

WORLD RADIO DAY 2023

10 THINGS ABOUT RADIO THAT MAY SURPRISE BRANDS

Brussels, 13 February 2023

Radio companies and their sales houses are celebrating World Radio Day once again and inviting the industry to rediscover radio/audio as a highly efficient, fully digital medium with undeniable strengths.

To celebrate, *The World Radio Alliance* and *egta, the association of TV and radio advertising sales houses*, uncover ten facts about radio that may surprise brands. The compelling insights and argumentation, often unknown to marketers, are backed by data and research from around the globe.

The full slide deck with research is available for download at www.worldradioalliance.com, showcasing the following 10 points:

1. Radio allows brands to reach millions of people on a daily basis.
 2. Radio dominates the booming audio landscape.
 3. Radio has a huge share of the under-35 age group.
 4. Radio is listened to all day, not just during breakfast and drive time.
 5. Radio is the number one medium in connected cars; exactly as consumers want.
 6. Radio must be a part of any optimal media plan.
 7. Radio comes with a truckload of ROI and sales lift evidence to support your choice.
 8. Radio drives your digital KPIs.
 9. Radio is so much more than a call-to-action media.
 10. Radio ads are as creative as TV and posters.
- Bonus. Radio offers a trusted, safe and sustainable environment.

“World Radio Day is a day to celebrate the enduring strength and versatility of radio. It is also the perfect occasion to remind marketers all around the world that whilst radio is forever evolving and increasing its advertising capabilities in a digital world, it continues to have the power to spread information, create communities and tell stories through its mass audiences, ” says Lucy Barret, President of the World Radio Alliance & Client Director at Radiocentre UK

“Radio continues to be the voice that unites the world, and on World Radio Day, we celebrate radio’s continued relevance in a rapidly evolving advertising landscape. Join us this day in acknowledging the power of radio and embracing the thrilling journey ahead!” asserts Thierry Mars, Radio Director, egta.

Celebrate World Radio Day with The World Radio Alliance and egta by sharing your passion for radio on social networks using the hashtag #WorldRadioDay!



ABOUT THE WORLD RADIO ALLIANCE

The World Radio Alliance is a worldwide grouping of broadcasters' and sales houses' trade bodies in Europe, the USA, Canada, Australia, South Africa, New Zealand whose joint objective is to promote and demonstrate the power and value of radio in the media landscape. <http://www.worldradioalliance.com>

ABOUT EGTA

egta is the global trade body for marketers of advertising solutions across multiple screens and audio platforms. The association aims to help its members transform, grow and diversify their business, i.e., the monetisation of TV and radio content across their linear and online portfolios. Currently, egta's network totals 165+ members in 40+ markets in Europe and beyond. <http://www.egta.com/>

FOR ALL MEDIA INQUIRIES, PLEASE CONTACT:

Alain Beerens, egta

Head of Communications

✉ alain.beerens@egta.com

Katerina Borovska, egta

Senior Marketing and Innovation Manager

✉ katerina.borovska@egta.com