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## Total TV advertising market records \$4.1 billion in ad revenue for 2021

Total TV revenue increases 20 per cent for the 12 months to December 2021 while BVOD growth continues to accelerate – up 68 per cent.

ThinkTV has today announced the total TV advertising revenue figures for the six and 12 months to 31 December 2021.

The total TV advertising 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 \$4.1 billion for the year to December 2021, which was up 19.9 per cent compared to the same period ending December 2020.

In the December half, TV advertising revenue was \$2.2 billion, an increase of 14.4 per cent when compared to the same period ending December 2020.

The total revenue for the metropolitan free-to-air networks was \$1.5 billion for the six months to December 2021, up 13 per cent compared to the same period last year. For the 12-months, metropolitan free-to-air advertising revenue was \$2.8 billion, up 18.5 per cent.

Performance by sector				
	6 months to Dec 21	% change	12 months to Dec 21	% change
Total TV (ex SBS)	\$2,244,957,992	14.4	\$4,137,856,151	19.9
Metro FTA	\$1,504,894,905	13	\$2,773,877,586	18.5
Regional FTA	\$350,608,127	7.2	\$663,642,199	11.8
National	\$171,477,754	1.1	\$337,578,640	12.6
BVOD	\$217,977,206	63.4	\$362,757,726	67.8

ThinkTV CEO Kim Portrate said: “TV is part of the fabric of our lives and these results show how important Total TV is to advertisers looking to connect with Aussies every day. The impressive growth in the past 12 months is evidence that advertisers looking to build and grow their brands understand Total TV needs to be the cornerstone of their media plans.”

Investment in BVOD platforms 7plus, 9Now, 10 Play, Foxtel Go, Foxtel Now and Kayo continues to accelerate with BVOD revenue up 63.4 per cent to \$218 million for the six months to December 30, 2021. BVOD revenue for the total financial year was \$363 million, up 67.8 per cent year-on-year.

Portrate added: “BVOD audiences and revenue continue to increase exponentially, testament to the power of the offering. Once considered a smaller sibling of linear TV, BVOD has truly come into its own. And when the two combine to form Total TV, they make for an unbeatable package.”

**ENDS**

## **Media Enquiries**

**Brooke Hemphill**

bhemphill@premiumcontentalliance.com.au

0419 351 445

## **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.

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