

NET ADVERTISING VOLUME

June 8, 2010

Australia - Millions of Dollars (AUS Currency)

Medium		2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Television	Total	2,746	2,490	2,659	2,924	3,266	3,376	3,420	3,750	3,729	3,484
	Change	+11.9%	-9.3%	+6.8%	+9.9%	+11.7%	+3.4%	+1.3%	+9.7%	-0.6%	-6.6%
Newspaper	Total	3,359	3,131	1,636	3,314	3,605	3,790	3,723	4,076	4,117	3,471
	Change	+9.2%	-6.8%	-47.8%	+102.6%	+8.8%	+5.1%	-1.8%	+9.5%	+1.0%	-15.7%
Magazines	Total	836	771	789	822	895	978	994	1,034	1,032	857
	Consumer	604	567	563	600	664	727	749	780	788	646
	Business	232	205	226	222	230	251	245	253	244	211
	Change	+5.0%	-7.8%	+2.2%	+4.2%	+8.9%	+9.3%	+1.6%	+4.0%	-0.2%	-17.0%
Radio	Total	684	695	702	737	842	898	925	984	992	936
	Change	+6.2%	+1.6%	+1.1%	+4.9%	+14.2%	+6.6%	+3.0%	+6.4%	+0.7%	-5.6%
Outdoor & Transport	Total	276	271	261	297	327	354	379	436	454	400
	Change	-11.2%	-1.8%	-3.7%	+13.6%	+10.3%	+8.1%	+7.1%	+15.3%	+4.0%	-11.9%
Major Media	Subtotal	7,901	7,359	6,047	8,093	8,934	9,395	9,440	10,281	10,324	9,148
	Change	+8.5%	-6.9%	-17.8%	+33.8%	+10.4%	+5.2%	+0.5%	+8.9%	+0.4%	-11.4%
Internet	Total	0	0	167	236	388	620	1,001	1,346	1,710	1,871
	Change				+41.3%	+64.4%	+59.8%	+61.5%	+34.5%	+27.1%	+9.4%
Cinema	Total	69	64	58	66	74	84	86	93	96	89
	Change	+18.6%	-7.0%	-10.1%	+13.6%	+12.7%	+12.7%	+2.3%	+8.8%	+3.7%	-8.0%
Classified Directories	Total	978	969	1,162	1,265	1,366	1,458	1,306	1,472	1,547	1,471
	Change	+0.4%	-1.0%	+19.9%	+8.9%	+8.0%	+6.8%	-10.4%	+12.7%	+5.0%	-4.9%
Total Advertising	Total	8,948	8,392	7,434	9,660	10,763	11,557	11,833	13,192	13,677	12,580
	Change	+7.7%	-6.2%	-11.4%	+29.9%	+11.4%	+7.4%	+2.4%	+11.5%	+3.7%	-8.0%
Exchange Rate (\$C - avg for year)		0.8633	0.8008	0.8535	0.9105	0.9582	0.9243	0.8543	0.8982	0.9002	0.8969
Total Television		2,371	1,994	2,270	2,662	3,129	3,121	2,921	3,368	3,357	3,125
Total Major Media		6,821	5,893	5,161	7,369	8,561	8,684	8,065	9,234	9,293	8,205
Total Advertising		7,725	6,720	6,345	8,795	10,313	10,682	10,109	11,849	12,312	11,283
TV Share of Major Media (%)		34.8%	33.8%	44.0%	36.1%	36.5%	35.9%	36.2%	36.5%	36.1%	38.1%
TV Share of Total Advertising (%)		30.7%	29.7%	35.8%	30.3%	30.3%	29.2%	28.9%	28.4%	27.3%	27.7%
Population (Millions)		19.1	19.3	19.5	19.8	20.0	20.2	20.5	20.3	21.0	21.3
Per Capita Television Advertising		124	103	116	135	156	154	143	166	160	147
Per Capita Major Media Advertising		358	305	264	373	428	429	394	456	442	386
Per Capita Total Advertising		405	348	325	445	516	528	493	585	586	531

Source:

Revenue Figures: Commercial Economic Advisory Service of Australia (CEASA); Average Exchange Rate: Canada Customs and Revenue Agency;

Population: U.S. Census Bureau International Database Mid-year Estimates

Note: Some figures may differ from previous charts due to updating.