

GROWTH IN COMMERCIAL TELEVISION REVENUE CONTINUES

Total advertising revenue for commercial television increased by 9.6 per cent to \$1868.4m in 1992-93, the ABA has announced. The industry posted an 8.3 per cent increase in 1991-92.

'These revenue results would appear to be encouraging for the industry,' said ABA Chairman, Mr Brian Johns.

Agency advertising revenue increased 10.6 per cent to \$1624.5m during 1992-93 compared with the 7.2 per cent increase in 1991-92. Non-agency advertising revenue slowed, increasing by only 3.6 per cent to \$222.5m compared with the 12.3 per cent increase in 1991-92.

In the year ended June 1993, capital city services continued to show strong growth in advertising revenue, increasing by 9.7 per cent to \$1473.6m compared with the 10.0 per cent increase in 1991-92. Agency revenue for these services increased by 11.2 per cent to \$1361.5m while non-agency revenue decreased by 8.5 per cent to \$94.9m.

Regional services performed well, increasing advertising revenue by 9.6

per cent to \$394.8m in 1992-93 compared with the 5.6 per cent increase in 1991-92. Agency advertising revenue and non-agency advertising revenue increased by 7.2 per cent to \$263.0m and 14.9 per cent to \$127.6m respectively in 1992-93.

Advertising revenue increased in all states by amounts ranging from 7.6 per cent for South Australia to 14.7 per cent for Queensland in 1992-93. Brisbane performed particularly well, increasing advertising revenue by 14.6 per cent in 1992-93.

Details of commercial television revenue, expenditure and profitability will be included in the ABA's forthcoming publication *Broadcasting Financial Results 1992-93*. The results include details for each state of Australia by capital city and regional areas.

PRELIMINARY RESULTS

The ABA publishes the broadcasting financial results to provide public information on the financial state of the broadcasting industry.

These are preliminary figures for all 44 commercial television services

Capital city services include services in Sydney, Melbourne, Brisbane, Adelaide and Perth. The remaining services appear under regional/other services.

Advertising revenue is the gross revenue from sale of advertising airtime. Advertising revenue is divided between agency, non-agency and contra advertising revenue. Advertising revenue booked through advertising agencies accredited with the Media Council of Australia is classified as agency. Advertising revenue from other sources, usually local advertisers, is classified as non-agency. A small amount is classified as contra advertising revenue where a payment in kind is involved.

Broadcasting revenue refers to the broadcasting activities of commercial television services, non-broadcasting activities such as investments are not included in these figures.

These figures are expressed in current dollars.

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COMMERCIAL TV ADVERTISING REVENUE

ALL STATES

| | | Capital City \$m | Regional Services \$m | All \$m |
|-----------|---------|------------------------|-----------------------------|------------|
| NSW/ACT | 1991-92 | 479.9 | 156.9 | 636.9 |
| | 1992-93 | 521.6 | 169.7 | 691.2 |
| VIC | 1991-92 | 408.2 | 64.8 | 473.1 |
| | 1992-93 | 445.9 | 66.0 | 511.9 |
| QLD | 1991-92 | 189.6 | 72.9 | 262.5 |
| | 1992-93 | 217.3 | 83.9 | 301.2 |
| SA | 1991-92 | 128.3 | 14.1 | 142.4 |
| | 1992-93 | 137.0 | 16.2 | 153.2 |
| WA | 1991-92 | 137.7 | 16.4 | 154.1 |
| | 1992-93 | 151.8 | 19.2 | 171.1 |
| TAS/NT | 1991-92 | NA | 35.2 | 35.2 |
| | 1992-93 | NA | 39.9 | 39.9 |
| AUSTRALIA | 1991-92 | 1343.8 | 360.3 | 1704.1 |
| | 1992-93 | 1473.6 | 394.8 | 1868.4 |

Figures in brackets indicate decline.

NA denotes not available.

ADVERTISING REVENUE GROWTH TO 30 JUNE 1993

Compared with the corresponding period in the previous year

AUSTRALIA

| | Twelve Months to 30 June 1992 % | Twelve Months to 30 June 1993 % |
|---------------------------|---------------------------------------|---------------------------------------|
| CAPITAL CITY | | |
| Agency | 7.8 | 11.2 |
| Non Agency | 17.0 | (8.5) |
| Contra | 107.7 | 5.6 |
| Total Advertising | 9.1 | 9.7 |
| Other | 21.8 | 10.6 |
| Total Broadcasting | 10.0 | 9.7 |
| REGIONAL SERVICES | | |
| Agency | 4.2 | 7.2 |
| Non Agency | 8.3 | 14.9 |
| Contra | 21.9 | 7.7 |
| Total Advertising | 5.6 | 9.6 |
| Other | 24.5 | 0.0 |
| Total Broadcasting | 7.1 | 8.7 |
| AUSTRALIA | | |
| Agency | 7.2 | 10.6 |
| Non Agency | 12.3 | 3.6 |
| Contra | 82.7 | 6.5 |
| Total Advertising | 8.3 | 9.6 |
| Other | 22.4 | 8.2 |
| Total Broadcasting | 9.4 | 9.5 |

ALL STATES

| | | Capital City % | Regional Services % | All % |
|------------------|---------|----------------------|---------------------------|----------|
| NSW/ACT | 1991-92 | 8.8 | 4.7 | 7.8 |
| | 1992-93 | 8.7 | 8.2 | 8.5 |
| VIC | 1991-92 | 9.5 | 2.7 | 8.5 |
| | 1992-93 | 9.2 | 1.9 | 8.2 |
| QLD | 1991-92 | 11.4 | 9.3 | 10.8 |
| | 1992-93 | 14.6 | 15.1 | 14.7 |
| SA | 1991-92 | 10.0 | 11.0 | 10.1 |
| | 1992-93 | 6.8 | 14.9 | 7.6 |
| WA | 1991-92 | 5.0 | 5.8 | 5.0 |
| | 1992-93 | 10.2 | 17.1 | 11.0 |
| TAS/NT | 1991-92 | NA | NA | 5.7 |
| | 1992-93 | NA | NA | 13.4 |
| AUSTRALIA | 1991-92 | 9.1 | 5.6 | 8.3 |
| | 1992-93 | 9.7 | 9.6 | 9.6 |

Figures in brackets indicate decline.

NA denotes not available.

