

ing. A new service, 2HIL (NSW, Other Services) commenced operations on a supplementary licence during the quarter and 8SUN (Tas/NT Other Services) commenced operations on a supplementary licence in the December 1992 quarter.

Capital City Original FM services (2DAY, 2MMM, 3FOX, 3MMM, 4MMM, 5SSA, 6NOW, 7TTT, 8HOT) were originally licensed as FM services. Capital City AM-FM converted services (3KKZ, 3TTT, 4BBB, 5DDN, 5KKA, 6JKY, 6PPM, 7HHO) were originally licensed as AM services and converted to FM licenses.

Original figures for the March 1992 quarter were subsequently revised for one FM service.

Changes in revenue are calculated by comparing the same quarters over the last two years because advertising revenue fluctuates on a seasonal basis, reaching a peak in the December quarter.

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 quarters. The resulting growth figures represents the change during a quarter attributable to non-seasonal factors such as the underlying trend.

Larger Cities are defined as:

NSW/ACT

Newcastle, Canberra, Wollongong, Katomba, Gosford.

VIC

Geelong, Maryborough, Warragul, Bendigo.

QLD

Gold Coast, Townsville, Toowoomba, Warwick, Gladstone.

SA

Port Pirie, Murray Bridge, Mt Gambier.

WA

Bunbury, Kalgoorlie, Mandurah, Geraldton, Albany.

TAS/NT

Launceston, Devenport.

The quarterly results are presented in detail in this issue of *ABA Update* (pp. 16 and following).

ADVERTISING REVENUE GROWTH

TO 30 SEPTEMBER AND 31 DECEMBER 1992

(Compared with the corresponding period in 1991)

AUSTRALIA

	Three months to Sep. 1992 %	Three months to Dec. 1992 %
Capital City Original FM	5.9	2.6
Capital City AM-FM Converted	1.7	7.6
Capital City AM	4.8	4.3
All Capital City	4.8	4.2
Larger Cities	1.8	3.4
Other Services	4.1	(2.0)
Australia	4.2	2.7

TO 31 MARCH 1993

(Compared with the corresponding period in 1992)

AUSTRALIA

	Three months to March 1993 %	Nine months to March 1993 %
Capital City Original FM	0.3	3.0
Capital City AM-FM Converted	38.1	14.2
Capital City AM	3.0	4.1
All Capital City	7.3	5.3
Larger Cities	10.1	4.9
Other Services	0.8	0.8
Australia	6.4	4.3

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QUARTERLY ADVERTISING REVENUE GROWTH

THREE MONTHS TO SEPTEMBER 1992

(Compared with the corresponding period in 1991)

ALL STATES

	Capital City %	Larger Cities %	Other Services %	All %
NSW/ACT	3.2	2.3	0.6	2.4
VIC	9.9	(2.3)	4.9	8.3
QLD	12.3	4.3	14.6	11.0
SA	(4.0)	0.6	0.7	(3.3)
WA	(2.4)	(3.0)	(2.3)	(2.5)
TAS/NT	0.4	2.3	(9.1)	(0.7)
AUSTRALIA	4.8	1.8	4.1	4.2

THREE MONTHS TO DECEMBER 1992

(Compared with the corresponding period in 1991)

ALL STATES

	Capital City %	Larger Cities %	Other Services %	All %
NSW/ACT	4.2	6.2	(3.1)	2.7
VIC	6.4	(2.0)	(9.5)	3.2
QLD	6.7	2.3	4.2	4.9
SA	(0.7)	3.2	(2.2)	(0.5)
WA	3.1	4.2	2.3	3.2
TAS/NT	(8.0)	(4.0)	5.2	(4.6)
AUSTRALIA	4.2	3.4	(2.0)	2.7

Figures in brackets indicate decline