

# Top TV Advertisers

Advertisers continue to invest in the television platform to promote their products and services. In 2010, 8 out of the top 10 advertisers increased their spend on TV.

Advertisers / Advertiser Groups	Metro TV Spend	% of Total Media Spend	Regional TV Spend	% of Total Media Spend
Wesfarmers Limited	\$89.1m	37.3%	\$23.1m	9.7%
Unilever Australia	\$55.8m	69.6%	\$8.3m	10.3%
Nestle Australia/ L'Oreal	\$54.6m	45.0%	\$10.0m	8.2%
Woolworths Limited	\$48.3m	29.1%	\$13.3m	8.0%
McDonalds Family Restaurants	\$40.7m	54.5%	\$10.7m	14.3%
Telstra Corp Limited	\$39.9m	33.1%	\$5.7m	4.7%
Reckitt Benckiser P/L	\$38.7m	61.2%	\$9.6m	15.2%
Procter & Gamble Aust P/L	\$36.8m	58.7%	\$5.8m	9.2%
Suncorp Group	\$36.6m	49.6%	\$5.5m	7.4%
Government Commonwealth	\$34.7m	30.4%	\$7.2m	6.3%