

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