

Media Release
12 August 2011
Advertising revenue for commercial television networks
January to June 2011

Category	Gross Advertising Revenue \$	% Change
Metropolitan		
Sydney	526,924,232	2.486%
Melbourne	383,347,892	-1.126%
Brisbane	239,526,006	1.766%
Adelaide	106,126,170	-3.342%
Perth	152,477,889	4.674%
TOTAL	<u>1,408,402,189</u>	1.128%
Regional		
New South Wales	193,634,606	3.537%
Victoria	62,781,833	-3.156%
Queensland	100,599,146	-2.154%
South Australia	15,459,967	1.329%
West Australia	22,121,046	1.574%
Northern Territory / Tasmania	34,764,012	-6.648%
TOTAL	<u>429,360,610</u>	0.099%
TOTAL		
New South Wales	720,558,838	2.766%
Victoria	446,129,725	-1.417%
Queensland	340,125,152	0.574%
South Australia	121,586,137	-2.772%
West Australia	174,598,935	4.271%
Northern Territory / Tasmania	34,764,012	-6.648%
TOTAL	<u>1,837,762,799</u>	0.886%
Networks		
(All Capital Cities)		
Seven	37.60%	
Nine	33.55%	
Ten	28.85%	
TOTAL	100.00%	

NOTE: The % change is to the corresponding period i.e. when compared to the six months ended 30 June 2010