



TOTAL TV MARKET RECORDS \$2.08 BILLION IN AD REVENUE IN H1 FY2019 AS BVOD AD REVENUE SURGES 43%

ThinkTV today announced the Total TV advertising revenue figures for the six months to December 31, 2018.

The Total TV market including metropolitan free-to-air, regional free-to-air and subscription TV recorded combined revenues of \$2.08 billion, which was 4.56% lower than comparable revenues for the same six months a year earlier.

In the December half, the advertising market for metropolitan free-to-air and subscription-television fell by 3.97% to \$1.70 billion versus the same period a year earlier.

Broadcast video on demand (BVOD) advertising revenues - which include advertising revenues from online catch-up services and the live online streaming of TV over the internet - grew by 42.95% in the six months to December 2018 versus the same period a year earlier. This was aided by the prodigious growth of BVOD platforms such as Foxtel Now, 9Now, 7plus and 10 Play.

ThinkTV Chief Executive Kim Portrate said the performance of Total TV revenues reflected the weaker overall advertising market versus the same period a year earlier due to cyclical factors such as the same-sex marriage plebiscite in 2017, the absence of the Ashes Test Series in 2018, and the Hayne Royal Commission throughout 2018.

“The Total TV figures represent a respectable performance in challenging market conditions for all media, particularly given the tougher comparisons in the last half due the return to growth of the free-to-air metropolitan market in the six months to December 2017,” said Ms Portrate.

“TV is proven as the most effective advertising platform and is committed to becoming more effective by giving advertisers new ways to connect with customers. The remarkable growth in BVOD revenue – which doubled in pace versus the same period last year – and new addressable TV advertising products are just two 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 commercial 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 May 2016 with founding members Nine Network, Seven Network, Network Ten and Multi Channel Network/Foxtel. Thinktv.com.au @ThinkTV