



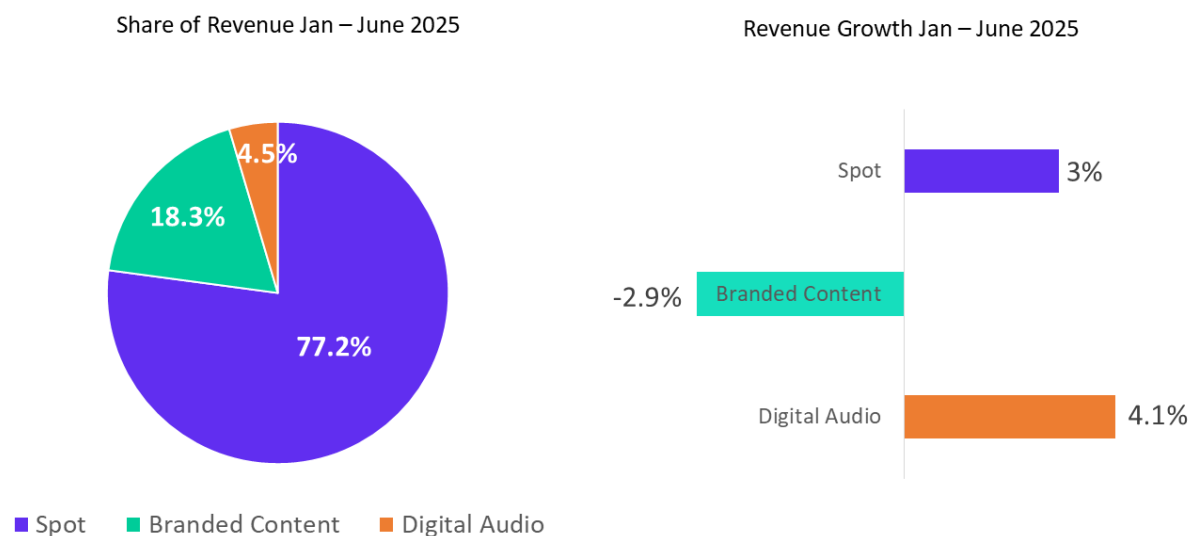
# **2025 January to June Revenue Report**

28<sup>th</sup> July 2025

## Irish radio generated revenues of €79.4 million in the first half of 2025, an increase of 2% compared to the same period in 2024.

The €79.4 million in revenue from January to June 2025 comprised €61.3 million in spot revenue (radio commercials), which was up 3% year-on-year. Branded content revenue (including sponsorships, partnerships, and content solutions) totalled €14.5 million, down 2.9%, while digital audio revenue reached €3.6 million, up 4.1%. The digital audio figure reflects revenue from Irish radio operators only and does not include income from global audio platforms such as Spotify or Acast.

Revenue from media agencies amounted to €56 million, up 3.3%, while direct revenue from advertisers was €23.4 million, down 1.2%.



Quarter 2 revenue — covering the April to June period — was particularly strong, with the sector experiencing growth of 3.4%, driven by a very strong performance in June.

The main drivers of sector revenue in the first half of 2025 were the retail, utilities, motor, and finance categories. There was also strong growth in the IT, gardening and agriculture, and pharmaceutical sectors.

While full January to June 2025 figures for the total advertising market are not yet available, initial indications suggest that the radio sector is outperforming the broader market. Current estimates indicate that total advertising market growth was approximately 1% for the January to June period.

Revenue, broken down by spot, branded content and digital audio revenue is listed below.

Agency Revenue	Jan-Mar 24	Apr-Jun 24	Jan-Jun 24	Jan-Mar '25	Apr-Jun '25	Jan-Jun '25
Spot Revenue	22,708,183	20,074,072	<b>42,782,256</b>	23,236,117	21,403,501	<b>44,639,618</b>
Branded Content	4,129,227	4,513,363	<b>8,642,590</b>	4,114,816	4,445,748	<b>8,560,564</b>
Digital Audio	1,365,467	1,388,250	<b>2,753,717</b>	1,227,068	1,514,560	<b>2,741,628</b>
<b>Total Agency Revenue:</b>	<b>28,202,877</b>	<b>25,975,685</b>	<b>54,178,562</b>	<b>28,578,001</b>	<b>27,363,809</b>	<b>55,941,810</b>

Direct Revenue	Jan-Mar 24	Apr-Jun 24	Jan-Jun '24	Jan-Mar '25	Apr-Jun '25	Jan-Jun '25
Spot Revenue	8,040,936	8,678,212	<b>16,719,147</b>	7,974,974	8,673,216	<b>16,648,190</b>
Branded Content	2,983,885	3,207,445	<b>6,191,330</b>	2,884,574	3,041,424	<b>5,925,998</b>
Digital Audio	391,009	388,862	<b>779,871</b>	375,050	467,463	<b>842,514</b>
<b>Total Direct Revenue:</b>	<b>11,415,830</b>	<b>12,274,519</b>	<b>23,690,349</b>	<b>11,234,599</b>	<b>12,182,103</b>	<b>23,416,702</b>

<b>Overall Total:</b>	<b>39,618,707</b>	<b>38,250,204</b>	<b>77,868,911</b>	<b>39,812,600</b>	<b>39,545,913</b>	<b>79,358,512</b>
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