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Commercial radio ad revenue in June quarter

Advertising revenue for metropolitan commercial radio stations totalled \$209.223 million in the June quarter 2019, according to data compiled by Deloitte and released today by industry body Commercial Radio Australia.

The figure reflects a 1.7% decline from the same quarter a year ago. The figures for the June 2019 quarter include revenue from two small stations that have not been included in the reporting previously.

“Radio has been relatively resilient, but advertising market conditions remain challenging for all media businesses,” said CRA chief executive officer Joan Warner.

“The market needs a kick start. We’re hopeful that income tax cuts and lower interest rates will flow through the economy and encourage advertisers to start spending again in the months ahead.”

The June quarter figures showed mixed results across the five major capital cities. Ad revenue rose in Melbourne (+2.03% to \$68.187 million), Brisbane (+0.60% to \$32.786 million) and Adelaide (+1.35% to \$18.717 million), but declined in Sydney (-5.60% to \$63.161 million) and Perth (-5.96% to \$26.371 million).

For the 2018/19 financial year, metro radio ad revenue totalled \$800.779 million.

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

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For further information visit commercialradioaustralia.com.au.
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