

United Kingdom Commercial Radio Revenues Q3 2009: The Analysis

The United Kingdom commercial radio industry saw a decline in revenues in the third quarter of 2009, according to a new report from Radiocentre. Total revenues fell by 1.7% year-on-year to £356.6 million.



United Kingdom Commercial Radio Revenues: Q3 2009: The Analysis by Grant Goddard

★★★★☆ 4.4 out of 5

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The decline was driven by a fall in advertising revenue, which fell by 2.5% to £293.9 million. This was offset by a modest increase in non-advertising revenue, which rose by 1.3% to £62.8 million.

The report also found that the number of commercial radio listeners fell by 1.1% year-on-year to 32.3 million. This decline was driven by a fall in the number of people listening to commercial radio in the car, which fell by 2.1%.

Key Findings

* Total revenues fell by 1.7% year-on-year to £356.6 million. * Advertising revenue fell by 2.5% to £293.9 million. * Non-advertising revenue rose by 1.3% to £62.8 million. * The number of commercial radio listeners fell by 1.1% year-on-year to 32.3 million. * The number of people listening to commercial radio in the car fell by 2.1%.

Analysis

The decline in commercial radio revenues is likely due to the recession, which has led to a decrease in advertising spending. The fall in the number of people listening to commercial radio is likely due to the increasing popularity of other media, such as online streaming services.

Despite the challenges, the commercial radio industry remains a significant force in the United Kingdom. Commercial radio stations reach a large audience and provide a valuable service to listeners.

Recommendations

The commercial radio industry needs to adapt to the changing media landscape. This includes investing in new technologies, such as online streaming and mobile apps. The industry also needs to focus on creating content that is relevant to listeners and that can be accessed on multiple platforms.

By following these recommendations, the commercial radio industry can continue to thrive in the years to come.

The United Kingdom commercial radio industry is facing a number of challenges, but it remains a significant force in the media landscape. By

adapting to the changing media landscape and focusing on creating relevant content, the industry can continue to thrive in the years to come.



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