



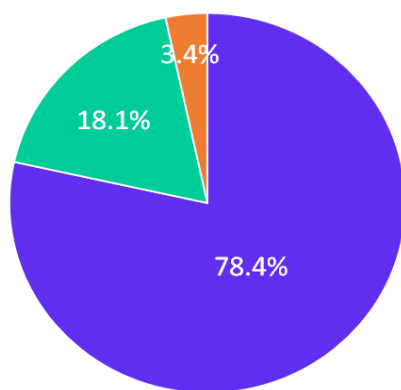
January – September 2022 Revenue Report

28th October 2022

January to September 2022 revenue for all radio operators in Ireland is up 12% on the same period last year, growing ahead of the total advertising market which is estimated to have revenue growth of 6% over the same period.

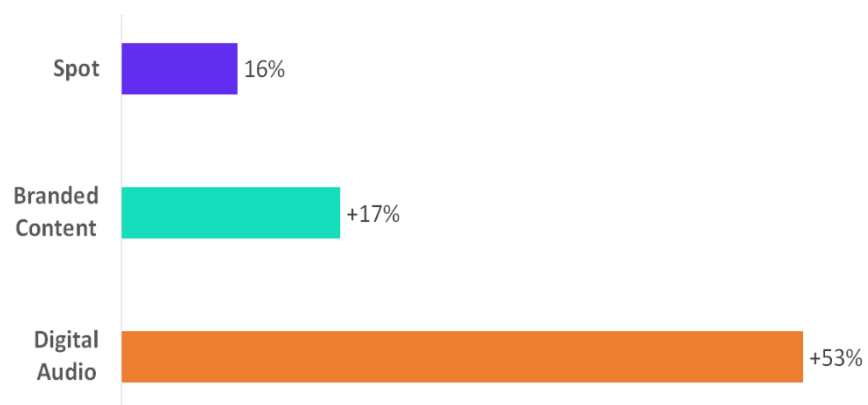
The data shows that the Irish radio advertising market enjoyed revenues of €110.5 million for the January to September 2022 period, up 12% on the same period last year. The €110.5 million revenue was made up of €87 million of spot revenue (radio commercials) which was up 9% compared to the same period last year. Branded content revenue (sponsorships, partnerships, content solutions) came to €20.1 million, up 17%. while digital audio revenue was €3.73 million for the period, up 53%. Revenue from media agencies came to €77 million, up 6% while revenue coming directly from advertisers was €33.6 million, up 27%.

Share of Revenue Jan – Sep 2022



■ Spot ■ Branded Content ■ Digital Audio

Revenue Growth Jan – Sep 2022



Revenue in quarter 3 (July – September '2022) grew by 1% compared with very strong growth for the first half of the year (+18%) but the sector enjoyed very buoyant revenues in July-September '21 so it is a very strong position to record further growth in Q3 this year. Growth of 12% for the sector for the January to September period compares very favourably with the total Irish advertising market which is estimated to have grown by 6% over the same period.

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

Revenue by quarter is detailed below:

Jan-Mar '21 Apr-Jun '21 Jul-Sep '21 Oct-Dec '21 **Total 2021** Jan-Mar '22 Apr-Jun '22 Jul – Sep '22

Agency								
Spot	€18,961,994	20,524,990	20,804,763	27,791,817	88,083,564	21,219,697	21,615,185	19,535,413
Branded content	3,175,344	3,277,844	4,058,658	4,286,508	14,798,354	3,869,599	3,556,918	4,413,965
Digital audio	587,227	570,059	647,292	725,665	2,530,243	771,135	878,397	1,091,291
Total agency	22,724,565	24,372,893	25,510,713	32,803,990	105,412,161	25,860,431	26,050,500	25,040,669
Direct								
Spot	5,097,378	6,260,750	7,747,215	10,135,306	29,240,649	7,799,915	8,333,566	8,230,476
Branded content	2,071,654	2,137,594	2,484,396	2,754,188	9,447,832	2,632,030	2,854,590	2,722,538
Digital audio	183,297	210,498	246,738	334,768	975,301	370,448	310,219	319,865
Total direct	7,352,329	8,608,842	10,478,349	13,224,262	39,663,782	10,802,393	11,498,375	11,272,881
Total Revenue	30,076,894	32,981,735	35,989,062	46,028,252	145,075,943	36,662,824	37,548,875	36,313,550

