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Total TV advertising market records \$4.3 billion for 12 months to June 2022

Total TV revenue increases 11 per cent for the 12 months to June 2022 while BVOD growth continues to accelerate – up 53 per cent.

ThinkTV has today announced the total TV advertising revenue figures for the six and 12 months to 30 June 2022.

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 \$4.3 billion for the year to June 2022, which was up 11 per cent compared to the same period ending June 2021.

In the June half, TV advertising revenue was \$2 billion, an increase of 7 per cent when compared to the same period ending June 2021.

The total revenue for the metropolitan free-to-air networks was \$1.3 billion for the six months to June 2022, up 4.3 per cent compared to the same period last year. For the 12-months, metropolitan free-to-air advertising revenue was \$2.8 billion, up 8.7 per cent.

Performance by sector				
	6 months to Jun 22	% change	12 months to Jun 22	% change
Total TV (ex SBS)	\$2,024,641,264	7.0%	\$4,269,599,256	10.8%
Metro FTA	\$1,323,191,861	4.3%	\$2,828,086,766	8.7%
Regional FTA	\$327,445,186	4.6%	\$678,053,313	5.9%
National	\$165,674,034	-0.3%	\$337,151,788	0.4%
BVOD	\$208,330,183	43.9%	\$426,307,389	53.3%

ThinkTV CEO Kim Portrate said: “In the last 12 months, advertiser support for Total TV has gone from strength to strength. Despite – or perhaps because of – difficult conditions and continuously evolving audience behaviours, more and more advertisers are turning to proven media to drive their business growth. These figures are a timely reminder that the millions of Australians reached every day convert into customers for the brands advertising on TV.”

Investment in BVOD platforms 7plus, 9Now, 10 Play, Foxtel Go, Foxtel Now and Kayo continues to accelerate with BVOD revenue up 44 per cent to \$208 million for the six months to 30 June 2022. BVOD revenue for the total financial year was \$426 million, up 53 per cent year-on-year.

Portrate added: “BVOD remains Australia’s fastest growing media channel and for good reason: it offers reach, scale and effectiveness. More advertisers are coming to understand BVOD’s power to shift sales just as more consumers are live streaming TV content more often. Given that, BVOD’s growth is poised to continually outpace online video competitors in the coming months and years.”

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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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