

Media Release
28 January 2016
Advertising revenue for commercial television networks
July to December 2015

Category	Gross Advertising Revenue \$	% Change
Metropolitan Service		
Sydney	574,357,273	-0.48%
Melbourne	421,109,421	-2.12%
Brisbane	269,237,486	-0.89%
Adelaide	103,893,419	-0.22%
Perth	180,429,285	5.27%
TOTAL	<u>1,549,026,884</u>	-0.36%
Regional Service		
New South Wales	188,749,397	-5.25%
Victoria	59,935,362	-9.19%
Queensland	98,972,450	-7.00%
South Australia	16,385,610	-10.12%
West Australia	23,124,936	-9.39%
Northern Territories/ Tasmania	35,853,892	-4.37%
TOTAL	<u>423,021,647</u>	-6.59%
STATE Revenue		
New South Wales	763,106,670	-1.71%
Victoria	481,044,783	-3.06%
Queensland	368,209,936	-2.61%
South Australia	120,279,029	-1.69%
West Australia	203,554,221	3.37%
Northern Territories/ Tasmania	35,853,892	-4.37%
TOTAL	<u>1,972,048,531</u>	-1.76%
Networks		
(All Capital Cities)		
Seven	38.5%	
Nine	38.2%	
Ten	23.2%	
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 2014.

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.