’s strong call-to-action to drive in-store and online traffic, as restrictions begin to ease. We are hoping the positive momentum will continue in the lead up to the busy Christmas retail period.”

Melbourne stations, experiencing the sixth lockdown since in the COVID pandemic started last year, performed strongly, generating \$16.687 in ad revenue for the month, up 31.3% compared to September 2020.

Brisbane’s revenue was up 15.3% in September compared to the same month last year generating \$9.109 million in revenue, while Perth was up by 17% to \$7.779 million and Adelaide climbed 13.6% to \$5.562 million. Sydney recorded a 6.5% dip this September compared to last year, with ad revenue totalling \$14.013 million.

All markets returned solid growth in the September quarter. Melbourne gained momentum with revenue up 31.5% year on year to \$49.516 million, followed by Brisbane up 16.9% to \$24.790 million, and Perth up 16.3% to \$21.059 million. Adelaide revenues grew by 11.8% to \$14.765 million and Sydney was 2.5% higher at \$41.243 million.

The figures include agency and direct ad revenue and are compiled by media data analytics company Milton Data, which took over responsibility for industry revenue reporting from Deloitte from 1 July 2021.

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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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