

Growth in commercial radio advertising revenue continues

December 1995 bi-annual results*

Annual growth rate

Capital city services experienced an increase of 3.5 per cent in total advertising revenue to \$174.6m in the six months to December 1995 compared with the same period in 1994. These services earn 65 per cent of industry revenue.

Total advertising revenue for the 19 capital city FM services increased by 1.4 per cent to \$116.3m. This is the lowest rate of growth for FM services since June 1992. In the 12 months to December 1995, total advertising revenue for the capital city FM services was \$218.8m, an increase of 6.5 per cent compared with the previous year.

Advertising revenue for the 19 capital city AM services increased by 7.9 per cent to \$58.3m in the six months to December 1995 compared with the same period in 1994.

The nine Sydney commercial radio services increased advertising revenue by 0.3 per cent to \$68.6m in the six months to December 1995 compared with the same period in 1994. This is the lowest rate of growth for the Sydney market since December 1991.

The nine Melbourne services increased advertising revenue by 4.2 per cent to \$46.2m. The six Brisbane services reported a 8.6 per cent increase to \$23.9m. Hobart/Darwin services performed particularly well with a 13.1 per cent increase while services in Perth and Adelaide reported increases of 6.3 and 3.1 per cent respectively.

Regional radio services are categorised into three groups based on population of the market they are serving. There are 42 licences serving the 25 large regional markets with populations of more than 100 000 people, 46 licences serving the 37 medium sized

regional markets with populations of between 40 000 and 100 000, and 38 licences serving the 34 small regional markets with populations of fewer than 40 000.

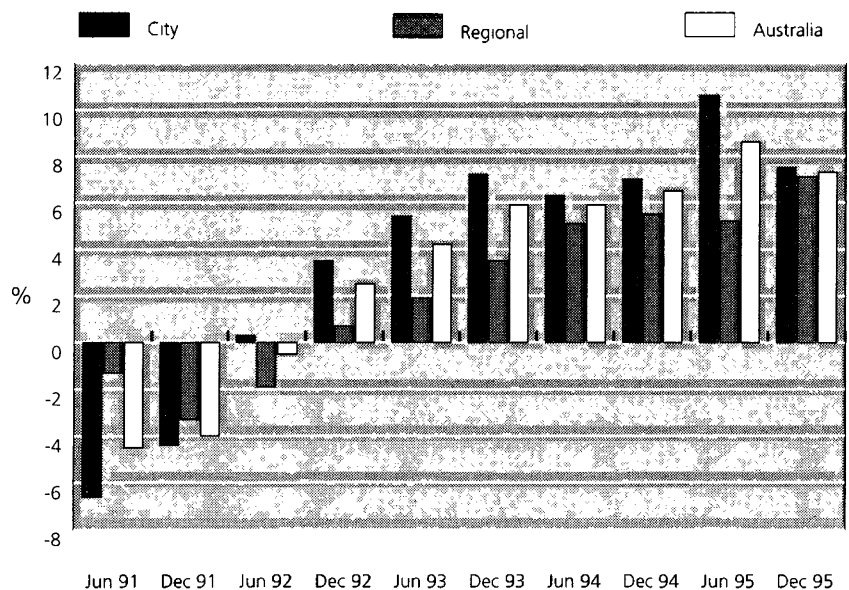
Total advertising revenue for the larger regional markets, which include Canberra, Newcastle, Gosford, Geelong, Toowoomba and the Gold Coast, increased by 9.1 per cent to \$50.3m million in the six months to December 1995 compared with the same period in 1994.

For the medium sized regional mar-

an increase of 3.0 per cent compared with the same period 1994.

Total advertising revenue in all states increased in the six months to December 1995. Queensland, Western Australia and Tasmania/Northern Territory performed well, recording an increase of 9.0, 6.8 and 6.5 per cent respectively compared with the six months to December 1994. Services in Victoria recorded an increase of 4.8 per cent, while services in New South Wales and South Australia recorded increases of

Commercial radio advertising revenue: annual growth rate*



* Growth percentage is calculated from the same period in the previous year

kets, which include Kempsey, Dubbo, Tamworth, Wangaratta, Mackay and Bunbury, total advertising revenue increased by 7.5 per cent to \$29.3m in the six months to December 1995 compared with the same period in 1994.

In the six months to December 1995, total advertising revenue for the licensees in the 34 smaller markets, which include Armidale, Cooma, Mount Isa, Renmark and Geraldton, was \$13.3m,

3.2 and 2.9 per cent respectively compared with the same period in 1994.

Seasonally adjusted figures

Total advertising revenue for the commercial radio industry increased by 1.5 per cent to \$252.9m on a seasonally adjusted basis in the six months to December 1995 compared with the six months to June 1995.

* Continued from p.4

For Capital city services, total advertising revenue increased by 0.4 per cent to \$164.3m on a seasonally adjusted basis in the six months to December 1995 compared with the six months to June 1995.

Notes

1. During the six months to December 1995, 164 commercial radio services were operating.

2. Capital city original FM services (2DAY, 2MMM, 3FOX, 3MMM, 4MMM, 5SSA, 6NOW, 7TTT and 8HOT) were originally licensed as FM services.

Capital city AM-FM converted services (2UUS, 2WFM, 3KKZ, 3TTT, 4BBB, 5DDN, 5KKA, 6JKY, 6PPM and 7HHO) were originally licensed as AM services and converted to FM licences. Capital city FM includes all capital city original FM and AM-FM converted which were previously reported as separate categories.

3. Revenue percentage changes are calculated by comparing the same periods over the last two years because advertising revenue fluctuates on a seasonal basis, reaching a peak in the six months to December.

4. Seasonally adjusted figures are calculated by excluding the seasonal effect in the reported figures. Seasonally adjusted figures should be treated as provisional because only

limited data is currently available for calculating the seasonal effects.

Changes in seasonally adjusted figures are calculated by comparing two consecutive six months periods. These changes will differ from the changes between consecutive six months periods of unadjusted figures. Unadjusted figures reflect different seasonal influences such as the Christmas peak in the first half of the financial year and the post Christmas low in the second half of the financial year. Typically these seasonal influences are strong enough to ensure that the second half of the financial year figure is always less than the first half of the financial year.

Comparing unadjusted figures for two consecutive periods would simply describe the seasonal pattern. As we are interested in whether, putting aside seasonal influences, the current six month period is better than the last, seasonal influences must be removed. Through comparing seasonally adjusted figures we are able to discern if there has been a six month period to six month period improvement.

The benefit of comparing seasonally adjusted figures over consecutive six month periods is that any observed improvement has occurred during the six month period concerned. This immediacy is in contrast with comparisons between unadjusted figures for the same six month periods in consecutive years where an improvement could be concentrated early in the 12 month period covered by the comparison.

5. Regional radio services are categorised into three groups based on population of the market they are serving. There are 42 licences serving the 25 large regional markets with populations of more than 100 000 people, 46 licences serving the 37 medium sized regional markets with populations of between 40 000 and 100 000, 38 licences serving the 34 small regional markets with populations of fewer than 40 000.

Apparent discrepancies between the number of markets listed below and the figures in the tables occur because some markets contain more than one service.

NSW/ACT

Large regional markets: Newcastle, Canberra, Katoomba, Wollongong, Gosford, Murwillumbah, Lismore, Albury and Nowra.

Medium regional markets: Wagga Wagga, Kempsey, Orange, Coffs Harbour, Dubbo, Griffith, Taree, Tamworth, Bega, Deniliquin, Muswellbrook, Moree, Grafton and Young.

Small regional markets: Bathurst, Gunnedah, Armidale, Goulburn, Inverell, Parkes, Cooma, Broken Hill, Lithgow and Mudgee.

Victoria

Large regional markets: Geelong, Bendigo, Warragul, Shepparton, Sale, Maryborough and Ballarat.

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ALL STATES - ADVERTISING REVENUE TO 31 DECEMBER 1995

		Capital city services		Large regional markets		Medium regional markets		Small regional markets		All services	
		\$m	(%)*	\$m	(%)	\$m	(%)	\$m	(%)	\$m	(%)
NSW/ACT	Six months	68.6	(0.3)	25.1	(11.1)	13.1	(6.7)	5.1	(-2.6)	111.9	(3.2)
	Twelve months	128.0	(5.3)	46.8	(9.2)	25.2	(6.4)	9.6	(2.3)	209.6	(6.1)
Vic	Six months	46.2	(4.2)	8.6	(4.1)	4.7	(12.7)	NA		59.4	(4.8)
	Twelve months	87.1	(10.0)	16.1	(3.2)	8.6	(8.1)	NA		111.7	(8.8)
Qld	Six months	23.9	(8.6)	16.7	(8.8)	5.5	(11.7)	1.6	(9.4)	48.1	(9.0)
	Twelve months	43.9	(7.8)	31.6	(7.7)	10.4	(11.2)	3.6	(6.7)	89.5	(8.1)
SA	Six months	16.5	(3.1)	NA		1.6	(3.3)	1.3	(1.1)	19.5	(2.9)
	Twelve months	32.4	(7.6)	NA		3.1	(7.6)	2.5	(4.6)	38.0	(7.4)
WA	Six months	15.2	(6.3)	NA		1.8	(5.1)	3.9	(9.6)	20.9	(6.8)
	Twelve months	29.0	(9.3)	NA		3.5	(6.3)	7.2	(8.5)	39.8	(8.9)
Tas/NT	Six months	4.1	(13.1)	NA		2.5	(-0.5)	1.0	(-0.3)	7.6	(6.5)
	Twelve months	7.5	(8.4)	NA		4.5	(2.0)	1.7	(-0.2)	13.7	(5.1)
AUSTRALIA	Six months	174.6	(3.5)	50.3	(9.1)	29.3	(7.5)	13.3	(3.0)	267.4	(4.9)
	Twelve months	328.0	(7.5)	94.5	(7.6)	55.3	(7.2)	24.6	(4.7)	502.3	(7.3)

* Figures in brackets indicate advertising revenue growth per cent which is calculated from the same period in the previous year.
NA - not applicable.

Commercial radio advertising results

COMMERCIAL RADIO SERVICES SALE OF AIR TIME

AUSTRALIA

AUSTRALIA	No. of Services		6 months to		12 months to	
			31 December 1995	Growth %	31 December 1995	Growth %
			\$000		\$000	
Capital city FM	19	Agency	73 214	(1.8)	138 186	4.6
		Non-Agency	41 148	10.7	76 022	13.6
		Contra	1 926	(35.5)	4 563	(28.6)
		ADVERTISING REVENUE	116 288	1.4	218 771	6.5
		Other	111	(43.9)	355	(46.8)
		TOTAL SALE OF AIR TIME	116 398	1.3	219 126	6.3
Capital city AM	19	Agency	24 326	2.8	46 645	7.1
		Non-Agency	31 560	11.6	57 863	10.7
		Contra	2 383	17.6	4 692	19.8
		ADVERTISING REVENUE	58 268	7.9	109 198	9.5
		Other	1 556	(49.9)	3 097	(60.2)
		TOTAL SALE OF AIR TIME	59 824	4.8	112 295	4.4
Capital city	38	Agency	97 540	(0.7)	184 831	5.2
		Non-Agency	72 708	11.1	133 885	12.3
		Contra	4 309	(14.0)	9 255	(10.3)
		ADVERTISING REVENUE	174 556	3.5	327 969	7.5
		Other	1 667	(49.6)	3 452	(59.1)
		TOTAL SALE OF AIR TIME	176 222	2.4	331 421	5.7
Large regional markets	42	Agency	15 999	11.9	30 414	10.6
		Non-Agency	33 080	8.9	61 260	7.0
		Contra	1 259	(14.8)	2 808	(8.0)
		ADVERTISING REVENUE	50 337	9.1	94 481	7.6
		Other	133	22.0	354	14.2
		TOTAL SALE OF AIR TIME	50 470	9.1	94 835	7.6
Medium regional markets	46	Agency	6 240	15.5	12 198	18.7
		Non-Agency	22 350	5.3	41 829	4.6
		Contra	673	17.2	1 209	(2.8)
		ADVERTISING REVENUE	29 263	7.5	55 236	7.2
		Other	186	(23.8)	397	(10.4)
		TOTAL SALE OF AIR TIME	29 449	7.3	55 633	7.1
Small regional markets	38	Agency	2 229	(7.4)	4 689	11.0
		Non-Agency	10 945	6.0	19 642	4.8
		Contra	99	(34.4)	237	(52.9)
		ADVERTISING REVENUE	13 273	3.0	24 568	4.7
		Other	18	(10.0)	39	(23.5)
		TOTAL SALE OF AIR TIME	13 291	3.0	24 607	4.7
Total regional markets	126	Agency	24 468	10.7	47 301	12.6
		Non-Agency	66 375	7.2	122 731	5.8
		Contra	2 031	(7.8)	4 254	(11.3)
		ADVERTISING REVENUE	92 873	7.7	174 285	7.1
		Other	337	(9.7)	790	(1.7)
		TOTAL SALE OF AIR TIME	93 210	7.6	175 075	7.0
AUSTRALIA	164	Agency	122 009	1.4	232 134	6.7
		Non-Agency	139 082	9.2	256 614	9.1
		Contra	6 339	(12.1)	13 507	(10.6)
		ADVERTISING REVENUE	267 429	4.9	502 254	7.3
		Other	2 004	(45.5)	4 243	(54.1)
		TOTAL SALE OF AIR TIME	269 432	4.2	506 495	6.1

Figures in brackets indicate decline. No. of services refers to the latest six month period. Growth % is calculated from the same period in the previous year.

COMMERCIAL RADIO SERVICES SALE OF AIR TIME

NEW SOUTH WALES

NEW SOUTH WALES	No. of Services	6 months to 31 December 1995		12 months to 31 December 1995		
		\$000	Growth %	\$000	Growth %	
Sydney	9	Agency	36 746	(9.3)	70 024	(1.8)
		Non-Agency	30 250	14.5	54 833	15.7
		Contra	1 599	11.3	3 183	7.5
		ADVERTISING REVENUE	68 595	0.3	128 040	5.3
		Other	378	(24.9)	1 072	(26.2)
		TOTAL SALE OF AIR TIME	68 974	0.2	129 113	4.9
Large regional markets	20	Agency	7 401	4.6	14 373	6.9
		Non-Agency	17 125	16.6	31 178	11.7
		Contra	542	(32.5)	1 226	(17.0)
		ADVERTISING REVENUE	25 068	11.1	46 777	9.2
		Other	133	90.0	286	5.5
		TOTAL SALE OF AIR TIME	25 201	11.3	47 064	9.2
Medium regional markets	20	Agency	2 503	22.5	5 137	27.6
		Non-Agency	10 291	3.4	19 458	2.2
		Contra	316	10.1	597	(1.6)
		ADVERTISING REVENUE	13 110	6.7	25 192	6.4
		Other	6	500.0	7	16.7
		TOTAL SALE OF AIR TIME	13 116	6.7	25 199	6.4
Small regional markets	11	Agency	973	(1.8)	1 983	14.9
		Non-Agency	4 109	(2.8)	7 469	(0.7)
		Contra	56	3.7	117	11.4
		ADVERTISING REVENUE	5 138	(2.6)	9 569	2.3
		Other	1	NM	2	NM
		TOTAL SALE OF AIR TIME	5 139	(2.6)	9 571	2.3
Total regional markets	51	Agency	10 877	7.6	21 493	11.9
		Non-Agency	31 525	9.2	58 105	6.7
		Contra	914	(20.1)	1, 940	(11.4)
		ADVERTISING REVENUE	43 316	7.9	81 538	7.5
		Other	140	97.2	296	6.9
		TOTAL SALE OF AIR TIME	43 455	8.1	81 832	7.5
NEW SOUTH WALES	60	Agency	47 623	(5.9)	91 517	1.1
		Non-Agency	61 775	11.7	112 938	10.9
		Contra	2 513	(2.6)	5 123	(0.5)
		ADVERTISING REVENUE	111 911	3.2	209 577	6.1
		Other	518	(9.8)	1 367	(21.0)
		TOTAL SALE OF AIR TIME	112 429	3.1	210 945	5.9

Figures in brackets indicate decline.

No. of services refers to the latest six month period.

Growth % is calculated from the same period in the previous year.

NM denotes not meaningful.

Commercial radio advertising results

COMMERCIAL RADIO SERVICES SALE OF AIR TIME

VICTORIA

		<u>6 months to</u> <u>31 December 1995</u>		<u>12 months to</u> <u>31 December 1995</u>		
VICTORIA	No. of	\$000	Growth %	\$000	Growth %	
Melbourne	9	Agency	27 953	2.6	52 431	10.0
		Non-Agency	17 075	10.4	32 217	13.5
		Contra	1 154	(29.4)	2 470	(21.9)
		ADVERTISING REVENUE	46 182	4.2	87 118	10.0
		Other	202	(84.6)	579	(74.9)
		TOTAL SALE OF AIR TIME	46 385	1.6	87 697	7.6
Large regional markets	9	Agency	2 920	12.7	5 326	9.8
		Non-Agency	5 393	0.2	10 167	(0.2)
		Contra	242	(2.4)	564	7.4
		ADVERTISING REVENUE	8 556	4.1	16 058	3.2
		Other	0	NM	68	240.0
		TOTAL SALE OF AIR TIME	8 556	3.8	16 126	3.5
Medium regional markets	7	Agency	1 252	15.0	2 238	11.2
		Non-Agency	3 286	10.2	6 069	6.1
		Contra	155	63.2	251	37.2
		ADVERTISING REVENUE	4 694	12.7	8 558	8.1
		Other	0	NM	3	(40.0)
		TOTAL SALE OF AIR TIME	4 694	12.6	8 561	8.1
Total regional markets	16	Agency	4 173	13.4	7 565	10.2
		Non-Agency	8 679	3.8	16 236	2.0
		Contra	398	16.0	816	15.3
		ADVERTISING REVENUE	13 250	7.0	24 616	4.8
		Other	0	NM	70	180.0
		TOTAL SALE OF AIR TIME	13 250	6.8	24 686	5.0
VICTORIA	25	Agency	32 125	3.9	59 994	10.1
		Non-Agency	25 755	8.1	48 454	9.4
		Contra	1 552	(21.5)	3 286	(15.0)
		ADVERTISING REVENUE	59 432	4.8	111 734	8.8
		Other	203	(84.8)	650	(72.1)
		TOTAL SALE OF AIR TIME	59 634	2.7	112 382	7.0

Figures in brackets indicate decline.

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Growth % is calculated from the same period in the previous year.

NM denotes not meaningful.



COMMERCIAL RADIO SERVICES SALE OF AIR TIME

QUEENSLAND

QUEENSLAND	No. of Services	6 months to 31 December 1995		12 months to 31 December 1995		
		\$000	Growth %	\$000	Growth %	
Brisbane	6	Agency	13 312	13.0	24 545	11.9
		Non-Agency	10 012	5.6	17 843	5.0
		Contra	624	(21.1)	1 481	(15.6)
		ADVERTISING REVENUE	23 948	8.6	43 869	7.8
		Other	888	(2.3)	1 112	(40.0)
		TOTAL SALE OF AIR TIME	24 836	8.2	44 981	5.7
Large regional markets	13	Agency	5 677	22.5	10 714	16.5
		Non-Agency	10 562	2.5	19 915	4.0
		Contra	475	11.0	1 018	(3.0)
		ADVERTISING REVENUE	16 713	3.8	31 646	7.7
		Other	0	NM	0	NM
		TOTAL SALE OF AIR TIME	16 713	8.7	31 646	7.6
Medium regional markets	9	Agency	1 231	14.9	2 477	16.6
		Non-Agency	4 210	10.2	7 784	9.9
		Contra	78	50.0	117	(4.1)
		ADVERTISING REVENUE	5 518	11.7	10 378	11.2
		Other	0	NM	0	NM
		TOTAL SALE OF AIR TIME	5 518	11.7	10 378	11.2
Small regional markets	7	Agency	285	29.0	578	40.6
		Non-Agency	1 640	6.8	2 963	2.2
		Contra	30	0.0	61	(9.0)
		ADVERTISING REVENUE	1 955	9.4	3,601	6.7
		Other	0	NM	0	NM
		TOTAL SALE OF AIR TIME	1 955	9.4	3 601	6.6
Total regional markets	29	Agency	7 193	21.4	13 768	17.4
		Non-Agency	16 411	4.8	30 661	5.2
		Contra	583	14.3	1 196	(3.5)
		ADVERTISING REVENUE	24 187	9.5	45 625	8.4
		Other	0	NM	0	NM
		TOTAL SALE OF AIR TIME	24 187	9.4	45 625	8.3
QUEENSLAND	35	Agency	20 505	15.8	38 314	13.8
		Non-Agency	26 423	5.1	48 504	5.1
		Contra	1 207	(7.2)	2 677	(10.6)
		ADVERTISING REVENUE	48 135	9.0	89 494	8.1
		Other	888	(4.2)	1 112	(40.6)
		TOTAL SALE OF AIR TIME	49 023	8.8	90 606	7.0

Figures in brackets indicate decline.

No. of services refers to the latest six month period.

Growth % is calculated from the same period in the previous year.

NM denotes not meaningful.

Commercial radio advertising results

COMMERCIAL RADIO SERVICES SALE OF AIR TIME

SOUTH AUSTRALIA

	No. of Services	6 months to 31 December 1995		12 months to 31 December 1995		
		\$000	Growth %	\$000	Growth %	
SOUTH AUSTRALIA						
Adelaide	5					
		Agency	9 713	5.3	18 510	7.5
		Non-Agency	6 334	2.2	12 716	10.1
		Contra	498	(20.4)	1 192	(12.7)
		ADVERTISING REVENUE	16 545	3.1	32 418	7.6
		Other	0	NM	2	(99.8)
		TOTAL SALE OF AIR TIME	16 545	3.1	32 420	3.6
Medium regional markets	3					
		Agency	340	0.0	668	11.7
		Non-Agency	1 231	2.9	2 351	5.4
		Contra	22	214.3	51	96.2
		ADVERTISING REVENUE	1 594	3.3	3 071	7.6
		Other	0	NM	4	100.0
		TOTAL SALE OF AIR TIME	1 594	3.2	3 075	7.7
Small regional markets	3					
		Agency	246	9.3	471	18.0
		Non-Agency	1 069	0.5	1 985	2.4
		Contra	6	(66.7)	29	(23.7)
		ADVERTISING REVENUE	1 321	1.1	2 485	4.6
		Other	0	NM	4	33.3
		TOTAL SALE OF AIR TIME	1 321	0.8	2 489	4.6
Total regional markets	6					
		Agency	586	3.5	1 140	14.3
		Non-Agency	2 300	1.8	4 335	4.0
		Contra	28	12.0	80	25.0
		ADVERTISING REVENUE	2 914	2.2	5 555	6.2
		Other	0	NM	8	60.0
		TOTAL SALE OF AIR TIME	2 914	2.1	5 563	6.3
SOUTH AUSTRALIA	11					
		Agency	10 299	5.2	19 649	7.8
		Non-Agency	8 635	2.1	17 053	8.5
		Contra	526	(19.2)	1 273	(10.9)
		ADVERTISING REVENUE	19 459	2.9	37 973	7.4
		Other	0	NM	10	(99.1)
		TOTAL SALE OF AIR TIME	19 459	2.9	37 983	4.0

Figures in brackets indicate decline.

No. of services refers to the latest six month period.

Growth % is calculated from the same period in the previous year.

NM denotes not meaningful.



COMMERCIAL RADIO SERVICES SALE OF AIR TIME

WESTERN AUSTRALIA

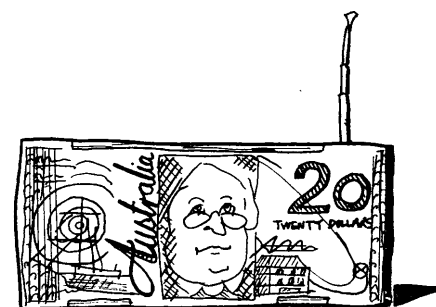
	No. of Services	6 months to 31 December 1995		12 months to 31 December 1995		
		\$000	Growth %	\$000	Growth %	
WESTERN AUSTRALIA						
Perth	5					
		Agency	8 718	3.5	17 335	10.8
		Non-Agency	6 224	12.6	11 097	8.0
		Contra	253	(26.2)	610	(8.0)
		ADVERTISING REVENUE	15 195	6.3	29 041	9.3
		Other	0	NM	265	(78.4)
		TOTAL SALE OF AIR TIME	15 195	3.9	29 306	5.4
Medium regional markets	3					
		Agency	373	26.9	742	48.4
		Non-Agency	1 444	2.7	2 750	2.2
		Contra	21	(57.1)	50	(64.5)
		ADVERTISING REVENUE	1 838	5.1	3 542	6.3
		Other	0	NM	0	NM
		TOTAL SALE OF AIR TIME	1 838	5.1	3 542	6.3
Small regional markets	13					
		Agency	560	(28.0)	1 341	1.7
		Non-Agency	3 346	22.0	5 802	15.7
		Contra	4	(91.5)	26	(90.6)
		ADVERTISING REVENUE	3 909	9.6	7 168	8.5
		Other	0	NM	0	NM
		TOTAL SALE OF AIR TIME	3 909	9.6	7 168	8.2
Total regional markets	16					
		Agency	933	(13.0)	2 084	14.7
		Non-Agency	4 790	15.4	8 552	11.0
		Contra	25	(74.0)	76	(81.8)
		ADVERTISING REVENUE	5 747	8.1	10 711	7.8
		Other	0	NM	0	NM
		TOTAL SALE OF AIR TIME	5 747	8.1	10 711	7.6
WESTERN AUSTRALIA	21					
		Agency	9 651	1.6	19 418	11.2
		Non-Agency	11 014	13.8	19 649	9.3
		Contra	278	(36.7)	686	(36.5)
		ADVERTISING REVENUE	20 943	6.8	39 753	8.9
		Other	0	NM	215	(82.4)
		TOTAL SALE OF AIR TIME	20 943	5.0	40 018	6.0

Figures in brackets indicate decline.

No. of services refers to the latest six month period.

Growth % is calculated from the same period in the previous year.

NM denotes not meaningful.



Commercial radio advertising results

COMMERCIAL RADIO SERVICES SALE OF AIR TIME

TASMANIA/NORTHERN TERRITORY

TAS/NT	No. of Services		6 months to 31 December 1995		12 months to 31 December 1995	
			\$000	Growth %	\$000	Growth %
Hobart/Darwin	4	Agency	1 098	3.2	1 987	5.2
		Non-Agency	2 811	18.4	5 177	12.4
		Contra	181	1.7	319	(21.6)
		ADVERTISING REVENUE	4 090	13.1	7 483	8.4
		Other	197	(22.4)	421	(7.5)
		TOTAL SALE OF AIR TIME	4 288	10.8	7 905	7.4
Medium regional markets	4	Agency	541	(4.2)	936	(7.8)
		Non-Agency	1 888	0.9	3 417	5.9
		Contra	80	(4.8)	141	(14.0)
		ADVERTISING REVENUE	2 509	(0.5)	4 495	2.0
		Other	180	(24.7)	383	(10.9)
		TOTAL SALE OF AIR TIME	2 689	(2.6)	4 878	0.8
Small regional markets	4	Agency	166	(13.5)	317	(14.6)
		Non-Agency	780	2.8	1 422	4.7
		Contra	4	100.0	5	(72.2)
		ADVERTISING REVENUE	950	(0.3)	1 744	(0.2)
		Other	17	0.0	34	3.0
		TOTAL SALE OF AIR TIME	967	(0.2)	1 778	(0.1)
Total regional markets	8	Agency	707	(6.6)	1 253	(9.6)
		Non-Agency	2 669	1.4	4 840	5.5
		Contra	83	(3.5)	146	(19.8)
		ADVERTISING REVENUE	3 459	(0.4)	6 239	1.4
		Other	197	(23.0)	417	(9.9)
		TOTAL SALE OF AIR TIME	3 657	(2.0)	6 657	0.6
TASMANIA/ NORTHERN TERRITORY	12	Agency	1 806	(0.8)	3 241	(1.0)
		Non-Agency	5 480	9.5	10 018	9.0
		Contra	264	0.0	465	(21.1)
		ADVERTISING REVENUE	7 550	6.5	13 723	5.1
		Other	395	(22.5)	839	(8.6)
		TOTAL SALE OF AIR TIME	7 944	4.5	14 561	4.2

Figures in brackets indicate decline.

No. of services refers to the latest six month period.

Growth % is calculated from the same period in the previous year

Continued from p. 12

Medium regional markets: Wangaratta, Horsham, Warrnambool, Mildura, Swan Hill, Hamilton and Colac.

Queensland

Large regional markets: Gold Coast, Nambour, Townsville, Ipswich, Toowoomba, Warwick, Rockhampton, Gladstone and Cairns

Medium regional markets: Mackay, Gympie, Bundaberg, Atherton, Maryborough, Emerald and Kingaroy.

Small regional markets: Innisfail, Mount Isa, Roma, Longreach, Charters Towers and Charleville.

South Australia

Medium regional markets: Port Pirie, Murray Bridge and Mount Gambier.

Small regional markets: Port Augusta, Renmark and Port Lincoln.

Western Australia

Medium regional markets: Bunbury, Western Zone and Mandurah.

Small regional markets: Kalgoorlie, Geraldton, Albany, Northam, Karratha, Narrogin, Merredin, Katanning, Carnarvon, Esperance, Bridgetown and Port Headland.

Tasmania/Northern Territory

Medium regional markets: Launceston, Devonport and Burnie.

Small regional markets: Alice Springs, Scottsdale and Queenstown