

*Commercial radio has been in excellent health in 2022, experiencing record highs in listening hours and growth in share over the BBC. Under the leadership of new CEO Matt Payton, we have continued to help support and strengthen this success by championing our industry and speaking up on issues affecting our members.*

## RESEARCH



**Generation Audio** – This must-see research examines the modern audio market and the complementary roles of live radio, podcasts and music streaming. It explores drivers of growth in commercial audio listening and the opportunities this affords to advertisers, encouraging a more sophisticated approach to audio planning based on need-states.

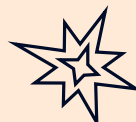


**Planning Optimiser tool** – The first of its kind, this online tool was built as part of the Big Audio Datamine project and provides planners with a robust and rounded data-framework to help them make smarter effectiveness-outcome-based decisions in setting optimum planning weights for radio campaigns, ensuring better results for clients.



**Radiogauge** – Used our bespoke effectiveness tool to measure 70 radio campaigns and presented the results to clients and agencies.

## TUNING IN



**Powering the Sonic Boom** – Over 300 audio, advertising and media industry executives attended RadioCentre's flagship conference in Central London with sessions focussed on three areas: the effectiveness of radio advertising, its rapid pace of innovation and the central, positive role radio plays in our culture. Over 6000 people caught up with the sessions online.



**Tuning In North** – Taking place in Manchester, this was our first in-person event outside London since the pandemic began. The event provided nearly 100 attendees with new RadioCentre insight (Big Audio Datamine), discussion of the important role radio and media play in powering the northern economy and the latest on how technology is driving the sector forwards. Almost 4000 watched the catch up videos.

## AD CAMPAIGNS & MARKETING INITIATIVES



**Brand refresh** – We've begun the process of reviewing and refreshing our brand identity and messaging and have appointed Fold7 as our creative agency.



**National sales resource** – We shared a new presentation deck and resource for sales teams on how radio can help business stay in good shape when times are tough. As we face a period of economic uncertainty, this gives evidence-based reasons why advertisers should continue to invest in advertising generally, and radio advertising in particular.



**Backing Brilliant Business** – A 16 episode podcast series hosted by Saira Khan to help business owners and marketers achieve their goals by sharing advice from a range of business experts. Guests included former Dragons Dens stars Theo Paphitis and Tej Lalvani.

## POLICY



**Parliamentary engagement** – Continued engagement with Ministers and parliamentarians to highlight the value of our sector and importance for support for future of radio as listening continues to shift online.



**Regulation** – Lobbied Government to include specific provisions for radio (around smart speakers and online platforms) in the Media Bill, as well as finalise commitments to commercial radio deregulation.



**BBC & Ofcom** – Ensured that industry priorities on the expectations for BBC radio and audio services were made clear both to DCMS and Ofcom during the Mid-Term Review of the BBC Charter.



**Lobbying and events** – Supported meetings of the All-Party Parliamentary Group for Commercial Radio; organised a parliamentary reception on the future of radio in April; attended party conferences; and ran event in parliament on regulation of digital platforms.

## BRINGING THE INDUSTRY TOGETHER



**World Radio Alliance** - This new group of 14 trade associations representing radio broadcasters and sales houses in Europe, the USA, Canada and Australia launched in February and is led by our Client Director, Lucy Barrett. Lucy represented the group at several international events and is steering its future activities.



**DEC** - As well as the Pakistan Floods Appeal, we helped coordinate the radio campaign for the Ukraine Humanitarian Appeal which marked the biggest response and the fastest turnaround of a two week campaign we and JICRIT have seen in recent times.



**Mental Health Minute** - After being awarded gold at the New York Festivals Radio Awards in April, the initiative returned in May for the 5th consecutive year and this time was voiced solely by their Royal Highnesses The Duke and Duchess of Cambridge (Now Prince and Princess of Wales) in support of 'Better Health - Every Mind Matters', which offers advice to tackle loneliness.



**Young Audio Awards** - Now in its 4th year, the awards event brought together some of BBC and commercial radio's biggest names to celebrate the entrants and winners in a livestream event that took place on 23rd March.

## CLEARANCE



**Scripts** - Nearly 29,000 radio scripts were cleared and four online training sessions were hosted.



**Ts&Cs** - We have been working with the FCA to renew our FCA confirmed industry guidance effective January 2023, as well as advising advertisers on ways to reduce unnecessary terms and conditions.

## PARTNERSHIPS & PUBLIC PLATFORMS



**Audio Ad of the Year Award** - Launched in partnership with Campaign to find the best audio ad of 2022. Celebrating creativity in audio advertising, the winning work and the team behind it will be profiled in Campaign in January 2023.



**Campaign's Radio and Audio Advertising Summit** - Presented a look ahead to the future using the recent Big Audio Datamine research to explore how advertisers have been using radio over the last decade and how this relates to best-practice usage.



**MediaWeek Awards** - Continued to sponsor Best Use of Audio category to ensure radio and audio campaigns get the recognition they deserve. This year's Gold winner was Initiative UK with its 'Joyful Focus' campaign for Lego.



We also shared our latest insight and expertise at several industry conferences including: Mediatel's Future of Audio Conference, Launch of Radiocentre Ireland, Radiodays Europe, EGTA's CEO & Top Executives Summit, The Catalan Radio Association conference, the World DAB Summit and the Westminster Media Forum.

## TRAINING



Monthly online training sessions have continued to attract large numbers of advertisers and agencies and this year we welcomed over 200 delegates. As the world returns to normal, we have gradually started to reintroduce our in-person version for a smaller number of clients. The mobile learning programmes for radio sales people and for businesses continues to evolve with the addition of bespoke brand focused programmes.