

Commercial radio ad revenue for Q1 FY21

15 October 2020

Australian metropolitan commercial radio stations recorded \$130.402 million in advertising revenue during the September quarter (Q1 FY21), down 28.15% from \$181.489 million the previous year, according to figures compiled by Deloitte and released by Commercial Radio Australia.

The Melbourne market saw a YOY decrease of 36.61% to \$37.645 million, while Sydney stations fell 26.9% to \$40.241 million and Brisbane stations were down 26.75% to \$21.204 million. Revenue for Perth stations fell 18.66% YOY to \$18.104 million and Adelaide was 16.66% lower with a recorded revenue of \$13.206 million.

Compared to the June quarter (Q4 FY20), there was an increase of 14.28% from the \$114.104 million in revenue recorded during that period. Q4 FY20 saw a revenue decline of 46.62% from the year before. Brisbane was up 25.26% when comparing revenue from Q4 FY20 and Q1 FY21, with Perth up 22.27%, Adelaide up 19.35%, Sydney up 18.22% and Melbourne up 1.03%.

“These numbers are not surprising given the revenue results we have seen this year and the ongoing impact of COVID-19, as well as existing weakened economic conditions preceding the pandemic. The positive trend in all markets from the previous quarter and less of a year-on-year decrease in overall revenue for the quarter when compared to Q4 FY20 is certainly a trend that we hope continues.

“Radio is resilient and remains a competitive option for advertisers. Through RadioMATRIX, the radio industry’s advanced ad buying platform, we are transforming the way audio advertising is bought and sold. With new developments set to go live in the coming months, we are making it easier for media buyers to understand the opportunities across radio’s diverse audio ecosystem, so advertisers can have confidence in considering radio for their upcoming campaigns,” CRA chief executive officer Joan Warner said.

The Deloitte figures report actual revenue received by metropolitan commercial radio stations in the five major capital city markets and include agency and direct ad revenue.

Media contact: Alana Free – alana.free@commercialradio.com.au

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.

Follow us: [Facebook](#) | [Twitter](#) | [Instagram](#)

More info: commercialradio.com.au | radioapp.com.au | radioalive.com.au | digitalradioplus.com.au