

24 January 2019

Commercial radio ad revenue up across all markets in the 2018 calendar year

Commercial radio metropolitan ad revenue shows growth across all markets in the 2018 calendar year, according to data compiled by Deloitte and released today by industry body Commercial Radio Australia.

Radio ad revenue rose 3.40% to \$809.421 million in the five markets for January to December 2018 compared to the same time in 2017.

“The industry worked hard throughout 2018 to continue to attract advertisers and listeners, making buying radio easier through the automated holdings system and listening even more accessible via RadioApp, DAB+, FM or AM, in the car on the phone and through smart speakers,” said CRA chief executive officer Joan Warner.

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

Melbourne was the strongest market throughout the 2018 calendar year compared to the 2017 calendar year, with ad revenue up 7.58% to \$259.821 million. Sydney rose 1.35% to \$248.663 million and Brisbane was up 2.42% to \$125.308 million. Perth recorded a 1.15% increase to \$106.113 million and Adelaide rose 1.21% to \$69.516 million.

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For further information visit commercialradioaustralia.com.au.
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