

Commercial radio posts 5.9% growth in June half ad revenue

Commercial radio posted a 5.9% increase in metropolitan advertising revenue in the June 2018 half, according to data compiled by Deloitte and released today by Commercial Radio Australia.

Ad revenue for the five major markets totalled \$400.989 million in the six months ending June, up from \$378.532 million in the corresponding period a year ago.

Ad revenue for the full financial year was up 3.8% to a record \$802.974 million.

“Radio has managed to retain listeners on the core broadcast platform, which still accounts for about 90% of radio listening, while expanding across streaming, podcasting, online and radio-branded social media channels,” said Joan Warner, the chief executive officer of industry body Commercial Radio Australia.

“The results reflect the enduring appeal of local radio and the industry’s willingness to adapt to the changing media environment to find new opportunities for growth.”

The Deloitte figures report actual revenue received by metropolitan commercial radio stations and include all metropolitan agency and direct revenue.

For the six month period ending June, the Melbourne market was the strongest performer, with ad revenue up 9.3% to \$127.167 million. Sydney rose by 5.2% to \$124.577 million, while Brisbane was up 4.5% to \$61.810 million. Ad revenue for Adelaide stations grew by 5.6% to \$34.953 million and Perth lifted 2.0% to \$52.482 million.

Over the full financial year, Melbourne ad revenue was up 5.9% to \$252.303 million, Sydney increased by 4.3% to \$250.737 million and Brisbane was up 1.6% to \$123.465 million. Adelaide rose by 3.4% to \$70.547 million and Perth was up 0.3% to \$105.923 million.

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For further information visit commercialradioaustralia.com.au.
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