

# United Kingdom Commercial Radio Q4 2007 Enders Analysis

## Executive Summary

The UK commercial radio advertising market grew by 3% in 2007, to reach a total of £940 million. This growth was driven by a strong performance from the London market, which grew by 5%. The regional market grew by 2%, while the national market declined by 1%.

The growth in the London market was driven by a number of factors, including the launch of new stations, such as Absolute Radio and Magic 105.4, and the strong performance of existing stations, such as Capital FM and Heart 106.2.



## United Kingdom Commercial Radio: Q4 2007 (Enders Analysis) by Grant Goddard

★★★★☆ 4.3 out of 5

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The regional market also performed well in 2007, with growth driven by a number of factors, including the launch of new stations, such as Bauer

Media's Greatest Hits Radio, and the strong performance of existing stations, such as Smooth Radio and Classic FM.

The national market declined by 1% in 2007, with the decline driven by a number of factors, including the closure of a number of stations, such as Virgin Radio, and the weak performance of existing stations, such as TalkSport and Absolute Radio.

## **Market Size**

The UK commercial radio advertising market was worth £940 million in 2007, up from £912 million in 2006. This represents a growth of 3%.

The London market was the largest commercial radio advertising market in the UK in 2007, with a total revenue of £350 million. This represents a growth of 5% from 2006.

The regional market was the second largest commercial radio advertising market in the UK in 2007, with a total revenue of £420 million. This represents a growth of 2% from 2006.

The national market was the smallest commercial radio advertising market in the UK in 2007, with a total revenue of £170 million. This represents a decline of 1% from 2006.

## **Growth Drivers**

The growth of the UK commercial radio advertising market in 2007 was driven by a number of factors, including:

\* The launch of new stations, such as Absolute Radio and Magic 105.4 in London, and Bauer Media's Greatest Hits Radio in the regions. \* The strong performance of existing stations, such as Capital FM and Heart 106.2 in London, and Smooth Radio and Classic FM in the regions. \* The growth of digital radio, which is providing new opportunities for commercial radio stations to reach listeners.

## **Challenges**

The UK commercial radio advertising market is facing a number of challenges, including:

\* The increasing competition from other media, such as television, online and mobile. \* The rising cost of programming and other operating expenses. \* The decline in the number of listeners to commercial radio stations.

## **Outlook**

The outlook for the UK commercial radio advertising market is positive. The market is expected to grow by 2% in 2008, to reach a total of £960 million. This growth will be driven by the continued growth of the London and regional markets, and the increasing popularity of digital radio.

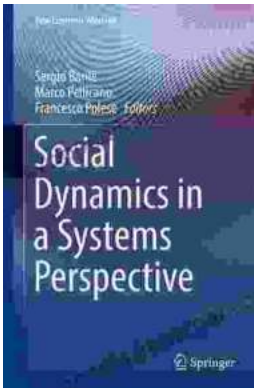
The UK commercial radio advertising market is a dynamic and growing market. The market is facing a number of challenges, but the outlook is positive. The market is expected to continue to grow in the coming years, driven by the growth of the London and regional markets, and the increasing popularity of digital radio.



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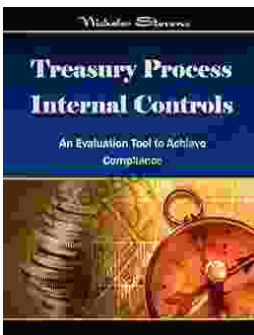
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