

TOTAL TV MARKET RECORDS \$1.95 BILLION IN ADVERTISING REVENUE FOR FIRST HALF OF FY2020

BVOD, Australia’s fastest-growing advertising medium, saw a revenue increase of 42.8% for the same period

ThinkTV has today announced the total TV advertising revenue figures for the 12 and six months to December 31, 2019.

Amidst overall challenging market conditions, for the first half of FY2020, the total TV market – which includes metropolitan free-to-air, regional free-to-air, subscription TV and Broadcaster Video on Demand (BVOD) – recorded combined revenue of \$1.95 billion for the period, down 5.9% compared to the same period the year prior.

ThinkTV CEO Kim Portrate said: “Changes in the total TV advertising market, the most effective medium for driving business growth, reflect the state of the Australian economy and the impact of weaker consumer and business confidence.”

Growing consumption of content across BVOD platforms 7Plus, 9Now, 10 Play, Kayo and Foxtel Now, sees rapid revenue increase with BVOD up 42.8% for the six months to December 31, 2019.

“The performance of BVOD continues to buck general market performance trends retaining the title of Australia’s fastest-growing advertising medium which demonstrates a growing list of advertisers who recognise the value and effectiveness multi-platform TV provides. This is an achievement all the more noteworthy given the challenging economic conditions the wider advertising landscape is currently grappling with,” added Portrate.

For the 12 months to December 2019, the total TV market recorded \$3.86 billion in advertising revenue, down 4.8% compared to the 12 months to December 2018. For this period, BVOD saw an increase of 38.9%.

Performance by sector is provided in the following table:

Performance by sector				
	6 mths to Dec 19	% change	12 mths to Dec 19	% change
Total TV (ex SBS)	\$1,952,579,234	-5.9%	\$3,862,357,185	-4.8%
Metropolitan FTA	\$1,324,109,900	-7.0%	\$2,615,664,731	-6.1%
National	\$197,333,289	-9.9%	\$394,324,777	-7.0%
BVOD	\$87,347,296	42.8%	\$154,458,021	38.9%
Regional FTA	\$343,788,749	-7.4%	\$697,909,655	-4.9%



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About ThinkTV

ThinkTV works with the marketing community to lead a collective effort that demonstrates how advertising in broadcast-quality content environments provides the greatest return on investment. Our curiosity for all things TV is boundless – whether it's understanding how audiences engage with TV, investigating the impact TV has on business results or simply celebrating the creativity of TV advertising – we're always ready to chat about TV in all its forms and devices.

We champion the power of TV advertising through research, education & industry development through:

Partnering with leading academics

ThinkTV partners with leading academics to conduct state of the art research to produce unbiased, independent studies that set new benchmarks in measuring the real impact of today's advertising.

Providing marketers with real facts and figures

ThinkTV provides marketers, media agencies and networks with figures (not fiction) and facts (not opinions) to help them decide where best to allocate budgets.

Making TV easy to understand for everyone

To make TV advertising easier to understand, trade and evaluate, ThinkTV works with the industry to pioneer new ways of ensuring there is proper measurement, transparency and technology available for advertisers, agencies and networks.

Find out more:

Thinktv.com.au

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