

Media Release
21 July 2009
Advertising revenue for commercial television networks
January to June 2009

Category	Gross Advertising Revenue	% Change
Metropolitan		
Sydney	426,899,905	-14.797%
Melbourne	321,514,203	-12.602%
Brisbane	207,022,937	-8.879%
Adelaide	92,412,903	-11.377%
Perth	123,338,504	-12.051%
TOTAL	1,171,188,452	-12.638%
Regional		
New South Wales	161,137,195	-9.182%
Victoria	54,568,830	-11.715%
Queensland	94,064,561	-7.630%
South Australia	13,278,199	-10.117%
West Australia	19,579,931	-8.437%
Northern Territory/ Tasmania	32,858,078	-5.842%
TOTAL	375,486,794	-8.890%
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New South Wales	588,037,100	-13.328%
Victoria	376,083,033	-12.474%
Queensland	301,087,498	-8.492%
South Australia	105,691,102	-11.221%
West Australia	142,918,435	-11.573%
Northern Territory/ Tasmania	32,858,078	-5.842%
TOTAL	1,546,675,246	-11.757%
Networks		
(All Capital Cities)		
Seven	38.510%	
Nine	33.163%	
Ten	28.328%	

NOTE: The % change is to the corresponding period i.e. when compared to the six months ended 30 June 2008