

ANNUAL REVIEW 2025

Commercial radio in the UK has had a record-breaking year, reaching its highest-ever audience share and more connected listeners than ever before. Here's our annual overview of how Radiocentre has been turning up the dial to amplify the industry's impact and champion its future success.

Amplifying influence: providing a strong and united voice on matters that affect the whole audio industry

Media Act 2024: across 2025 we have worked closely with Ofcom on implementing the Act, including shaping measures to support radio on smart speakers and co-ordinating a joint industry response on future local news and information.

BBC & Ofcom: we led a successful campaign against the introduction of ads on BBC podcasts. We also persuaded Ofcom to block the BBC's proposal for a new Radio 2 extension on DAB+, arguing that it was an imitation of commercial radio and could put existing services out of business.

Lobbying: this year, we strengthened our relationships with members of the Culture, Media and Sport Committee, ensuring commercial radio's priorities are well understood within Parliament. We met with MPs from across the political spectrum to build broader support for the sector. We have also been working with government on the scope of a new review of radio and audio due in 2026.

Force for Good: we launched a new report in Parliament in July to highlight radio's positive impact to government and regulators. The report covers areas from promoting mental well-being to supporting local communities, reinforcing the essential role of radio in people's everyday lives.

Amplifying effectiveness: supporting advertisers and commercial teams with effectiveness evidence, including new tools, insight and thought-leadership

Advertising Amplified: in 2025 we launched our first major industry ad campaign in several years. The messaging is backed up by our extensive research and insight, which proves how radio and audio work to amplify advertising, supercharging campaign impact

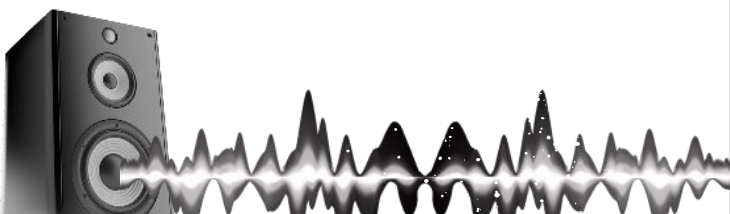
and effectiveness. The campaign includes a suite of radio ads voiced by comedian and actor Diane Morgan, alongside outdoor, online display, social media and a new podcast series hosted by Omar Oakes. It urges brands to invest a higher proportion of their media budget into radio to amplify the impact of their advertising. So far the radio ads have been played over 43,000 times delivering over 600m impacts.

Speed of Sound: in March we published the most extensive guide to the UK's ad-funded audio market to date. This comprehensive report, produced in partnership with MTM, highlights the scale of the audio advertising opportunity across broadcast and digital platforms and emphasises the crucial role of broadcasters. It provides clarity and understanding on the rapidly evolving ad-funded audio landscape in the UK, helping advertisers and agencies navigate the market and capitalise on its growth.

High Gain Audio: in September we launched this ground-breaking new analysis with WPP Media. The study demonstrates that audio is among the most-profitable media for advertisers, with broadcast and digital audio delivering notably higher profit-ROI than the all-media average, both short-term and full-term. The data also reveals how reallocating existing media spend and maximising audio's share can amplify total campaign short-term ROI by 8% compared to the same spend with no audio in the mix. The findings are now being rolled out to agencies.

Radio: The Performance Multiplier: we also released new data which explores radio's performance marketing capabilities. This updated report provides evidence of radio's impressive ability to drive traffic (boosting daily web sessions by 16%) and amplify the performance of search and paid social. In October, the project won Silver in the Trade Body Research category at the Media Week Awards.

Sales Training: we ran four training workshops for Radiocentre member sales teams. The aim of these online sessions was to equip local sales teams with an understanding of our research and tools to support conversations with new clients.



Radiogauge: our bespoke effectiveness tool was used to measure 54 national radio campaigns and results were presented back to respective clients and agencies.

Amplifying awareness: promoting the industry to brands and agencies through events, marketing, partnerships, training, and on public platforms

Tuning In London: in September over 350 attendees joined us in person at Kings Place, with an additional 200 tuning in online. The star-studded event saw a strong turnout from our key audience of advertisers and agencies and drew considerable trade press coverage, especially for our 'High Gain Audio' research, plus excellent engagement across social media.

Tuning In North: we returned to Manchester with a move to the iconic Stoller Hall, a larger venue for our growing audience. As well as launching 'Speed of Sound', we heard from System1's Andrew Tindall, and Arafa Heneghan, Director of Brand at online electrical goods retailer AO.

Audio Ad of the Year Award: this partnership with Campaign sets out to find the best audio ad of the year and showcase creativity in audio advertising. Campaign readers took part in an online vote, and the winning work and the team behind it will be profiled in Campaign in December 2025.

Media Week Awards: we continued to be sponsor of the audio category at the Media Week Awards to encourage best practice approaches to audio advertising.

Audio Advertising Awards: we returned as a sponsor of this Campaign event, which celebrates the power of audio advertising. Uncommon Creative Studio took home 'Best Audio Spot Advert' for "Bad Knockoff" for Hiscox and DAX Audio, owned by Global, won 'Platform, Publisher or Network of the Year'.

Media Mind: we supported this new interagency quiz designed to make media knowledge engaging, practical and memorable. 24 leading media agencies competed, and by providing questions for the audio section, we hoped to educate more agency staff about the benefits of our medium.

Training: 180 delegates attended our monthly Introduction to Radio Advertising course. This included a combination of online and in person training with studio tour for advertisers and agencies. We also developed a best practice campaign planning and optimisation session for agencies, offered on a bespoke basis. We will continue to develop this in 2026 alongside other specialist modules.

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, Radiocentre Ireland's Sounding Out and MRG Tools of the Trade.

Amplifying collaboration: bringing the industry together

Disasters Emergency Committee (DEC): in April we once again lent our support to the DEC by coordinating a commercial radio and audio campaign in response to the earthquake in Myanmar. The campaign was voiced by Smooth Radio and Classic FM presenter Myleene Klass. With help from commercial radio, the DEC's appeal raised over £23 million.

The News Alliance: we joined this cross-industry coalition to encourage advertisers to support trusted news and journalism amid growing concerns about fake news and toxic content. We strongly support The News Alliance because we know from our own research that the news output across commercial radio remains valued and trusted by our listeners, so it's important that we are part of a movement to encourage advertisers to support it.

Amplifying trust: ensuring advertising messages on commercial radio comply with the B/CAP codes

Clearance: over 34,000 scripts were processed for broadcast on members' linear and digital services and three online training sessions were hosted. We helped our customers to be Code-compliant as usual, with the regulatory spotlight shining mainly on gambling, alcohol and food policy.

