

Media Release
29 January 2010
Advertising revenue for commercial television networks
July to December 2009

Category	Gross Advertising Revenue \$	% Change
Metropolitan		
Sydney	525,473,848	-7.235%
Melbourne	399,435,598	-4.578%
Brisbane	246,527,437	-4.496%
Adelaide	111,946,960	-1.010%
Perth	148,707,313	-2.023%
TOTAL	<u>1,432,091,156</u>	-5.037%
Regional		
New South Wales	194,071,383	-0.247%
Victoria	63,532,992	-4.251%
Queensland	108,014,047	-3.522%
South Australia	14,889,502	-2.359%
West Australia	22,019,262	-6.777%
Northern Territory / Tasmania	36,773,402	-2.940%
TOTAL	<u>439,300,588</u>	-2.295%
TOTAL		
New South Wales	719,545,231	-5.448%
Victoria	462,968,590	-4.533%
Queensland	354,541,484	-4.201%
South Australia	126,836,462	-1.170%
West Australia	170,726,575	-2.663%
Northern Territory / Tasmania	36,773,402	-2.940%
TOTAL	<u>1,871,391,744</u>	-4.407%
Networks		
(All Capital Cities)		
Seven	38.01%	
Nine	31.91%	
Ten	30.08%	
TOTAL	100.00%	

NOTE: The % change is to the corresponding period i.e. when compared to the six months ended 31 December 2008