

**TOTAL TV MARKET RECORDS \$4 BILLION IN AD REVENUE FOR FY 2018-19**

BVOD revenues increase by 32.2% for the financial year

ThinkTV has today announced the Total TV advertising revenue figures for the six months to June 30, 2019, and the 12 months to June 30, 2019.

The total TV market, which includes metropolitan free-to-air, regional free-to-air, subscription TV and Broadcaster Video on Demand (BVOD), recorded combined revenues of \$4 billion for the year to June 2019, which was down 4.1% compared to the same period to June 2018.

In the June half, TV advertising revenues were \$1.9 billion, a decrease of 3.6% when compared to the same period ending June 2018.

Performance by sector is provided in the following table:

	6 months to JUN-19	% Change	12 months to JUN-19	% Change
Total TV (excl SBS)	\$1,909,777,951	-3.57%	\$3,985,067,736	-4.08%
Metropolitan FTA	\$1,291,554,831	-5.24%	\$2,715,556,602	-5.13%
National	\$196,991,488	-3.82%	\$416,027,741	-4.84%
BVOD	\$67,110,725	34.21%	\$128,290,078	32.24%
Regional FTA	\$354,120,906	-2.32%	\$725,193,315	-4.86%

The record-breaking performance of BVOD platforms 7Plus, 9Now, 10 Play and Foxtel Now continues, translating into record revenue growth with BVOD revenues up 34.2% to \$67.1 million for the six months to June 30, 2019. BVOD revenue for the total financial year was \$128.3 million, up 32.2% year-on-year.

ThinkTV CEO Kim Portrate said: “The advertising market is feeling the effect of decreased consumer and business confidence as well as global political uncertainty and these results reflect this. Yet, despite a dip in revenues in-line with broader market performance, TV saw an investment of almost \$2 billion for the past six months and \$4 billion for the full year. And what an impressive result for BVOD which continues to attract advertisers as well as audiences hungry to consume high-quality content on the device of their choosing.

“These figures confirm TV’s continued effectiveness for Australian marketers, and the industry is committed to further enhancing this performance. The growth of BVOD and the forthcoming launch of Virtual Australia (VOZ) are two such examples of this commitment.”

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About ThinkTV

ThinkTV Pty Ltd is a dedicated research-driven, marketing and technology development company focused on helping the advertising and marketing community get the very best from today's multi-platform TV. From understanding how audiences engage with TV to celebrating advertising creativity, ThinkTV leads a collective effort to demonstrate how advertising in broadcast-quality content environments provides the greatest return on investment. Think TV was formed in July 2016 with founding members Nine, Seven Network, Network Ten and Multi Channel Network/Foxtel.

Find out more:

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