

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

| Category                     | Gross Advertising Revenue | % Change        |
|------------------------------|---------------------------|-----------------|
| <b>Metropolitan</b>          |                           |                 |
| 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%        |
| <b>TOTAL</b>                 | <b>1,171,188,452</b>      | <b>-12.638%</b> |
| <b>Regional</b>              |                           |                 |
| 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%         |
| <b>TOTAL</b>                 | <b>375,486,794</b>        | <b>-8.890%</b>  |
| <b>TOTAL</b>                 |                           |                 |
| 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%         |
| <b>TOTAL</b>                 | <b>1,546,675,246</b>      | <b>-11.757%</b> |
| <b>Networks</b>              |                           |                 |
| (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