

Media Release
12 August 2011
Advertising revenue for commercial television networks
July to December 2010

Category	Gross Advertising Revenue \$	% Change
Metropolitan		
Sydney	621,757,219	18.323%
Melbourne	465,598,961	16.564%
Brisbane	286,480,502	16.206%
Adelaide	123,059,949	9.927%
Perth	176,536,996	18.714%
TOTAL	<u>1,673,433,627</u>	16.852%
Regional		
New South Wales	211,794,145	9.132%
Victoria	72,647,518	14.346%
Queensland	116,815,844	8.149%
South Australia	16,222,729	8.954%
West Australia	24,632,208	11.867%
Northern Territory / Tasmania	40,197,449	9.311%
TOTAL	<u>482,309,893</u>	9.790%
TOTAL		
New South Wales	833,551,364	15.844%
Victoria	538,246,479	16.260%
Queensland	403,296,346	13.752%
South Australia	139,282,678	9.813%
West Australia	201,169,204	17.831%
Northern Territory / Tasmania	40,197,449	9.311%
TOTAL	<u>2,155,743,520</u>	15.195%
Networks		
(All Capital Cities)		
Seven	37.53%	
Nine	34.96%	
Ten	27.50%	
TOTAL	100.00%	

NOTE: The % change is to the corresponding period i.e. when compared to the six months ended 31 December 2009