

# AUSTRALIAN REGIONAL TV 2011

## REGIONAL TV ESSENTIALS

REACHES 36% OF AUSTRALIAN POPULATION

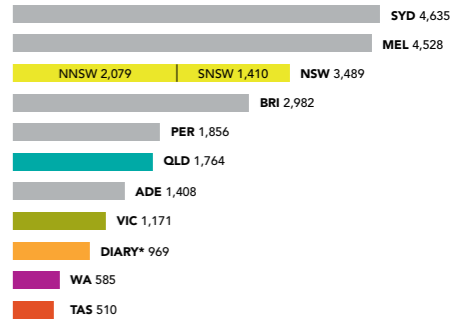
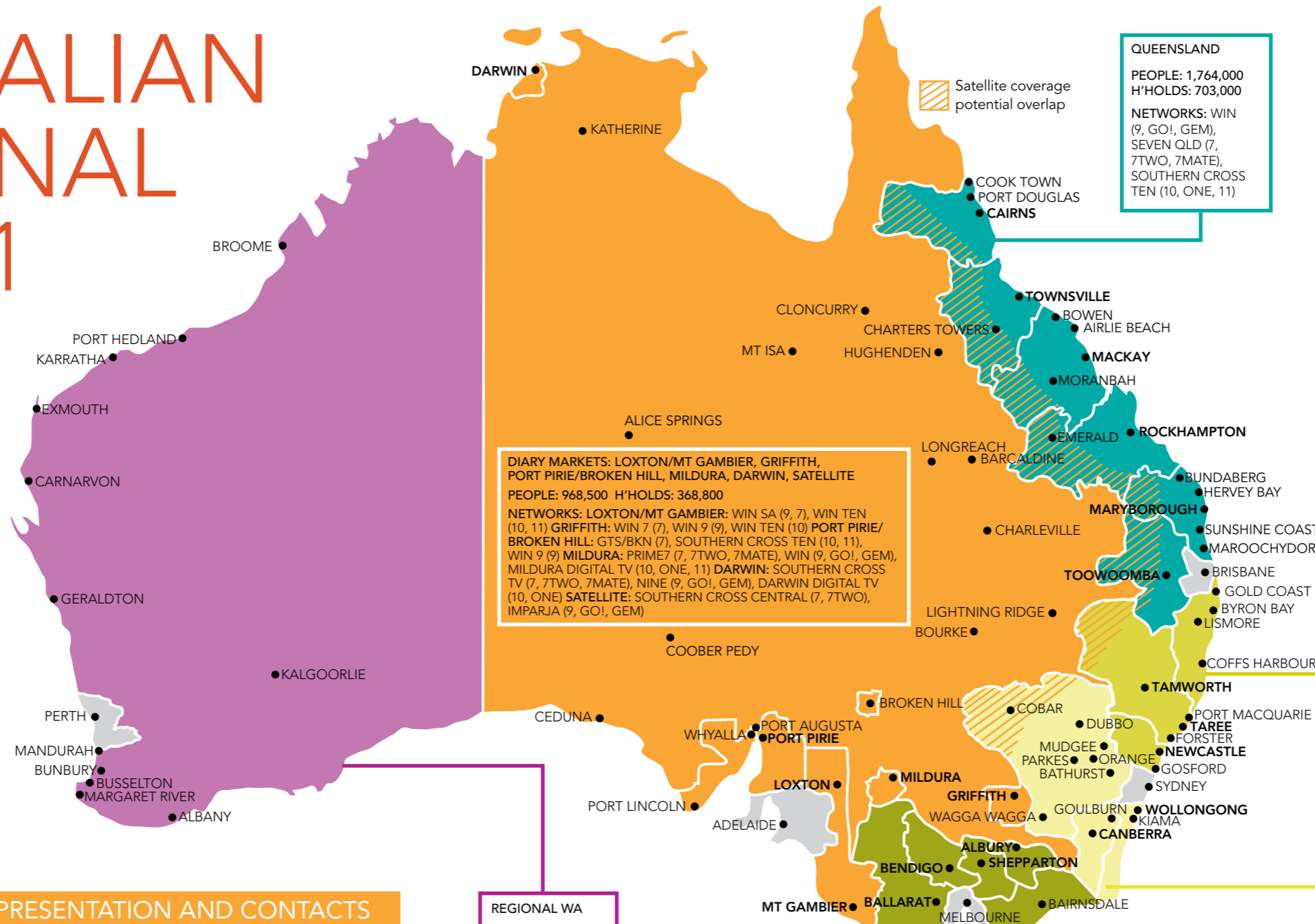
TOTAL REACH POTENTIAL 8.5M PEOPLE

TV CPM 40% LESS THAN NATIONAL AVERAGE

ADVERTISING ROI DOUBLE THE CAPITAL CITY AVERAGE

HIGH SPENDING CONSUMERS

HIGHER GROWTH LOCAL ECONOMIES



**AUSTRALIAN TV MARKET POPULATION POTENTIALS (000s)**  
 Source: OzTAM & AGB Nielsen Media Research 2011, Nielsen Media Research 2010  
 Note: Diary is the total population of Port Pirie/Broken Hill, Loxton/Mt Gambier, Satellite, Darwin, Griffith and Mildura. The TV market coverage areas shown in this map are an estimate only and may overlap with adjacent TV market coverage areas. More detailed coverage maps are available for download at [www.regionaltvmarketing.com.au](http://www.regionaltvmarketing.com.au)

**DIARY MARKETS: LOXTON/MT GAMBIER, GRIFFITH, PORT PIRIE/BROKEN HILL, MILDURA, DARWIN, SATELLITE**  
 PEOPLE: 968,500 H' HOLDS: 368,800  
 NETWORKS: LOXTON/MT GAMBIER: WIN SA (9, 7), WIN TEN (10, 11) GRIFFITH: WIN 7 (7), WIN 9 (9), WIN TEN (10) PORT PIRIE/BROKEN HILL: GTS/BKN (7), SOUTHERN CROSS TEN (10, 11), WIN 9 (9) MILDURA: PRIME7 (7, 7TWO, 7MATE), WIN (9, GO!, GEM), MILDURA DIGITAL TV (10, ONE, 11) DARWIN: SOUTHERN CROSS TV (7, 7TWO, 7MATE), NINE (9, GO!, GEM), DARWIN DIGITAL TV (10, ONE) SATELLITE: SOUTHERN CROSS CENTRAL (7, 7TWO), IMPARJA (9, GO!, GEM)

**NSW**  
 PEOPLE: 2,079,000  
 H' HOLDS: 833,000  
 NETWORKS: NBN (9, GO!, GEM), PRIME7 (7, 7TWO, 7MATE), SOUTHERN CROSS TEN (10, ONE, 11)

**SNSW**  
 PEOPLE: 1,410,000  
 H' HOLDS: 554,000  
 NETWORKS: WIN (9, GO!, GEM), PRIME7 (7, 7TWO, 7MATE), SOUTHERN CROSS TEN (10, ONE, 11)

**REGIONAL WA**  
 PEOPLE: 584,600  
 H' HOLDS: 228,100  
 NETWORKS: GWN7 (7), WIN (9, 10)

**TASMANIA**  
 PEOPLE: 510,000  
 H' HOLDS: 205,000  
 NETWORKS: SOUTHERN CROSS TV (7, 7TWO, 7MATE), WIN (9, GO!, GEM), TEN TASMANIA (10, ONE, 11)

**VICTORIA**  
 PEOPLE: 1,171,000  
 H' HOLDS: 465,000  
 NETWORKS: PRIME7 (7, 7TWO, 7MATE), WIN (9, GO!, GEM), SOUTHERN CROSS TEN (10, ONE, 11)

## REGIONAL TV SALES REPRESENTATION AND CONTACTS

SEVEN AFFILIATE SALES	WIN/NBN SALES	REGIONAL MEDIAWORKS	SEVEN AFFILIATE SALES	WIN/NBN SALES	REGIONAL MEDIAWORKS
Prime7, 7 Queensland, GWN7, 7TWO, 7mate	WIN, NBN, WIN Ten (Loxton/Mt Gambier), Ten Tasmania (TDT), Mildura Digital TV, WIN Griffith (7, 9, 10), WIN SA (7, 9, 10), GO!, Gem, ELEVEN (Tasmania), Channel 9 Darwin, Imparja	Southern Cross Ten, ELEVEN, One Southern Cross Tasmania Southern Cross Darwin 7TWO (Tasmania & Darwin) 7mate (Tasmania & Darwin) Darwin Digital TV (Ten) Southern Cross Spencer Gulf (GTS/BKN Port Pirie/Broken Hill) Southern Cross Central Central Digital TV (Ten)	SYD 02 8514 5777	02 8907 9999	02 8437 9400
			MEL 03 8622 3777	03 8613 8299	03 9922 2000
			BRI 07 3514 7777	07 3835 2999	07 3510 8700
			ADE 08 8364 3665	08 8267 0380	08 8367 3700
			PER 08 9382 5500	08 9449 9999	08 9382 4566

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