

**Media Release**  
**27 July 2012**
**Advertising revenue for commercial television networks**  
**January to June 2012**

Category	Gross Advertising Revenue \$	% Change
<b>Metropolitan Service</b>		
Sydney	509,793,098	-3.25%
Melbourne	372,658,685	-2.79%
Brisbane	245,814,979	2.63%
Adelaide	101,491,740	-4.37%
Perth	151,912,924	-0.37%
<b>TOTAL</b>	<b>1,381,671,426</b>	<b>-1.90%</b>
<b>Regional Service</b>		
New South Wales	188,679,177	-2.56%
Victoria	63,231,563	0.72%
Queensland	104,592,197	3.97%
South Australia	17,745,557	14.78%
West Australia	24,176,765	9.29%
Northern Territories/ Tasmania	36,486,057	4.95%
<b>TOTAL</b>	<b>434,911,316</b>	<b>1.29%</b>
<b>STATE Revenue</b>		
New South Wales	698,472,275	-3.07%
Victoria	435,890,248	-2.30%
Queensland	350,407,176	3.02%
South Australia	119,237,297	-1.93%
West Australia	176,089,689	0.85%
Northern Territories/ Tasmania	36,486,057	4.95%
<b>TOTAL</b>	<b>1,816,582,742</b>	<b>-1.15%</b>
<b>Networks</b>		
<b>(All Capital Cities)</b>		
Seven	40.02%	
Nine	34.45%	
Ten	25.53%	
<b>TOTAL</b>	<b>100.00%</b>	

**Notes:**

The % change is to the corresponding prior period i.e. when compared to the six months to 30 June 2011

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