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Radio revenue market sensitive

Radio revenue for metropolitan radio continues to be sensitive to market conditions and to fluctuating consumer and business confidence with some cities recording growth and some more patchy results, 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 for the nine months financial YTD (ending March 2012), shows a slight decrease of 0.39% for the five metropolitan markets combined to a total of \$507.100 million.

Adelaide grew 4.08% to \$48.109 million; Brisbane grew 0.55% to \$82.645, Melbourne grew 0.25% to \$152.993 million, Perth fell 0.42% to \$68.4 million and Sydney fell 2.76% to \$154.952 million.

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

Chief executive officer of Commercial Radio Australia, Joan Warner said the nine month YTD figures reflected the overall uncertain trading conditions, which had impacted some markets more than others, but particularly Sydney.

“The radio industry continues to show itself as a very resilient market in tough trading conditions, with some markets recording growth, but others more patchy results,” Ms Warner said.

The March 2012 figures for the five metropolitan markets show a fall of 3.41%, compared to the same timeframe a year earlier, to a total of \$57.325 million. Growth was recorded in Brisbane, Adelaide and Perth but the biggest markets of Sydney and Melbourne fell.

Brisbane grew 5.18% to \$9.701 million in March, Perth grew 1.92% to \$7.967 million, Adelaide grew 0.04% to \$5.290 million, Melbourne fell 4.23% to \$16.880 million and Sydney fell 9.84% to \$17.485 million.

“Brisbane had a strong March, and Perth also performed well, but the past several months have shown a flattening of the market and a tougher overall trading environment, with Sydney particularly not performing as well,” Ms Warner said.

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