

Issued: 16th September 2016

PRIME GRABS GOLD IN REVENUE RACE

REGIONAL TELEVISION ADVERTISING GROWS

PRIME MEDIA GROUP has today announced record advertising revenue for the month of August.

According to SMI data*, PRIME recorded a **57.0**% share of all national advertising booked in the combined regional markets of Northern NSW, Southern NSW, Victoria and Western Australia, **up 36**% on the same period last year. The overall regional market revenue grew by **5**%.

AUGUST SMI RESULTS:

MARKET: Northern NSW, Southern NSW, Victoria + Western Australia

PRIME Share: 57% (Up 13 share points on August 2015)

Overall Market: Revenue grew 5%

Prime Media's Group General Manager Sales & Marketing, **Dave Walker**, said, "We are delighted with the level of advertiser support during the Rio Olympic Games, which far exceeded that of Beijing. Our continued market-leading success in 2016 has demonstrated the power of regional television, and the valuable role it plays in reaching the mass audiences that reside outside of metropolitan markets."

"We look forward to working with our clients on more high profile sporting events including the current AFL Finals Series, Rugby League World Cup, Winter Olympics and of course the 2018 Commonwealth Games on the Gold Coast", added Walker.

*Standard Media Index (SMI) monitors media agency spend