

Media Release
29 January 2009
Advertising revenue for commercial television networks
July to December 2008

Category	Gross Advertising Revenue \$	% Change
Metropolitan		
Sydney	566,455,156	-5.799%
Melbourne	418,598,134	-4.292%
Brisbane	258,131,872	-6.057%
Adelaide	113,088,596	-3.379%
Perth	151,777,724	-6.561%
TOTAL	1,508,051,482	-5.330%
Regional		
New South Wales	194,552,699	-2.353%
Victoria	66,354,015	-0.449%
Queensland	111,957,125	0.239%
South Australia	15,249,155	-3.482%
West Australia	23,620,086	-2.184%
Northern Territory / Tasmania	37,887,260	-0.527%
TOTAL	449,620,340	-1.317%
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New South Wales	761,007,855	-4.941%
Victoria	484,952,149	-3.784%
Queensland	370,088,997	-4.237%
South Australia	128,337,751	-3.392%
West Australia	175,397,810	-5.995%
Northern Territory / Tasmania	37,887,260	-0.527%
TOTAL	1,957,671,822	-4.437%
Networks (All Capital Cities)		
Seven	41.38%	
Nine	30.87%	
Ten	27.74%	
TOTAL	100.00%	

NOTE: The % change is to the corresponding period i.e. when compared to the six months ended 31 December 2007