

Media Release
29 January 2008
Advertising revenue for commercial television networks
July to December 2007

Category	Gross Advertising Revenue \$	% Change
Metropolitan		
Sydney	601,324,394	9.51%
Melbourne	437,370,734	8.10%
Brisbane	274,775,014	11.07%
Adelaide	117,043,866	4.49%
Perth	162,435,202	9.81%
TOTAL	1,592,949,210	9.03%
Regional		
New South Wales	199,240,981	12.51%
Victoria	66,653,393	5.70%
Queensland	111,690,159	11.52%
South Australia	15,799,281	4.22%
West Australia	24,147,507	12.77%
Northern Territory / Tasmania	38,087,932	11.27%
TOTAL	455,619,253	10.83%
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New South Wales	800,565,375	10.24%
Victoria	504,024,127	7.78%
Queensland	386,465,173	11.20%
South Australia	132,843,147	4.46%
West Australia	186,582,709	10.19%
Northern Territory / Tasmania	38,087,932	11.27%
TOTAL	2,048,568,463	9.42%
Networks		
(All Capital Cities)		
Seven	38.35%	
Nine	30.81%	
Ten	30.84%	
TOTAL	100.00%	

NOTE: The % change is to the corresponding period i.e. when compared to the six months ended 31 December 2006