

13 May 2019

## Commercial radio ad revenue in March quarter

Commercial radio metropolitan advertising revenue declined by 2.6% to \$181.612 million in the March quarter compared to \$186.518 million in the same period a year ago, according to data compiled by Deloitte and released today by industry body Commercial Radio Australia.

Ad revenues fell slightly across all five major capital city markets in the quarter, in line with softening economic conditions.

Melbourne was the largest market, attracting \$58.856 million in ad revenue in the March quarter (down 1.37%), followed by Sydney with \$56.336 million (down 1.70%).

Brisbane commercial radio stations reported a 4.66% decline in revenue to \$27.531 million, while Perth was 4.69% lower at \$23.183 million and Adelaide was down 3.82% to \$15.705 million.

“Weaker business conditions and election uncertainty are impacting on all media sectors. Many advertisers have plans on hold until after the election,” said Joan Warner, the chief executive officer of industry body Commercial Radio Australia.

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

Metropolitan radio ad revenue rose 3.40% to \$809.421 million in calendar year 2018.

The Deloitte radio ad revenue figures are released quarterly with the June quarter data release due in July.

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For further information visit [commercialradioaustralia.com.au](http://commercialradioaustralia.com.au).  
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