## Siobhan Kenny CEO Radiocentre



### **Commercial radio in the UK**











Higms > 2017 > March > Industry News > Record breaking year for UK radio revenues

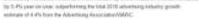
#### Record breaking year for UK radio revenues

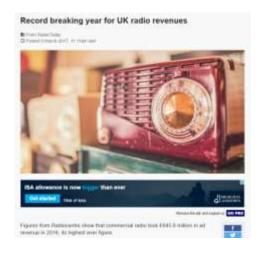


Commercial radio is celebrating a record-breaking year for advertising revenue, boosted by increased investment in the medium by online retailers.

#### Commercial radio posts record £646m revenue







#### campaign

Latest Brands ✓ Agencies ✓ Media ✓ The Work ✓ Analysis ✓ Jobs ✓ R

Gideon Spanier | May 18, 2017

How long? 1 minute

Account ▼

#### Commercial radio set for strong growth

Commercial radio ad revenues have risen more than 3% since the start of the year, bucking the gloom seen elsewhere in broadcasting.

85%

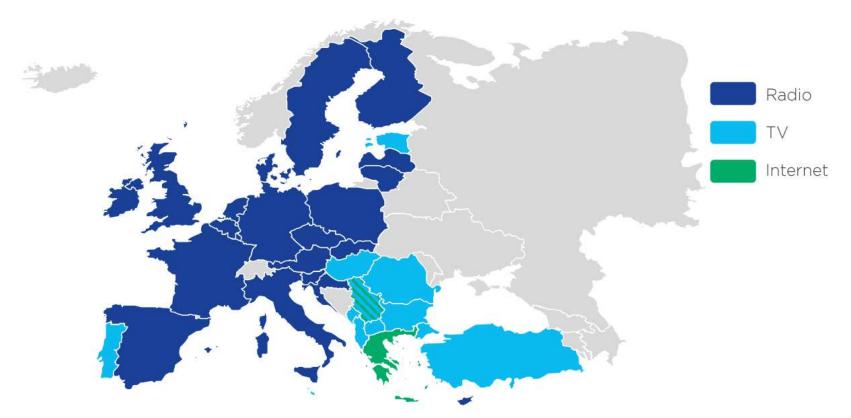
listen every week across Europe



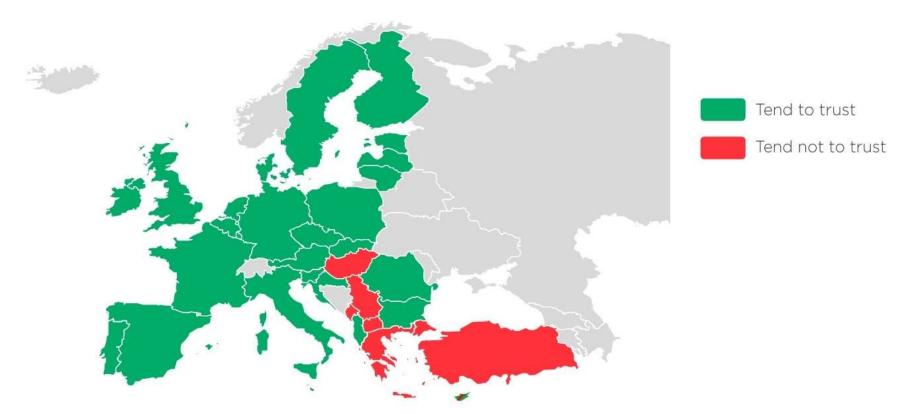


## 2-3 hrs a day

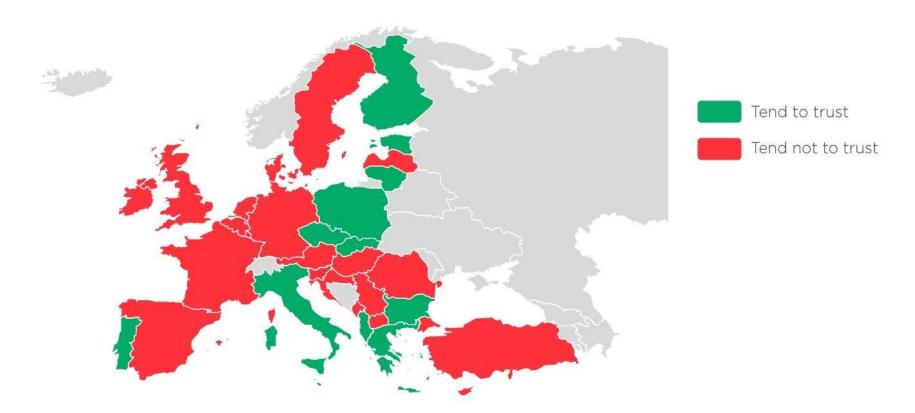
### Most trusted media



### **Trust in radio**



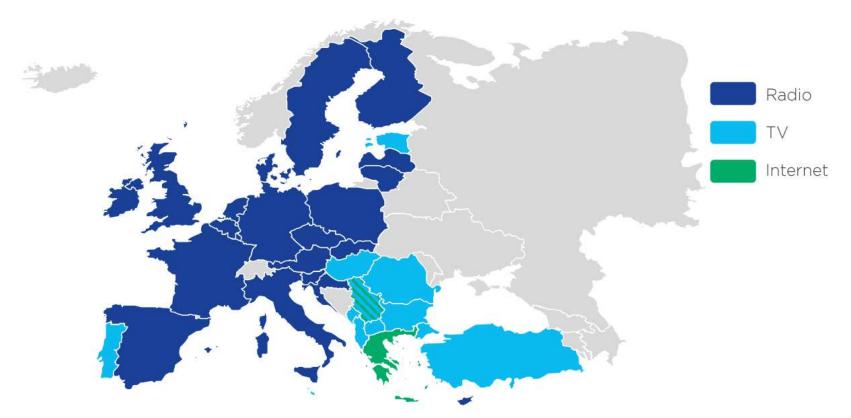
### **Trust in internet**



### Trust in social media



### Most trusted media



## SEE RADIO DIFFERENTLY

## TRUST

#### Taxpayers fund extremism

Government adverts pay for hate videos and rape apologists
Google summoned to explain as big brands pull campaigns







Ads From Google

Oracle #1

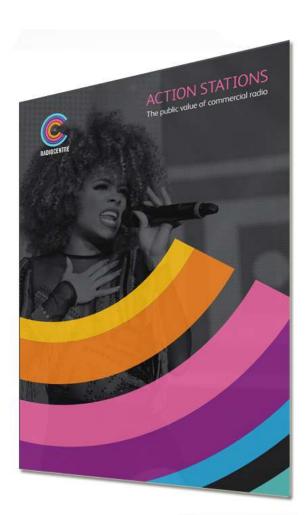
SaaS Enterprise Applications Revision

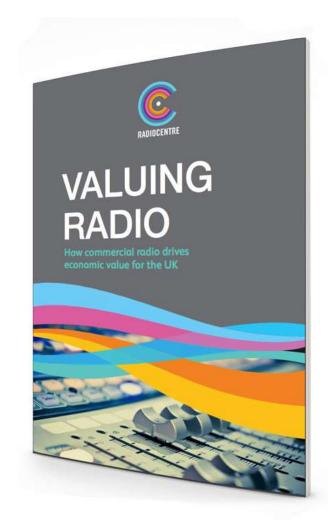












## Value to the economy

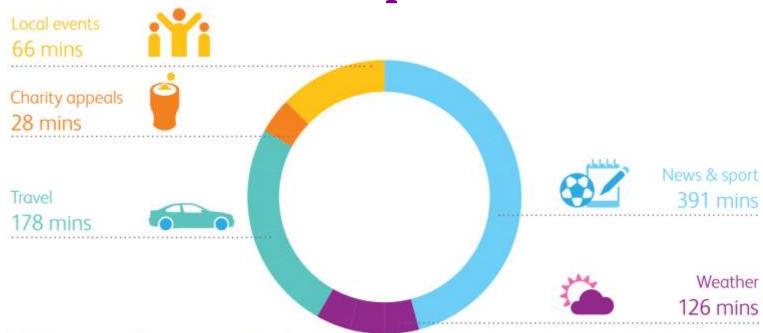


## Advertising





# Public service output



13 hours and 15 minutes of public value broadcast each week in total



#### 'Terms and Conditions' warnings on credit card ads challenged by UK Radio industry

UK radio stations fear the extended conservals required are driving away listeners.

Manufacture Notice Commission | Build Showerth | National St March 1976 | Etc. commission



MEDIA BRAND OF THE YEAR



Radiocentre wants to axe 'long, inaudible terms and conditions' at end of radio ads



### Cut the 'small print' from ends of radio ads, stations to ask Brussels

Commercial radio industry to submit to replace costly fast-paced voiceover format with short referral to website



RadioCentre argues that advertisers pay €32m a year for the extra airtime to add terms and conditions to

## FUTURE















# GETTING VOCAL

How voice-activated devices are increasing radio listening and elevating audio branding

9% 2017 40% 2018 80% P







77% of Echo owners use the device for radio



## SEE RADIO DIFFERENTLY

 Radio is in excellent shape, an adaptable and trusted medium in an ever-changing world

 Radio continues to deliver huge value to audiences and advertisers

 Radio, the original wireless medium, is proving to be one of the most resilient media and is reshaping itself for a new golden era