

**Media Release**  
**31 January 2013**
**Advertising revenue for commercial television networks**  
**July to December 2012**

Category	Gross Advertising Revenue \$	% Change
<b>Metropolitan Service</b>		
Sydney	560,594,937	-2.94%
Melbourne	421,145,282	-2.99%
Brisbane	267,263,687	-5.65%
Adelaide	107,427,510	-8.77%
Perth	170,409,605	-2.61%
<b>TOTAL</b>	<b><u>1,526,841,021</u></b>	<b>-3.83%</b>
<b>Regional Service</b>		
New South Wales	204,359,229	-1.43%
Victoria	69,438,723	-0.09%
Queensland	108,602,659	-6.02%
South Australia	17,901,706	-2.03%
West Australia	27,148,369	11.53%
Northern Territories/ Tasmania	39,202,749	4.48%
<b>TOTAL</b>	<b><u>466,653,435</u></b>	<b>-1.24%</b>
<b>STATE Revenue</b>		
New South Wales	764,954,166	-2.54%
Victoria	490,584,005	-2.59%
Queensland	375,866,346	-5.75%
South Australia	125,329,216	-7.86%
West Australia	197,557,974	-0.89%
Northern Territories/ Tasmania	39,202,749	4.48%
<b>TOTAL</b>	<b><u>1,993,494,456</u></b>	<b>-3.24%</b>
<b>Networks</b>		
(All Capital Cities)		
Seven	40.29%	
Nine	38.14%	
Ten	21.57%	
<b>TOTAL</b>	<b><u>100.00%</u></b>	

**Notes:**

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