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Good start to 2012 for radio revenue

The commercial radio industry recorded growth in metropolitan advertising revenue during January with a 1.38% increase on the same month a year earlier to a total of \$45.372 million, according to figures released today by industry body, Commercial Radio Australia.

According to the 2012 Metropolitan Commercial Radio Advertising Revenue, as sourced by Deloitte, advertising revenue grew in Melbourne and Adelaide but fell in Sydney, Brisbane and Perth, in the month of January 2012 compared to the same timeframe in 2011, with the strongest growth recorded in Adelaide. The Deloitte figures report actual revenue received by metropolitan commercial radio stations for the calendar month and include all metropolitan agency and direct revenue.

Adelaide grew 6.1% to a total of \$4.415 million in the month of January; Melbourne grew by 6.07% to a total of \$13.729 million; Sydney fell 0.15% to \$13.689 million; Brisbane fell 1.4% to \$7.304 million and Perth fell 4.4% to a total of \$6.235 million.

Chief executive officer of Commercial Radio Australia, Joan Warner said the figures highlighted the patchiness of the national advertising market with local events influencing different markets.

“Melbourne has had a strong January and Adelaide has continued to perform well, after recording the strongest growth out of the five metropolitan markets for 2011,” Ms Warner said.

However Ms Warner said the market was very competitive and trading conditions tough, with the seven months year to date figures showing a slight decline in revenue.

The figures show a slight fall of 0.14% for the seven months year to date for the five metropolitan markets combined to a total of \$398 million.

“The resilience of radio as a cost effective and efficient advertising medium is a great asset during tough trading conditions,” Ms Warner said. “The industry must continue to promote the benefits of radio and its ability to deliver for advertisers in tighter economic conditions.”

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