

**Media Release**  
**22 July 2008**
**Advertising revenue for commercial television networks**  
**January to June 2008**

<b>Category</b>	<b>Gross Advertising Revenue</b> <b>\$</b>	<b>% Change</b>
<b>Metropolitan</b>		
Sydney	501,036,087	-1.402%
Melbourne	367,871,684	0.199%
Brisbane	227,194,813	1.956%
Adelaide	104,276,400	-0.333%
Perth	140,239,263	3.882%
<b>TOTAL</b>	<b>1,340,618,247</b>	<b>0.214%</b>
<b>Regional</b>		
New South Wales	177,428,855	0.582%
Victoria	61,809,847	2.874%
Queensland	101,834,532	5.571%
South Australia	14,772,682	1.086%
West Australia	21,384,033	0.886%
Northern Territory / Tasmania	34,896,872	4.146%
<b>TOTAL</b>	<b>412,126,821</b>	<b>2.452%</b>
<b>TOTAL</b>		
New South Wales	678,464,942	-0.891%
Victoria	429,681,531	0.575%
Queensland	329,029,345	3.049%
South Australia	119,049,082	-0.159%
West Australia	161,623,296	3.476%
Northern Territory / Tasmania	34,896,872	4.146%
<b>TOTAL</b>	<b>1,752,745,068</b>	<b>0.731%</b>
<b>Networks</b>		
<b>(All Capital Cities)</b>		
Seven	39.13%	
Nine	31.78%	
Ten	29.09%	
<b>TOTAL</b>	<b>100.00%</b>	

NOTE: The % change is to the corresponding period i.e. when compared to the six months ended 30 June 2007