

14 August 2023

**EMBARGOED UNTIL 1:00pm MONDAY 14 AUGUST**

## TV advertising market records \$3.6 billion for 12 months to June 2023

Revenue for the 12 months to June 2023 hits \$3.6 billion and BVOD growth continues to accelerate – up 6.1 per cent.

ThinkTV has today announced the TV advertising revenue figures for the six and 12 months to 30 June 2023.

The TV advertising market, which includes metropolitan free-to-air, regional free-to-air, and Broadcaster Video on Demand (BVOD) excluding SBS, recorded combined revenue of \$3.6 billion for the year to 30 June 2023, down 7.9 per cent compared to the same period ending 30 June 2022.

Performance by sector				
	6 months to Jun 23	% change YOY	12 months to Jun 23	% change YOY
Commercial FTA	\$1,610,202,271	-11.8%	\$3,567,048,450	-7.9%
Metro FTA	\$1,120,425,715	-15.3%	\$2,529,010,057	-10.6%
Regional FTA	\$301,660,285	-7.9%	\$646,373,282	-4.7%
BVOD	\$188,116,271	6.9%	\$391,665,111	6.1%

In the June half, TV advertising revenue was \$1.6 billion, a decrease of 11.8 per cent when compared to the same period ending 30 June 2022.

Total revenue for the metropolitan free-to-air networks was \$1.1 billion for the six months to 30 June 2023, down 15.3 per cent compared to the same period last year. For the 12 months, metropolitan free-to-air advertising revenue was \$2.5 billion, down 10.6 per cent.

ThinkTV CEO Kim Portrate said: “It has been a challenging 12 months for advertisers, broadcasters, and consumers alike which is reflected in these figures. Yet, despite the economic headwinds the wider industry faces, BVOD growth continues.”

Investment in BVOD platforms 7plus, 9Now and 10 Play saw revenue increase 6.9 per cent to \$188 million for the six months to 30 June 2023. BVOD revenue for the total financial year was \$391 million, up 6.1 per cent year-on-year.

ThinkTV CEO Kim Portrate added: “These results show that even as budgets contract, marketers continue to invest in all forms of today’s television, a testament to its reach, targeting and effectiveness. This reinforces the power of Total TV to drive business outcomes.”

**ENDS**

*Note: Foxtel no longer shares advertising revenue figures for inclusion in this release.*

**ENDS**

## **Media Enquiries**

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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.

## **Find out more:**

thinktv.com.au

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