

Commercial radio ad revenue up 8.8% in April

16 May 2022

Commercial radio ad revenue was in positive territory in April up 8.8% compared to April 2021, according to data released today by industry body Commercial Radio Australia.

Ad revenue for the five major Australian capital city markets totalled \$56.184 million during the month compared to \$51.636 million a year ago.

Ford Ennals, chief executive officer of CRA said the steady increase in ad revenue growth reflected key sectors rebounding post pandemic and turning to radio advertising to drive their business.

“The April commercial radio revenue shows sustained and strong growth. With Australians out and about again we’ve seen a wide range of business sectors rebounding such as travel, leisure, entertainment events and live music, resulting in higher levels of commercial radio spend.”

Mr. Ennals said election related advertising would have also positively impacted ad revenue figures.

Melbourne stations reported a 13.7% year on year increase in ad revenue to \$18.761 million in the month of April compared to last year. Perth stations were also strong with a 13.3% increase to \$7.443 million. Sydney was up 6.9% to \$16.862 million, and Adelaide rose 5.4% to \$5.046 million, Brisbane stations increased 0.9% to \$8.072 million.

The figures include agency and direct ad revenue and were compiled by media data analytics company Milton Data.

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Picture caption: Ford Ennals, chief executive officer of Commercial Radio Australia

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 RadioMATRIX, 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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