

PRODUCED BY



TELEVISION MEDIASCAPE
Australian Market – as at June 2018

FTA – CAP CITIES	MULTI-CHANNELS/STV	ON DEMAND TV APP	LIVE STREAMING TV	*SVOD	PROGRAMMATIC TV
REGIONAL FREE TO AIR TV 	*SVOD 	LIVE STREAMING TV 	TV AUDIENCE MEASUREMENT 		
	SUBSCRIPTION TV SERVICES 		INDUSTRY ORGANISATIONS 		
COMMUNITY TV 	SUBSCRIPTION TV AD SALES 	USER GENERATED & STREAMING VIDEO CONTENT 			
DIRECT RESPONSE TV 	SHOPPING CHANNELS 	HYBRID BROADCAST BROADBAND TV (HbbTV) 	PwC AD SPEND FTA 2017 - \$3.743bn 2022 - \$3.070bn CAGR - 3.9%	STV 2017 - \$0.609bn 2022 - \$0.645bn CAGR + 1.2%	
		*Currently No Advertising &/or Subscription Only			