

Guardian Media reports \$6.16m loss for Q1

GUARDIAN Media Ltd has reported a total comprehensive loss of \$6.16 million for the first quarter (Q1) ended March 31, 2025, more than double the \$3 million loss recorded in the same period last year.

Guardian Media's chairman, Peter Clarke, attributed the decline to a 9% drop in revenue over the period.

'Revenues for the quarter ending 31 March 2025 were \$20.2 million, a decline of \$2 million or 9% over the corresponding quarter in 2024,' Clarke said in Guardian Media's unaudited results for the period, published yesterday.

Guardian Media reported a pre-tax loss of \$5.56 million for the quarter ended March 31, 2025, compared with a pre-tax loss of \$4.3 million in the same period last year. 'Despite a longer Carnival season, client spend remained muted until mid-February, and advertising demand in the television segment lagged materially behind prior year levels. These factors contributed to 2025 first quarter's sluggish revenue under performance compared to the prior year,' Clarke said.

Guardian Media made a total comprehensive loss of \$11.58 million for the year ended December 31, 2024.

'Operating expenses were flat yearover-year, reflecting continued cost discipline and a sustained focus on operational efficiency. Cash balances as at the quarter's end improved by \$0.9 million over the 31 December 2024 position to \$15.5 million, with capital levels remaining strong and the balance sheet in solid health,' he said.

Clarke said Guardian Media remains focused on execution against its strategic priorities.

'The return of key primetime content- *Spellbound*, *Make Your Point*, and *The Rundown*, post-election is expected to support revenue recovery and improve financial performance over the balance of the year,' Clarke stated.

'We appreciate the continued trust of our shareholders, clients, and employees as we navigate the current environment and execute toward a stronger 2025,' he stated.

Guardian Media is the media arm of the ANSA McAL conglomerate. It includes the *T&T Guardian* newspaper, CNC3, the Big Board Company, and several radio stations, including Vibe CT 105.