

Media Release
21 July 2010
Advertising revenue for commercial television networks
January to June 2010

| Category | Gross Advertising Revenue \$ | % Change |
|-------------------------------|---|-----------------|
| Metropolitan | | |
| Sydney | 514,143,049 | 20.436% |
| Melbourne | 387,713,179 | 20.590% |
| Brisbane | 235,370,035 | 13.693% |
| Adelaide | 109,795,900 | 18.810% |
| Perth | 145,669,616 | 18.106% |
| TOTAL | <u>1,392,691,779</u> | 18.913% |
| Regional | | |
| New South Wales | 187,020,165 | 16.063% |
| Victoria | 64,828,066 | 18.801% |
| Queensland | 102,813,645 | 9.301% |
| South Australia | 15,257,145 | 14.904% |
| West Australia | 21,778,321 | 11.228% |
| Northern Territory / Tasmania | 37,239,884 | 13.336% |
| TOTAL | <u>428,937,226</u> | 14.235% |
| TOTAL | | |
| New South Wales | 701,163,214 | 19.238% |
| Victoria | 452,541,245 | 20.330% |
| Queensland | 338,183,680 | 12.321% |
| South Australia | 125,053,045 | 18.319% |
| West Australia | 167,447,937 | 17.163% |
| Northern Territory / Tasmania | 37,239,884 | 13.336% |
| TOTAL | <u>1,821,629,005</u> | 17.777% |
| Networks | | |
| (All Capital Cities) | | |
| Seven | 37.94% | |
| Nine | 33.18% | |
| Ten | 28.88% | |
| TOTAL | 100.00% | |

NOTE: The % change is to the corresponding period i.e. when compared to the six months ended 30 June 2009