



44 Avenue Road
Mosman NSW
Australia 2088

T : 61 2 8968 7100
F : 61 2 9969 3520
W : freetvaust.com.au

Media Release
24 July 2007

Advertising revenue for commercial television networks
January to June 2007

Category	Gross Advertising Revenue \$	% Change
Metropolitan		
Sydney	508,160,589	8.666%
Melbourne	367,141,684	3.955%
Brisbane	222,835,159	5.533%
Adelaide	104,624,359	0.633%
Perth	134,998,065	7.024%
TOTAL	<u>1,337,759,856</u>	5.997%
Regional		
New South Wales	176,402,641	9.583%
Victoria	60,083,109	5.773%
Queensland	96,460,370	10.525%
South Australia	14,613,991	3.128%
West Australia	21,196,177	8.199%
Northern Territory / Tasmania	33,507,686	5.282%
TOTAL	<u>402,263,974</u>	8.532%
TOTAL		
New South Wales	684,563,230	8.901%
Victoria	427,224,793	4.207%
Queensland	319,295,529	6.993%
South Australia	119,238,350	0.932%
West Australia	156,194,242	7.182%
Northern Territory / Tasmania	33,507,686	5.282%
TOTAL	<u>1,740,023,830</u>	6.573%
Networks		
(All Capital Cities)		
Seven	39.18%	
Nine	32.72%	
Ten	28.10%	
TOTAL	100.00%	

NOTE: The % change is to the corresponding period i.e. when compared to the six months ended 30 June 2006