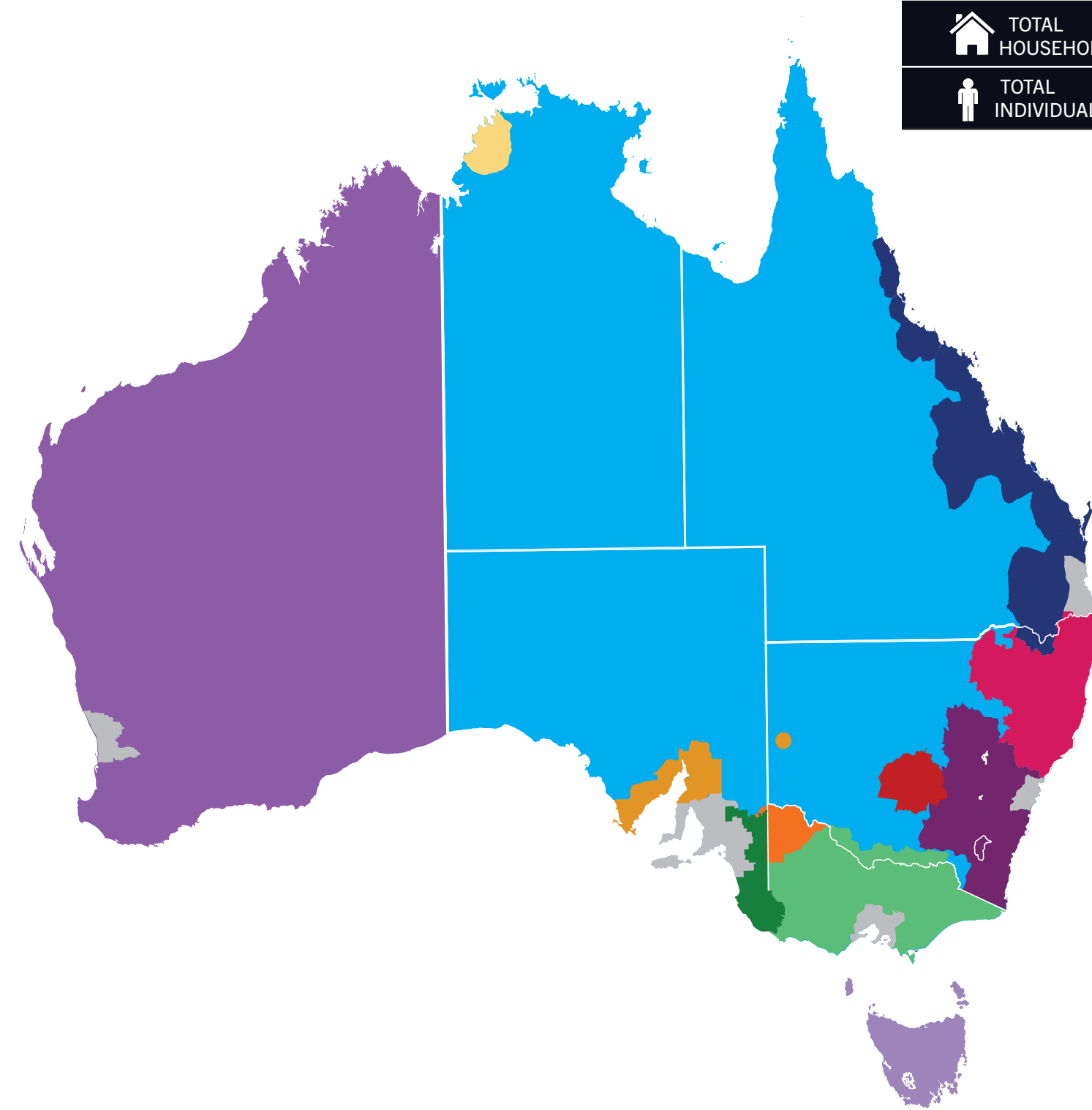






TARGET / MARKET	QLD	NORTHERN NSW	SOUTHERN NSW	VICTORIA	SOUTH AUSTRALIA	TASMANIA	DARWIN & CENTRAL	WESTERN AUSTRALIA
TOTAL HOUSEHOLDS	813,900	956,500	629,800	564,100	112,700	226,800	203,700	232,900
TOTAL INDIVIDUALS	1,893,400	2,305,500	1,534,600	1,283,500	268,700	534,200	573,900	558,300

### BY REGION



<b>QUEENSLAND</b> NETWORK 10 SKY NEWS REGIONAL	
<b>NORTHERN NEW SOUTH WALES</b> NETWORK 10 SKY NEWS REGIONAL	
<b>SOUTHERN NEW SOUTH WALES</b> NETWORK 10 SKY NEWS REGIONAL	
<b>VICTORIA</b> NETWORK 10 SKY NEWS REGIONAL	
<b>SOUTH AUSTRALIA</b>	
<b>TASMANIA</b> SEVEN NETWORK TASMANIAN DIGITAL TELEVISION	
<b>DARWIN</b> SEVEN NETWORK DARWIN DIGITAL TELEVISION	
<b>CENTRAL</b> SEVEN NETWORK CENTRAL DIGITAL TELEVISION	
<b>WESTERN AUSTRALIA</b> WEST DIGITAL TELEVISION	
<b>MILDURA</b> MILDURA DIGITAL TELEVISION	
<b>GRIFFITH</b> SKY NEWS REGIONAL	

\*Note this map displays SCA owned television networks, joint ventures, and television products sold on behalf of non SCA networks.

SOURCE: Regional TAM. 2022. Universe Estimates & Diary Markets. Last available survey.

Mildura – 2003. Griffith – 2003. Central – 2007. Darwin – 2011. SGT – 2015.

# SCA



TELEVISION  
COVERAGE

# QUEENSLAND



POTENTIAL AUDIENCES BY COVERAGE AREA		
MARKET	NETWORK	AUDIENCE
CAIRNS	10 (10, 10 PEACH, 10 BOLD, 10 SHAKE) SKY NEWS REGIONAL	264,300
TOWNSVILLE		240,700
MACKAY		192,400
ROCKHAMPTON		239,300
WIDE BAY		658,800
SUNSHINE COAST		
TOOWOOMBA		297,800
<b>QUEENSLAND</b>		<b>1,893,400</b>



DEMOGRAPHICS			
TV HOMES	813,900	MEN 40-54	176,600
TOTAL PEOPLE	1,893,400	MEN 55+	289,300
CHILDREN 0-4	113,400	WOMEN 16-24	98,500
CHILDREN 5-12	202,400	WOMEN 18+	738,500
TEENS 13-17	123,900	WOMEN 18-24	75,200
MEN 16-24	104,300	WOMEN 25-39	175,200
MEN 18+	715,300	WOMEN 40-54	185,400
MEN 18-24	79,600	WOMEN 55+	302,700
MEN 25-39	169,800	GROCERY BUYERS	813,700



Map is not to scale and is indicative of coverage areas only.  
SOURCE: Regional TAM 2022 Universe Estimates.



### POTENTIAL AUDIENCES BY COVERAGE AREA

MARKET	NETWORK	AUDIENCE
GOLD COAST	10 (10, 10 PEACH, 10 BOLD) SKY NEWS REGIONAL	1,048,600
LISMORE		
COFFS HARBOUR		
TAREE		
TAMWORTH		
NEWCASTLE		
GOSFORD		
GRIFFITH	SKY NEWS REGIONAL	69,500
<b>NNSW</b>		<b>2,305,500</b>

\*Sky News Regional and Ten in Northern New South Wales is a non-SCA owned network. SCA sells the Sky News Regional and Ten products on behalf of WIN in Northern New South Wales.



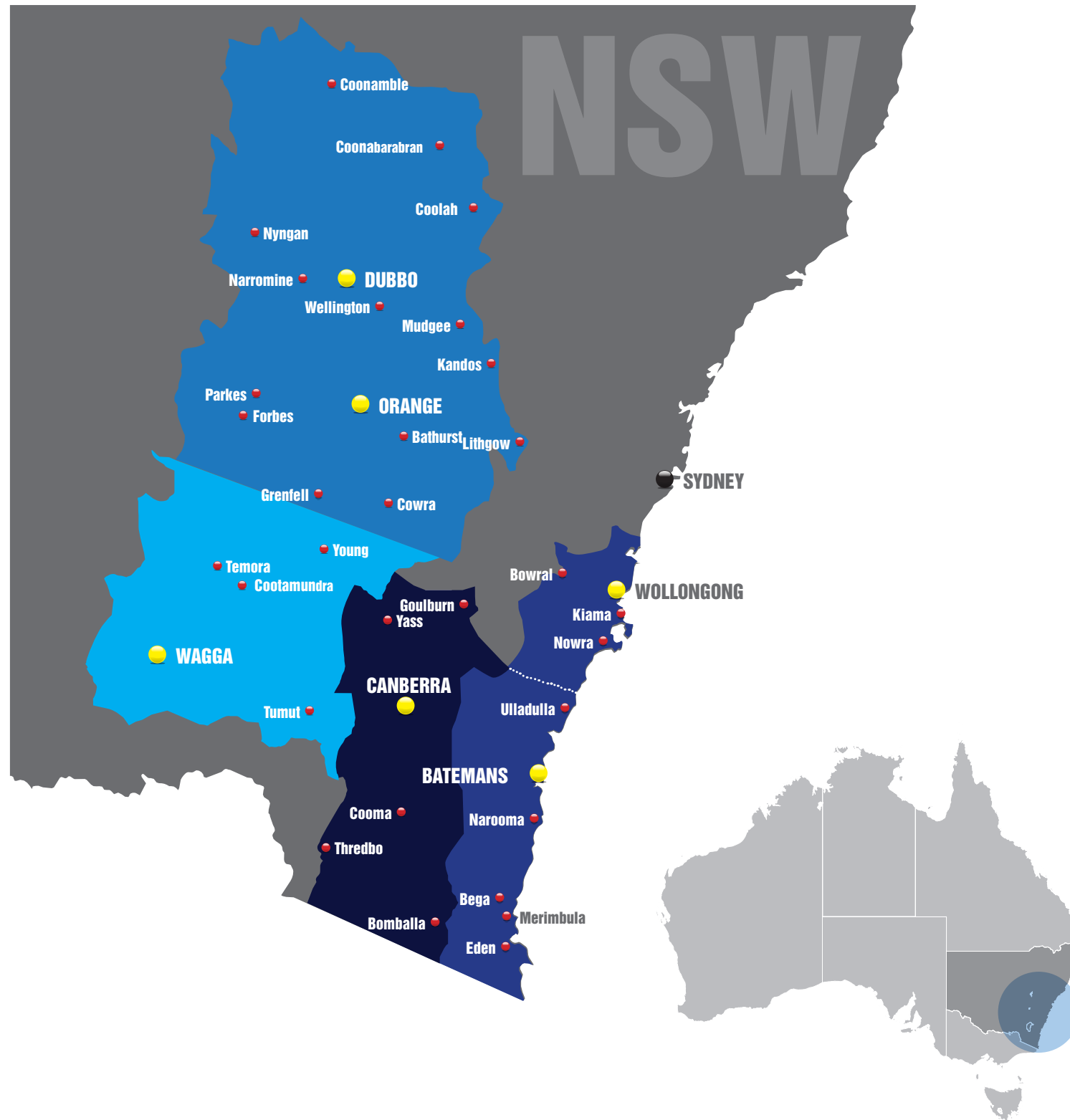
### DEMOGRAPHICS

TV HOMES	956,500	MEN 40-54	298,200
TOTAL PEOPLE	2,305,500	MEN 55+	360,300
CHILDREN 0-4	133,600	WOMEN 16-24	117,000
CHILDREN 5-12	233,000	WOMEN 18+	926,260
TEENS 13-17	141,500	WOMEN 18-24	94,700
MEN 16-24	119,900	WOMEN 25-39	212,300
MEN 18+	870,500	WOMEN 40-54	221,300
MEN 18-24	97,900	WOMEN 55+	397,800
MEN 25-39	204,100	GROCERY BUYERS	956,000

Map is not to scale and is indicative of coverage areas only.  
SOURCE: Regional TAM 2022 Universe Estimates & Diary Markets. Last available survey, Griffith – 2003.







### POTENTIAL AUDIENCES BY COVERAGE AREA

MARKET	NETWORK	AUDIENCE
CANBERRA	10 (10, 10 PEACH, 10 BOLD, 10 SHAKE), SKY NEWS REGIONAL	566,200
WOLLONGONG		547,100
ORANGE/DUBBO		421,300
WAGGA WAGGA		
<b>SNSW</b>		<b>1,534,600</b>



### DEMOGRAPHICS

TV HOMES	629,800	MEN 40-54	140,700
TOTAL PEOPLE	1,534,600	MEN 55+	224,300
CHILDREN 0-4	94,200	WOMEN 16-24	84,800
CHILDREN 5-12	156,900	WOMEN 18+	605,700
TEENS 13-17	93,500	WOMEN 18-24	67,000
MEN 16-24	89,200	WOMEN 25-39	149,900
MEN 18+	584,400	WOMEN 40-54	144,700
MEN 18-24	70,400	WOMEN 55+	244,100
MEN 25-39	148,900	GROCERY BUYERS	629,800

Map is not to scale and is indicative of coverage areas only.  
SOURCE: Regional TAM 2022 Universe Estimates.



### POTENTIAL AUDIENCES BY COVERAGE AREA

MARKET	NETWORK	AUDIENCE
ALBURY	10 (10, 10 PEACH, 10 BOLD, 10 SHAKE), SKY NEWS REGIONAL	197,400
SHEPPARTON		176,000
BENDIGO		241,300
BALLARAT		360,300
GIPPSLAND		242,300
MILDURA	MDT (10, 10 PEACH, 10 BOLD)	66,200
<b>VICTORIA</b>		<b>1,283,500</b>

\*Mildura Digital Television (MDT) is a non-SCA owned network. SCA sells the Ten products on behalf of the WIN & Seven networks in Mildura.



### DEMOGRAPHICS

TV HOMES	564,100	MEN 40-54	114,900
TOTAL PEOPLE	1,283,500	MEN 55+	216,100
CHILDREN 0-4	74,700	WOMEN 16-24	60,700
CHILDREN 5-12	129,000	WOMEN 18+	508,100
TEENS 13-17	79,700	WOMEN 18-24	49,100
MEN 16-24	66,600	WOMEN 25-39	108,900
MEN 18+	491,400	WOMEN 40-54	120,200
MEN 18-24	53,900	WOMEN 55+	230,000
MEN 25-39	106,500	GROCERY BUYERS	563,700

Map is not to scale and is indicative of coverage areas only.  
SOURCE: Regional TAM 2022 Universe Estimates & Diary Markets. Last available survey. Mildura – 2003.



### POTENTIAL AUDIENCES BY COVERAGE AREA

MARKET	NETWORK	AUDIENCE
SPENCER GULF*	SGT (7, 7TWO, 7MATE) SA9 (9, GEM, GO!, Life) 10 (10, 10 PEACH, 10 BOLD)	87,530
PORT LINCOLN / BROKEN HILL	SGT (7, 7TWO, 7MATE) SA9 (9, GEM, GO!, 9Life) 10 (10, 10 PEACH, 10 BOLD)	45,005
MOUNT GAMBIER / RIVERLAND **	SKY NEWS REGIONAL	90,600
		38,000
<b>TOTAL MARKET</b>		<b>268,700</b>

\* Spencer Gulf includes Port Pirie, Port Augusta, Whyalla, Upper Yorke Peninsula, Clare Valley and Burra.

\*\*Sky News Regional in South Australia is a non-SCA owned network. SCA sells the Sky News Regional product on behalf of WIN in Mount Gambier & Riverland.



### DEMOGRAPHICS

TV HOMES	112,700	MEN 55+	38,100
TOTAL PEOPLE	268,700	WOMEN 16-24	6,300
CHILDREN 5-12	28,000	WOMEN 18+	100,700
TEENS 13-17	18,700	WOMEN 25-39	22,900
MEN 16-24	6,800	WOMEN 40-54	27,500
MEN 18+	101,800	WOMEN 55+	40,800
MEN 25-39	23,300	GROCERY BUYERS	112,700
MEN 40-54	29,400		





### POTENTIAL AUDIENCES BY COVERAGE AREA

MARKET	NETWORK	AUDIENCE
LAUNCESTON	SEVEN (7, 7TWO, 7MATE)	255,500
HOBART	TDT (10, 10 PEACH, 10 BOLD, 10 SHAKE)	278,700
TASMANIA		534,200



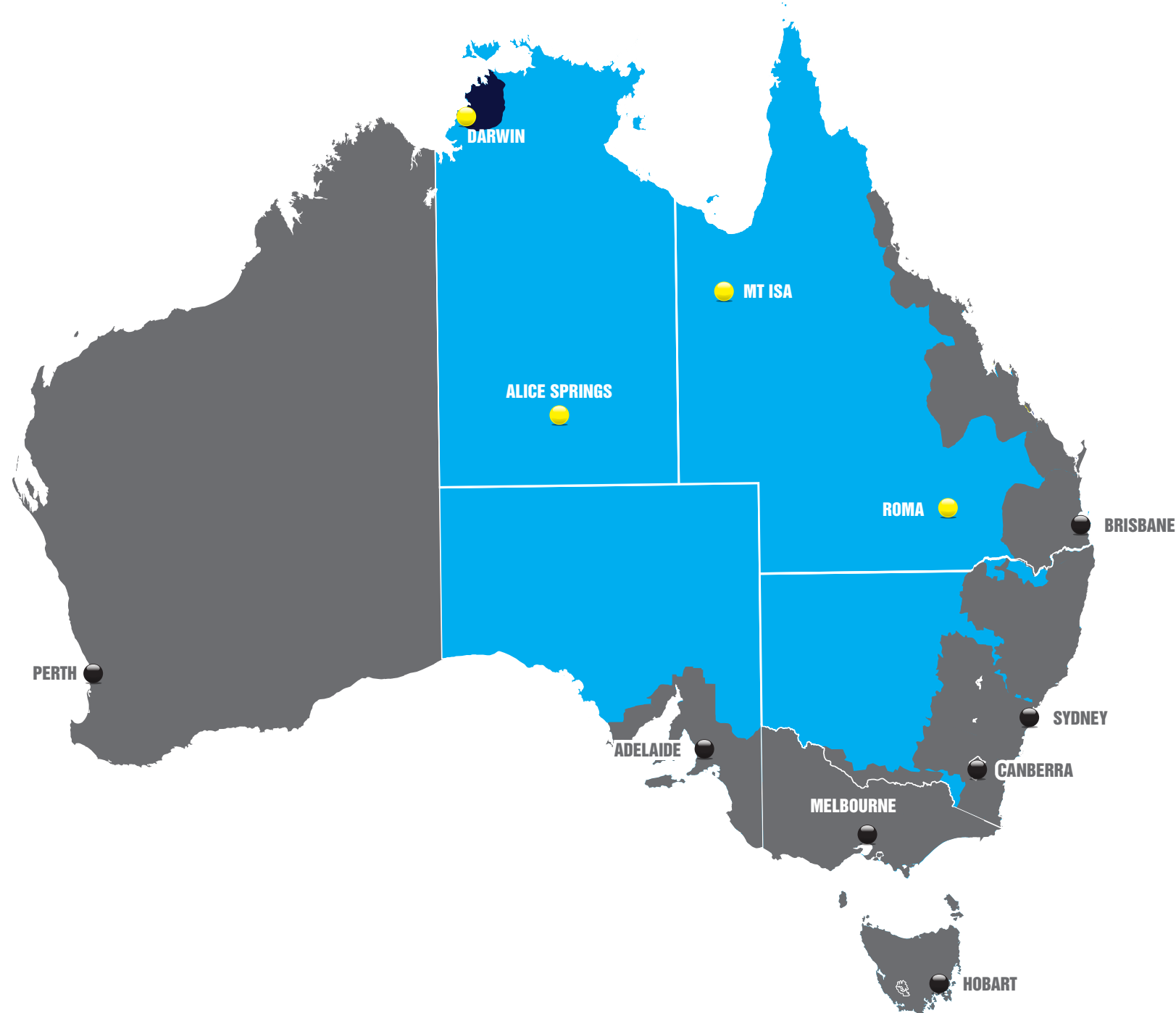
### DEMOGRAPHICS

TV HOMES	226,800	MEN 40-54	48,000
TOTAL PEOPLE	534,200	MEN 55+	87,100
CHILDREN 0-4	29,300	WOMEN 16-24	27,200
CHILDREN 5-12	51,500	WOMEN 18+	215,400
TEENS 13-17	31,800	WOMEN 18-24	21,200
MEN 16-24	29,600	WOMEN 25-39	48,800
MEN 18+	206,100	WOMEN 40-54	51,000
MEN 18-24	23,100	WOMEN 55+	94,500
MEN 25-39	47,900	GROCERY BUYERS	226,800

\*Tasmanian Digital Television (TDT) in Tasmania is a non-SCA owned network. SCA sells the Ten products on behalf of WIN in Tasmania.







### POTENTIAL AUDIENCES BY COVERAGE AREA

MARKET	NETWORK	AUDIENCE
DARWIN	SEVEN (7, 7TWO, 7MATE), DDT* (10, 10 PEACH, 10 BOLD)	130,900
CENTRAL	SEVEN (7, 7TWO, 7MATE), CDT* (10, 10 PEACH, 10 BOLD)	443,000
<b>TOTAL</b>		<b>573,900</b>

\*Central Digital Television & Darwin Digital Television are joint ventures with SCA.



### DEMOGRAPHICS

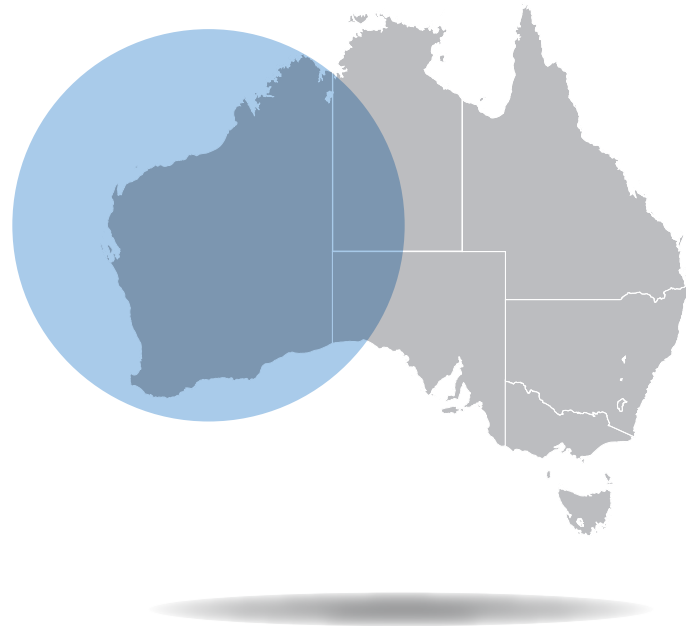
TV HOMES	203,700	MEN 40-54	62,700
TOTAL PEOPLE	573,900	MEN 55+	62,100
CHILDREN 0-4	45,200	WOMEN 16-24	27,200
CHILDREN 5-12	67,500	WOMEN 18+	199,100
TEENS 13-17	38,600	WOMEN 18-24	25,100
MEN 16-24	29,600	WOMEN 25-39	61,500
MEN 18+	217,800	WOMEN 40-54	57,000
MEN 18-24	28,600	WOMEN 55+	55,600
MEN 25-39	64,400	GROCERY BUYERS	203,8700





TELEVISION  
COVERAGE

# WESTERN AUSTRALIA



## POTENTIAL AUDIENCES BY COVERAGE AREA

MARKET	NETWORK	AUDIENCE
REGIONAL WA	WDT (10, 10 PEACH, 10 BOLD)	558,300

\*West Digital Television (WDT) in Western Australia is a non-SCA owned network. SCA sells the ten products on behalf of the WIN & Seven networks in Western Australia.



## DEMOGRAPHICS

TV HOMES	232,900	MEN 40-54	58,200
TOTAL PEOPLE	558,300	MEN 55+	80,200
CHILDREN 0-4	37,600	WOMEN 16-24	25,500
CHILDREN 5-12	62,300	WOMEN 18+	207,800
TEENS 13-17	35,100	WOMEN 18-24	19,000
MEN 16-24	27,300	WOMEN 25-39	54,300
MEN 18+	215,550	WOMEN 40-54	54,900
MEN 18-24	20,600	WOMEN 55+	79,700
MEN 25-39	56,500	GROCERY BUYERS	232,900

