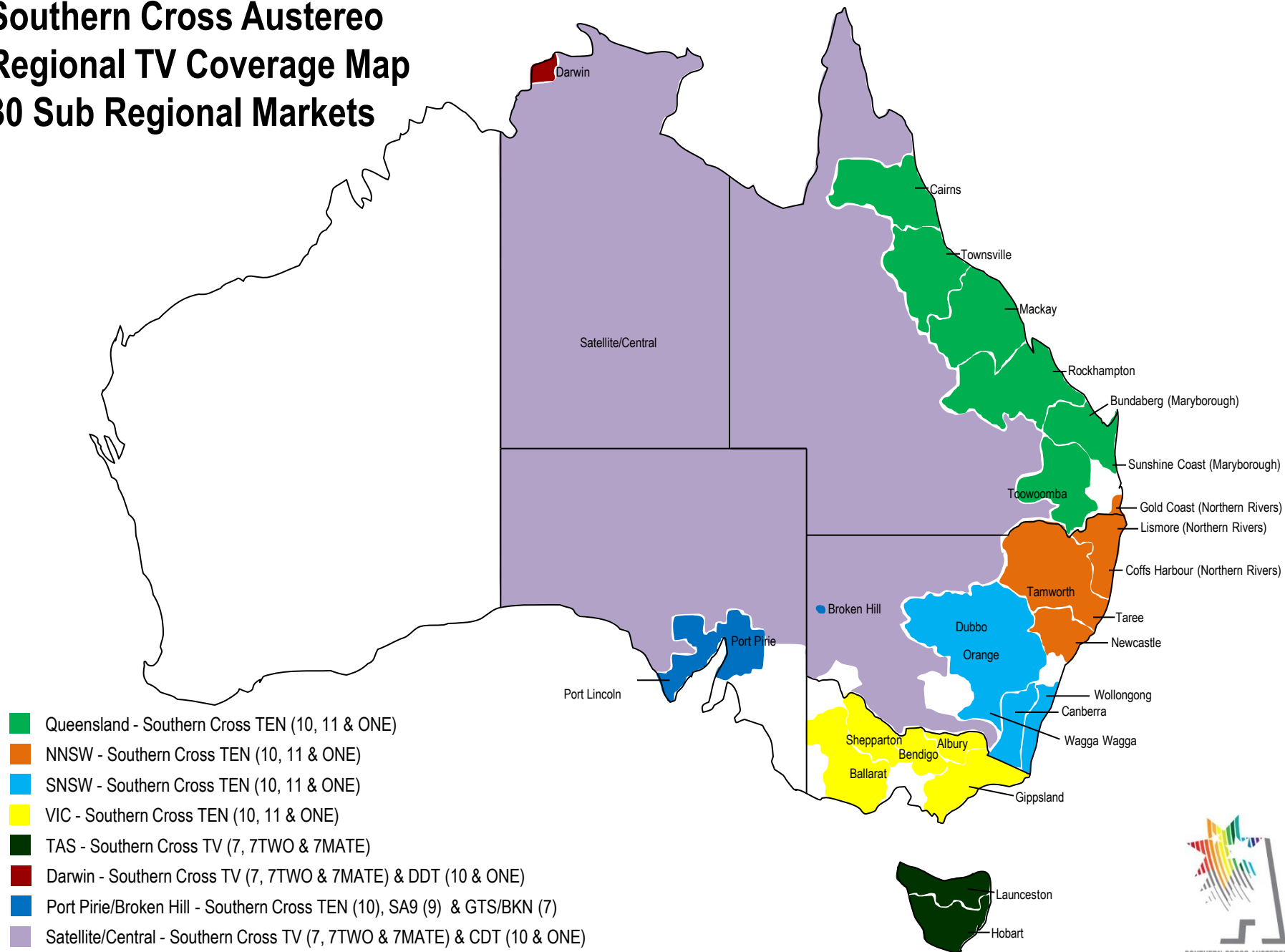




**SOUTHERN CROSS AUSTEREO  
REGIONAL TV COVERAGE**

# Southern Cross Austereo Regional TV Coverage Map 30 Sub Regional Markets



Map is not to scale and is indicative of coverage areas only. No responsibility is accepted for errors or omissions. Source: Regional TAM – 2011 Universe Estimates



## QLD, NORTHERN NSW, SOUTHERN NSW, VIC PROGRAMMING



- Has a presence in every major regional centre in the eastern states.
- Delivers a common network 10, 11 & ONE programme stream along the eastern seaboard but is able to localise news, advertising and some programming by market.
- With a broad range of television programming Southern Cross Austereo has the ability to reach a wide range of demographics.
- Key programmes include: Masterchef, The Biggest Loser, Talkin' 'Bout Your Generation, Law & Order franchise, Offspring, Neighbours, The Simpsons and Sons of Anarchy.

## DARWIN & SATELITE TV MARKETS PROGRAMMING



- Southern Cross Television broadcasts a common Network 7, 7TWO & 7Mate programme stream.
- The DDT & CDT joint ventures broadcast a common Network 10, 11 & ONE programme stream.

Queensland Coverage Area	Population
Cairns	253,000
Townsville	232,000
Mackay	183,000
Rockhampton	223,000
Maryborough	603,000
Toowoomba	270,000
<b>Queensland</b>	<b>1,764,000</b>

Northern NSW Coverage Area	Population
Northern Rivers	963,000
Newcastle	768,000
Tamworth / Taree	348,000
<b>Northern NSW</b>	<b>2,079,000</b>

Southern NSW Coverage Area	Population
Canberra	489,000
Wollongong / Batemans Bay	515,000
Orange / Dubbo / Wagga	406,000
<b>Southern NSW</b>	<b>1,410,000</b>

Victoria Coverage Area	Population
Bendigo	234,000
Shepparton	173,000
Albury	187,000
Gippsland	228,000
Ballarat	349,000
<b>Victoria</b>	<b>1,171,000</b>

Northern Territory Coverage Area	Population
Darwin	129,600

Satelite & Central Coverage Area	Population
Satelite	438,600
<b>Satelite &amp; Central</b>	<b>438,600</b>



## TASMANIA PROGRAMMING



- Delivers a common Network 7, 7TWO & 7Mate programme stream.
- Is consistently the highest rating channel 7 station in Australia.
- Key programmes include: Packed to the Rafters, Australia's Got Talent, The X Factor, Winners & Losers, Dancing with the Stars, Home & Away and the AFL.

Tasmania Coverage Areas	Population
Hobart	259,000
Launceston	251,000
<b>Tasmania</b>	<b>510,000</b>

## SPENCER GULF REGION IN SOUTH AUSTRALIA PROGRAMMING



- Broadcasts a common Network 10, 7 & 9 programme stream across 3 channels.
- Southern Cross Austereo is also currently trialling additional channels in the region, such as 11.

Spencer Gulf Coverage Area	Population
Port Pirie / Broken Hill	138,700
<b>Spencer gulf</b>	<b>138,700</b>

