Adwanted Consulting & Solutions_



ADWANTED CONSULTING CASE STUDY

The platform that powers UK radio advertising

J-ET

1. Challenge

In the 1990s, the UK's radio advertising market was growing, but the fragmented infrastructure supporting it was stunting its potential. Agencies and radio stations relied on myriad booking systems and processes - many still using pen and paper - creating inconsistent records and unnecessary friction across the trading journey.

As campaigns became more complex, the lack of a shared framework made the market harder to scale. Bookings and invoices were reconciled manually, discrepancies were addressed after campaigns had aired, and neither side had a single, trusted record of what had been agreed. The industry needed a more efficient way to trade. One that supported growth while building confidence between buyers and sellers through accountability.

2. Our Approach

No single agency or radio station could create a market-wide standard alone. In 1998, Radiocentre, the IPA and ISBA came together to form JICRIT, the Joint Industry Committee for Radio Information Technology, with a clear mandate: establish one trusted trading platform for the whole UK radio market.

JICRIT appointed Adwanted to design, build and operate the platform on the industry's behalf. The model combined specialist technology and day-to-day operational expertise with independent industry governance. This neutrality enabled competing agencies and broadcasters to trade through the same shared infrastructure with confidence.

"It hasn't been recognised as much as it should have been how pioneering J-ET was and how it revolutionised radio."

Bauer Media

3. The Solution

The result was J-ET (JICRIT Electronic Trading), a single, standardised system, now the cornerstone of UK radio trading. Facilitating the entire campaign lifecycle - from briefing to booking, invoicing and post-campaign reporting– J-ET acts as the key connection between stations and agencies.

Planning tools, finance systems and copy delivery services can connect to the workflow through open APIs, eliminating many of the manual tasks that previously created delays and duplication.

By standardising the process across the market, J-ET created greater transparency, accountability and consistency. Each campaign has a single identifying number that follows it through every stage, giving agency, sales and finance teams access to the same record in the same place.

4. Impact

More than two decades on, J-ET is not simply an upgrade to the way UK radio trades, it is the essential infrastructure enabling the market to operate at scale. Over 98% of national radio advertising now runs through it, connecting more than 10,000 users across agencies, stations and holding companies, and carrying over £7.9 billion of radio revenue and 30 million spots a year.

J-ET gives agencies and broadcasters a shared source of truth, helping to reduce administrative effort and allowing campaigns to move through the market with greater speed and confidence. Users report that it cuts campaign administration time by around a third across the industry.

Radiocentre data also shows a marked contrast in market performance since 2010: UK commercial radio revenue has grown by roughly 43% on an indexed basis, while France, a comparable market without an industry-wide trading system, has fallen by around 12%. While every market is different, the value of a shared, accountable trading environment to investment and growth is clear.