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Total TV market records \$3.8 billion in ad revenue for FY 2020-21

Total TV revenue is up 12 per cent for the 12 months while BVOD surges ahead by 63 per cent.

ThinkTV has today announced the total TV advertising revenue figures for the six and 12 months to 30 June 2021.

The total TV market, which includes metropolitan free-to-air, regional free-to-air, subscription TV and Broadcaster Video on Demand (BVOD) and excludes SBS, recorded combined revenue of \$3.85 billion for the year to June 2021, which was up 12 per cent compared to the same period ending June 2020.

In the June half, TV advertising revenues were \$1.9 billion, an increase of 27.2 per cent when compared to the same period ending June 2020.

The total revenue for the metropolitan free-to-air networks was \$1.3 billion for the six months to June 2021, up 25.8 per cent compared to the same period last year. For the 12-months, metropolitan free-to-air advertising revenue was \$2.6 billion, up 11.5 per cent.

| Performance by sector | | | | |
|-----------------------|--------------------|----------|---------------------|----------|
| | 6 months to Jun 21 | % change | 12 months to Jun 21 | % change |
| Total TV (ex SBS) | 1,892,898,159 | 27.2% | 3,854,834,344 | 12% |
| Metro FTA | 1,268,982,681 | 25.8% | 2,600,849,871 | 11.5% |
| National | 166,100,886 | 27.6% | 335,665,388 | 2.5% |
| BVOD | 144,780,520 | 74.8% | 278,159,455 | 63.4% |
| Regional FTA | 313,034,072 | 17.6% | 640,159,630 | 4.9% |

ThinkTV CEO Kim Portrate said: “Australians have turned to TV through all the twists and turns of this horrible health crisis; whether to watch trusted, timely news or, when it all gets a bit overwhelming, for light relief, entertainment or to cheer on their favourite sports teams. The resulting increase in viewing is reflected in the growth of Total TV revenues for both the half and the full year.”

The record-breaking performance of BVOD platforms 7plus, 9Now, 10 Play, Foxtel Go, Foxtel Now and Kayo has also continued with BVOD revenue up 74.8 per cent to \$145 million for the six months to June 30, 2021. BVOD revenue for the total financial year was \$278 million, up 63.4 per cent year-on-year.

Portrate added: “BVOD continues its impressive run as Australia’s fastest-growing media channel with a growth rate exceeding all expectations and the same period last year when BVOD shot up 32 per cent.”

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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.

Find out more:

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