

5 March 2010

## Radio ad revenue continues to grow – latest figures

The commercial radio industry has recorded the fourth consecutive month of growth in advertising revenue with a rise of nearly three per cent in February, according to figures released today by industry body, Commercial Radio Australia.

Figures for the month of February 2010 show growth of 2.74% in the five metropolitan markets to a total of \$48.36 million, with the strongest growth in Perth of 6.28%, and growth in all markets except Adelaide. According to the 2010 Metropolitan Commercial Radio Advertising Revenue, as sourced by Deloitte, advertising revenue in the five metropolitan markets for the month of February 2010, the Sydney market grew by 5.52% to \$15.18 million, the Melbourne market grew by 1.15% to \$14.21 million, Brisbane grew by 2.3% to \$7.72 million, Adelaide fell by 4.71% to \$4.63 million and Perth grew by 6.28% to \$6.61 million.

This follows consecutive growth each month since November last year, and a good performance in January which saw growth of 3.69% in the five metropolitan markets.

Chief executive officer of Commercial Radio Australia, Joan Warner said the radio industry was performing well in a very competitive media market, although Adelaide remained a challenge.

“This is another strong indicator that the market is improving across the board following a challenging 2009 and is a good sign for the year ahead,” Ms Warner said.

“The industry is working hard to promote the medium as a cost effective and efficient way to advertise and recently launched the “Smart marketers use radio” ads as part of it ongoing multi-million dollar brand campaign,” Ms Warner said.

**Media contact: Jenny Stevenson. Ph 0402 214 039.**