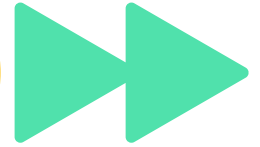


# Annual Review 2023



2023 was a landmark year for commercial radio. Not only did we celebrate 50 years since the first commercial stations went on air but we also marked new milestones in audience reach and share, ad revenue and in shaping the future of the industry. Here's a summary of some of the ways that Radiocentre worked to support its members throughout this special year.

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



**Action plan** To outline a roadmap for UK radio and audio to retain its position as a strong and successful force for good in the years to come, we published an action plan for the future 'Commercial radio: Stronger than ever'. The plan also includes a change to our remit and representation, as Radiocentre will now promote all forms of audio owned and operated by commercial radio broadcasters.



**Media Bill** Lobbying government to introduce measures for radio to protect stations on voice-activated devices such as smart speakers, as well as finalise commitments on commercial radio deregulation continued this year. This work resulted in the inclusion of support for radio in the Media Bill which was announced in the King's Speech and introduced to parliament in November.



**Lobbying and events** To celebrate 50 years of commercial radio we organised a parliamentary reception. We also supported meetings of the All-Party Parliamentary Group for Commercial Radio, attended party conferences, and engaged with DCMS and shadow frontbench ministers.



**BBC & Ofcom** During the Mid-Term Review of the BBC Charter we ensured that our views on the role and remit of BBC radio and audio services were communicated to DCMS and Ofcom, including highlighting risks for radio of moving to alternative funding models.

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



**Listen Up!** This groundbreaking new research in partnership with System1 which launched at Tuning In, looks at the role of emotion in audio advertising, offering advice to advertisers on how to create ads that will stir listeners' passions for business profits.



**An advertiser's friend in a cost-of-living crisis** To show how radio can be a valuable friend to advertisers seeking to support their business during challenging times we published this new report which provides evidence-based reasons why advertisers should continue to invest in advertising generally, and radio advertising in particular.



**Audio Need-States Navigator** Our newest tool enables agency planners and radio sales teams to access relevant data from our Generation Audio research to support specific plans or pitches. Since launch, it has been shortlisted for an MRG Award alongside the already award-winning Radio Planning Optimiser tool.



**Radiogauge** Our bespoke effectiveness tool was used to measure 49 radio campaigns and all results were presented back to respective clients and agencies.

## Promoting the industry to brands and agencies through events, marketing, partnerships, training, and on public platforms



### Tuning In London: Stronger than ever

Over 300 industry executives attended Radiocentre's flagship conference in Central London with 250 people watching via live stream. Sessions focused on three areas: the effectiveness of radio advertising, its rapid pace of innovation and the central, positive role radio plays in our culture. Over 1,000 catch up views have been registered since with the sessions online.



**Tuning In Scotland** Taking place in Edinburgh, more than 100 guests enjoyed a morning of presentations showcasing new research, innovations that are driving the industry forward, as well as advertiser and station case studies.



**Brand refresh** As we marked the 50th anniversary of commercial radio we also refreshed the Radiocentre brand to better reflect radio and audio as it is today, with its increasing digital capabilities. The new identity is part of our work to encourage advertisers and agencies to feel inspired, engaged and excited by the possibilities offered by audio.



**Audio Ad of the Year Award** For the second year this partnership with Campaign set out to find the best audio ad of year and showcase creativity in audio advertising. Following an online vote by Campaign readers, the winning work and the team behind it were profiled in Campaign in December 2023.



**Media Week Awards** We continued to be a sponsor of the Media Week Awards, where audio was the success story of the night. A campaign for The British Heart Foundation by PHD and Global swept up five prizes including the Grand Prix, while Goodstuff and Bauer won Best Use of Audio for a partnership with On the Beach.



**Lifestyle photographs** As part of our effort to help anyone writing or presenting about radio easily find images that authentically reflect modern radio listening behaviour we released a fresh set of lifestyle photographs.



**Training** Over 150 delegates were welcomed onto our monthly Introduction to Radio Advertising training course this year. After a successful trial, we stepped up our in person offering for agencies and advertisers and plan to continue with a mix of online and in person sessions next year.



**Industry events** Across the year we have also shared our latest insight and expertise at conferences including: Campaign's Radio & Audio Conference, Adwanted's Future of Audio Conference, AudioDays Copenhagen, ASI International Radio & Audio Conference in Nice, The Spanish and Catalan Radio Association's conference in Barcelona, EGTA, the MRG Conference in Malaga, and Thinkbox's Earning Attention event.

## Bringing the industry together



**Commercial radio at 50** To mark this landmark birthday we hosted a summer event at the House of Commons. In addition, we provided PR and marketing support along with a short video that showcases the industry as it is today and featured at several industry events.



**DEC** Once again we coordinated with the DEC and commercial radio broadcasters generously donated airtime to support the Turkey-Syria appeal, helping raise over £120m in aid. There was also recognition for the industry's role in supporting these humanitarian appeals at a reception at Buckingham Palace hosted by Their Majesties The King and Queen.



**Creative Access with BBC** Following the success of previous events, we hosted another masterclass for interns from diverse backgrounds who are looking to start careers in the Creative Industries, with the aim being to encourage a more representative, accessible, and inclusive industry.

## Ensuring advertising messages on commercial radio comply with the BCAP code



**Clearance** Over 24,000 radio scripts cleared and three online training sessions were hosted.



**Ts&Cs** Renewed our FCA confirmed industry guidance, as well as continued advising advertisers on ways to reduce unnecessary terms and conditions.



**Consumer Credit Act** Responded to a Treasury consultation, re-stating our case for changing the current rules for credit promotions on radio in the interests of better listener understanding outcomes.