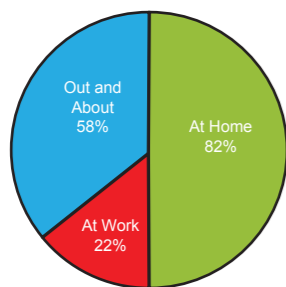


## Time Spent Listening



- 82% of radio listeners listen in the home (for an average of 12 hours a week).
- 22% of listeners listen at work (for an average of 15 hours a week).
- Over half the respondents (58%) are listening to radio while 'out & about'.
- The range of devices being used is increasing with smartphones accounting for 17% of 'out & about' listening.
- Technology advancements are also contributing; with podcasting and streaming being mentioned as ways in which listeners also now consume radio.

Source: Hoop Group / CRA Relevance Study, October 2010. Participants were permitted to select more than one response.

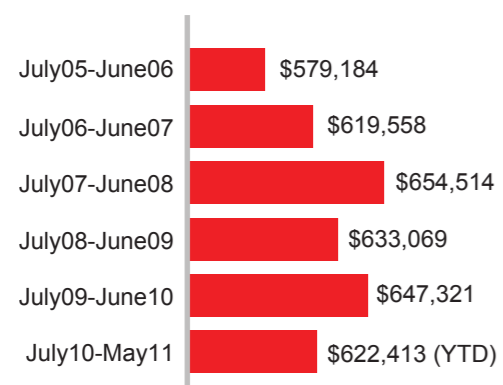
## Radio Revenue

Radio revenue declined slightly in 2008/ 2009 but there has been a return to growth in 2009/ 2010 and YTD 2010/ 2011 with YTD growth of 6.39% (June figures yet to be reported).

The relatively low decline in 2008/ 2009 shows that when dollars and return on investment matter most, advertisers turn to radio for cost effective reach and frequency.

Source: Commercial Radio Revenue, Deloitte / PWC, financial year 08/09, 09/10, 10/11 (YTD).

### Metro Commercial Radio (000's)



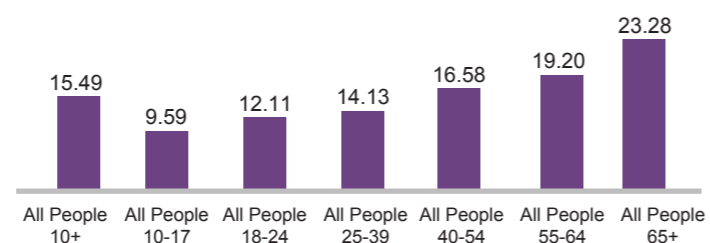
### CRA Contact:

Daniel O'Callaghan  
 Commercial Radio Australia  
 Level 5, 88 Foveaux Street  
 Surry Hills NSW 2010  
 M: 0447 316 060  
 daniel.ocallaghan@commercialradio.com.au

## Consumers are listening to an average of nearly 19 hours of radio a week.

- Even the harder to target groups of listeners are listening for enough time to build frequency. More than 78% of 18-24 year olds are listening to more than 12 hours a week of radio in the five metropolitan capital cities alone!

T.S.L. (Hrs. Mins) 2011  
 Metro Commercial Stations Only

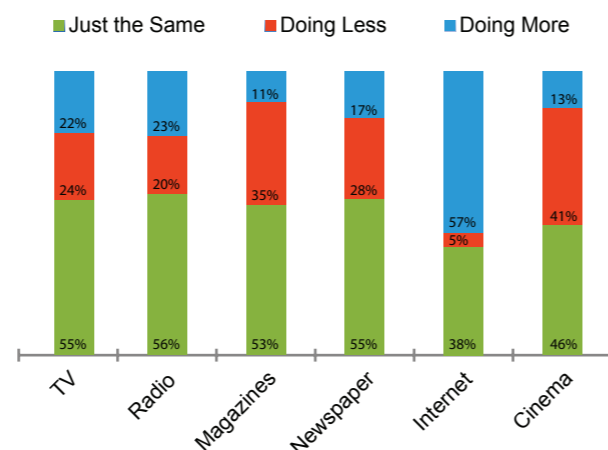


Source: Nielsen Radio Ratings, Survey 4, 2011, 5 Metro Markets, Mon-Sun 12am to 11.45pm. All people 10+yrs unless otherwise stated.

## Share of Media Audience Growth

- The Hoop Research Group found that 23% of respondents were listening to more radio when compared with the previous year: (this was the second highest after online, with TV third).
- Younger listeners were driving the radio listening increase; including 25-34 year olds, students and those living at home.
- The Hoop Group research graph shows that all media audiences other than radio and the internet were in nett decline.

Source: Hoop Group / CRA Relevance Study, October 2010



For the full presentation and further research findings go to:

[www.commercialradio.com.au](http://www.commercialradio.com.au)



people engage with  
**RADIO**



**ADVERTISING**

[www.commercialradio.com.au](http://www.commercialradio.com.au)

July 2011



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# ADVERTISING

## Radio's Key Strengths

- **Radio has high engagement**  
On average, people are 32% more engaged with their favourite radio station than with other media content.\*
- **Radio has high response rates**  
83% of Australians respond to what they hear on radio and on average 64% of listeners take action as a result of radio advertising.\*\*
- **Radio has strong reach**  
Commercial radio reaches 84% of 10-17 year olds and 79% of 18-24 year olds each week in metro markets.\*\*\*
- **Radio revenue is growing**  
Radio saw an 8% growth in revenue in 2010 compared with the previous year and 6.4% growth for YTD 2011 vs the same period in 2010. Sustained growth in both audience and revenue can be tracked over the last 5 years.\*\*\*\*
- **Radio is everywhere**  
Radio has evolved with the changing media landscape, allowing people to listen via a range of devices. This has contributed to radio's continued high reach.

\* Source: Neuro Insight Study, Neuro Insight Pty Ltd, October 2010.

\*\* Source: Hoop Group / CRA Relevance Study, October 2010, participants were permitted to select more than one response.

\*\*\* Source: Nielsen Radio Ratings, Survey 4 2011, 5 Metro Markets, Mon-Sun 12am to 11.45pm. All people 10+yrs unless otherwise stated.

\*\*\*\* Source: Commercial Radio Revenue, Deloitte, full year 2010 and YTD May 2011.

**Finding:**  
**On average 64% of listeners take action as a result of what they hear on a radio ad.**

Source: Hoop Group / CRA Relevance Study, October 2010.

### Terry (Female, 65, Home Duties, Perth)

'Radio plays a very important role in my life - I always have the radio on when I am at home during the day - it is my lifeline to the outside world - if it is not turned on I feel there is something missing. I feel my relationship with my radio is very personal and I don't feel like this about any other media.'

**Radio provides marketers and advertisers with the ability to target consumers. Radio advertising can be tailored to target listeners during specific times of day, leading to higher response rates as a result.**

## Radio is a relevant and important part of listeners' media consumption.

### What do we mean by media consumption?

- Time spent with radio.
- Relevance and importance of radio.
- Role of radio - has consumption changed and why?
- Radio consumption in tandem with other media and in comparison to 'new' media.
- Listening to radio content across various platforms.
- Radio maintains relevance and importance as source of "community", news, information, entertainment.

### What this means for advertisers:

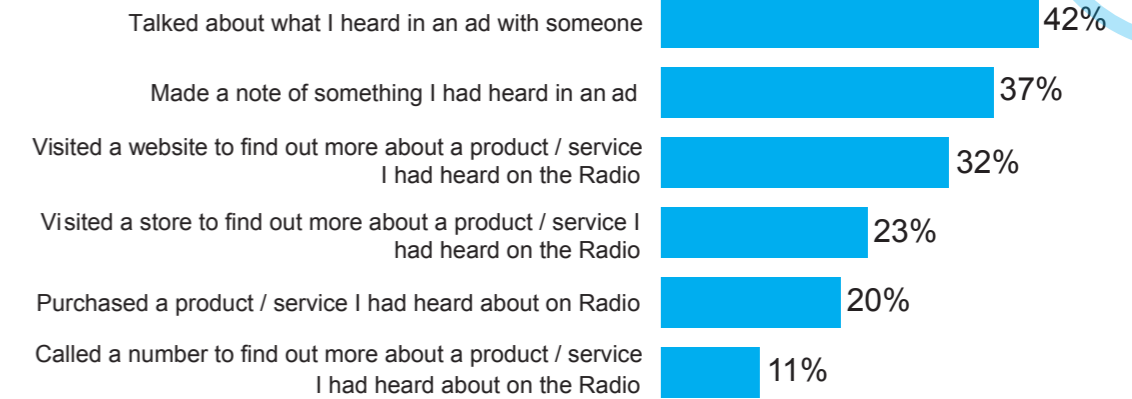
- Radio is still relevant to consumers.
- Listening habits are evolving with technology.
- Connection & interaction with radio stations is strong.



## Radio Relevance

### Radio Puts Your Brand in the Conversation

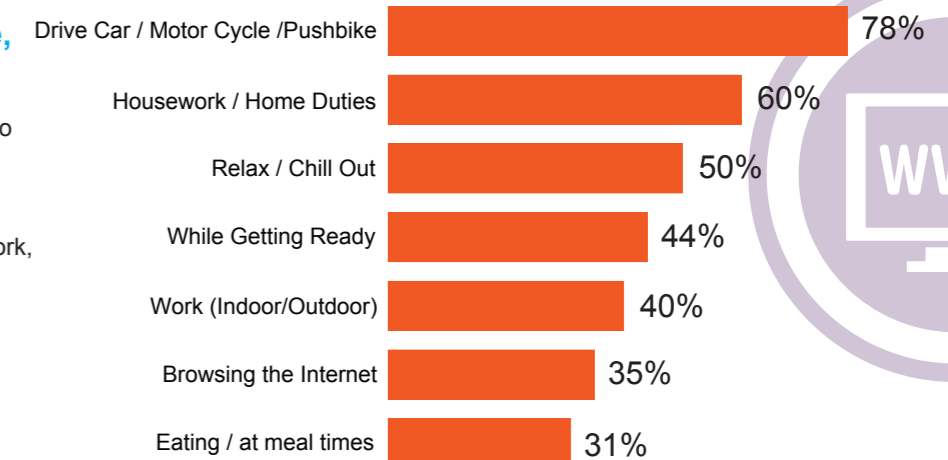
**64% of listeners have responded to radio advertising.**



### Radio is a great companion at home, work or on the go.

The ability for listeners to multi-task while listening to the radio is a direct benefit for advertisers:

- 35% listen to radio whilst browsing the internet;
- 6 out of 10 listen to the radio while doing housework, and;
- Almost 80% are listening whilst driving.



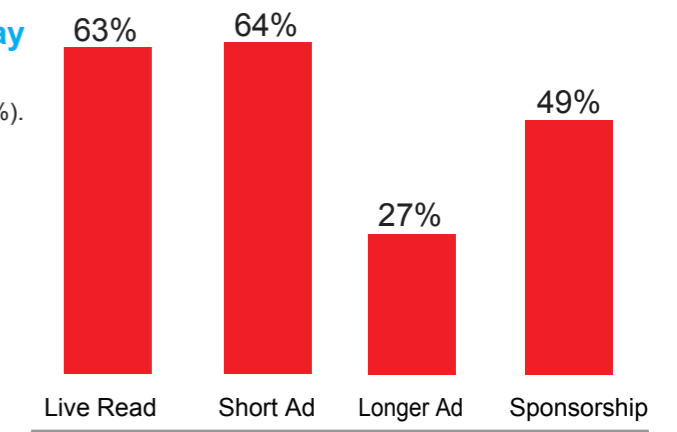
### Tabatha (Female, 22, Student, Melbourne)

'... I really would not want to have to do without it. My nana always listened and my mum and now me. The radio is my daytime friend, it keeps me company when I'm driving or on the internet and studying. Radio has a totally different feel to my iPod. My iPod took over for a few years but I always seem to come back to the radio.'

**Listeners pay attention to what they hear on radio. 7 out of 10 listeners pay high / medium attention to radio in the car and at home.**

### 63% of listeners believe that live reads are a good way to grab their attention.

- Live reads and shorter ads were deemed more effective (both by over 60%).
- Live reads also resonated more strongly with younger respondents (25-34 years).
- Almost half the respondents deemed that sponsorship was effective in grabbing their attention.



Source: Hoop Group / CRA Relevance Study, October 2010 participants were permitted to select more than one response

### John (Male, 48, Manager, Sydney)

'I would probably have a discussion with someone daily face to face or by phone during a normal phone call. Talkability of radio programs appears genuine, but TV is fabricated to sound dramatic.'