



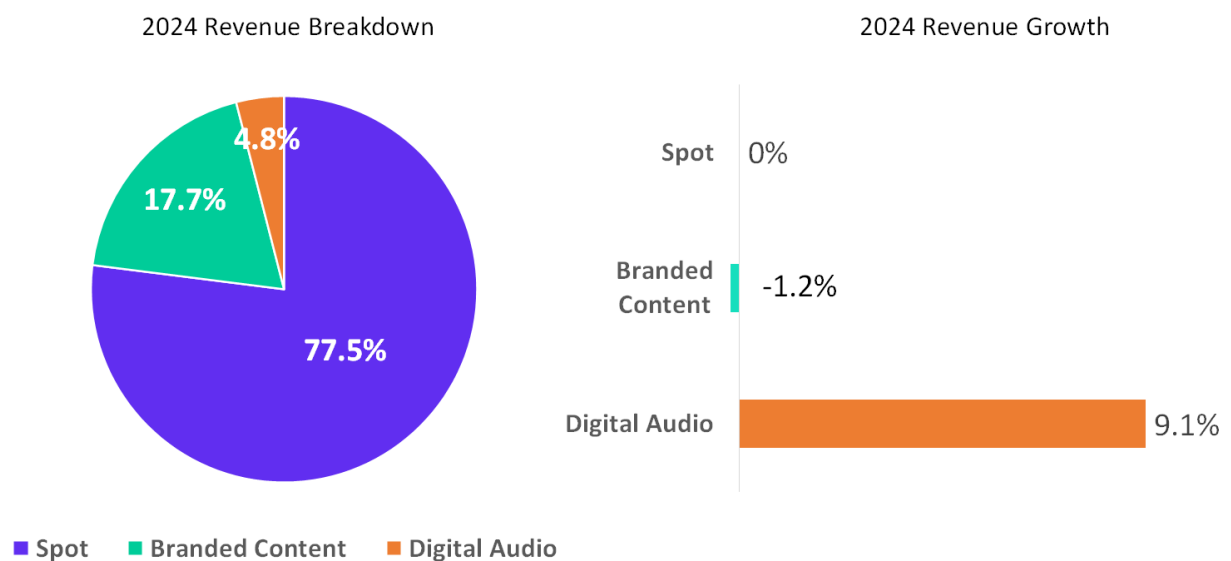
2024 Revenue Report

12th February 2025

Irish radio enjoyed revenues of €164.2 million in 2024.

Total revenue for Irish radio operators in 2024 came in at €164.2 million, up 0.2% versus 2023. The €164.2 million 2024 revenue was made up of €127.2 million of spot revenue (radio commercials) which was flat for the period. Branded content revenue (sponsorships, partnerships, content solutions) came to €29.1 million, which was down 1.2% while digital audio revenue was €7.9 million, up 9% for the period. 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 €114.6 million, up 0.6% while revenue coming directly from advertisers was €49.6 million, down 0.8%.

Largest product categories in 2024 for the sector were retail, household services, Government, motors and finance and largest year on year growth came from household appliances and motors.



Source: Radiocentre Ireland

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

Agency Revenue	Jan-Mar 24	Apr-Jun 24	Jul-Sep '24	Oct-Dec '24	Total
Spot Revenue	22,708,183	20,074,072	19,339,143	29,157,118	91,278,517
Branded Content	4,129,227	4,513,363	4,156,355	4,326,749	17,125,694
Digital Audio	1,365,467	1,388,250	1,483,069	2,020,219	6,257,005
Total Agency Revenue:	28,202,877	25,975,685	24,978,567	35,504,086	114,661,216

Direct Revenue	Jan-Mar 24	Apr-Jun 24	Jul-Sep '24	Oct-Dec '24	Total
Spot Revenue	8,040,936	8,678,212	8,257,689	10,948,542	35,925,378
Branded Content	2,983,885	3,207,445	2,813,845	3,016,790	12,021,966
Digital Audio	391,009	388,862	411,755	420,801	1,612,427
Total Direct Revenue:	11,415,830	12,274,519	11,483,290	14,386,133	49,559,771

Overall Total:	39,618,707	38,250,204	36,461,857	49,890,219	164,220,987
-----------------------	-------------------	-------------------	-------------------	-------------------	--------------------