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Radio ad revenue for July

The commercial radio industry has recorded a slight decrease in metropolitan advertising revenue of 1.65 per cent for the month of July 2011 in comparison with July 2010, according to figures released today by industry body, Commercial Radio Australia.

The 2011 Metropolitan Commercial Radio Advertising Revenue figures, sourced by Deloitte, shows advertising revenue fell for July, year on year, in Sydney, Melbourne, Brisbane and Perth but grew in Adelaide.

In Sydney, revenue for July was down 0.1%; in Melbourne down 3.81%; Perth down 3.53%; Brisbane 1.29% with Adelaide recording growth of 2.6%.

The Deloitte figures report total metropolitan radio revenue received for each calendar month and include all direct and all agency revenue.

Chief executive officer of Commercial Radio Australia, Joan Warner said that in spite of a slower June and July for 2011 when compared with 2010, the commercial radio industry recorded good metropolitan revenue growth of 5.65% for the financial year ended June 2011, up to a total of \$683.90 million.

"The market appears to be reflecting the economic uncertainty being felt at the moment in many sectors, a fall in retail sector spend and a general overall softer advertising market," Ms Warner said.

"Factors like the 2010 Federal election and the mining tax campaigns may have also contributed to the higher revenue figures this time last year".

"Looking to the future, radio has good prospects for revenue growth with the medium's ability to facilitate conversations in real time directly with consumers, radio's out of home reach, and its ability to offer effective cross media advertising packages."

Ms Warner said radio was a resilient and cost-effective advertising medium that offers great flexibility and efficiency – important attributes in today's economic climate.

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