

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

Category	Gross Advertising Revenue \$	% Change
Metropolitan		
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%
TOTAL	1,340,618,247	0.214%
Regional		
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%
TOTAL	412,126,821	2.452%
TOTAL		
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%
TOTAL	1,752,745,068	0.731%
Networks		
(All Capital Cities)		
Seven	39.13%	
Nine	31.78%	
Ten	29.09%	
TOTAL	100.00%	

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