

RADIO, REVENUE & RESILIANCE

NESSA MCGANN

PROGRAMME GROUP RADIO DAYS EUROPE

Radiodays
EUROPE
Radio | Audio | Podcast

PRAGUE
26-28 MARCH 2023

Nessa McGann – McGANN MEDIA

- ▶ Radiodays Europe Programme Committee
 - ▶ Youth Summit
 - ▶ Commercial Radio Revenue Sessions
- ▶ McGann Media
 - ▶ 25 years radio programming experience
 - ▶ Content Director, Trainer and project manager
 - ▶ Funding Applications for creative programming
 - ▶ Ours to Protect



RADIODAYS EUROPE – PRAGUE

“New Audiences New Opportunities”

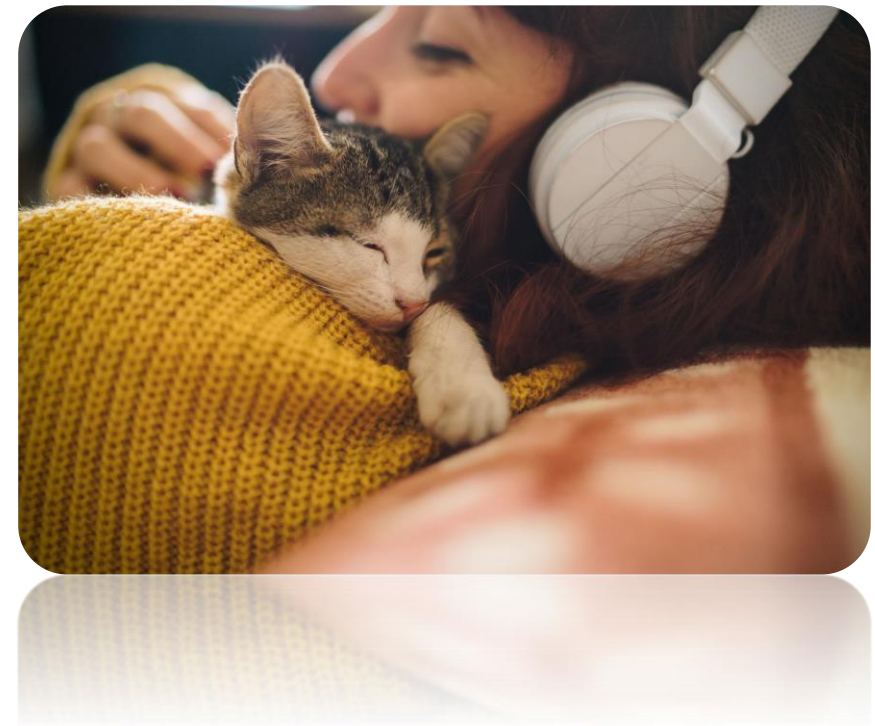
- ▶ Audio – Radio - Podcasting
- ▶ 3 Days
- ▶ Over 90 Speakers
- ▶ More than 60 sessions
- ▶ www.radiodayseurope.com





WHY RADIO?

- ▶ RADIO IS AUDIO
- ▶ AUDIO IS GROWING
- ▶ TRUSTED MEDIUM ACROSS EUROPE
- ▶ LOW COST OF PRODUCTION
- ▶ SUSTAINABLE AND GREEN FORM OF COMMUNICATION
- ▶ COST EFFECTIVE RESULTS / GOOD R.O.I





RADIO IS EVOLVING

- ▶ HANDS FREE
- ▶ NON-VISUAL
- ▶ MULTI PLATFORM
- ▶ UBIQUITOUS
- ▶ CREATIVE
- ▶ TRUSTED



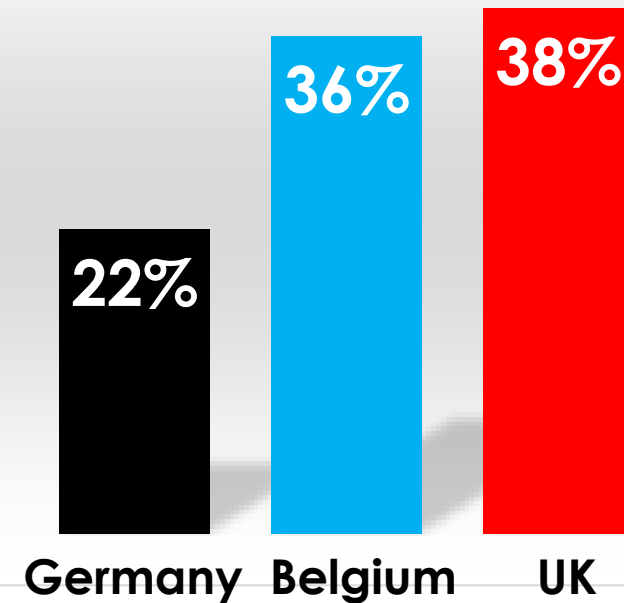
RADIO HAS REACH

- ▶ Audio has never been so popular
- ▶ Radio is an excellent way to reach your audience
- ▶ Radio has more than 70% of Daily Reach in Europe*
- ▶ European Radio listeners listen on average – 3 hours 19 min every day*
- ▶ Online Listening is increasing



Source: egta radio focus 2019

% Increase in Online Listening across Europe



RADIO HAS REACH & POWER ONLINE

34% OF THE WORLD LISTEN TO A PODCAST ONCE A MONTH*

OVER 32.5MILLION PEOPLE LISTEN TO PODCASTS ON SPOTIFY EACH MONTH**

AVERAGE US AD SPEND EXPECTED TO EXCEED \$190 BILLION IN 2022**

RADIO DRIVES WEB TRAFFIC WITH A 43% AVERAGE WEB TRAFFIC LIFT***

CAMPAIGNS WITH A CLEAR CALL TO ACTION GENERATE ON AVERAGE 5 TIMES MORE VISITS ONLINE***

*Reuters Institute Digital News Report 2022

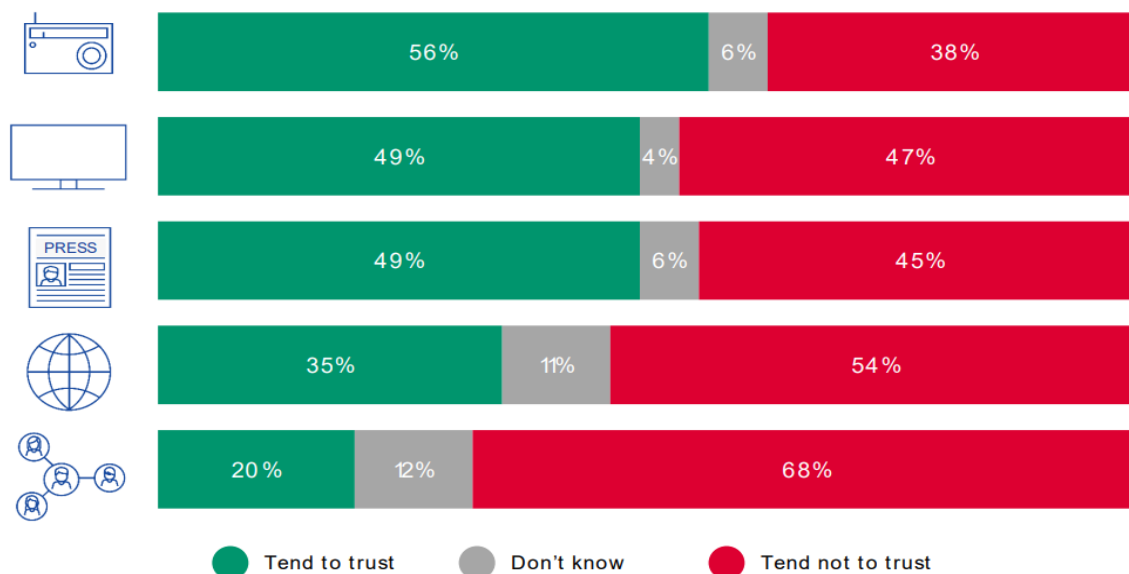
**<https://www.exchangewire.com/blog/2022/12/09/will-audio-kill-the-video-star>

***radiotoweb, Nielsen, TVTY, 2022



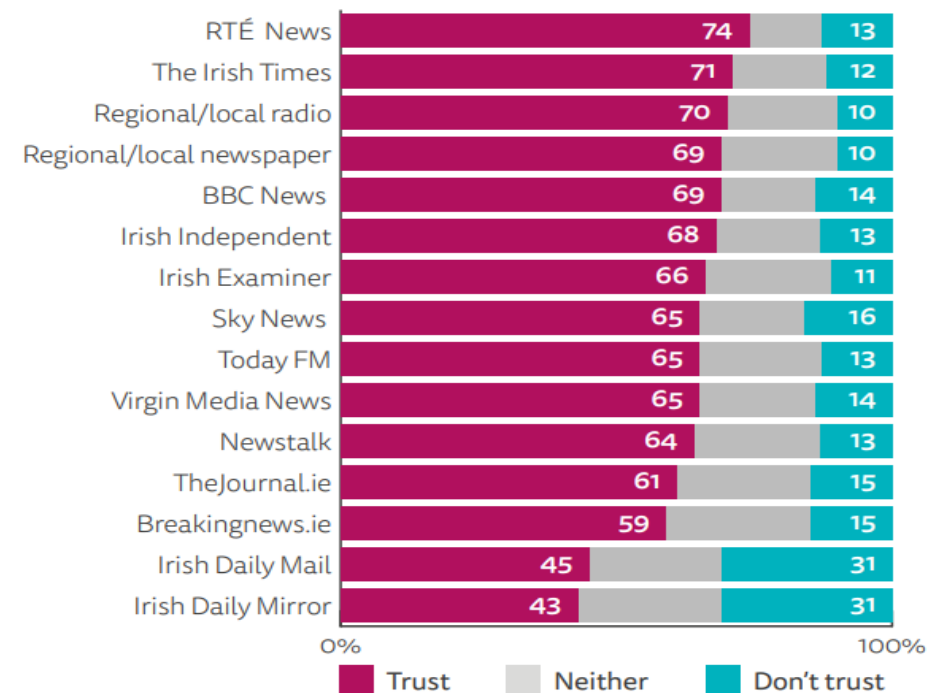
RADIO IS TRUSTED

TRUST IN MEDIA IN THE EU (% of population, 2022)

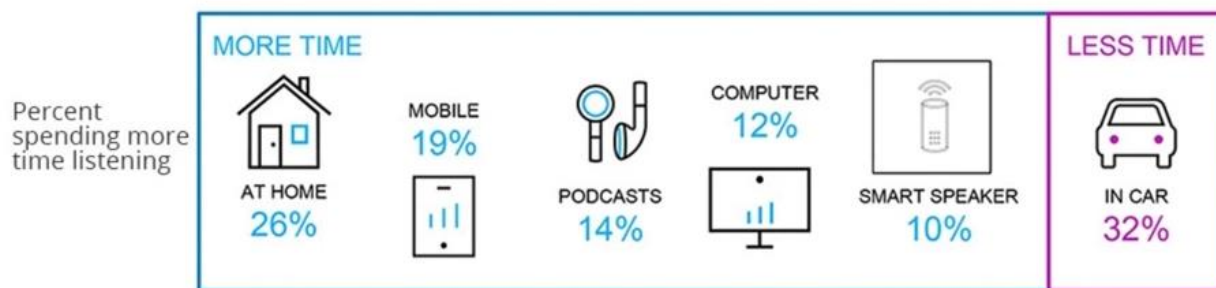


Note: Survey results at EU level represent a weighted average across the 27 EU Member States, applying official population figures provided by EUROSTAT.

BRAND TRUST SCORES



Trust = % scored 6-10 on 10-point scale. Don't trust = 0-4. Neither = 5. Those that haven't heard of each brand were excluded. Only included in the survey so should not be treated as a list of the



RADIO RESPONDS

DURING COVID WE LISTENED MORE TO RADIO AT HOME

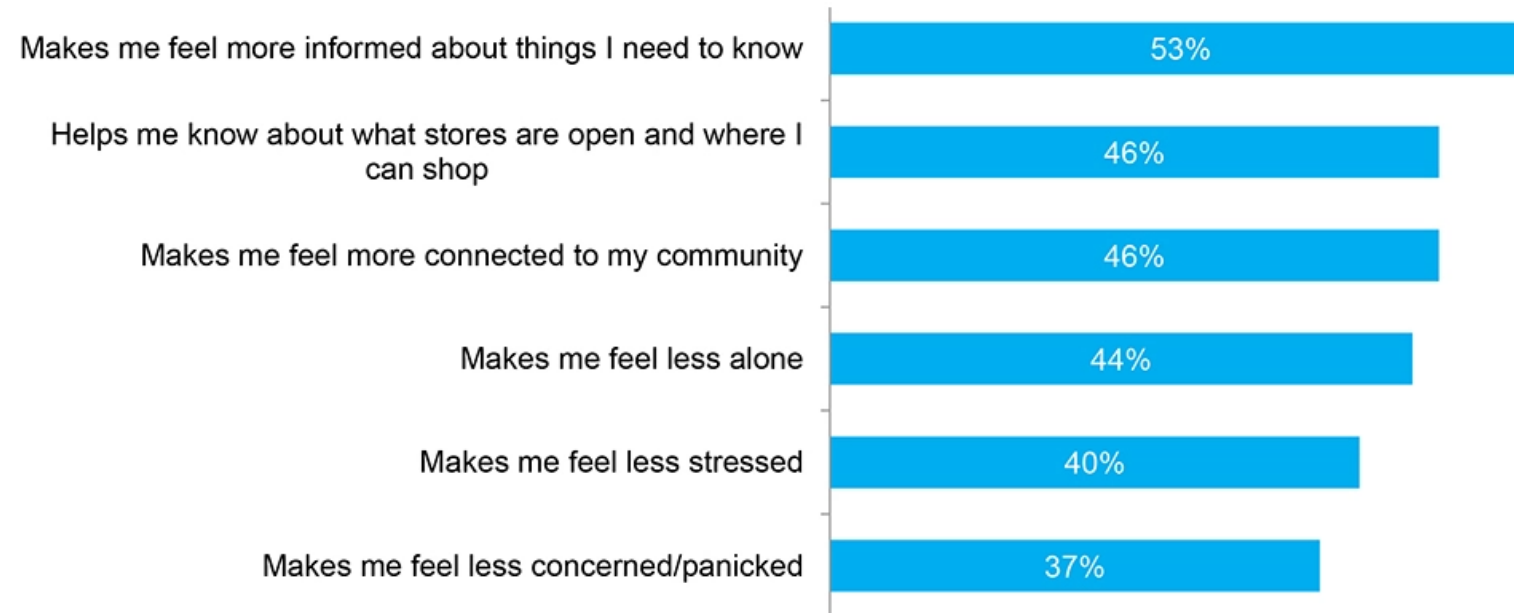
Nielsen online survey 2020





RADIO HOSTS CONNECT IN TIMES OF CRISIS

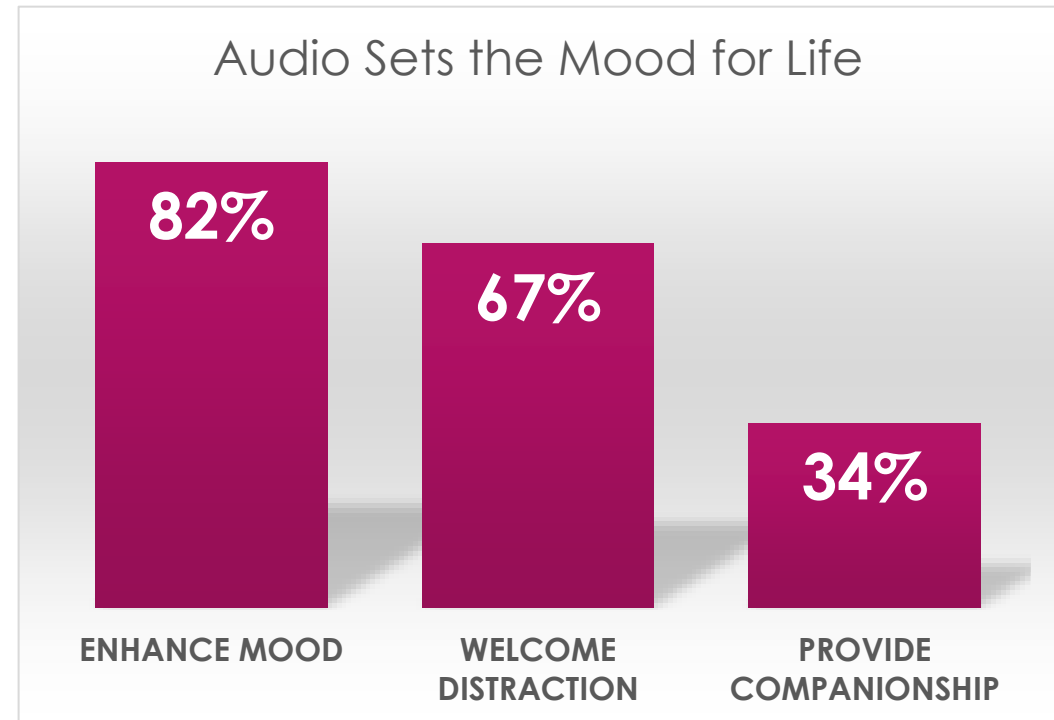
Percent of respondents who agree with the question: "Listening to my favorite radio hosts during the COVID-19 restrictions..."



Source: Nielsen custom study conducted March 20-22, 2020 via online survey, based on a weighted sample of 1,000 adults 18+.

RADIO CONNECTS & ENGAGES

- ▶ Radio Sets the Mood
- ▶ Radio is still our friend
- ▶ 56% Millennials and Gen Z say audio provides necessary escape from too many visual stimulations



Source: Pandora The 2021 definitive guide to audio

RADIO IS SUSTAINABLE

- ▶ GOING GREEN NEVER MORE IMPORTANT
- ▶ RADIO IS A RELIABLE MEDIUM FOR YOUR MESSAGE
- ▶ DELIVERS CONSISTENT RESULTS FOR
 - ▶ LISTENERS
 - ▶ ADVERTISERS
 - ▶ SPONSORS

CO2 EMISSIONS OF ADS IN DIFFERENT MEDIA



Legende



Radio ads for 10.000 contacts



Online Display 10.000 Ad Impressions



Online-Video 10.000 Ad Impressions



TV ads linear 10.000contacts



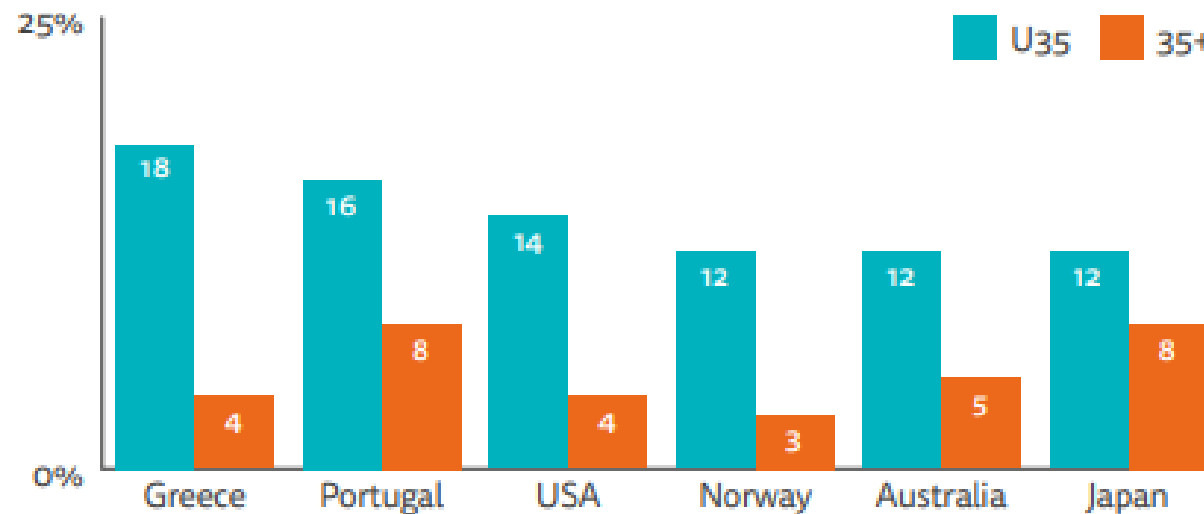
Billboard 18/1, 10 Posters



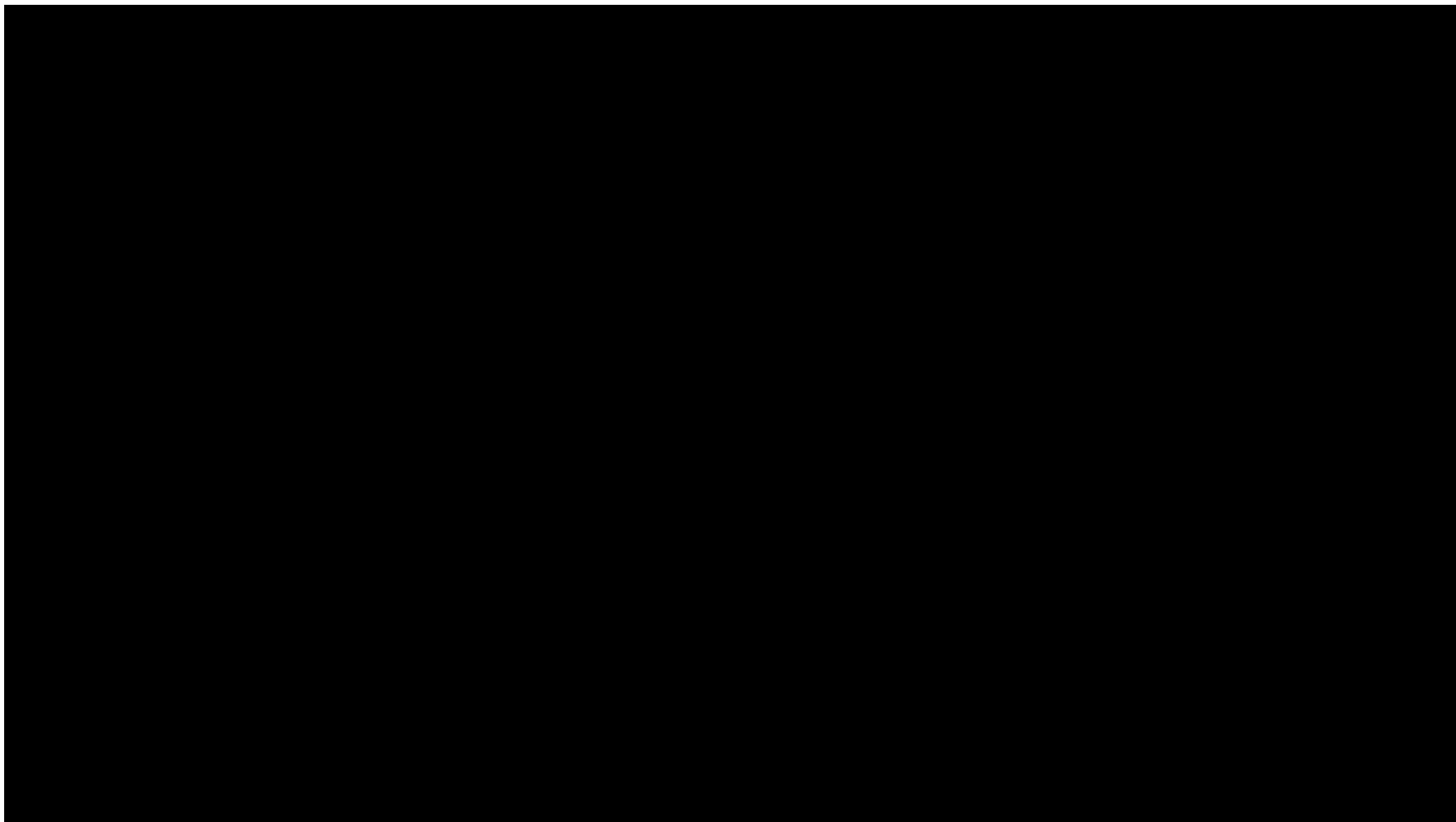
Newspapers ½ page 5.000 circulation

<https://www.mediaplus.com>

PROPORTION WHO PAY ATTENTION TO CELEBRITIES, SOCIAL MEDIA PERSONALITIES, OR ACTIVISTS FOR CLIMATE CHANGE NEWS – BY AGE – SELECTED MARKETS

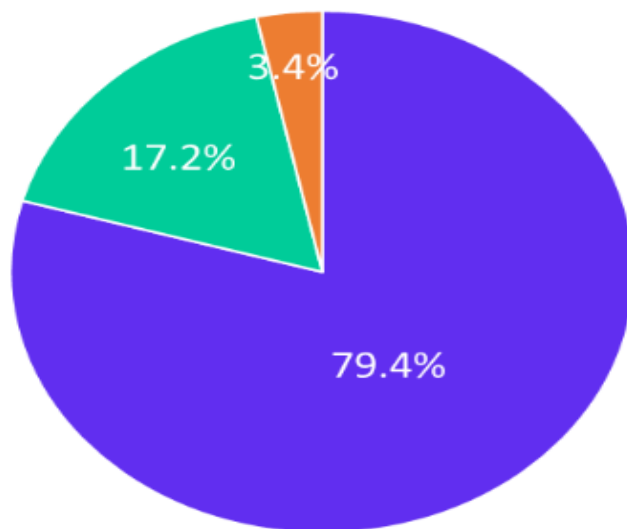


C1_2022a. When it comes to climate change news, which of the following sources, if any, do you pay most attention to? Please select all that apply. Base: U35/35+: Greece = 468/1536, Portugal = 462/1549, USA = 668/1368, Norway = 496/1514, Australia = 561/1477, Japan = 406/1609.



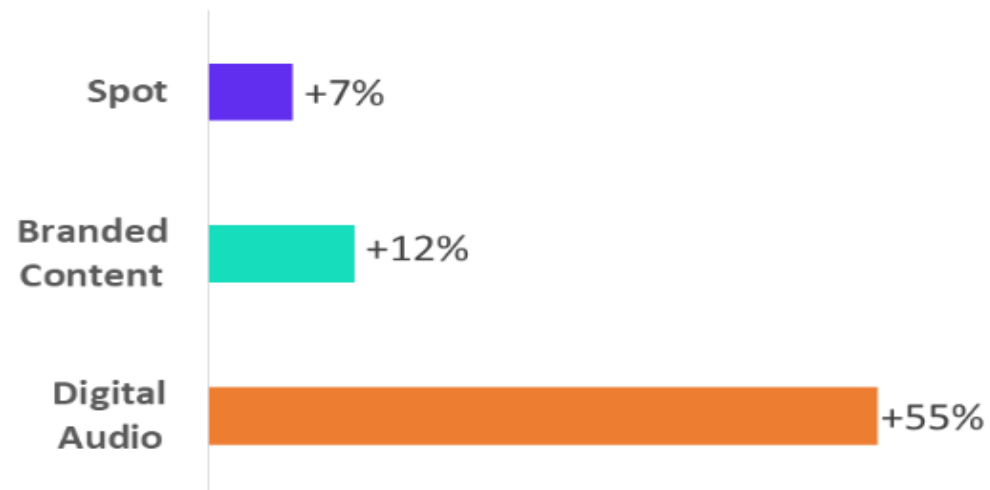
IRISH RADIO REVENUE GROWTH 2022

Share of Revenue 2022



■ Spot ■ Branded Content ■ Digital Audio

Revenue Growth 2022



AND FINALLY...

AUDIO LISTENING IS GROWING

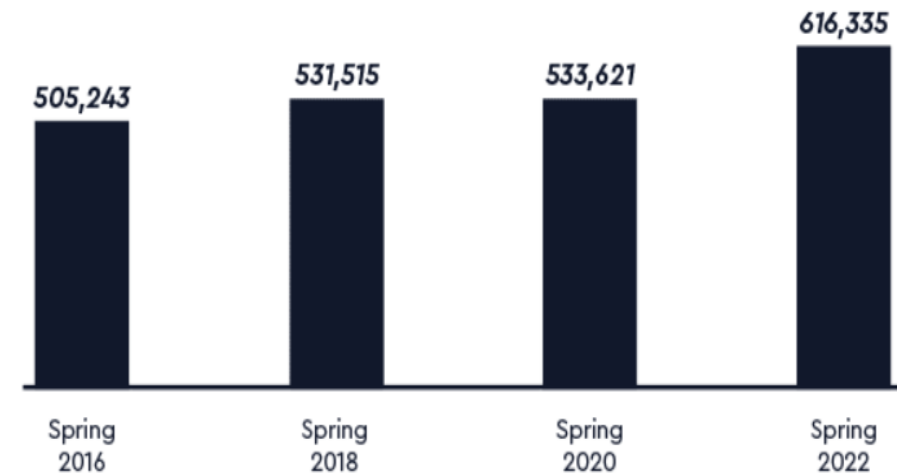
REVENUE GROWS WHEN YOU ADD AUDIO

MAKE SURE YOU AND YOUR CLIENTS ARE GROWING TOO



Total commercial audio listening is growing...

Total weekly commercial audio listening hours (000s)



Source RAJAR MIDAS

Czech Radio | 100

Radiodays EUROPE

Radio | Audio | Podcast

PRAGUE

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SUPPORTING HOST PARTNERS



NEW AUDIENCES • NEW OPPORTUNITIES

Efcharistó!

WWW.RADIODAYSEUROPE.COM