

Metropolitan commercial radio ad revenue climbs in March as radio listening hits all time high

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Commercial radio revenue increased in the March 2022 quarter, while Australian audiences in the major metros reached a record high with 11.6 million listeners tuning in each week.

Advertising revenue for metropolitan commercial radio stations increased 3.2% in the March 2022 quarter, totalling \$158.347 million up from \$153.418 million recorded in the same quarter in 2021, according to data compiled by Milton Data and released by industry body Commercial Radio Australia.

GfK radio survey two, which surveyed radio audiences from February to April in the major metros, saw commercial radio listening hit a new record number of listeners nationally to 11.6 million per week, up 2.5 % since the same period last year.

CRA chief executive officer Ford Ennals said: "It's great to see the strong bounce back of radio with commercial radio leading the way achieving both record radio listening levels and steady revenue growth."

"This is a powerful message to advertisers that commercial radio listening is on the rise and more popular with audiences than ever making it the most effective audio medium for advertisers wanting to reach audiences at scale."

Sydney's revenue was up 5.1% year on year to \$47.271 million in the March quarter, Adelaide revenues grew by 3.8% to \$14.041 million, Brisbane was up 3.1% to \$23.740 million, Perth was up 2.6% to \$20.269 million, and Melbourne was 1.7% higher at \$53.026 million.

Mr Ennals said the monthly revenue numbers in March were also up 24% from February.

March monthly results saw the five major Australian capital city markets record a 4.6% rise compared to the same month the previous year. Ad revenue totalled just over \$64.034 million compared to \$61.325 million in March 2021.

Adelaide stations recorded a 5.6% rise compared with March last year, generating \$5.625 million in ad revenue. Brisbane climbed 5.4% to \$9.651 million, Melbourne was up 5.3% to \$21.318 million, Sydney's revenue was up 4.6% generating \$19.694 million in revenue and Perth saw some growth with a 0.8% rise recording \$7.74 million in ad revenue.

* Source: *GfK Radio Ratings, SMBAP S2 2022, Commercial Radio (Simulcast & DAB+), Mon-Sun 12Mn to 12Mn, Cumes (000's), All People 10+*

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About Commercial Radio Australia

Commercial Radio Australia is the peak industry body representing the interests of commercial radio broadcasters throughout Australia. CRA manages industry codes and standards, regulatory and legislative matters, metropolitan and

regional audience measurement surveys, revenue reporting, industry innovation including the automated trading platform RadiMATRIX, RadioApp, the Australian Podcast Ranker, consumer research, marketing and industry training and development programs. CRA also hosts the Australian Commercial Radio Awards and the Siren Creative Awards.

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