

Lift out

Commercial radio advertising revenue

Analysis of annual and biannual results 1994-1995

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Analysis of Annual and Biannual Results, 1994-95

Strong growth in commercial radio advertising revenue

Overview

Total advertising revenue for the commercial radio sector showed very strong growth increasing by 8.7 per cent to \$489.8m for the twelve months to June 1995 (compared with \$450.6m for the same period last year). This represents a continuation of the trend observed in the two previous twelve month periods, which showed increases of 5.9 and 4.2 per cent respectively.

Advertising revenue in each capital city market grew during the twelve months to June 1995. Growth ranged from an increase of 1.9 per cent for Hobart/Darwin to an increase of 14.8 per cent for Melbourne. All regional markets also increased their advertising revenue for the twelve months to June 1995 and all state markets grew during this period. Increases ranged from 7.0 per cent in New South Wales to 12.6 per cent in Victoria.

These are the largest rises reported by the

commercial radio industry since December 1990. They also represent the largest increases in both the capital city radio sector and the regional radio sector since that time.

Total advertising revenue for commercial radio was \$234.8m for the six months to June 1995, an increase of 10.3 per cent compared with the same period in the previous year. This is the highest increase reported by the commercial radio industry since December 1990 and represents a continuation of the trend observed in December 1994, June 1994, December 1993, June 1993 and December 1992.

Other Services and Larger City services showed an increase in advertising revenue of 6.6 and 6.1 per cent respectively in the six months to June 1995, while Capital City services revenue increased by 12.5 per cent in the six months to June 1995. Total advertising revenue in all states increased, ranging from 3.5 per cent in Tasmania/Northern Territory to 13.8 per cent in Victoria.

TABLE 1
RADIO SERVICES' MARKETS RANKED BY ANNUAL ADVERTISING REVENUE
CHANGE IN 1994-95 COMPARED TO 1993-94

MARKET	MARKET REVENUE	ADVERTISING REVENUE
	INCREASE (\$ '000)	IN 1994-95 (\$ '000)
Melbourne	10 962	85 273
Sydney	10 596	127 808
Brisbane	3608	41 977
Adelaide	2897	31 927
Perth	2640	28 142
Qld-Other	1743	23 945
NSW-Large	1555	34 339
NSW-Other	1335	44 009
Qld-Large	765	19 585
Vic-Large	693	8535
Vic-Other	572	15 216
WA-Large	537	6707
TAS/NT-Large	533	3627
TAS/NT-Other	208	2627
TAS/NT-Capital	133	7009
WA-Other	104	3573
SA-Large	89	3020
SA-Other	10	2471

Annual Results 1994-95

Capital city and regional services

Australian commercial radio services showed strong growth with an increase of 8.7 per cent in advertising revenue to \$489.8m in the year to June 1995 (compared to an increase of 5.9 per cent to \$450.6m in the year ended June 1994). Total advertising revenue for the commercial radio industry has grown consistently during the past three years recording growth of 2.5 per cent in December 1992, 4.2 per cent in June 1993, 5.9 per cent in December 1993, 6.3 per cent in June 1994, 7.2 per cent in December 1994 and 10.3 per cent in June 1995.

Total advertising revenue for the 37 Capital City services was \$322.1m in 1994-95, a 10.6 per cent increase compared with the previous financial year.

Advertising Revenue

(TABLE 1 CONTINUED)	ANNUAL GROWTH % IN 1994-95 (DESCENDING ORDER)	ANNUAL GROWTH % IN 1993-94
TAS/NT-Large	17.2	(0.1)
Melbourne	14.8	(0.1)
Perth	10.4	9.8
Adelaide	10.0	7.4
Brisbane	9.4	9.2
Sydney	9.0	9.5
Vic-Large	8.8	5.5
WA-Large	8.7	4.4
TAS/NT-Other	8.6	16.1
Qld-Other	7.9	4.5
NSW-Large	4.7	6.4
Qld-Large	4.1	11.1
Vic-Other	3.9	14.2
NSW-Other	3.1	6.4
WA-Other	3.0	2.7
SA-Large	3.0	(2.6)
TAS/NT-Capital	1.9	3.7
SA-Other	0.4	0.2

Figures in brackets indicate decline.

revenue for 1994-95 compared to 1993-94 (Table 2). Eighteen services out of 35 in the NSW Other Services group reported increased revenue in 1994-95 compared with the previous year while all five commercial radio services in the Victoria Larger Cities category reported increased revenue in 1994-95.

State results

The results across the states in 1994-95 were encouraging with all states recording increases in advertising revenue of 7.0 per cent or more in 1994-95 compared with the previous year.

The industry performed best in Victoria where advertising revenue increasing by 12.6 per cent to \$85.3m in 1994-95 compared with the 0.7 per cent increase in 1993-94. Revenue continued to grow in Western Australia with a 9.3 per cent increase recorded in 1994-95

In the 12 months to June 1995, the ten Capital City services which have converted from AM to FM performed particularly well, reporting an increase of 17.4 per cent compared with the previous year. The size of the increase can be partly attributed to a conversion of an AM service to a FM service in the Sydney market in 1994-95 (2UW to 2WFM).

In the mainland metropolitan markets in the 12 months to June 1995, advertising revenue for Melbourne increased by 14.8 per cent to \$85.3m. Perth increased by 10.4 per cent to \$28.1m, Adelaide increased by 10.0 per cent to \$31.9m, Brisbane increased by 9.4 per cent to \$42.0m and Sydney increased by 9.0 per cent to \$127.8m.

The 126 regional services reported an increase of 5.2 per cent to \$167.7m, compared to the same period in 1993-94.

Total advertising revenue increased in 1994-95 for all markets throughout Australia compared with the previous year. Tasmania/Northern Territory Larger City services and the mainland metropolitan markets recorded the highest increases for the twelve months to June 1995 (Table 1).

Twenty two services out of 37 in the capital cities recorded increased revenue in 1994-95 compared to the previous year. Seventy nine services out of 121 regional services reported increased

TABLE 2
NUMBER OF SERVICES WITH HIGHER OR LOWER ANNUAL ADVERTISING REVENUE
IN 1994-95 COMPARED TO 1993-94

		LESS THAN 1993-94	MORE THAN 1993-94	TOTAL SERVICES
NSW	Capital City	4	5	9
	Larger Cities	4	9	13
	Other Services	17	18	35
	Total	25	32	57
Vic	Capital City	4	4	8
	Larger Cities	0	5	5
	Other Services	3	8	11
	Total	7	17	24
Qld	Capital City	3	3	6
	Larger Cities	3	5	8
	Other Services	4	15	19
	Total	10	23	33
SA	Capital City	1	4	5
	Larger Cities	1	2	3
	Other Services	2	1	3
	Total	4	7	11
WA	Capital City	1	4	5
	Larger Cities	2	4	6
	Other Services	4	6	10
	Total	7	14	21
TAS/NT	Capital City	2	2	4
	Larger Cities	1	2	3
	Other	1	4	5
	Total	4	8	12
Australia	Capital Cities	15	22	37
	Larger Cities	11	27	38
	Other Services	31	52	83
	Total	57	101	158*

* without services started in 1994-95.

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

	1990-91	1991-92	1992-93	1993-94	1994-95*
NSW	175	173.8	179.3	194.1	206.2
VIC	88.4	90.9	96.1	97.8	109.0
QLD	68	68.4	73.3	79.4	85.5
SA	31.7	31.8	32.5	34.4	37.4
WA	34.4	31.1	32.6	34.9	38.4
TAS/NT	11.4	11.9	11.8	12.4	13.3

* Preliminary results

compared with the 8.1 per cent increase in 1993-94, while Queensland advertising revenue increased by 7.7 per cent in 1994-95 compared with the 8.3 per cent increase in 1993-94. New South Wales reported an increase of 7.0 per cent in 1994-95 compared with 7.5 per cent in 1993-94. South Australia and Tasmania/Northern Territory reported increases in advertising revenue of 8.7 per cent and 7.1 per cent respectively in 1994-95 compared with the 5.9 per cent and 4.9 per cent increases in 1993-94.

Ranking by advertising revenue

To identify performance differences, services were ranked according to 1994-95 advertising revenue and aggregated into groups of 10 services. The annual results of services were similar to the bi-annual results.

The revenue of the top 10 services increased by 14.5 per cent in the year ended June 1995 compared to the increase of 6.5 per cent in the year ended June 1994. The revenue of the second and third 10 services increased by 9.3 per cent and 11.1 per cent respectively.

The two groups comprising the last twenty services experienced increases in 1994-95 compared with decreases in 1993-94.

The top 10 services enjoyed 39.7 per cent of total commercial radio advertising revenue in 1994-95 compared with 38.1 per cent in 1993-94, 37.6 per cent in 1992-93 and 36.7 per cent in 1991-92 respectively. The market share of the second 10 services also increased marginally to 18.2 per cent in 1994-95 from 17.5 per cent in 1993-94.

June 1995 biannual results

Total advertising revenue for the commercial radio increased by 10.3 per cent to \$234.8m, for the six month period to June 1995. This is the highest increase reported by the commercial radio industry since December 1990 and represents a continuation of the upward trend which commenced in December 1992.

Total advertising revenue for the 37 Capital City services was \$153.4m, a 12.5 per cent increase compared with the six months to June 1994. This is the highest increase reported by the Capital City services sector since December 1990.

Capital City AM-FM converted services performed particularly well, recording an increase of 17.1 per cent to \$52.2m, compared with the six months to June 1994. This was the fifth consecutive six month period that total advertising revenue had recorded an increase of more than 17 per cent compared with same period in the previous year (17.6 per cent in the six months to December 1994, 24.1 per cent to June 1994, 38.7 per cent to December 1993 and 25.3 per cent to June 1993).

Capital City Original FM service revenue experienced an increase of 9.1 per cent to \$50.3m compared with the six months to June 1994, continuing the 3.4 per cent increase in the six months to December 1994. The Capital City AM category continued to grow with an 11.3 per cent increase to \$50.9m in 1995 compared with the 6.6 per cent increase in 1994.

Total advertising revenue in the Larger Cities category experienced an increase of 6.1 per cent to \$37.0m compared with same period in 1994.

For Other Services, total advertising revenue increased by 6.6 per cent to \$44.4m compared to the same period in 1994.

Total advertising revenue in all states increased in the six months to June 1995. Victoria performed particularly well with an increase of 13.8 per cent compared with the six months to June 1994. South Australia and Western Australia performed well, recording an increase of 12.4 per cent and 11.3 per cent respectively. New South Wales and Queensland services recorded increases of 9.7 per cent and 7.0 per cent respectively, while Tasmania/Northern territory reported an increase of 3.5 per cent.

Seasonally adjusted figures

Total advertising revenue for the commercial radio industry increased by 3.1 per cent to \$248.9m on a seasonally adjusted basis in the six months to June 1995 compared with the six months to December 1994. This increase is in consistent with the results for the six months to December 1994, when advertising revenue increased by 6.1 per cent compared with the six months to June 1994.

For Capital City services, total advertising revenue increased by 2.9 per cent to \$163.5m on a seasonally adjusted basis in the six months to June 1995.

Notes

1. During the six months to June 1995, 163 commercial radio services were operated. Two new services, 2VLY (NSW, Other Services) and 4MKY (Qld, Other Services) commenced operations on supplementary FM licences during the period. One service (3EE - Victoria) was not in operation and 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 (2UUS, 2WFM, 3KKZ, 3TTT, 4BBB, 5ADD, 5MMM, 6JKY, 6PPM and 7HHO) were originally licensed as AM services and converted to FM licences.

3. Several licensees changed its treatment of TAB revenue. As a result TAB revenue decreased in the six months to June 1995 and in 1994-95 compared with the corresponding periods in the previous year. These changes affect the comparability of other revenue and total sale of air time with previous year results.

Advertising Revenue

4. 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.

5. 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 months 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 periods in consecutive years where an improvement could be concentrated early in the twelve month period covered by the comparison.

6. Larger Cities are defined as:

NSW/ACT: Newcastle, Canberra, Wollongong, Katoomba, Gosford

Vic: Geelong, Bendigo, Maryborough, Warragul
Qld: Gold Coast, Townsville, Toowoomba, Warwick, Gladstone

SA: Port Pirie, Murray Bridge, Mt Gambier

WA: Bunbury, Kalgoorlie, Mandurah, Geraldton, Albany

TAS/NT: Launceston, Devonport

TABLE 4
ADVERTISING REVENUE GROWTH TO 30 JUNE 1995
(Compared with the corresponding period in 1994)

AUSTRALIA		
	SIX MONTHS TO JUNE 1995	TWELVE MONTHS TO JUNE 1995
Capital City Original FM	9.1	5.9
Capital City AM-FM Converted	17.1	17.4
Capital City AM	11.3	9.2
All Capital City	12.5	10.6
Larger Cities	6.1	5.8
Other Services	6.6	4.5
AUSTRALIA	10.3	8.7

TABLE 5
ADVERTISING REVENUE GROWTH TO 30 JUNE 1995
(Compared with the corresponding period in 1994)

ALL STATES					
	CAPITAL CITY %	LARGER CITIES %	OTHER SERVICES %	ALL %	
NSW/ACT	Six months	11.6	7.6	6.5	9.7
	Twelve months	9.0	4.7	3.1	7.0
Vic	Six months	17.5	0.6	3.5	13.8
	Twelve months	14.8	8.8	3.9	12.6
Qld	Six months	6.9	5.0	9.0	7.0
	Twelve months	9.4	4.1	7.9	7.7
SA	Six months	12.7	12.7	8.9	12.4
	Twelve months	10.0	3.0	0.4	8.7
WA	Six months	12.7	5.5	11.1	11.3
	Twelve months	10.4	8.7	3.0	9.3
Tas/NT	Six months	3.3	8.2	(1.9)	3.5
	Twelve months	1.9	17.2	8.6	7.1
AUSTRALIA	Six months	12.5	6.1	6.6	10.3
	Twelve months	10.6	5.8	4.5	8.7

Figures in brackets indicate decline

**TABLE 6
COMMERCIAL RADIO SERVICES SALE OF AIR TIME
AUSTRALIA**

	SIX MONTHS TO 30 JUNE			TWELVE MONTHS TO 30 JUNE	
		1995		1995	
	NO. OF STNS	\$000	GROWTH %	\$000	GROWTH %
CAPITAL CITY ORIGINAL FM	9				
Agency		33 359	8.4	74 174	5.2
Non-Agency		15 173	14.7	32 224	9.4
Contra		1724	(15.7)	3 835	(7.0)
ADVERTISING REVENUE		50 256	9.1	110 233	5.9
Other		210	(28.3)	394	22.4
TOTAL SALE OF AIR TIME		50 466	8.9	110 627	6.0
CAPITAL CITY AM-FM CONVERTED	10				
Agency		31 614	18.3	65 369	18.5
Non-Agency		19 701	19.4	39 829	19.4
Contra		913	(33.0)	1786	(32.6)
ADVERTISING REVENUE		52 228	17.1	106 983	17.4
Other		34	(80.7)	48	(80.4)
TOTAL SALE OF AIR TIME		52 262	16.8	107 031	17.1
ORIGINAL AM	18				
Agency		22 319	12.2	45 989	12.4
Non-Agency		26 303	9.7	54 595	7.3
Contra		2309	22.0	4334	1.5
ADVERTISING REVENUE		50 930	11.3	104 919	9.2
Other		1541	(67.0)	4649	(52.3)
TOTAL SALE OF AIR TIME		52 471	4.0	109 568	3.6
ALL CAPITAL CITY	37				
Agency		87 291	12.8	185 532	11.4
Non-Agency		61 177	13.9	126 648	11.4
Contra		4945	(6.7)	9956	(9.8)
ADVERTISING REVENUE		153 414	12.5	322 135	10.6
Other		1786	(65.3)	5091	(50.6)
TOTAL SALE OF AIR TIME		155 199	9.6	327 227	8.5
LARGER CITIES	38				
Agency		11 243	8.8	22 820	3.7
Non-Agency		24 458	6.6	50 483	8.4
Contra		1274	(19.2)	2510	(18.6)
ADVERTISING REVENUE		36 976	6.1	75 814	5.8
Other		422	7.7	743	10.1
TOTAL SALE OF AIR TIME		37 397	6.1	76 557	5.9
OTHER SERVICES	88				
Agency		11 590	21.4	22 123	11.0
Non-Agency		31 898	2.5	67 803	3.2
Contra		948	(6.9)	1916	(13.5)
ADVERTISING REVENUE		44 436	6.6	91 841	4.5
Other		31	(20.5)	82	(27.4)
TOTAL SALE OF AIR TIME		44 467	6.6	91 923	4.5
AUSTRALIA	163				
Agency		110 124	13.2	230 475	10.6
Non-Agency		117 533	9.1	244 933	8.4
Contra		7168	(9.2)	14 382	(12.0)
ADVERTISING REVENUE		234 825	10.3	489 790	8.7
Other		2239	(59.8)	5917	(46.7)
TOTAL SALE OF AIR TIME		237 064	8.5	495 707	7.3

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.

Advertising Revenue

**TABLE 7
COMMERCIAL RADIO SERVICES SALE OF AIR TIME**

NEW SOUTH WALES					
	NO. OF STNS	SIX MONTHS TO 30 JUNE 1995		TWELVE MONTHS TO 30 JUNE 1995	
		\$000	GROWTH %	\$000	GROWTH %
CAPITAL CITY	9				
Agency		33 278	8.1	73 779	8.5
Non-Agency		24 583	17.2	51 008	10.6
Contra		1 584	4.0	3 021	(2.3)
ADVERTISING REVENUE		59 445	11.6	127 808	9.0
Other		694	(26.9)	1 197	(15.8)
TOTAL SALE OF AIR TIME		60 139	10.9	129 005	8.7
LARGER CITIES	13				
Agency		5 426	6.4	11 091	4.8
Non-Agency		10 860	8.8	21 989	6.1
Contra		576	(4.0)	1 259	(14.6)
ADVERTISING REVENUE		16 862	7.6	34 339	4.7
Other		153	(23.9)	224	(20.3)
TOTAL SALE OF AIR TIME		17 015	7.2	34 563	4.5
OTHER SERVICES	38				
Agency		5 190	30.1	9 635	12.2
Non-Agency		15 720	0.7	33 463	1.1
Contra		450	1.1	911	(7.7)
ADVERTISING REVENUE		21 360	6.5	44 009	3.1
Other		2	(60.0)	3	(90.0)
TOTAL SALE OF AIR TIME		21 362	6.5	44 012	3.1
NSW	60				
Agency		43 894	10.0	94 506	8.4
Non-Agency		51 163	9.9	106 460	6.5
Contra		2 610	1.6	5 191	(6.5)
ADVERTISING REVENUE		97 666	9.7	206 156	7.0
Other		850	(26.5)	1 423	(17.8)
TOTAL SALE OF AIR TIME		98 516	9.2	207 580	6.8

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.

**TABLE 8
COMMERCIAL RADIO SERVICES SALE OF AIR TIME**

VICTORIA					
		SIX MONTHS TO 30 JUNE 1995		TWELVE MONTHS TO 30 JUNE 1995	
		NO. OF STNS	\$000	GROWTH %	\$000
CAPITAL CITY	8				
Agency		24,477	20.0	51 716	18.7
Non-Agency		15 143	17.2	30 606	13.3
Contra		1315	(13.8)	2951	(21.1)
ADVERTISING REVENUE		40 935	17.5	85 273	14.8
Other		377	(62.1)	1690	(36.3)
TOTAL SALE OF AIR TIME		41 312	15.3	86 963	13.0
LARGER CITIES	5				
Agency		1235	4.4	2649	(2.9)
Non-Agency		2581	(1.9)	5554	16.3
Contra		194	12.1	332	(2.4)
ADVERTISING REVENUE		4010	0.6	8535	8.8
Other		61	NM	61	NM
TOTAL SALE OF AIR TIME		4070	2.1	8596	9.6
OTHER SERVICES	11				
Agency		2156	7.7	4423	14.1
Non-Agency		4976	1.2	10 365	(0.1)
Contra		224	16.7	429	8.6
ADVERTISING REVENUE		7357	3.5	15 216	3.9
Other		9	NM	32	NM
TOTAL SALE OF AIR TIME		7366	3.6	15 248	4.1
VICTORIA	24				
Agency		27 869	18.1	58 788	17.2
Non-Agency		22 699	10.9	46 525	10.3
Contra		1734	(8.3)	3712	(17.0)
ADVERTISING REVENUE		52 302	13.8	109 024	12.6
Other		447	(55.1)	1783	(32.9)
TOTAL SALE OF AIR TIME		52 748	12.4	110 807	11.4

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.

Advertising Revenue

**TABLE 9
COMMERCIAL RADIO SERVICES SALE OF AIR TIME**

QUEENSLAND					
	SIX MONTHS TO 30 JUNE			TWELVE MONTHS TO 30 JUNE 1995 1995	
	No. OF STNS	\$000	GROWTH %	\$000	GROWTH %
CAPITAL CITY	6				
Agency		11 233	10.6	23 018	12.1
Non-Agency		7831	4.2	17 311	8.8
Contra		857	(11.1)	1648	(14.5)
ADVERTISING REVENUE		19 921	6.9	41 977	9.4
Other		224	(76.3)	1132	(35.1)
TOTAL SALE OF AIR TIME		20 145	2.9	43 109	7.5
LARGER CITIES	8				
Agency		3150	5.0	6075	(5.3)
Non-Agency		6250	6.1	12 852	9.5
Contra		379	(9.5)	658	(1.3)
ADVERTISING REVENUE		9778	5.0	19 585	4.1
Other		0	NM	10	(9.1)
TOTAL SALE OF AIR TIME		9778	5.0	19 595	4.1
OTHER SERVICES	21				
Agency		3426	22.1	6425	11.5
Non-Agency		8000	5.5	17 055	8.1
Contra		234	(24.5)	465	(29.1)
ADVERTISING REVENUE		11 660	9.0	23 945	7.9
Other		0	(100.0)	8	(38.5)
TOTAL SALE OF AIR TIME		11 660	9.0	23 953	7.8
QUEENSLAND	35				
Agency		17 809	11.6	35 518	8.6
Non-Agency		22 081	5.2	47 218	8.7
Contra		1470	(13.2)	2770	(14.8)
ADVERTISING REVENUE		41 359	7.0	85 506	7.7
Other		224	(76.3)	1150	(34.9)
TOTAL SALE OF AIR TIME		41 583	5.0	86 656	6.8

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.

**TABLE 10
COMMERCIAL RADIO SERVICES SALE OF AIR TIME**

	SOUTH AUSTRALIA			TWELVE MONTHS TO 30 JUNE 1995	
	SIX MONTHS TO 30 JUNE 1995			\$000	GROWTH %
	NO. OF STNS	\$000	GROWTH %	\$000	GROWTH %
CAPITAL CITY	5				
Agency		8 797	10.0	18 024	4.0
Non-Agency		6 382	19.3	12 581	20.9
Contra		694	(6.1)	1 321	2.2
ADVERTISING REVENUE		15 873	12.7	31 927	10.0
Other		2	(99.8)	4	(99.8)
TOTAL SALE OF AIR TIME		15 875	4.2	31 930	2.0
LARGER CITIES	3				
Agency		328	27.1	669	7.6
Non-Agency		1 120	8.3	2 316	2.8
Contra		29	52.6	35	(37.5)
ADVERTISING REVENUE		1 477	12.7	3 020	3.0
Other		4	NM	7	(50.0)
TOTAL SALE OF AIR TIME		1 481	13.0	3 026	2.8
OTHER SERVICES	3				
Agency		225	29.3	451	(9.6)
Non-Agency		916	4.7	1 979	3.3
Contra		23	15.0	42	(10.6)
ADVERTISING REVENUE		1 164	8.9	2 471	0.4
Other		4	NM	6	(70.0)
TOTAL SALE OF AIR TIME		1 168	9.3	2 478	(0.1)
SOUTH AUSTRALIA	11				
Agency		9 350	10.9	19 144	3.8
Non-Agency		8 418	16.0	16 876	15.8
Contra		747	(4.0)	1 398	0.1
ADVERTISING REVENUE		18 514	12.4	37 418	8.7
Other		10	(99.1)	17	(99.3)
TOTAL SALE OF AIR TIME		18 524	5.2	37 435	1.9

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.

Advertising Revenue

**TABLE 11
COMMERCIAL RADIO SERVICES SALE OF AIR TIME**

WESTERN AUSTRALIA

	No. OF STNS	SIX MONTHS TO 30 JUNE 1995		TWELVE MONTHS TO 30 JUNE 1995	
		\$000	GROWTH %	\$000	GROWTH %
CAPITAL CITY	5				
Agency		8617	19.3	17 041	11.5
Non-Agency		4873	2.7	10 401	7.8
Contra		357	11.6	699	21.6
ADVERTISING REVENUE		13 846	12.7	28 142	10.4
Other		265	(70.6)	590	(67.8)
TOTAL SALE OF AIR TIME		14 111	7.0	28 732	5.1
LARGER CITIES	6				
Agency		774	79.6	1537	73.3
Non-Agency		2411	3.2	5068	3.5
Contra		43	(85.3)	102	(73.6)
ADVERTISING REVENUE		3 229	5.5	6707	8.7
Other		0	NM	0	(100.0)
TOTAL SALE OF AIR TIME		3229	5.5	6707	8.7
OTHER SERVICES	10				
Agency		377	20.1	685	3.5
Non-Agency		1350	10.7	2843	3.6
Contra		8	(70.4)	45	(28.6)
ADVERTISING REVENUE		1735	11.1	3573	3.0
Other		0	(100.0)	0	(100.0)
TOTAL SALE OF AIR TIME		1735	10.2	3573	2.6
WESTERN AUSTRALIA	21				
Agency		9767	22.6	19 264	14.5
Non-Agency		8635	4.0	18 311	5.9
Contra		408	(36.3)	846	(17.4)
ADVERTISING REVENUE		18 810	11.3	38 422	9.3
Other		265	(71.0)	590	(68.1)
TOTAL SALE OF AIR TIME		19 075	7.0	39 012	5.5

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.

**TABLE 12
COMMERCIAL RADIO SERVICES SALE OF AIR TIME**

	SIX MONTHS TO 30 JUNE 1995			TWELVE MONTHS TO 30 JUNE 1995	
	No. OF STNS	\$000	GROWTH %	\$000	GROWTH %
TASMANIA AND NORTHERN TERRITORY					
CAPITAL CITY	4				
Agency		889	7.8	1953	5.9
Non-Agency		2366	6.1	4741	2.7
Contra		138	(39.7)	316	(24.2)
ADVERTISING REVENUE		3393	3.3	7009	1.9
Other		224	11.4	478	24.8
TOTAL SALE OF AIR TIME		3617	3.7	7488	3.2
LARGER CITIES	3				
Agency		330	(9.1)	799	4.9
Non-Agency		1237	16.5	2 704	24.5
Contra		54	(25.0)	124	(22.5)
ADVERTISING REVENUE		1620	8.2	3627	17.2
Other		203	6.3	442	19.8
TOTAL SALE OF AIR TIME		1824	8.1	4069	17.5
OTHER SERVICES	5				
Agency		216	(18.8)	504	(5.4)
Non-Agency		935	4.7	2 098	15.3
Contra		9	(62.5)	25	(62.7)
ADVERTISING REVENUE		1160	(1.9)	2627	8.6
Other		17	6.3	33	0.0
TOTAL SALE OF AIR TIME		1176	(1.9)	2660	8.5
TASMANIA / NORTHERN TERRITORY	12				
Agency		1435	(1.3)	3 256	3.8
Non-Agency		4538	8.4	9 543	10.9
Contra		201	(38.2)	465	(27.7)
ADVERTISING REVENUE		6173	3.5	13 264	7.1
Other		444	8.6	954	21.7
TOTAL SALE OF AIR TIME		6617	3.8	14 218	7.9

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.