

Media Release
27 January 2015
Advertising revenue for commercial television networks
July to December 2014

Category	Gross Advertising Revenue \$	% Change
Metropolitan Service		
Sydney	577,152,629	-3.65%
Melbourne	430,240,110	-1.82%
Brisbane	271,646,268	-2.40%
Adelaide	104,120,140	-5.94%
Perth	171,403,465	-3.19%
TOTAL	<u>1,554,562,612</u>	-3.04%
Regional Service		
New South Wales	199,200,911	-2.63%
Victoria	66,004,378	-3.89%
Queensland	106,419,265	-5.29%
South Australia	18,231,032	4.33%
West Australia	25,521,124	-4.54%
Northern Territories/ Tasmania	37,491,916	-2.11%
TOTAL	<u>452,868,626</u>	-3.26%
STATE Revenue		
New South Wales	776,353,540	-3.39%
Victoria	496,244,488	-2.10%
Queensland	378,065,533	-3.23%
South Australia	122,351,172	-4.54%
West Australia	196,924,589	-3.37%
Northern Territories/ Tasmania	37,491,916	-2.11%
TOTAL	<u>2,007,431,238</u>	-3.09%
Networks		
(All Capital Cities)		
Seven	40.4%	
Nine	39.2%	
Ten	20.4%	
TOTAL	<u>100.0%</u>	

Notes:

The % change is to the corresponding prior period i.e. when compared to the six months to 31 December 2013.

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.