

Radio

- Long the 'old faithful' of the sector, the radio industry has recently been more proactive in growing its share of advertising
- Increasing direct and indirect competition will compel broadcasters to embrace new technology as a means of differentiating themselves and driving growth
- Progress on digital radio is finally occurring, but how will consumers respond?

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2005-2009 CAGR
Advertising (A\$ mill.)	684	695	702	737	842	885	935	985	1,036	1,085	
% change	6.2	1.6	1.1	4.9	14.2	5.1	5.7	5.4	5.1	4.8	5.2