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# Almost half regional radio programs are syndicated

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The survey results also show that there are differences between commercial radio services in metropolitan and regional areas. Commercial radio services in regional areas tend to be many things to many people. Metropolitan areas typically have more services, and these services are more likely to target particular program styles and audience groups.

For example, in regional areas, predominantly music services broadcast more talk-based material than similar capital city services and sport-based services broadcast more news and information programs than sport services in capital cities.

'The survey provides an important benchmark of commercial radio content, especially in regional and remote areas,' said Professor

David Flint, ABA Chairman. 'The ABA is committed to monitoring commercial radio services and will continue to survey and report on industry trends.'

The survey results are available on the ABA's website at [www.aba.gov.au](http://www.aba.gov.au) and the results will be updated annually as new data becomes available.

## **Background**

In February 2001, the ABA commenced an annual survey of program formats broadcast by commercial radio licensees. The ABA is conducting the survey in accordance with its primary functions: to inform itself on trends in the broadcasting industry and to monitor the operation of the *Broadcasting Services Act 1992*.

The survey commenced with the 1999-00 financial year and will run for five years, when it will be reviewed. The survey results paper contains the results of the first two years of the survey, 1999-00 and 2000-01.

The survey results for 1999-00 have already been provided to

the Regional Radio Inquiry. Some licensees subsequently revised their 1999-00 returns, so the data contained in the survey results paper may differ to that contained in the Regional Radio Inquiry's final report.

The survey data was obtained from commercial radio licensees on the understanding that the ABA policy for the use of confidential data would apply to its use. The data will be used for statistical analysis and will not be released in any form that allows an individual licensee to be identified.



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