

Media Release
28 July 2016
Advertising revenue for commercial television networks
January to June 2016

Category	Gross Advertising Revenue \$	% Change
Metropolitan Service		
Sydney	501,501,786	-4.44%
Melbourne	354,843,000	-7.19%
Brisbane	241,165,832	0.31%
Adelaide	92,226,959	-3.79%
Perth	159,300,360	-0.54%
TOTAL	1,349,037,937	-3.89%
Regional Service		
New South Wales	173,950,011	-6.19%
Victoria	55,552,987	-4.05%
Queensland	89,289,066	-6.33%
South Australia	15,866,641	-7.09%
West Australia	20,676,122	-9.12%
Northern Territories/ Tasmania	34,167,869	-1.07%
TOTAL	389,502,696	-5.69%
STATE Revenue		
New South Wales	675,451,797	-4.90%
Victoria	410,395,987	-6.78%
Queensland	330,454,898	-1.57%
South Australia	108,093,600	-4.29%
West Australia	179,976,482	-1.61%
Northern Territories/ Tasmania	34,167,869	-1.07%
TOTAL	1,738,540,633	-4.30%
Networks		
(All Capital Cities)		
Seven	39.2%	
Nine	35.6%	
Ten	25.2%	
TOTAL	100.0%	

Notes:

The % change is to the corresponding prior period i.e. when compared to the six months to 30 June 2015.

KPMG has compiled the above data from information supplied by each TV network. Metro data has been reviewed by each network's respective external auditor. KPMG has not audited the information supplied.