

COMMERCIAL RADIO ADVERTISING RESULTS

Advertising revenue for commercial radio was \$453.0M for the year ending 30 June 1994, an increase of 6.5 per cent compared with the previous year, according to figures released by the ABA.

In the 12 months to June 1994, the nine capital city services which have converted from AM to FM increased revenue by 31.1 per cent to \$84.6M. While the size of this increase can be partly attributed to a conversion of an AM service (2WS Sydney) to FM in June 1993, the improved performance of converted stations in other markets was also significant.

In the same period, revenue for the nine original capital city FM services declined by 3.5 per cent to \$104.1M.

Total advertising revenue for the 37 capital city services was \$291.3M, a 6.3 per cent increase compared with the previous 12-month period.

Services in regional markets continued to show strong growth in advertising revenue, increasing by 6.8 per cent in the 12-month period to \$161.7M. Revenue for the six months to June 1994 increased by 9.3 per cent compared with the six months to June 1993. These are the largest rises reported by this radio sector since December 1990.

In the mainland metropolitan markets for the 12 months to June 1994, Sydney increased radio revenue by 9.5 per cent to \$117.2M, Melbourne declined by 0.9 per cent to \$74.3M, Brisbane increased by 9.2 per cent to \$38.4M, Adelaide increased by 7.4 per cent to \$29.0M and

Perth increased 9.8 per cent to \$25.5M.

These are the second bi-annual revenue figures for the commercial radio industry to be released by the ABA. Previously the ABA published quarterly revenue figures.

The ABA published annual financial results for the commercial television and radio industries for 1992-93 in June 1994 in its publication *Broadcasting Financial Results 1992-93*.

Advertising revenue is the total of agency, non-agency and contra advertising revenue.

The ABA calculates changes in revenue by comparing the same periods in two consecutive years. Such comparisons identify underlying changes that occurred over the period.

The results are presented in detail on the following pages.

GROWTH IN COMMERCIAL RADIO ADVERTISING REVENUE CONTINUES

ANALYSIS OF ANNUAL AND BI-ANNUAL RESULTS, 1993-94

OVERVIEW

The commercial radio sector posted a result of \$453.0M with an increase of 6.5 per cent in commercial radio advertising revenue for the 12 months to June 1994 compared with \$425.6M for the same period last year. This brings the industry above its previous 1989-90 peak.

Each capital city market, except Melbourne, grew during the 12 months to June 1994. Growth ranged from an increase of 3.7 per cent for Hobart/Darwin up to an increase of 9.8 per cent for Perth. All regional markets except South Australia increased their advertising revenue for the 12 months to June 1994. All state markets grew during this period, ranging from 1.7 per cent in Victoria to 8.3 per cent in New South Wales and Queensland.

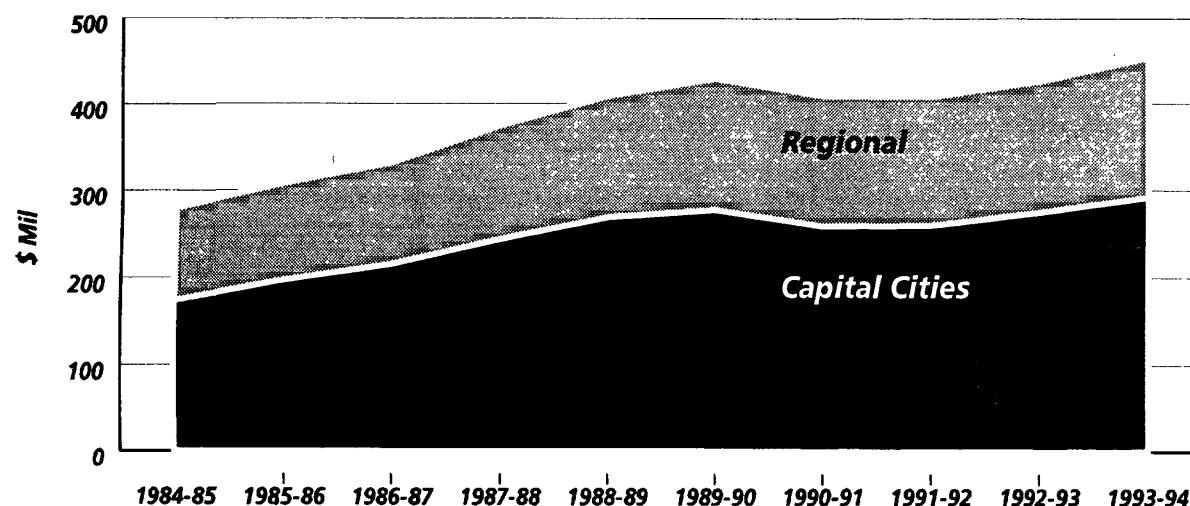
Advertising revenue increased by 6.3 per cent to \$215.4M for the six months to June 1994 compared with the same period in the previous year. Other services and larger city services showed an increase of 10.5 per cent and 8.2 per cent respectively, while capital city services revenue increased by 4.6 per cent in the six months to June 1994 compared to the same period last year. Total advertising revenue in all states increased in the six months to June 1994, ranging from 4.2 per cent in Victoria to 9.5 per cent in Tasmania/Northern Territory.

1. ANNUAL RESULTS 1993-94

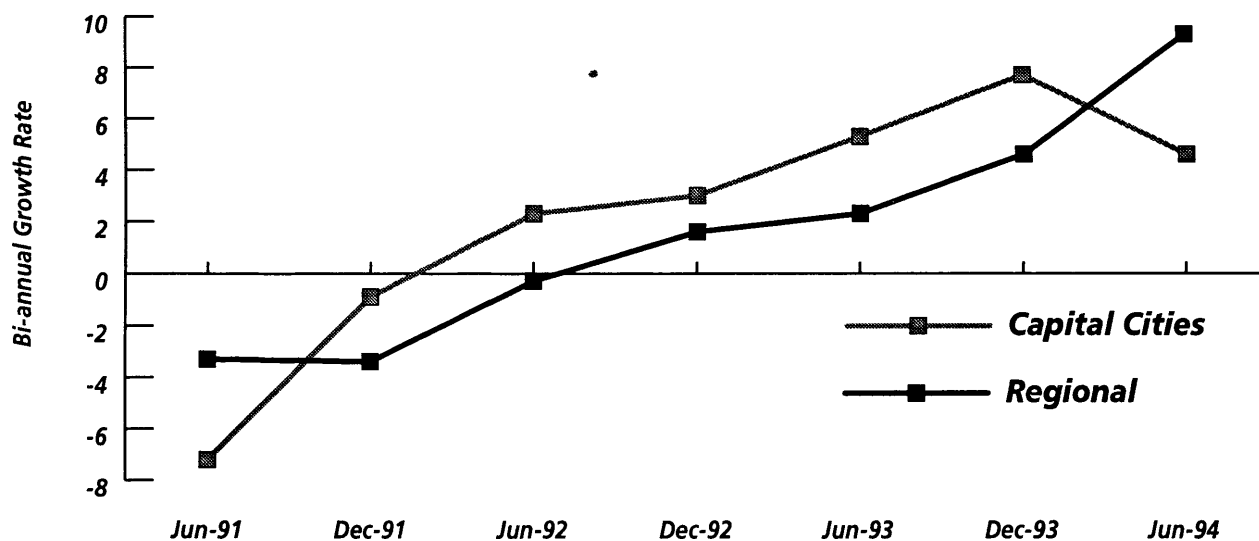
CAPITAL CITY AND REGIONAL SERVICES

Australian commercial radio services showed strong growth with an increase of 6.5 per cent in advertising revenue to \$453.0M in the year to June 1994 compared to an increase of 4.2 per cent to \$425.6M in the year ended June 1993. Total advertising revenue for the commercial radio industry grew consistently during the past two years recording growth of 2.5 per cent and 4.2 per cent in December 1992 and June 1993, and 5.9 per cent and 6.3 per cent in December 1993 and June 1994 respectively.

GRAPH 1: RADIO ADVERTISING REVENUE FOR THE PAST TEN YEARS



GRAPH 2: COMMERCIAL RADIO BI-ANNUAL ADVERTISING REVENUE GROWTH



The 37 capital city services increased their total advertising revenue by 6.3 per cent to \$291.3M in 1993-94 compared with the previous financial year (Graph 2). Capital city AM-FM converted services performed particularly well, reporting an increase of 31.1 per cent in 1993-94 compared with the previous year. The size of the increase can be partly due to a conversion of an AM service to FM in the Sydney market in the six months to June 1993. The 120 regional services reported an increase of 6.8 per cent to \$161.5M, compared to the same period in 1992-93.

TABLE 1: RADIO SERVICES' MARKETS RANKED BY ANNUAL ADVERTISING REVENUE CHANGE IN 1993-94 COMPARED TO 1992-93*

MARKET	MARKET REVENUE INCREASE- (DESCENDING ORDER) (\$ '000)	ADVERTISING REVENUE IN 1993-94 (\$ '000)
Sydney	10 175	11 7212
Brisbane	3 222	38 368
NSW-Other	2 641	44 106
Perth	2 275	25 502
Adelaide	1 993	29 030
NSW-Large	1 985	32 784
Vic-Other	1 942	15 627
Qld-Large	1 876	18 820
Qld-Other	955	22 202
Vic-Large	412	7 842
TAS/NT-Other	335	2 419
WA-Large	258	6 170
TAS/NT-Capital	245	6 877
WA-Other	105	3 273
SA-Other	4	2 461
TAS/NT-Large	(2)	3 094
SA-Large	(79)	2 931
Melbourne	(698)	74 310

	ANNUAL GROWTH* (DESCENDING ORDER)
	%
TAS/NT-Other	16.1
Vic-Other	14.2
Qld-Large	11.1 •
Perth	9.8
Sydney	9.5
Brisbane	9.2
Adelaide	7.4
NSW-Large	6.4
NSW-Other	6.4
Vic-Large	5.5
Qld-Other	4.5
WA-Large	4.4
TAS/NT-Capital	3.7
WA-Other	2.7
SA-Other	0.2
Melbourne	(0.1)
TAS/NT-Large	(0.1)
SA-Large	(2.6)

* Figures in brackets indicate decline.

The groups of services which recorded the highest increases for the 12 months to June 1994 were Tasmania/Northern Territory Other services, Victoria Other services and Queensland Large city (Table 1). The Melbourne market services group reported a \$0.7M decrease in 1993-94 compared with the previous year.

TABLE 2: SERVICES WITH HIGHER OR LOWER ANNUAL ADVERTISING REVENUE IN 1993-94 COMPARED TO 1992-93

		LESS THAN 1992-93	MORE THAN 1992-93	TOTAL SERVICES
NSW	Capital	2	7	9
	Large	5	8	13
	Other	15	17	32
	Total	22	32	54
Vic	Capital	6	2	8
	Large	1	4	5
	Other	1	10	11
	Total	8	16	24
Qld	Capital	1	5	6
	Large	3	5	8
	Other	8	10	18
	Total	12	20	32
SA	Capital	2	3	5
	Large	1	2	3
	Other	1	2	3
	Total	4	7	11
WA	Capital	1	4	5
	Large	3	3	6
	Other	3	6	9
	Total	7	13	20
TAS/NT	Capital	2	2	4
	Large	1	2	3
	Other	1	4	5
	Total	4	8	12
Australia	Capital	14	23	37
	Large	14	24	38
	Other	29	49	78
	Total	57	96	153*

* Without services started in 1993-94 and services which did not provide figures for the six months to June 1994.

Twenty-three of the 37 services in capital cities recorded increased revenue in 1993–94 compared to the previous year. Forty-three of 116 regional services reported reduced revenue for 1993–94 compared to 1992–93 (Table 2). Fifteen services out of 32 in the NSW other services group reported less revenue in 1993–94 compared with the previous year, while 10 services out of 11 in the Victoria other services reported more revenue in 1993–94.

STATE RESULTS

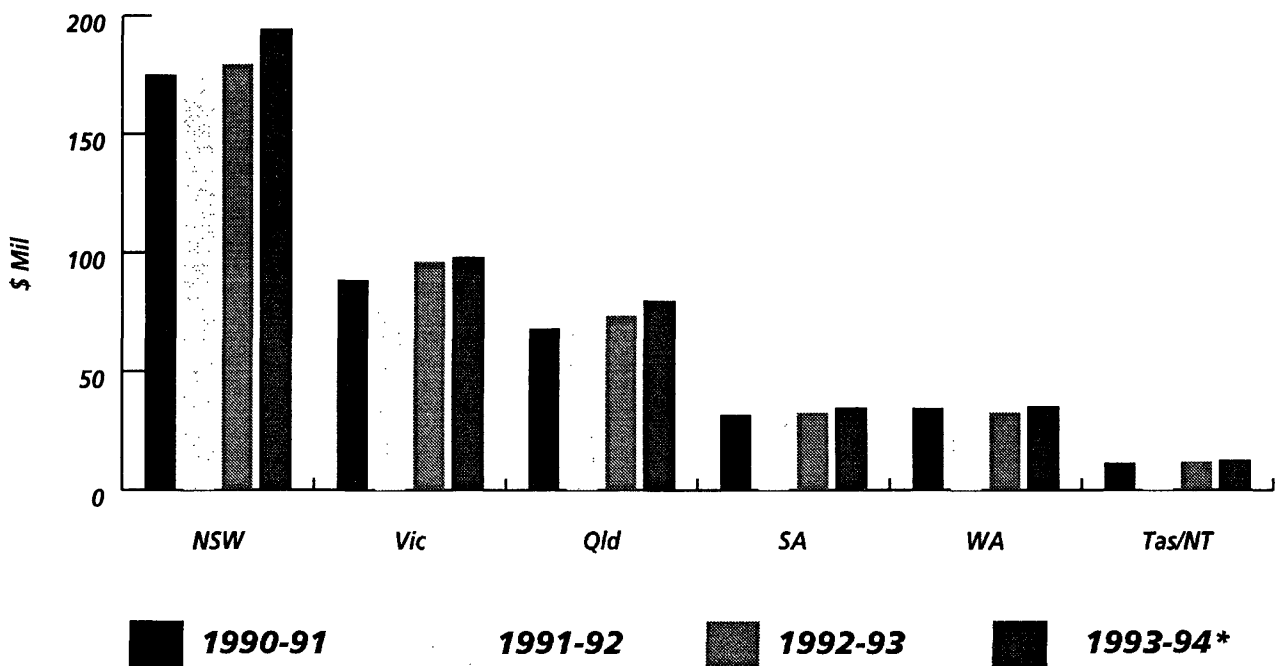
The results across the states in 1993–94 were varied. New South Wales, Queensland and Western Australia performed particularly well compared with the other states in 1993–94, while all states recorded increases.

TABLE 3: RADIO ADVERTISING REVENUE—ALL STATES (\$ MIL)

	1990–91	1991–92	1992–93	1993–94*
NSW	175	173.8	179.3	194.1
Vic	88.4	90.9	96.1	97.8
Qld	68	68.4	73.3	79.4
SA	31.7	31.8	32.5	34.4
WA	34.4	31.1	32.6	34.9
Tas/NT	11.4	11.9	11.8	12.4

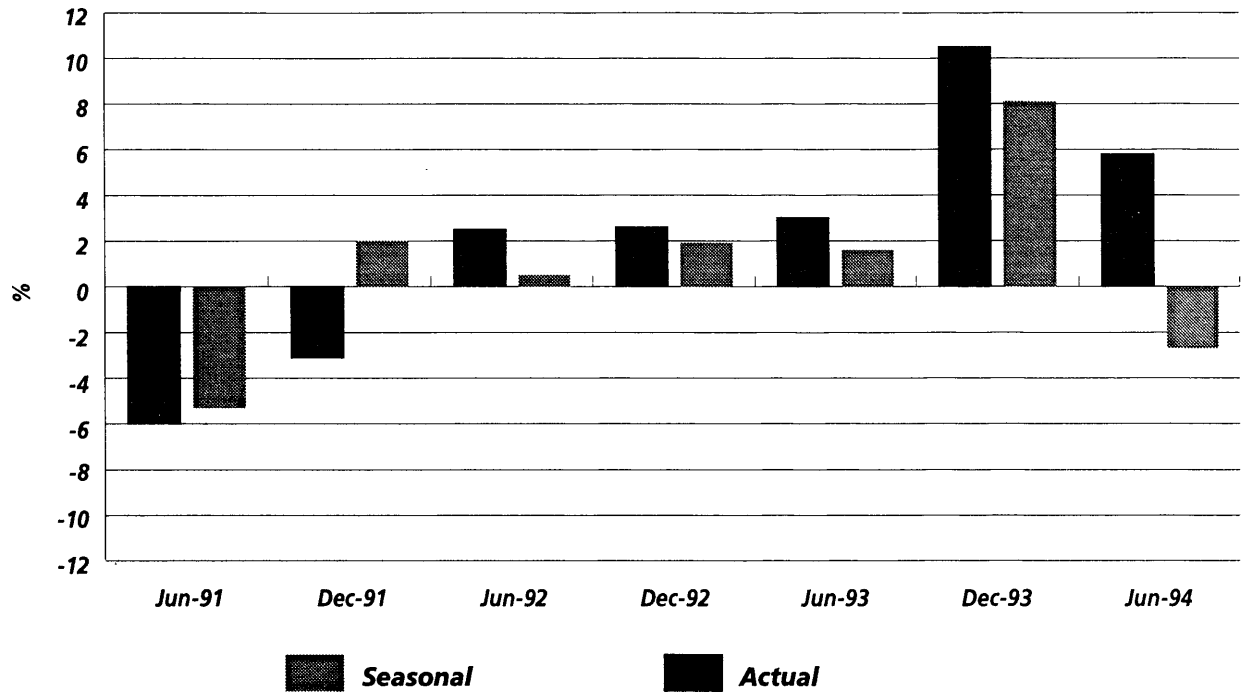
* Preliminary results.

GRAPH 3: RADIO ADVERTISING REVENUE—ALL STATES (\$ MIL)

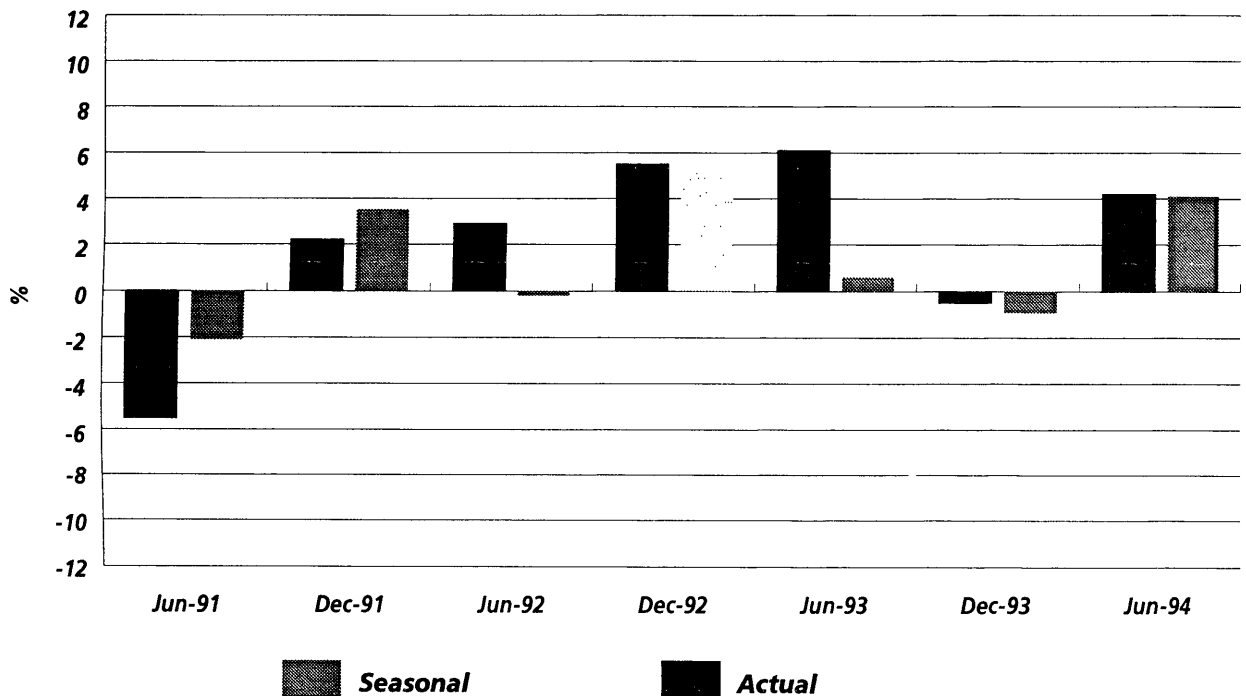


Queensland continued to grow with an 8.3 per cent increase in 1993–94 compared with the 8.0 per cent increase in 1992–93. Tasmania/Northern Territory performed well with growth of 4.9 per cent compared with a 2.2 per cent decrease in 1992–93. New South Wales, Western Australia and South Australia reported increases in advertising revenue of 8.3 per cent, 6.5 per cent and 5.9 per cent respectively in 1993–94 compared with 2.8 per cent, 1.9 per cent and 3.4 per cent increases in 1992–93.

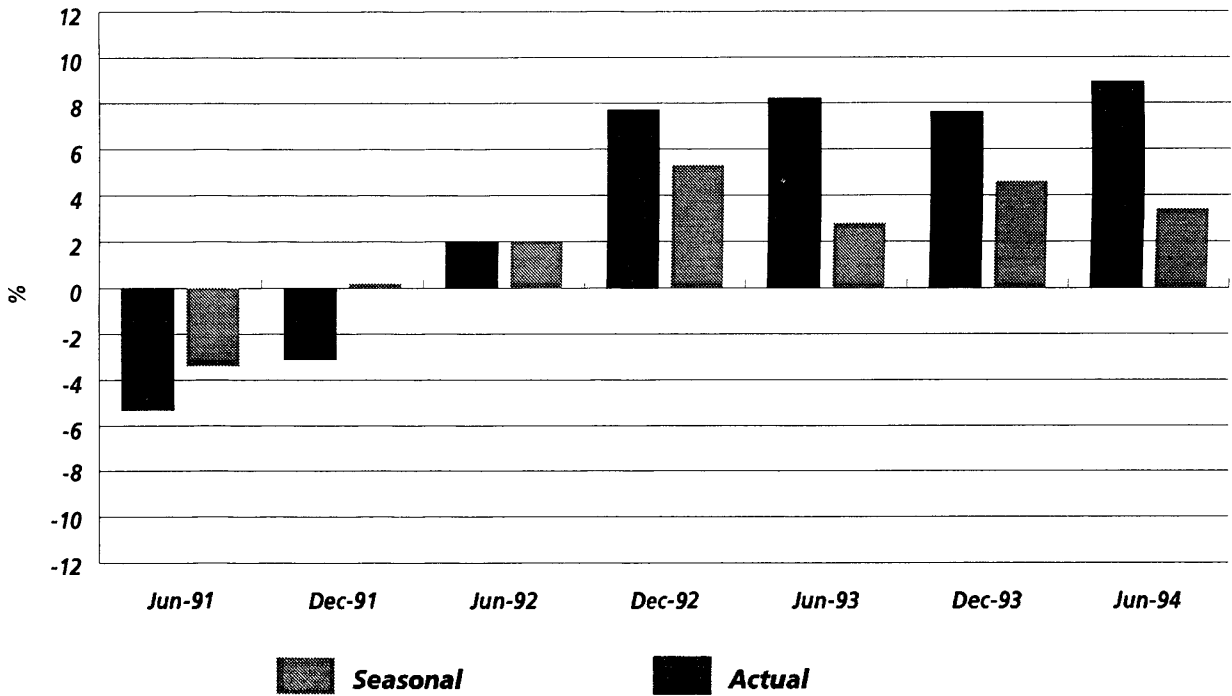
GRAPH 4: PERCENTAGE CHANGE IN BI-ANNUAL ADVERTISING REVENUE—NSW



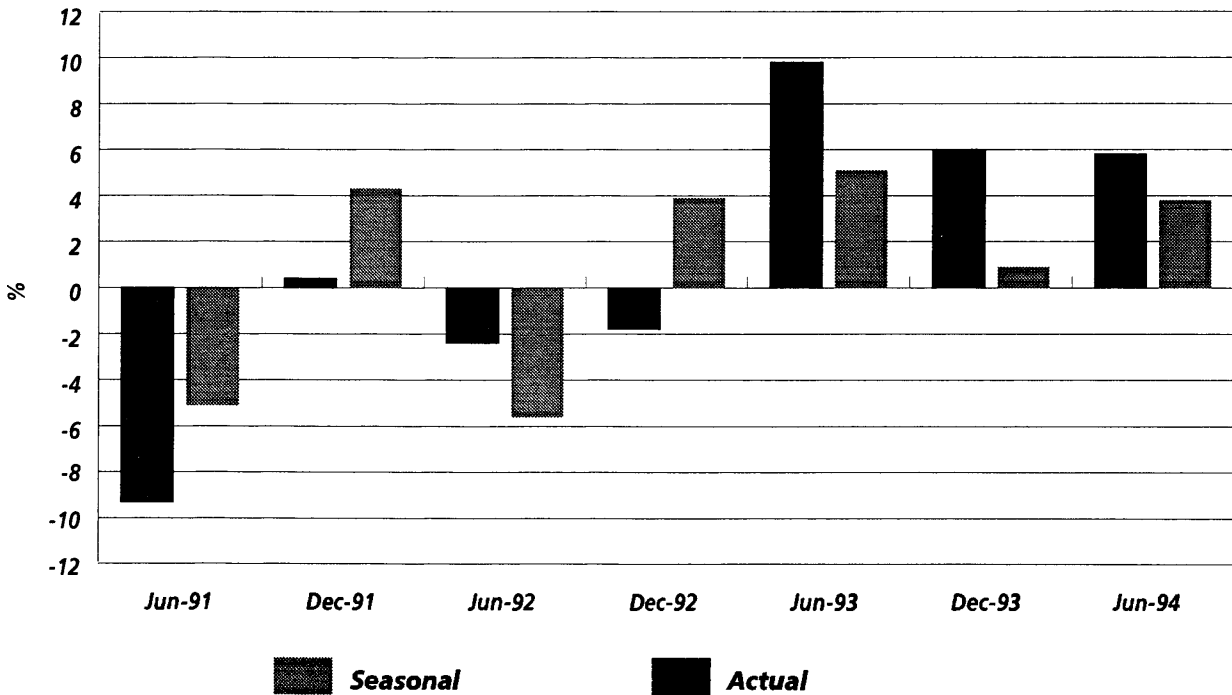
GRAPH 5: PERCENTAGE CHANGE IN BI-ANNUAL ADVERTISING REVENUE—VICTORIA



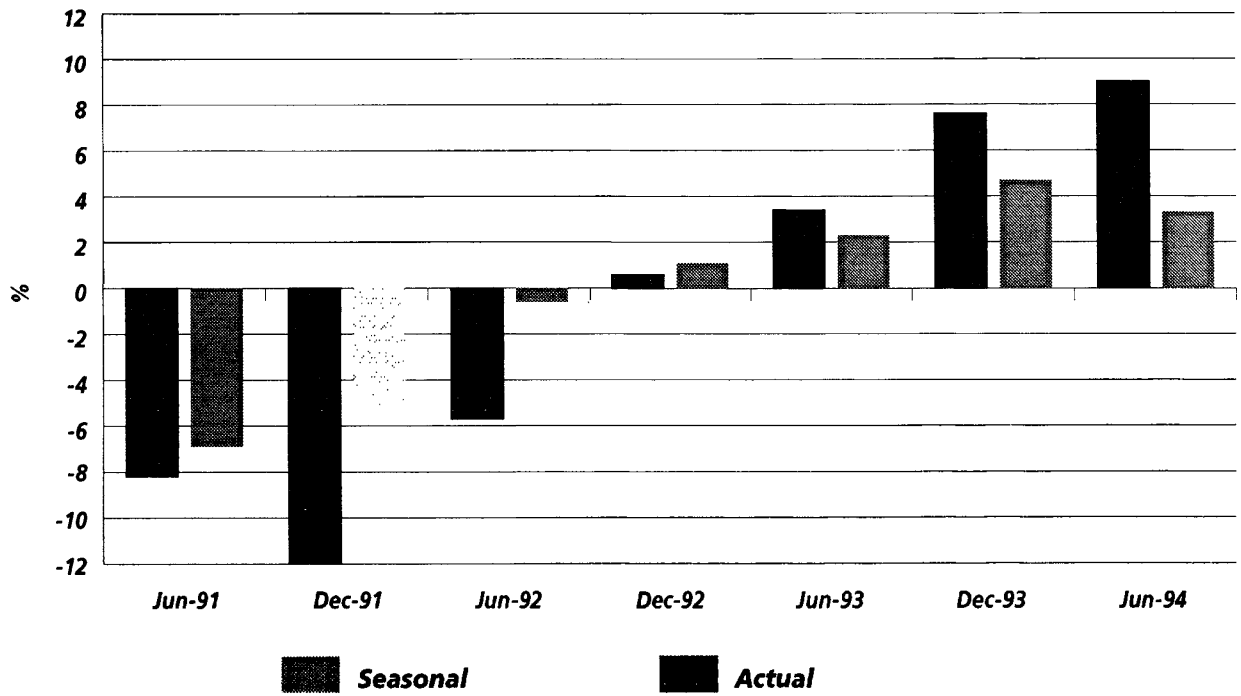
GRAPH 6: PERCENTAGE CHANGE IN BI-ANNUAL ADVERTISING REVENUE—QUEENSLAND



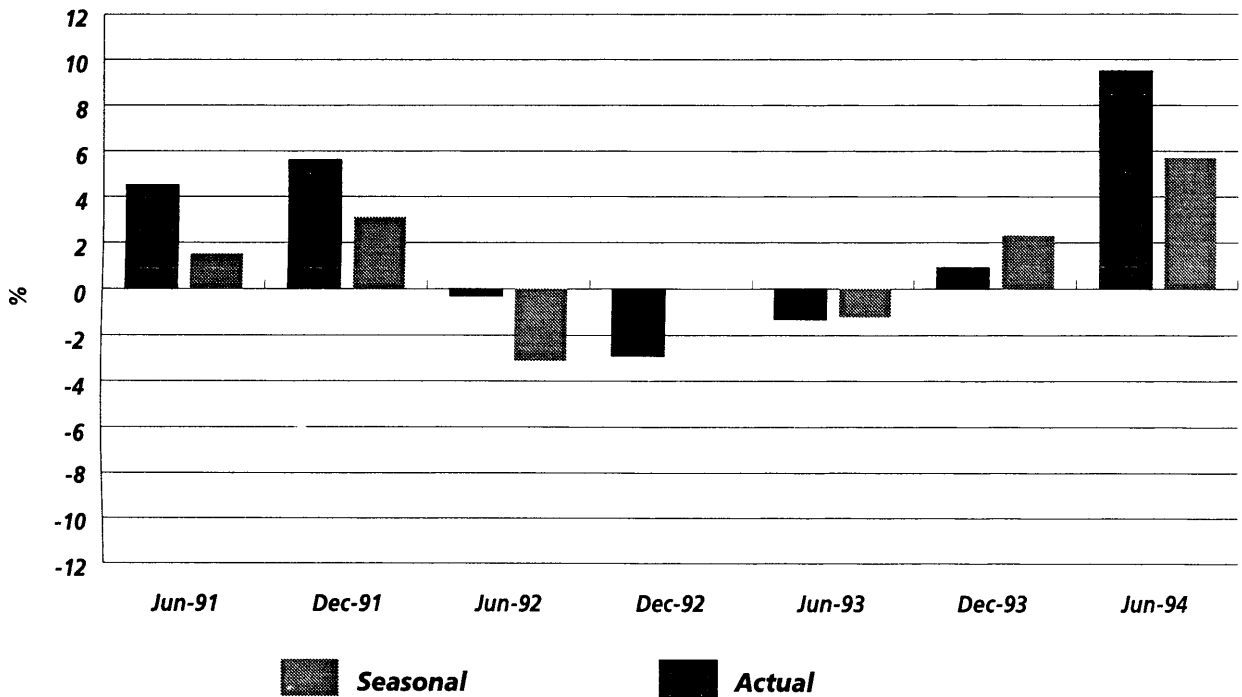
GRAPH 7: PERCENTAGE CHANGE IN BI-ANNUAL ADVERTISING REVENUE—SOUTH AUSTRALIA



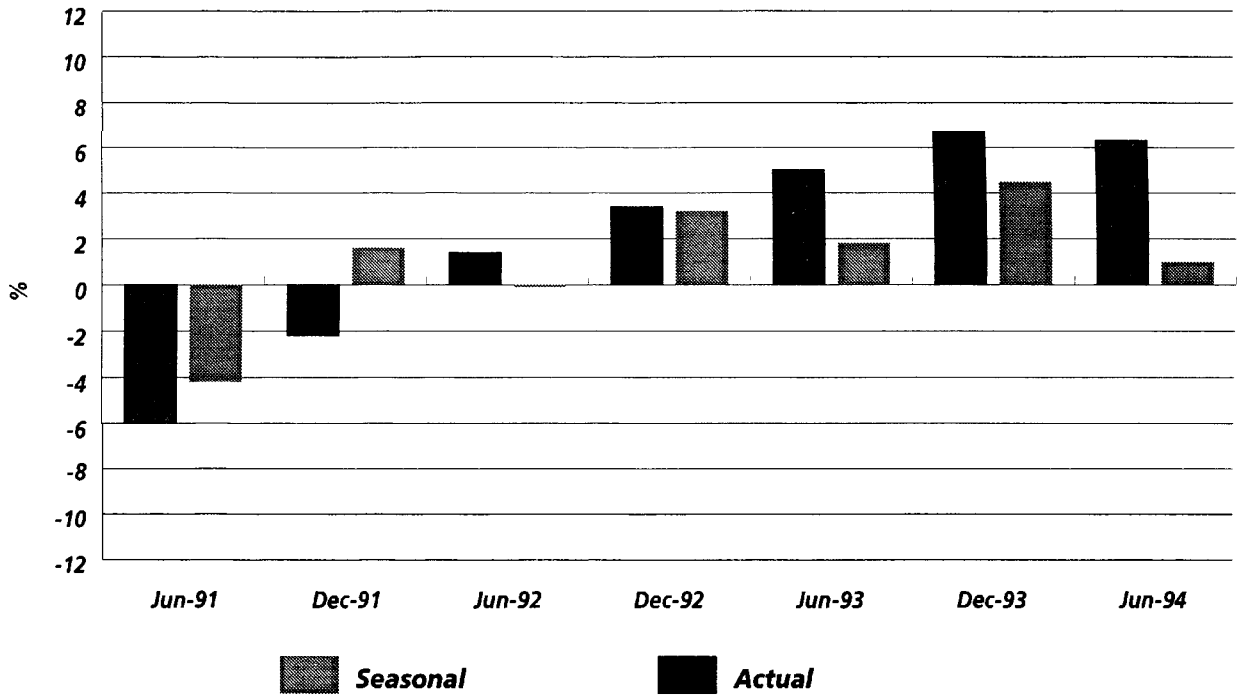
GRAPH 8: PERCENTAGE CHANGE IN BI-ANNUAL ADVERTISING REVENUE—WESTERN AUSTRALIA



GRAPH 9: PERCENTAGE CHANGE IN BI-ANNUAL ADVERTISING REVENUE—TASMANIA/NORTHERN TERRITORY



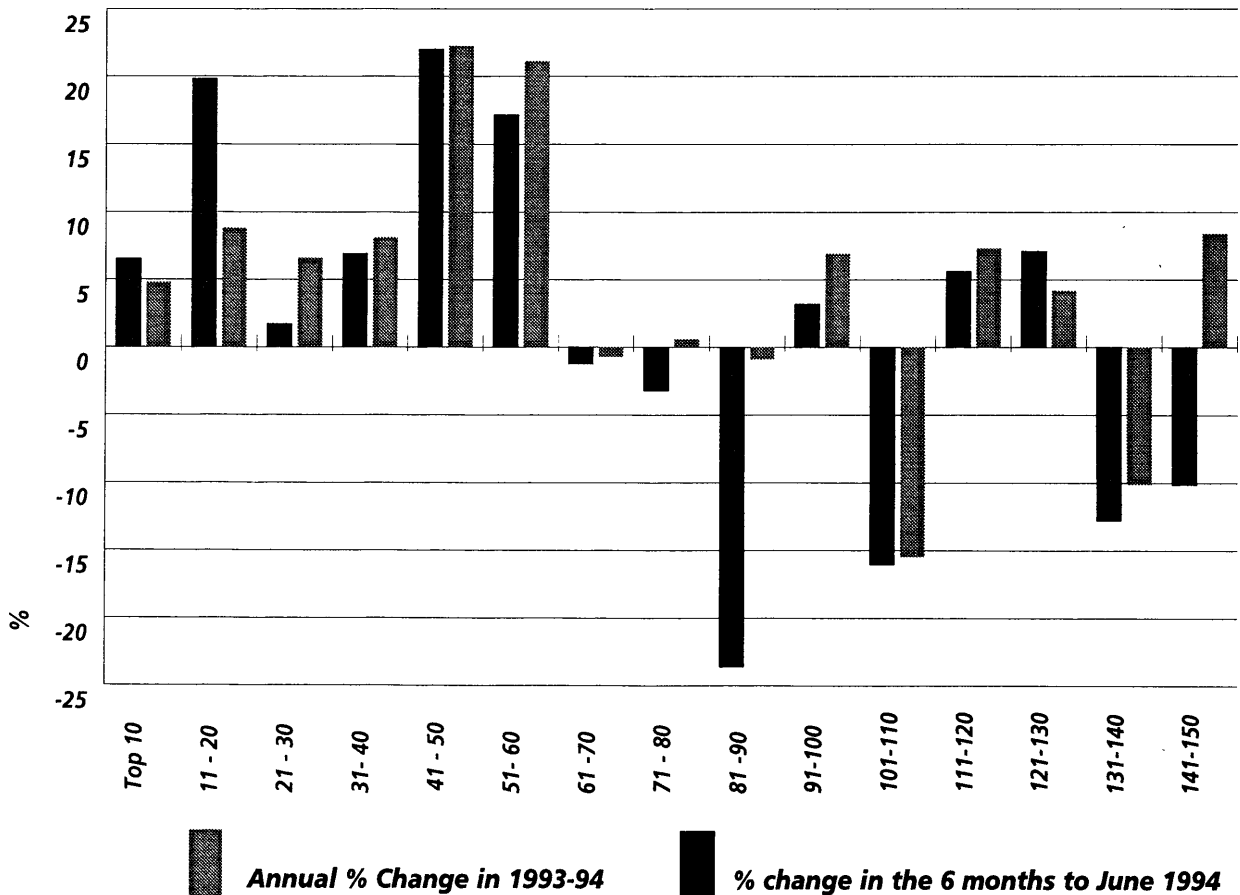
GRAPH 10: PERCENTAGE CHANGE IN BI-ANNUAL ADVERTISING REVENUE—AUSTRALIA



RANKING BY 1993-94 ADVERTISING REVENUE

To identify performance differences, services were ranked according to 1993-94 advertising revenue and aggregated into groups of ten services. The annual results of services were similar to the bi-annual results.

GRAPH 11: RADIO SERVICES RANKED BY 1993-94 ADVERTISING REVENUE



The top ten services enjoyed 38.1 per cent of total commercial radio advertising revenue in 1993–94 compared with 37.6 per cent in 1992–93 and 36.7 per cent in 1991–92. The market share of the second ten services also increased marginally to 17.5 per cent in 1993–94 from 13.9 per cent in 199–93.

The revenue of the top ten services increased by 6.5 per cent in the year ended June 1994 compared to the increase of 5.7 per cent in the year ended June 1993. The revenue of the services ranked between 11 and 20 increased by 19.8 per cent and those ranked between 21 to 30 increased by 1.7 per cent.

The two groups comprising the last 20 services experienced decreases in 1993–94 compared with the increases in 1992–93. The middle ranking services by revenue are still experiencing declines in revenue.

2. JUNE 1994 BI-ANNUAL RESULTS

The increase in commercial radio advertising revenue over the last few six-months periods continued, with an increase of 6.3 per cent to \$215.4M, for the six month period to June 1994. This

represents a continuation of the trend observed in December 1993, June 1993 and December 1992 six-month periods in which increases of 6.7, 5.0 and 3.4 per cent were reported respectively.

For capital city services, total advertising revenue increased by 4.6 per cent to \$136.4M for the six months to June 1994 compared with the six months to June 1993.

Capital city AM-FM converted services performed particularly well, recording an increase of 24.1 per cent to \$41.3m in the six months to June 1994, compared with the six months to June 1993. This was the third consecutive six months that total advertising revenue had recorded more than a 24 per cent increase compared with the same periods in 1993 (38.7 per cent in the six months to December 1993 and 25.3 per cent in the six months to June 1993).

Capital city original FM service revenue experienced a decrease of 6.9 per cent in the six months to June 1994 compared with the six months to June 1993, continuing the 0.6 and 0.8 per cent decreases in the six months to December 1993 and June 1993 respectively.

Larger city services experienced an increase of 8.2 per cent in total advertis-

ing revenue to \$34.8M in the six months to June 1994 compared with same period in 1993.

For other services, total advertising revenue increased by 10.5 per cent to \$44.1M in the six months to June 1994 compared to the same period in 1993.

Total advertising revenue in all states increased in the six months to June 1994. Tasmania/Northern Territory, Western Australia and Queensland performed well, recording an increase of 9.5, 9.0 and 8.9 per cent respectively compared with the six months to June 1993. New South Wales and South Australia services recorded increases of 5.8 per cent, while Victoria recorded an increase of 4.2 per cent compared with the same period in 1993.

SEASONALLY ADJUSTED FIGURES

Total advertising revenue for the commercial radio industry increased by 1.0 per cent to \$227.7M on a seasonally adjusted basis in the six months to June 1994 compared with the six months to December 1993. This increase is inconsistent with the results for the six months to December 1993, when advertising revenue increased by 4.5 per cent compared with the six months to June 1993.

Notes

1. During the six months to June 1994, 158 commercial radio services were operated. Two new services, 2ROX and 2ZZZ (NSW, Other Services) commenced operations on supplementary FM licences during the period. One service (6LN- WA, Other services) had not provided figures by the deadline for publication and are excluded from the tables.
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 (3KKZ, 3TTT, 4BBB, 5DDN, 5KKA, 6JKY, 6PPM, 7HHO and 2UUS) were originally licensed as AM services and converted to FM licences. During the six months to June 1994, 2UW converted to FM. However, to guard the commercial confidentiality of earlier 2UW figures, it remains in the Capital City AM category.
3. Revenue per centage 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-month periods. These changes will differ from the changes between consecutive six-month 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 period 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 period in consecutive years where an improvement could be concentrated early in the twelve-month period covered by the comparison.
5. Larger Cities are defined as:
NSW/ACT—Newcastle, Canberra, Wollongong, Katoomba, Gosford.
Vic—Geelong, Bendigo, Maryborough, Warragul, Bendigo.
Qld—Gold Coast, Townsville, Toowoomba, Warwick, Gladstone.
SA—Port Pirie, Murray Bridge, Mt Gambier.
WA—Bunbury, Kalgoorlie, Mandurah, Geraldton, Albany.
TAS/INT—Launceston, Devonport.

ADVERTISING REVENUE GROWTH TO 30 JUNE 1994*

(Compared with the corresponding period in 1993)

AUSTRALIA

	SIX MONTHS TO JUNE 1994	TWELVE MONTHS TO JUNE 1994
Capital City Original FM	(6.9)	(3.5)
Capital City AM-FM Converted	24.1	31.1
Capital City AM	3.2	1.2
All capital City	4.6	6.3
Larger Cities	8.2	6.6
Other Services	10.5	7.1
Australia	6.3	6.5

* Figures in brackets indicate decline.

ADVERTISING REVENUE GROWTH TO 30 JUNE 1994*

(Compared with the corresponding period in 1993)

ALL STATES

	CAPITAL CITY %	LARGER CITIES %	OTHER SERVICES %	ALL %
NSW/ACT				
Six months	4.3	5.5	9.6	5.8
Twelve months	9.5	6.4	6.4	8.3
VIC				
Six months	(0.2)	12.8	23.4	4.2
Twelve months	(0.9)	5.5	14.2	1.7
QLD				
Six months	7.9	15.0	5.8	8.9
Twelve months	9.2	11.1	4.5	8.3
SA				
Six months	8.4	(9.3)	(4.1)	5.8
Twelve months	7.4	(2.6)	0.2	5.9
WA				
Six months	11.6	4.1	0.5	9.0
Twelve months	9.8	4.4	2.7	8.1
TAS/NT				
Six months	4.6	11.9	22.0	9.5
Twelve months	3.7	(0.1)	16.1	4.9
AUSTRALIA				
Six months	4.6	8.2	10.5	6.3
Twelve months	6.3	6.6	7.1	6.5

* Figures in brackets indicate decline.

COMMERCIAL RADIO SERVICES SALE OF AIR TIME*

	No. OF STNS	SIX MONTHS TO 30 JUNE 1994		TWELVE MONTHS TO 30 JUNE 1994	
		\$000	GROWTH %	\$000	GROWTH %
ORIGINAL FM	9				
Agency		30,785	(7.1)	70,482	(3.3)
Non-Agency		13,234	(6.1)	29,468	(3.7)
Contra		2,046	(8.9)	4,123	(5.3)
ADVERTISING REVENUE		46,065	(6.9)	104,072	(3.5)
Other		293	285.5	322	110.5
TOTAL SALE OF AIR TIME		46,358	(6.5)	104,394	(3.3)
AM-FM CONVERTED	9				
Agency		25,625	30.0	52,659	42.8
Non-Agency		14,434	16.6	29,524	16.9
Contra		1,264	3.5	2,432	1.4
ADVERTISING REVENUE		41,323	24.1	84,615	31.1
Other		60	7.1	76	31.0
TOTAL SALE OF AIR TIME		41,383	24.0	84,691	31.1
ORIGINAL AM	20				
Agency		21,231	8.1	43,912	(1.3)
Non-Agency		27,089	0.0	56,988	2.7
Contra		2,081	(1.2)	4,681	7.4
ADVERTISING REVENUE		50,401	3.2	105,581	1.2
Other		4,787	(3.1)	9,917	0.9
TOTAL SALE OF AIR TIME		55,187	2.6	115,498	1.2
CAPITAL CITY	37				
Agency		77,399	7.1	166,552	8.3
Non-Agency		53,727	2.1	113,705	4.0
Contra		5,300	(3.7)	11,043	0.8
ADVERTISING REVENUE		136,426	4.6	291,299	6.3
Other		5,140	1.4	10,315	2.8
TOTAL SALE OF AIR TIME		141,566	4.5	301,614	6.2
LARGE CITIES	38				
Agency		10,335	5.5	22,000	13.8
Non-Agency		22,935	9.7	46,558	4.1
Contra		1,577	4.4	3,084	(1.1)
ADVERTISING REVENUE		34,847	8.2	71,642	6.6
Other		392	22.9	675	10.7
TOTAL SALE OF AIR TIME		35,239	8.3	72,317	6.7

COMMERCIAL RADIO SERVICES SALE OF AIR TIME

AUSTRALIA (CONTINUED)

	No. OF STNS	SIX MONTHS TO 30 JUNE 1994		TWELVE MONTHS TO 30 JUNE 1994	
		\$000	GROWTH %	\$000	GROWTH %
OTHER	82				
Agency		9,937	11.2	20,289	11.3
Non-Agency		33,127	10.6	67,577	6.3
Contra		1,025	0.9	2,221	(3.4)
ADVERTISING REVENUE		44,089	10.5	90,088	7.1
Other		39	8.3	113	68.7
TOTAL SALE OF AIR TIME		44,128	10.5	90,201	7.1
AUSTRALIA	157				
Agency		97,670	7.3	208,841	9.1
Non-Agency		109,790	6.1	227,840	4.7
Contra		7,902	(1.6)	16,348	(0.1)
ADVERTISING REVENUE		215,362	6.3	453,029	6.5
Other		5,571	2.7	11,103	3.6
TOTAL SALE OF AIR TIME		220,933	6.2	464,132	6.4

Figures in brackets indicate decline.

No of stns 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

NEW SOUTH WALES

	No. OF STNS	SIX MONTHS TO 30 JUNE 1994		TWELVE MONTHS TO 30 JUNE 1994	
		\$000	GROWTH %	\$000	GROWTH %
CAPITAL CITY	9				
Agency		30,798	12.6	68,013	14.8
Non-Agency		20,968	(5.3)	46,107	2.9
Contra		1,523	(3.0)	3,092	3.3
ADVERTISING REVENUE		53,289	4.3	117,212	9.5
Other		950	141.1	1,421	80.3
TOTAL SALE OF AIR TIME		54,239	5.4	118,633	10.0
LARGE CITIES	13				
Agency		5,099	5.1	10,582	11.4
Non-Agency		9,979	8.3	20,727	5.0
Contra		600	(23.8)	1,475	(5.5)
ADVERTISING REVENUE		15,678	5.5	32,784	6.4
Other		201	NM	281	NM
TOTAL SALE OF AIR TIME		15,879	6.9	33,065	7.4
OTHER	35				
Agency		3,989	(3.0)	8,588	3.0
Non-Agency		17,049	13.5	34,532	7.6
Contra		445	(3.1)	987	(4.3)
ADVERTISING REVENUE		21,484	9.6	44,106	6.4
Other		5	NM	30	NM
TOTAL SALE OF AIR TIME		21,489	9.6	44,137	6.4
NSW	57				
Agency		39,886	9.8	87,183	13.1
Non-Agency		47,996	3.4	101,367	4.9
Contra		2,569	(8.8)	5,554	(0.6)
ADVERTISING REVENUE		90,451	5.8	194,103	8.3
Other		1,156	193.4	1,732	119.8
TOTAL SALE OF AIR TIME		91,607	6.6	195,835	8.7

Figures in brackets indicate decline.

No of stns 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

VICTORIA

	No. OF STNS	SIX MONTHS TO 30 JUNE 1994		TWELVE MONTHS TO 30 JUNE 1994	
		\$000	GROWTH %	\$000	GROWTH %
CAPITAL CITY	8				
Agency		20,405	(2.7)	43,556	(2.6)
Non-Agency		12,920	6.0	27,016	1.6
Contra		1,525	(12.8)	3,738	1.7
ADVERTISING REVENUE		34,850	(0.2)	74,310	(0.9)
Other		994	(21.4)	2,654	5.1
TOTAL SALE OF AIR TIME		35,843	(1.0)	76,964	(0.7)
LARGE CITIES	5				
Agency		1,183	11.0	2,729	27.9
Non-Agency		2,630	13.5	4,774	(1.9)
Contra		173	15.3	340	(20.6)
ADVERTISING REVENUE		3,987	12.8	7,842	5.5
Other		0	NM	0	NM
TOTAL SALE OF AIR TIME		3,987	12.8	7,842	5.5
OTHER	11				
Agency		2,388	52.4	4,265	33.5
Non-Agency		5,506	13.9	10,960	8.2
Contra		199	25.9	401	11.4
ADVERTISING REVENUE		8,093	23.4	15,627	14.2
Other		3	NM	3	NM
TOTAL SALE OF AIR TIME		8,096	23.4	15,630	14.2
VIC	24				
Agency		23,976	1.5	50,550	1.0
Non-Agency		21,057	8.8	42,750	2.8
Contra		1,897	(7.7)	4,479	0.3
ADVERTISING REVENUE		46,930	4.2	97,779	1.7
Other		996	(21.2)	2,657	5.2
TOTAL SALE OF AIR TIME		47,926	3.6	100,437	1.8

Figures in brackets indicate decline.

No of stns 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

QUEENSLAND

	No. OF STNS	SIX MONTHS TO 30 JUNE 1994		TWELVE MONTHS 30 JUNE 1994	
		\$000	GROWTH %	\$000	GROWTH %
CAPITAL CITY	6				
Agency		10,152	17.8	20,526	14.6
Non-Agency		7,516	(3.3)	15,914	2.5
Contra		964	10.8	1,928	13.1
ADVERTISING REVENUE		18,633	7.9	38,368	9.2
Other		945	17.8	1,744	12.4
TOTAL SALE OF AIR TIME		19,578	8.4	40,112	9.3
LARGE CITIES	8				
Agency		3,001	13.3	6,418	21.7
Non-Agency		5,893	16.1	11,734	7.8
Contra		419	11.4	667	(14.8)
ADVERTISING REVENUE		9,313	15.0	18,820	11.1
Other		0	NM	11	NM
TOTAL SALE OF AIR TIME		9,313	15.0	18,831	11.1
OTHER	19				
Agency		2,806	14.8	5,764	13.6
Non-Agency		7,583	2.9	15,782	2.1
Contra		310	2.6	656	(8.0)
ADVERTISING REVENUE		10,699	5.8	22,202	4.5
Other		1	0.0	13	550.0
TOTAL SALE OF AIR TIME		10,701	5.8	22,214	4.5
QLD	33				
Agency		15,959	16.4	32,708	15.7
Non-Agency		20,993	3.9	43,430	3.7
Contra		1,693	9.4	3,252	1.6
ADVERTISING REVENUE		38,644	8.9	79,390	8.3
Other		946	17.8	1,767	13.7
TOTAL SALE OF AIR TIME		39,591	9.1	81,157	8.4

Figures in brackets indicate decline.

No of stns 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

SOUTH AUSTRALIA

	No. OF STNS	SIX MONTHS TO 30 JUNE 1994		TWELVE MONTHS TO 30 JUNE 1994	
		\$000	GROWTH %	\$000	GROWTH %
CAPITAL CITY	5				
Agency		7,999	3.7	17,332	7.9
Non-Agency		5,348	17.7	10,405	8.3
Contra		739	0.0	1,293	(6.0)
ADVERTISING REVENUE		14,086	8.4	29,030	7.4
Other		1,150	0.8	2,281	(0.2)
TOTAL SALE OF AIR TIME		15,236	7.7	31,311	6.8
LARGE CITIES	3				
Agency		258	(25.9)	622	(8.0)
Non-Agency		1,034	(3.2)	2,254	(0.1)
Contra		19	(32.1)	56	(29.1)
ADVERTISING REVENUE		1,311	(9.3)	2,931	(2.6)
Other		0	(100)	14	7.7
TOTAL SALE OF AIR TIME		1,311	(9.7)	2,945	(2.6)
OTHER	3				
Agency		174	(31.8)	499	(7.6)
Non-Agency		875	4.9	1,915	3.1
Contra		20	(25.9)	47	
ADVERTISING REVENUE		1,069	(4.1)	2,461	0.2
Other		0	(100)	20	(9.1)
TOTAL SALE OF AIR TIME		1,069	(5.3)	2,481	0.1
SA	11				
Agency		8,430	1.3	18,452	6.8
Non-Agency		7,258	12.6	14,574	6.2
Contra		778	(2.0)	1,396	(7.7)
ADVERTISING REVENUE		16,466	5.8	34,422	5.9
Other		1,150	(1.1)	2,315	(0.2)
TOTAL SALE OF AIR TIME		17,616	5.3	36,737	5.5

Figures in brackets indicate decline.

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NM denotes not meaningful.

COMMERCIAL RADIO SERVICES SALE OF AIR TIME

WESTERN AUSTRALIA

	No. OF STNS	SIX MONTHS TO 30 JUNE 1994		TWELVE MONTHS TO 30 JUNE 1994	
		\$000	GROW %	\$000	GROWTH %
CAPITAL CITY	5				
Agency		7,221	8.2	15,281	9.1
Non-Agency		4,743	17.2	9,646	12.1
Contra		320	12.3	575	(7.0)
ADVERTISING REVENUE		12,283	11.6	25,502	9.8
Other		900	(22.3)	1,833	(20.1)
TOTAL SALE OF AIR TIME		13,183	8.4	27,336	7.1
LARGE CITIES	6				
Agency		431	(15.0)	887	(10.8)
Non-Agency		2,337	(0.8)	4,897	2.1
Contra		293	280.5	386	213.8
ADVERTISING REVENUE		3,062	4.1	6,170	4.4
Other		0	(100)	1	(92.9)
TOTAL SALE OF AIR TIME		3,062	3.9	6,171	4.1
OTHER	9				
Agency		314	(9.5)	641	(3.8)
Non-Agency		1,220	3.0	2,569	3.6
Contra		27	12.5	63	50.0
ADVERTISING REVENUE		1,562	0.5	3,273	2.7
Other		13	116.7	14	40.0
TOTAL SALE OF AIR TIME		1,575	0.9	3,287	2.8
WA	20				
Agency		7,966	5.8	16,809	7.3
Non-Agency		8,300	9.4	17,112	7.8
Contra		641	66.1	1,024	30.8
ADVERTISING REVENUE		16,907	9.0	34,945	8.1
Other		913	(21.9)	1,848	(20.3)
TOTAL SALE OF AIR TIME		17,820	6.9	36,793	6.2

Figures in brackets indicate decline.

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NM denotes not meaningful.

COMMERCIAL RADIO SERVICES SALE OF AIR TIME

TASMANIA AND NORTHERN TERRITORY

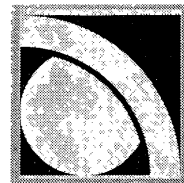
	No. OF STNS	SIX MONTHS TO 30 JUNE 1994		TWELVE MONTHS TO 30 JUNE 1994	
		\$000	GROWTH %	\$000	GROWTH %
CAPITAL CITY	4				
Agency		825	(11.2)	1,844	(0.7)
Non-Agency		2,231	16.4	4,617	10.2
Contra		229	(21.8)	417	(28.8)
ADVERTISING REVENUE		3,286	4.6	6,877	3.7
Other		201	(35.6)	383	(35.4)
TOTAL SALE OF AIR TIME		3,487	1.0	7,259	0.5
LARGE CITIES	3				
Agency		363	(2.4)	762	0.4
Non-Agency		1,062	21.4	2,172	(1.0)
Contra		72	(20.9)	160	10.3
ADVERTISING REVENUE		1,497	11.9	3,094	(0.1)
Other		191	(37.6)	369	(36.7)
TOTAL SALE OF AIR TIME		1,688	2.7	3,462	(5.9)
OTHER	5				
Agency		266	26.7	533	28.1
Non-Agency		893	25.1	1,819	15.6
Contra		24	(47.8)	67	(29.5)
ADVERTISING REVENUE		1,182	22.0	2,419	16.1
Other		16	0.0	33	3.1
TOTAL SALE OF AIR TIME		1,199	21.7	2,451	15.8
TAS/NT	12				
Agency		1,454	(3.8)	3,138	3.5
Non-Agency		4,187	19.4	8,608	8.2
Contra		325	(24.6)	643	(22.2)
ADVERTISING REVENUE		5,965	9.5	12,389	4.9
Other		409	(35.4)	784	(35.1)
TOTAL SALE OF AIR TIME		6,374	4.8	13,173	1.2

Figures in brackets indicate decline.

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NM denotes not meaningful.



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