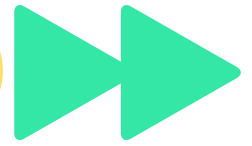


Annual Review 2024



Commercial radio has continued to thrive in 2024, experiencing record audience reach and strong gains in listening share. Here's an overview of how Radiocentre has worked to support this momentum, by championing the industry and ensuring our members' voices were heard.

Providing a strong and united voice on matters that affect the whole industry



Media Act 2024 – after several years of government and industry collaboration, this landmark legislation was passed into law in May 2024. For radio, this will secure future distribution on voice activated devices and sweep away outdated format regulation. Focus is now shifting to implementation and engagement with Ofcom, which is expected to continue into 2025 and early 2026.



BBC & Ofcom – we ensured that our views on the role and remit of BBC radio and audio services were communicated to government, Ofcom and the BBC. This included a particular focus on pushing back against the BBC's proposals to launch four new DAB+ radio stations, as well as plans to introduce ads in podcasts on third-party platforms in the UK.



Lobbying and events – following the change of Government, we welcomed the new DCMS team and held a commercial radio roundtable with Media Minister, Stephanie Peacock. We also attended party conferences and engaged with new and returning MPs to communicate our lobbying priorities.



Breaking News research – in advance of the general election in July, we published a new report which highlighted the crucial role of commercial radio news during elections and shared the findings with key political stakeholders.

Supporting advertisers and commercial teams with effectiveness evidence, new tools, insight and thought-leadership



Radio: The Performance Multiplier – we hosted a live webinar to release this new research which demonstrates how radio can be used effectively as part of a performance marketing campaign, by boosting demand and driving response. It was watched by an audience of over 300 from brands and agencies. The research findings were well received by agency customers and the trade press. Post launch analysis also shows the research has helped boost the medium's share of category ad spend by 12% (a £4m radio revenue advantage).



Sales training – we ran two free online training workshops for Radiocentre members, designed to provide local sales teams with evidence-based insights to support conversations and pitches with clients who may be new to radio. We will continue to roll these out in 2025.



Radiogauge – our bespoke effectiveness tool was used to measure 69 radio campaigns and results were presented back to respective clients and agencies.

Promoting the industry to brands and agencies



Tuning In London – under the theme ‘Unlocking the audio advantage’ we welcomed 340 attendees in person to the event, with another 200 joining us via the livestream. This included a strong turnout from our core target audience of advertisers and agencies. Also at the event, the Media Minister Stephanie Peacock, provided a special address underscoring the importance of commercial radio. Over 1,000 catch up views have been registered since the sessions went online.



Tuning In Midlands – taking place in Birmingham, more than 100 guests enjoyed a morning of presentations showcasing the latest developments in radio and audio including new research, innovations that are driving the industry forward, as well as advertiser and station case studies.



Tuning In North – following our event in Birmingham, the series also returned to Manchester’s Bridgewater Hall, attracting over 200 attendees including brands, agencies and member stations.



Audio Ad of the Year Award – this partnership with Campaign sets out to find the best audio ad of year and showcase creativity in audio advertising. Following an online vote by 1,500 Campaign readers, the winning work and the team behind it were profiled in Campaign in December 2024.



Media Week Awards – we continued to be a sponsor of the Media Week Awards. For the second year in a row, Goodstuff won Gold for Best Use of Audio, this time for Ovo’s ‘The Power Nap’. A campaign executed by Global won the awards’ Grand Prix – ‘We’re not just Heart’ for NHS Blood & Transplant.



Audio Advertising Awards – at a time of growth and innovation in the sector, we were a proud sponsor of Campaign’s inaugural Audio Advertising Awards which showcased the power of audio advertising.



Training – almost 150 delegates attended our monthly Introduction to Radio Advertising course. This continues to receive really positive feedback and includes our in-person training with station tour which we offer to agencies and advertisers. For 2025 we will be developing an intermediate level programme aimed at agency planners to increase understanding of best practice campaign optimisation. Watch this space.



Industry events – across the year we have also shared our latest insight and expertise at conferences including: Adwanted’s Future of Audio conference, EGTA Market Intelligence, ASI International Radio & Audio conference and MRG’s Tools of the Trade introduction to media research course.

Bringing the industry together



DEC – we once again lent our support to the DEC by coordinating a commercial radio and audio campaign in response to the humanitarian situation in the Middle East and to date broadcasters have helped raise over £25 million.



Creative Access – building on the success of previous events with the BBC, we hosted a masterclass for interns from diverse backgrounds pursuing careers in the creative industries. Held in Salford, this year’s event aimed to encourage a more representative, accessible, and inclusive industry.

Ensuring advertising messages on commercial radio comply with the B/CAP code



Clearance – over 35,000 scripts processed for broadcast on members’ linear and digital services and three online training sessions were hosted. We also updated our Copy Guidelines and worked with several customers to help reduce over-compliance.

