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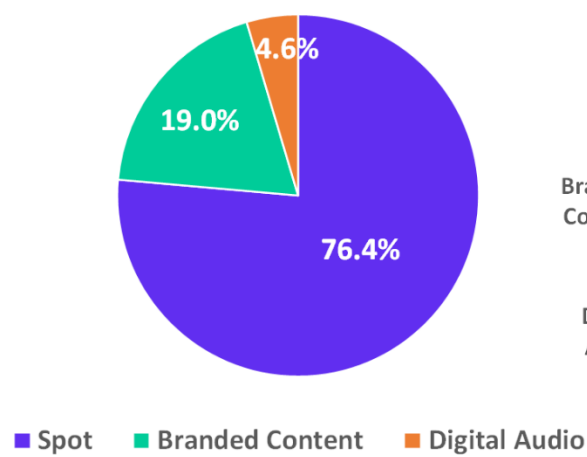
January to June 2024 Revenue Report

29th July 2024

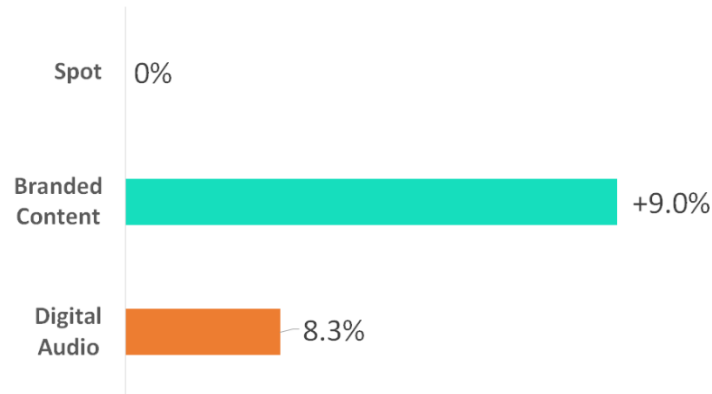
January to June 2024 revenue for all radio operators in Ireland is up 2% on the same period last year.

The Irish radio advertising market enjoyed revenues of €77.9 million for the January to June 2024 period, up 2% on the same period last year. The €77.9 million revenue was made up of €59.5 million of spot revenue (radio commercials) which was flat for the period. Branded content revenue (sponsorships, partnerships, content solutions) came to €14.8 million, up 9%, while digital audio revenue was €3.5 million for the period, up 8.3%. The digital audio revenue is made up of revenue from Irish radio operators, it does not include revenue from global audio players such as Spotify or Acast. Revenue from media agencies came to €54.2 million, up 2.6% while revenue coming directly from advertisers was €23.7 million, flat versus the same period last year.

Share of Revenue Jan – Jun 2024



Revenue Growth Jan – Jun 2024



The largest spending categories on radio continue to be retail, household services (utilities, telco's), government, finance and motors although finance has seen a decline in spend in 2024. The current need to provide very detailed yet clear terms and conditions for financial products is a challenge on an audio platform. In consultation with the relevant authorities, there may be an opportunity to explore alternative methods that provide clear and relevant information to listeners but do so in a way that does not preclude brands with financial products from using audio to communicate to customers and potential customers.

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

Agency Revenue	Jan-Mar 23	Apr-Jun 23	Jan-Jun 23	Jan-Mar '24	Apr-Jun '24	Jan-Jun '24
Spot Revenue	22,658,516	19,555,265	42,213,781	22,708,183	20,074,072	42,782,256
Branded Content	3,678,690	4,329,397	8,008,087	4,129,227	4,513,363	8,642,590
Digital Audio	1,367,785	1,197,707	2,565,492	1,365,467	1,388,250	2,753,717
Total Agency Revenue:	27,704,991	25,082,369	52,787,360	28,202,877	25,975,685	54,178,562

Direct Revenue	Jan-Mar 23	Apr-Jun 23	Jan-Jun '23	Jan-Mar '24	Apr-Jun '24	Jan-Jun '24
Spot Revenue	8,119,068	9,287,369	17,406,437	8,040,936	8,678,212	16,719,147
Branded Content	2,738,217	2,857,266	5,595,483	2,983,885	3,207,445	6,191,330
Digital Audio	330,222	368,360	698,582	391,009	388,862	779,871
Total Direct Revenue:	11,187,506	12,512,996	23,700,502	11,415,830	12,274,519	23,690,349

Overall Total:	38,892,498	37,595,364	76,487,862	39,618,707	38,250,204	77,868,911
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