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Evidence  
that informs

# Regional Australian television news

Audiences across regional evening  
news services, 2003–16

MAY 2017



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# Overview

This report (*Regional TAM report*) contains an analysis of television (TV) audience and ratings data in regional Australia between 1 January 2003 and 30 June 2016, including trends in local and metropolitan TV news audiences. It forms part of the *Local content in regional Australia—2017 report (2017 report)*.

The research shows that the average number of TV news viewers in regional Australia declined over the 12 years to the end of 2015, and that this decline continued up to mid-2016. This is the case for all regional aggregate TV markets and the majority of TV news services—with the exception of SBS in Southern New South Wales and TDT in Tasmania, both of which achieved increases in audiences and target audience ratings points (TARPs).

This decline is not unique to regional local TV news. The decline in the number of people in regional areas watching metropolitan TV news services is even greater than for local TV news. In more than half of the regional TV sub-markets, local TV news services on commercial free-to-air regional TV services are more popular than the networked metropolitan TV news services sourced from the relevant state capital city.

The consumption of local TV news is highest among older regional Australians—63 per cent of regional TV news audiences are over the age of 55. Younger regional audiences watch less news on TV, with only nine per cent aged under 25.

There is a strong correlation between ratings for local TV news services and metropolitan TV news services in the same market. This suggests that local TV news services are being used to drive ratings for primetime evening TV programming. Both TV news services average similar audience numbers or follow a similar trend in the rise and decline of audience numbers, indicating that TV news viewers will stay on the same network into nightly primetime programs.

## Background

The *Regional TAM report* follows on from the ACMA's analysis of regional TV audience and ratings data in 2013—the *2013 Regional TAM report*. This was compiled as part of the [local content investigation](#) undertaken by the ACMA in 2013, which examined regional Australians' access to, and attitudes towards, local content.

Findings from the *2017 report* will help the ACMA to undertake its statutory responsibilities for local content.

## Context

Over the period from 2003 to mid-2016 analysed in this research, regional media in general, and regional TV in particular, has been subject to numerous changes. These include economic and technological changes that have affected the entire media industry (including in regional areas) and changes to the regulatory framework with specific consequences for regional TV.

## Local content obligations

In 2003, the then Australian Broadcasting Authority (ABA) established a local content licence condition for regional commercial TV broadcasters.<sup>1</sup> The licence condition came into force in 2004.

The licence condition was a response to a 2002 ABA investigation into local news and information in aggregated regional commercial television licence areas (the 2002 investigation).<sup>2</sup> The 2002 investigation found that, in the four 'aggregated' commercial television licence areas (licence areas formed by combining smaller areas previously served by monopoly providers<sup>3</sup>), there had been a decline in the diversity of news services and in the provision of local information (other than local news) provided by commercial TV.

Consequently, the ABA's local content licence condition was designed to ensure that regional commercial TV broadcasters broadcast a minimum amount of material of local significance (that is, 'local content') into certain regional markets.

The licence condition has been remade on several occasions, but has retained its core requirement mandating that an average of 120 minutes of local content is broadcast each week, with each minute of news services relating directly to the *local area* (as opposed to the entire licence area) counting as double.

The most significant change to the licence condition occurred in 2007 when the ACMA remade the condition, extending it to apply to Tasmania. The ACMA made this change in accordance with a 2006 amendment to the *Broadcasting Services Act 1992* (the BSA) that established a requirement for a television local content licence condition to be in force for the areas previously covered by the ABA licence condition, and for Tasmania.

## Changes to local TV news services

Since 2010, local TV news bulletins in several regional areas have either ceased, been centralised to other regions or been replaced by updates. For example, WIN ceased services in Geraldton, Albany and Broome in 2012, and in Mildura and Mackay in 2015. It also replaced bulletins with updates in Mt Gambier and Riverland in 2013. From 2010, Prime7 began closing local TV news offices in Wagga Wagga, Orange, Tamworth and Albury, and centralised production of these bulletins from their Canberra studio. Imparja Television also ceased providing local news updates in Alice Springs in August 2015.

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<sup>1</sup> Broadcasting Services (Additional Television Licence Condition) Notice 7 April 2003. The most recent iteration of the licence condition is the Broadcasting Services (Additional Television Licence Condition) Notice 2014.

<sup>2</sup> ABA, *Adequacy of local news and information programs on commercial television services in Regional Queensland, Northern NSW, Southern NSW, and Regional Victoria (Aggregated markets A, B, C and D)*, 2002.

<sup>3</sup> Regional Queensland, Northern NSW, Southern NSW and Regional Victoria.

In some markets, regional commercial TV broadcasters have decided to start providing local TV news bulletins or extending metropolitan news bulletins.<sup>4</sup> For example, the Seven Network began local bulletins in Cairns (2004), Townsville (2004), Rockhampton (2011), Toowoomba (2015) and the Gold Coast (2016). The Nine Network and Seven Network increased their 30-minute metropolitan news bulletins to 60-minute news bulletins in 2014.<sup>5</sup>

### **Technological changes—new forms of news and entertainment**

New forms of news and entertainment continue to affect traditional media players—for example, the continued rise of the internet as a platform to provide news services. Online platforms that offer audio-visual content are challenging traditional funding models for print media and directly competing with TV services. According to the Deloitte Media Consumer Survey 2016, the number of Australians using social media as their primary news source doubled from nine to 18 per cent between 2015 and 2016.

### **New developments affecting regional TV**

From 1 July 2016, TV in regional Australia underwent the biggest realignment of commercial free-to-air TV since the aggregation of regional services, when the Nine Network and Network Ten entered into new affiliation arrangements with regional broadcasters Southern Cross Austereo (SCA) and WIN Corporation, respectively. Nine programming, previously seen on the WIN regional network, was carried by the SCA regional network and Ten programming was carried by WIN.<sup>6</sup>

In February 2017, SCA and the Nine Network commenced a rollout of 15 local TV news bulletins in regional TV markets of Queensland, Southern New South Wales and Victoria. The local TV news bulletins will be broadcast each weeknight in 15 of the 19 regional sub-markets and provide one hour-long news service, combining local news, sport and weather with Nine's national and international news.<sup>7</sup>

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<sup>4</sup> For example, the Seven Network began local bulletins in Cairns (2004), Townsville (2004), Rockhampton (2011), Toowoomba (2015) and the Gold Coast (2016).

<sup>5</sup> Nine news introduced 60-minute bulletins in all metropolitan markets, while Seven news only extended their bulletins in Sydney and Melbourne.

<sup>6</sup> J. Huntsdale, '[Regional TV switch positive news for WIN Network's demographic: CEO](#)', ABC News Illawarra, 27 June 2016.

<sup>7</sup> Southern Cross Austereo, '[Nine news to launch 15 regional news bulletins](#)', media release, 7 November 2016.

# ACMA research program

## researchacma

Our research program—researchacma—underpins the ACMA's work and decisions as an evidence-informed regulator. It contributes to the ACMA's strategic policy development, regulatory reviews and investigations, and helps the ACMA better understand the agency's role in fulfilling its strategic intent to make media and communications work for all Australians.

researchacma has five broad areas of interest:

- > market developments
- > media content and culture
- > social and economic participation
- > citizen and consumer safeguards
- > regulatory best practice and development.

This research contributes to the ACMA's media content and culture research theme.

## About the research

In July 2016, the ACMA commenced an analysis of regional Australian TV audience and ratings data to help it identify and understand any changes in regional local and metropolitan news audiences and trends in viewing of news services.

This report covers program ratings for news services in the regional markets up until the change in regional affiliation arrangements on 30 June 2016 (discussed above). Data for the whole of 2016 is not included due to the substantial market changes occurring from 1 July 2016.

Changes in network affiliations have affected the trend data as some news programs are no longer airing on the same network in some markets, so comparability with previous years is limited. The report focuses on comparing whole-year 2003 data with whole-year 2015 data as this is more comparable than using half-year 2016 data. Further, as the Nine Network starts new local TV news services on the SCA network in 2017, there are likely to be some consequential changes occurring in viewing patterns. These changed arrangements would be suitable for further analysis at a later date.

This report is one part of broader research conducted to explore changes in access to regional local content. Also available are:

- > *Local content in regional Australia—2017 report (2017 report)*—a consolidated report that incorporates key findings from all pieces of research.
- > *Regional Australians' access to local content—Community research (Community research report)*—a survey of regional Australians' awareness of, use of and preferences for accessing local content and local news.
- > *Availability of local content in regional Australia—Case studies (Case study report)*—updated case studies of how local content and local news is provided in 11 regional markets.

These reports are available on the researchacma index on the ACMA website.



## Methodology

The source data presented in this report was provided by Regional TAM. Regional TAM data is the official TV audience measurement (TAM) of free-to-air and subscription TV viewing in regional Australian markets and sub-markets.

The analysis conducted and presented as part of this report was based on regional TV audience data obtained for six markets—Queensland (QLD), Northern New South Wales (NNSW), Southern New South Wales (SNSW), Victoria (VIC), Tasmania (TAS) and Western Australia (WA)—and their sub-markets (19 in total—listed in Appendix C).<sup>8</sup>

Regional TAM collects viewing information from panel households using people meters. In 2016, the [Regional TAM panel](#) comprised a total sample of 2,135 homes across regional Australia (QLD 535, NNSW 475, SNSW 380, VIC 435, TAS 190 and Regional WA 120), representing a potential regional Australian audience of 7,705,500 individuals.

A number of smaller regional areas are not included in the analysis as this data is not collected by Regional TAM. These areas are regional South Australia (Riverland, Mt Gambier and Port Pirie), the Northern Territory, Central Australia and other locations such as Mildura in Victoria, and Griffith and Broken Hill in NSW.

Both average audience numbers (AUD) and target audience ratings points (TARPs) are presented in this report:

- > Audience numbers are a measure of the number of people watching a specific news service and the time spent watching.
- > TARPs are a measure of the number of people watching a specific news service expressed as a percentage of the potential population at the time of broadcast.

Therefore, while an increase in audience numbers might indicate a growing audience, this may not necessarily mean an increase in TARPs, as the potential population may have also increased. For example, news services that have increased in audience figures will increase in TARPs if the audience increase is comparable or higher than the increase in the potential population figures. If the increase is not comparable, this will result in a decline in TARPs. Furthermore, declines in audience figures will generally result in declines in TARPs as the population potential will largely remain the same or increase.

### Data parameters

Unless stated otherwise in the report, the Regional TAM data presented has the following parameters:

- > It covers all regional areas that have been aggregated—QLD, NNSW, SNSW, VIC, TAS, WA and their sub-markets.
- > Annual averages have been calculated over a calendar year from 1 January to 31 December for 2003 to 2015, while 2016 covers 1 January to 30 June 2016.
- > Regional TAM began reporting on Regional WA from 2010.
- > For news services that have changed program title within the year, the data for the program title with the most number of episodes has been used.

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<sup>8</sup> The sub-markets used by Regional TAM are different to the local areas defined in the Broadcasting Services (Additional Television Licence Condition) Notice 2014. While some Regional TAM sub-markets overlap extensively with local obligation areas defined in the licence condition, it will not necessarily be the case that sub-markets will correlate entirely with these local areas.

- > Only news programs that air for a minimum of 30 minutes have been included in the analysis. News updates are not coded as a program by Regional TAM and therefore no ratings data is available.

In 2014, both Nine metropolitan and Seven metropolitan news were extended to hour-long bulletins. In SNSW and VIC, data for Seven metropolitan news are reported for two half-hour programs, one at 6.00 pm and one at 6.30 pm, while the Nine metropolitan news was provided as one figure. Where this has occurred, a manual calculation of the one-hour average ratings have been used in this report for Seven's metropolitan news in order to provide one figure.

From 2014 in some Prime7 news markets, the one-hour Seven metro news was repackaged into a 30-minute bulletin by Prime7 and broadcast from 6.30–7.00 pm with Prime7 newsreaders. Where this has occurred, the ratings for the 6.30 pm program have been attributed to Seven metropolitan news.

See the [Glossary section](#) for definitions of terms used in this report.

# Key findings

The results from this audience analysis of news should be considered in the context of the changing media landscape.

## News audience trends—2003–15 and mid-2016

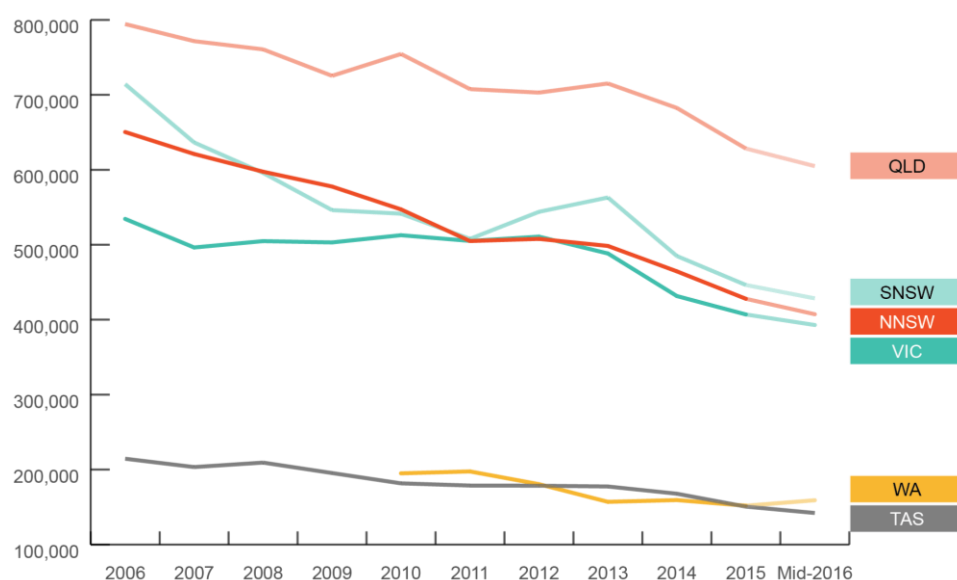
For comparisons made at the aggregate market level (six regional markets), data is compared from 2006 onwards as average audience data for Ten News are not available for 2003 to 2005. When presenting data by TV news service for each market, 2006 is used as the reference year for Ten News instead of 2003. The only exception is TDT in TAS with data available from 2008 and Ten West in WA with data available from 2012 (see notes in tables).

Due to a break in trend data from 1 July 2016 (when regional TV networks switched affiliation), only half-year 2016 data has been included. The figures and tables presented in the report use a comparable analysis of full-year data from 2003 to 2015, with reference to the trends seen in the first half of 2016.

### Average number of TV news viewers are in decline

The average number of viewers tuning in for nightly news services has steadily declined between 2006 and 2016 in all aggregate markets (Figure 1). Trends for TV news services in each sub-markets can vary; see Appendix A, figures 6–11.

**Figure 1: Regional Australia—combined total news average audience by market, 2006–15 and mid-2016**



Source: Regional TAM data, Average audience across weekday evening news services, 2006 – June 2016, Consolidated 7.

Notes: Average audience data for Ten News are not available 2003–05. Figures based on average audience for news services in operation in each market within each year. QLD additional local TV news services commenced in Rockhampton in 2011 and Toowoomba in 2015. TDT began in TAS in 2008.

Comparing 2006 and 2015, the declines in average audiences have been greatest for SNSW (38 per cent) and NNSW (34 per cent), with a decline in audience numbers continuing into the first half of 2016 for all markets except WA. Due to the addition of local TV news services, Queensland had the lowest rate of change, with a 21 per cent decline from 2006 to 2015 (Table 1).

**Table 1: Comparison of combined average news audiences by market, 2006–15 and mid-2016**

Market	Av. AUD 2006	Av. AUD 2015	Av. AUD change 2006 v 2015		Av. AUD mid-2016
	n	n	n	%	n
QLD	795,000	628,000	-167,000	-21	605,000
NNSW	650,000	428,000	-222,000	-34	407,000
SNSW	714,000	446,000	-268,000	-38	428,000
VIC	534,000	407,000	-127,000	-24	393,000
TAS	214,000	151,000	-63,000	-29	142,000
WA*	195,000	152,000	-43,000	-22	159,000

Source: Regional TAM data, Average audience across weekday evening news services, 2003 – June 2016, Consolidated 7.

Notes: Average audience data for Ten News are not available for 2003–05, so total news audience has been compared using 2006 figures. Figures used are a manual calculation and have been expressed to the nearest '000. Additional local TV news services began in QLD in 2011 and 2015, and TDT began in TAS in 2008.

\*2010 data used instead of 2006 used for WA.

### Potential reach for TV news is declining more significantly than average audience numbers

For the majority of the TV news services in all six regional markets, average audience numbers (and potential audience reach as measured by TARPs) declined from 2003 to 2015. The size of the decline varied across markets and services, ranging at lowest from four per cent (GWN7 local in WA) to highest at 66 per cent (SBS in WA). The percentage of the potential audience watching declined between 12 per cent (Seven metro in QLD) and 82 per cent (Prime7 in NNSW) (see tables 4–9 in Appendix A).

SBS in SNSW was the only TV news service to increase in average audience numbers (up 35 per cent) from 2003 to 2015, and an increase (from a small base) in TARPs (potential audience reach) from 0.6 to 1. From 2008 to 2015, TDT Ten in TAS increased its average audience numbers by 72 per cent and also increased (from a small base) its TARPs (potential audience reach) from 1.6 to 2.6 (see tables 4–9 in Appendix A).

Two TV news services in QLD (Seven local—56 per cent and Seven metro—12 per cent) achieved an increase in average audience numbers from 2003 to 2015 but still had a decline in potential audience reach. The rise in Seven local TV news can be attributed to the additional news services that began in QLD submarkets; however, this led to a decrease in TARPs from 16.4 to 8.6 as the potential audience increased. TARPs for Seven news decreased from 9.6 to 8.5 (see tables 4–9 in Appendix A).

### Decline in average and potential audience reach of regional TV news services

For the majority of the TV news services in all six regional markets, average audience numbers (and potential audience reach as measured by TARPs) also declined from 2013 to 2015. The size of the decline varied across markets and services, with negligible declines for Seven in WA (0.9 per cent), Seven in VIC (0.4 per cent) and

SBS in TAS (4.2 per cent); the largest decline in average audience occurred for Prime7 local in SNSW at 49 per cent (see tables 4–9 in Appendix A).

Audience numbers and TARPs for six TV news services increased slightly from 2013 to 2015 (see tables 4–9 in Appendix A):

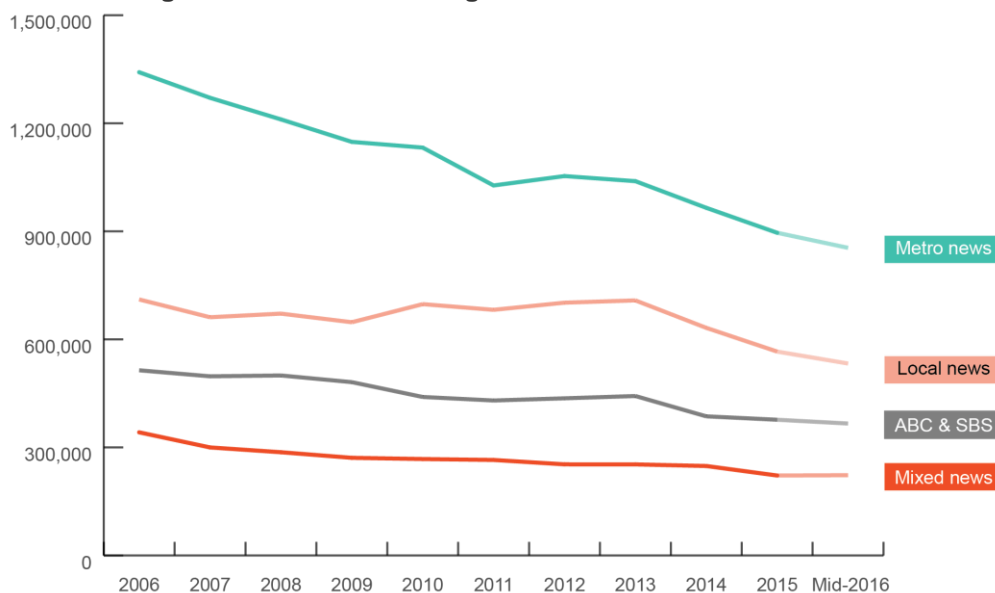
- > In SNSW:
  - > Ten—average audiences increased by 7.1 per cent (TARPs 3.4 to 3.6)
  - > SBS—average audiences increased by 7.5 per cent (TARPs 0.9 to 1.0)
  - > ABC—average audiences increased by 11.8 per cent (TARPs 5.4 to 5.9).
- > In TAS:
  - > Southern Cross TV—average audiences increased by 3.5 per cent (TARPs 12 to 12.4)
  - > TDT—average audiences increased by 6.8 per cent (TARPs 2.4 to 2.6).
- > In WA—GWN7 local average audience increased by 13 per cent (TARPs 8.2 to 8.5).

Audience numbers for WIN local in QLD and SBS in VIC remained relatively unchanged from 2013 to 2015.

### Regional audiences for metro TV news services are declining more sharply than for local news

The average number of viewers tuning in for nightly local, metropolitan, ABC/SBS and mixed news services has steadily declined between 2006 and 2016 (Figure 2).

**Figure 2: Comparison of combined average news audiences, combined regional markets excluding WA—2006–15 and mid-2016**



Source: Regional TAM data, Average audience across weekday evening news services, 2003 – June 2016, Consolidated 7.

Notes: Average audience data for Ten News are not available 2003–05. Figures are based on average audience of news services in operation within each year at the aggregate market level. Services included in local TV news are solely local TV news bulletins and mixed news are services that provide local, national and international news.

New local TV news services began in Rockhampton (QLD) in 2011 and Toowoomba (QLD) in 2015. TDT began in TAS in 2008. Regional WA has been excluded as ratings only began in 2010. Local TV news services average lower audience figures due to fewer services operating throughout regional Australia.

From 2006 to 2015, the declines in average audiences has been greatest for mixed news (local, national, international) at 35 per cent and metropolitan news services at 33 per cent. Average audience figures for ABS/SBS news services decreased by 27 per cent, with audiences in local TV news services decreasing by the lowest proportion at 20 per cent. Mixed news services are the only services to maintain 2015 audience numbers in 2016, with all others continuing to decline (Table 2).

**Table 2: Comparison of combined average news audiences numbers, combined markets excluding WA—2006–15 and mid-2016**

News service	2006	2013	2015	2006 v 2015		Mid-2016
	Av. AUD n	Av. AUD n	Av. AUD n	Av. AUD change n	%	Av. AUD n
Metro news	1,342,000	1,039,000	896,000	-446,000	-33	854,000
Local TV news	711,000	708,000	566,000	-145,000	-20	533,000
ABC/SBS news	514,000	443,000	377,000	-137,000	-27	366,000
Mixed news	342,000	253,000	222,000	-120,000	-35	223,000

Source: Regional TAM data, Average audience across weekday evening news services, 2003 – June 2016, Consolidated 7.

Notes: Average audience data for Ten News are not available for 2003–05, so total news audience has been compared using 2006 figures. Figures used are a manual calculation and have been expressed to the nearest '000. Additional local TV news services began in QLD in 2011 and 2015, and TDT began in TAS in 2008.

### Local TV news remains important in regional Australia

While average TV news audiences have declined since 2003, viewers are still tuning into local TV news services. In more than half of the sub-markets, local TV news services are more popular than the metropolitan news services on the commercial networks. In 2015, the following news services were the most watched in their market:

- > WIN local TV news—Cairns, Toowoomba (QLD); Shepparton, Ballarat (VIC)
- > NBN news—Northern Rivers, Newcastle (NNSW)
- > Prime7 local TV news—Tamworth/Taree (NNSW); Orange/Dubbo/Wagga (SNSW)
- > Seven local TV news—Townsville, Mackay, Rockhampton, Maryborough (QLD)
- > Southern Cross TV—Launceston (TAS).

In the sub-markets where local TV news is not the most-watched news service, it is generally the second most-watched and averaging a similar audience number. There are only a couple of sub-markets where local TV news does not rate so highly (see Appendix B for data at sub-market level).

### Local TV news leads viewers into night-time programming

In sub-markets where there are two local TV news services available, viewers generally watch one local TV news and the metro TV news service on the same network, despite there being an additional local TV news service available at an alternative time. This can be seen in the QLD sub-markets of Townsville, Mackay and Maryborough; the NNSW sub-market of Tamworth/Taree; the SNSW sub-market of Orange/Dubbo/Wagga and the VIC sub-market Albury Wodonga. In all of these markets, the news on the Seven and affiliate network rated higher than the local and metropolitan news on the Nine and affiliate network.

The data shows that viewers are choosing one local TV news service and continuing to watch the same network into nightly primetime programming. This occurs in Canberra and Wollongong in SNSW, Shepparton and Bendigo in VIC, and in WA.

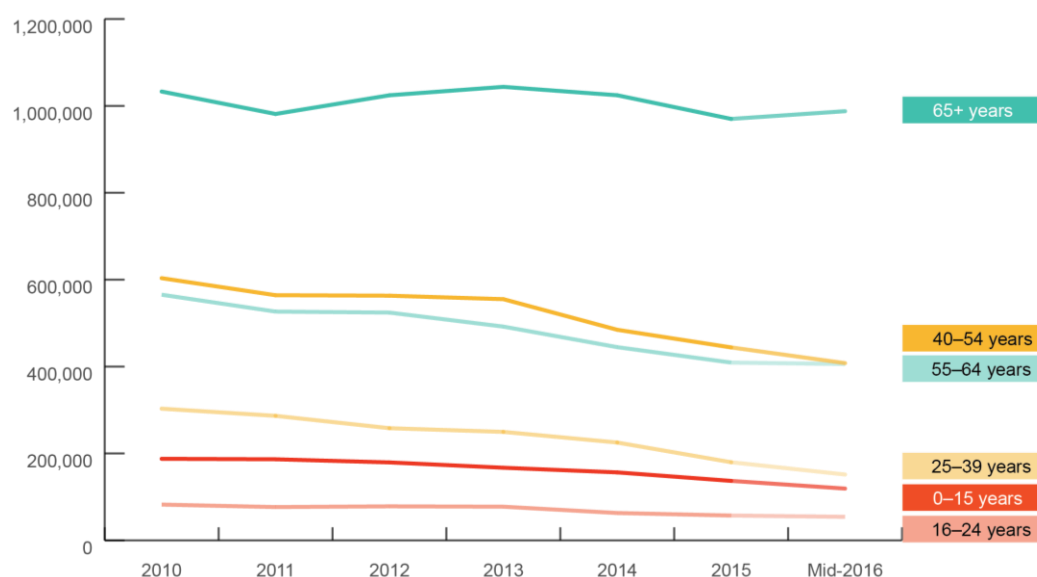
## News viewers are getting older

For comparisons by age made at the aggregate market level (six regional markets), data is compared from 2010 onwards as average audience data only became available for WA from 2010.

### Younger regional Australians are watching less TV news

The average number of viewers tuning in for nightly news services declined across all age groups between 2010 and 2016 (Figure 3). See Appendix A, figures 12–17, for trends by TV news service in each market.

**Figure 3: Combined regional markets (total)—evening TV news audiences by age group, weekdays, 2010–15 and mid-2016**



Source: Regional TAM data, Average audience of all weekday evening news services—QLD, NNSW, SNSW, VIC, TAS, WA—2010 to mid-2016, Consolidated 7.

Note: WA ratings began in 2010. Figures based on the average audience numbers for all news services in operation in each year at the aggregate market level. Additional local TV news services began in QLD in 2011 and 2015. TDT began in TAS in 2008.

The decline in average audience numbers was greatest for the 25–39 age group, down 41 per cent over the period 2010–15. The 65+ age group remains the largest consumer of news services, with average audience numbers only declining by six per cent (Table 3).

**Table 3: Comparison of combined average news audiences by age group, 2010–15 and mid-2016**

Age group	Av. AUD 2010	Av. AUD 2015	Av. AUD change 2010 v 2015		Av. AUD Mid-2016
	n	n	n	%	n
0–15	187,660	136,839	-50,821	-27.1	119,131
16–24	82,291	57,104	-25,187	-30.6	54,101
25–39	303,056	179,785	-123,271	-40.7	151,518
40–54	603,452	444,036	-159,416	-26.4	407,911
55–64	565,384	409,167	-156,217	-27.6	405,779
65+	1,033,029	969,977	-63,052	-6.1	987,736

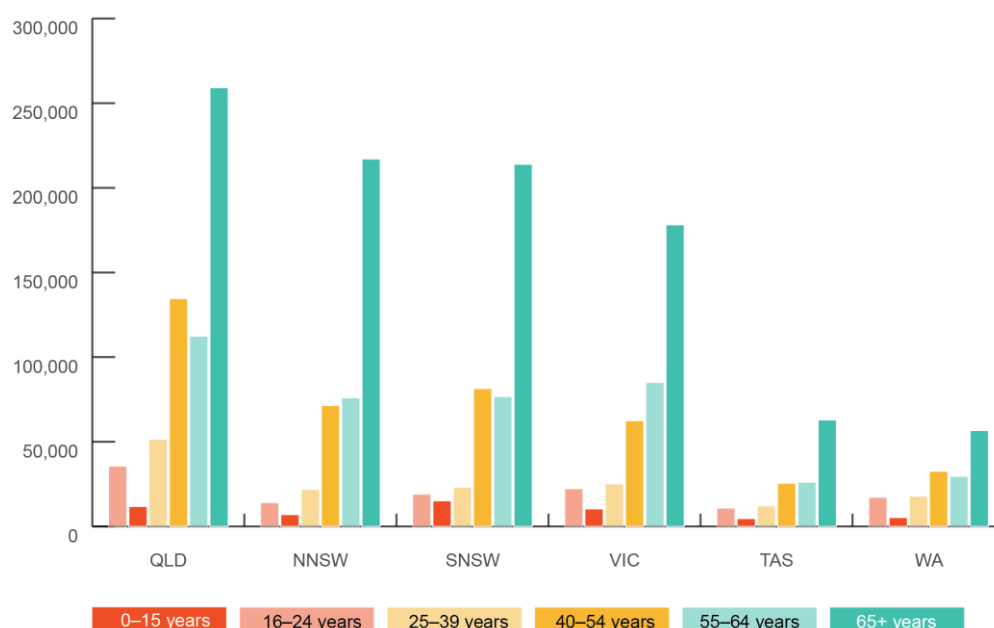
Source: Regional TAM data, Average audience of all weekday evening news services—QLD, NNSW, SNSW, VIC, TAS, WA—2010 to mid-2016, Consolidated 7.

Note: WA ratings began in 2010. Additional local TV news services began in QLD in 2011 and 2015, and TDT began in TAS in 2008.

**Older regional Australians are the highest consumers of TV news services**

In 2015, the average audience numbers for people aged 65+ were around 1.5 times higher than the next-closest age group in NNSW, SNSW and TAS (see Figure 4).

**Figure 4: Regional markets—evening TV news audiences by age group, weekdays, 2015**



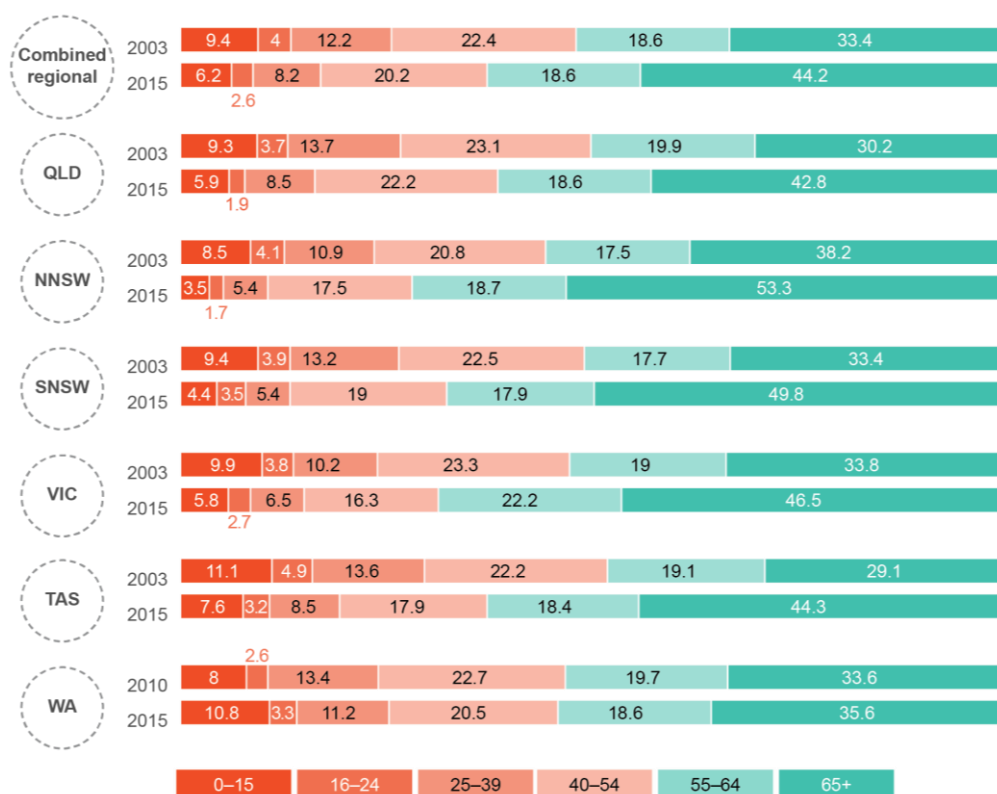
Source: Regional TAM data, Average audience of combined weekday evening news services, 2015, Consolidated 7.



## The majority of TV news viewers are over the age of 55

In 2003, the share of viewing for regional Australians aged 55 and over was 52 per cent in the combined regional markets. By 2015, this had increased to 63 per cent, with 83 per cent of viewers aged 40 and over. NNSW has the highest share of older viewers aged 55 and over—72 per cent—while regional Australians under 25 only account for nine per cent of news audiences. WA has the highest share of younger viewers, with 14 per cent aged 0–24 (Figure 5). See Appendix A, figures 18–23, for trends by TV news service and age in each market.

**Figure 5: Share of evening TV news audiences by age group, weekdays, 2003 v 2015**



Source: Regional TAM data, share of age based on average audience figures across weekday evening news services in 2003 and 2015, Consolidated 7.

Note: Regional WA ratings began in 2010. Figures based on the average audience numbers for all news services in operation in each year at the aggregate market level. Additional local TV news services began in QLD in 2011 and 2015, and TDT began in TAS in 2008.

# Glossary

For the purposes of this report, the ACMA has used following definitions:

## **Aggregate TV markets**

Aggregate TV markets are Queensland, Northern NSW, Southern NSW, Victoria, Tasmania and Western Australia, and consist of smaller sub-markets. Aggregate TV markets differ from 'aggregated' commercial television licence areas, a term used to describe television licence areas subject to local content obligations in the Broadcasting Services (Additional Television Licence Condition) Notice 2014.

## **Average audience numbers (AUD)**

AUD = sum of people watching each minute of the program/the sum of minutes. In this report, the average number of people who were watching a weekday evening news service on the main free-to-air channels.

Two variables make up AUD—cumulative reach (the number of different people who tuned in) and average time spent viewing (the average number of minutes spent viewing). So, AUD may increase if:

- > there are more new viewers watching a program and/or
- > the same number of viewers are watching for more minutes.

## **Consolidated average audience**

Average audience data are provided in this report, which incorporates 'live' viewing (viewing of the initial broadcast in real time) and viewing of broadcast content that is played back through the TV set at normal speed either within seven days of original broadcast ('Consolidated 7') or within 28 days ('Consolidated 28') (also referred to as 'time shift viewing').

## **Metropolitan area**

An area in one of the mainland state capital cities—Adelaide, Brisbane, Melbourne Perth and Sydney.

## **Metropolitan TV news**

A commercial metropolitan TV news service, not including ABC/SBS TV news services.

## **Mixed news service**

A TV news bulletin that covers local, national and international news; for example, NBN news in Northern NSW.

## **Regional area**

An area that is outside of a 'metropolitan area'.

## **Regional Australians**

People that live in a 'regional area'.

## **Regional sub-markets**

There are 19 regional sub-markets on commercial free-to-air TV in Australia—six in Queensland, six in New South Wales, five in Victoria and two in Tasmania. Western Australia is considered separately and does not include any sub-markets.

**Target Audience Rating Points (TARPs)**

TARPs = Audience / Universe estimate. The TARPs presented in this report are a calculation of the average news viewing audience for a specific demographic expressed as a percentage of the relevant Universe estimate (potential audience).

For example, a TARP of 10 for WIN local TV news people aged 65+ in VIC represents that 10 per cent of people who are 65 and over were watching WIN local TV news in the VIC region.

TARPs used in this report are based on Total People, unless otherwise stated.

**Universe estimates**

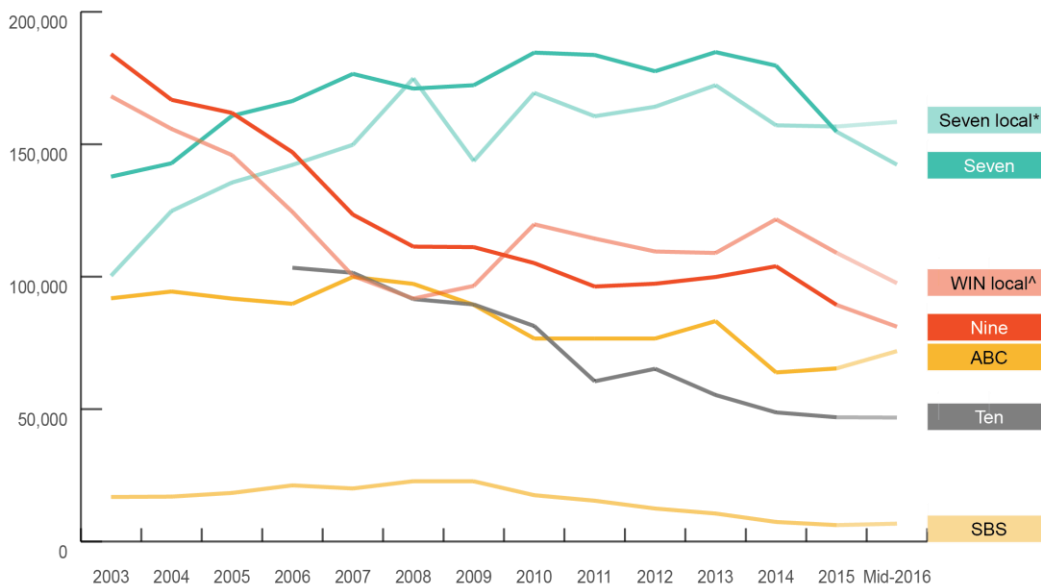
The estimated population against which media audiences are calculated.

# Appendix A—Detailed findings

## Audience trends

### Queensland

Figure 6: QLD—audience trends across TV news services, weekdays, 2003 to mid-2016



Source: Regional TAM data, Average audience across weekday evening news services, 2003 – June 2016, Consolidated 7.

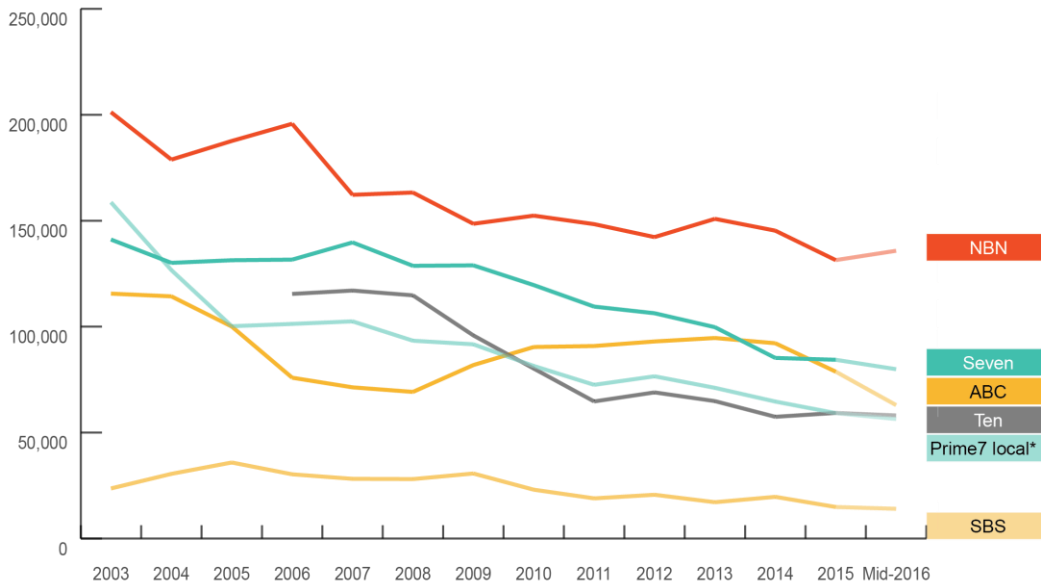
Notes: Average audience data for Ten News are not available 2003–05.

^WIN local TV news in Mackay ceased broadcast in May 2015.

\*Seven local TV news was broadcast in Mackay and Maryborough only in 2003; in all sub-markets except Rockhampton and Toowoomba in 2004–10; in all sub-markets except Toowoomba in 2012–13; and in all markets from May 2015.

## Northern New South Wales

**Figure 7: NNSW—audience trends across TV news services, weekdays, 2003 to mid-2016**



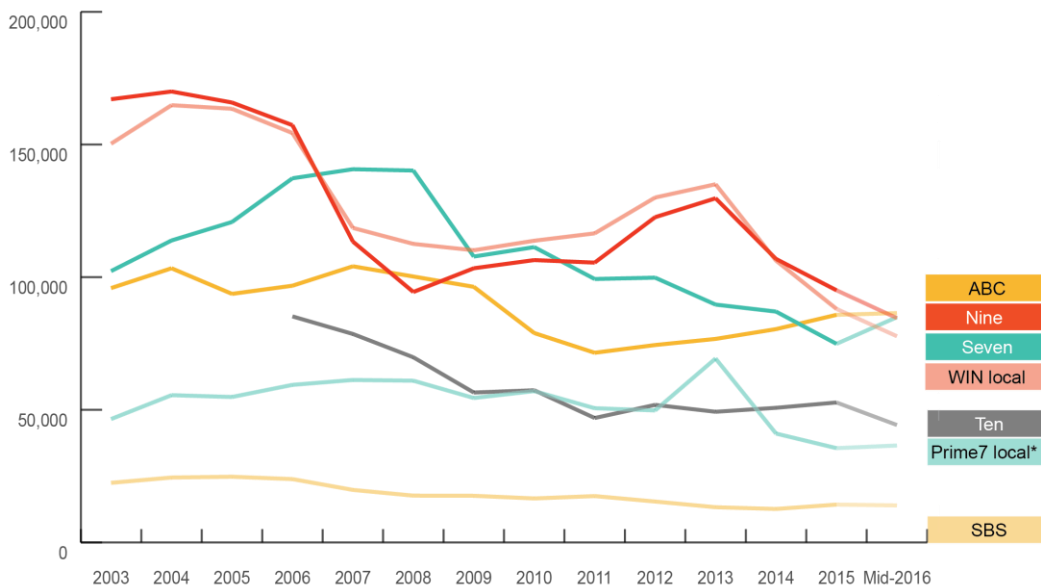
Source: Regional TAM data, Average audience across weekday evening news services, 2003 – June 2016, Consolidated 7.

Notes: Average audience data for Ten News are not available 2003–05. The SBS News audience is averaged across all days of the week 2006–13.

\*Prime7 local TV news was not broadcast in the Newcastle sub-market.

## Southern New South Wales

**Figure 8: SNSW—audience trends across TV news services, weekdays, 2003 to mid-2016**



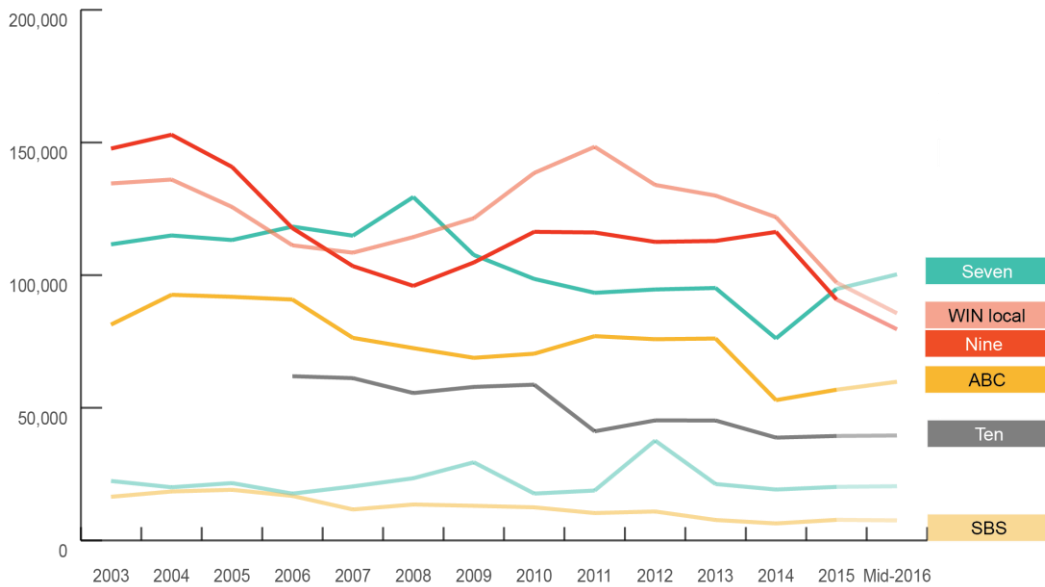
Source: Regional TAM data, Average audience across weekday evening news services, 2003 – June 2016, Consolidated 7.

Notes: Average audience data for Ten News are not available 2003–05.

\*PRIME local TV news was only broadcast in the Orange/Dubbo/Wagga sub-market.

**Victoria**

**Figure 9: VIC—audience trends across TV news services, weekdays, 2003 to mid-2016**



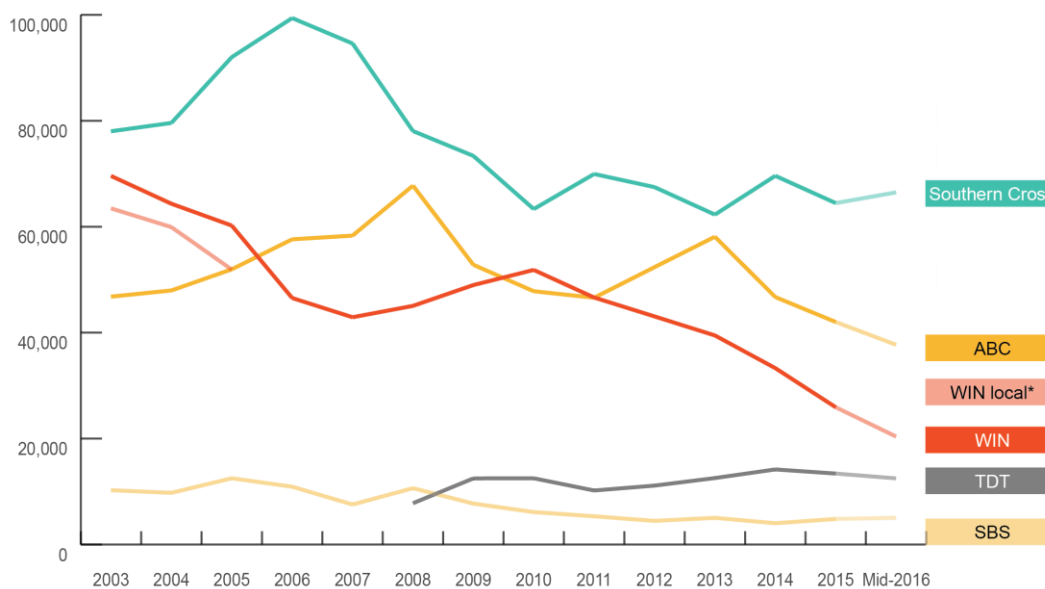
Source: Regional TAM data, Average audience across weekday evening news services, 2003 – June 2016, Consolidated 7.

Notes: Average audience data for Ten News are not available 2003–05.

\*PRIME local TV news was only broadcast in the Albury Wodonga sub-market.

**Tasmania**

**Figure 10: TAS—audience trends across TV news services, weekdays, 2003 to mid-2016**



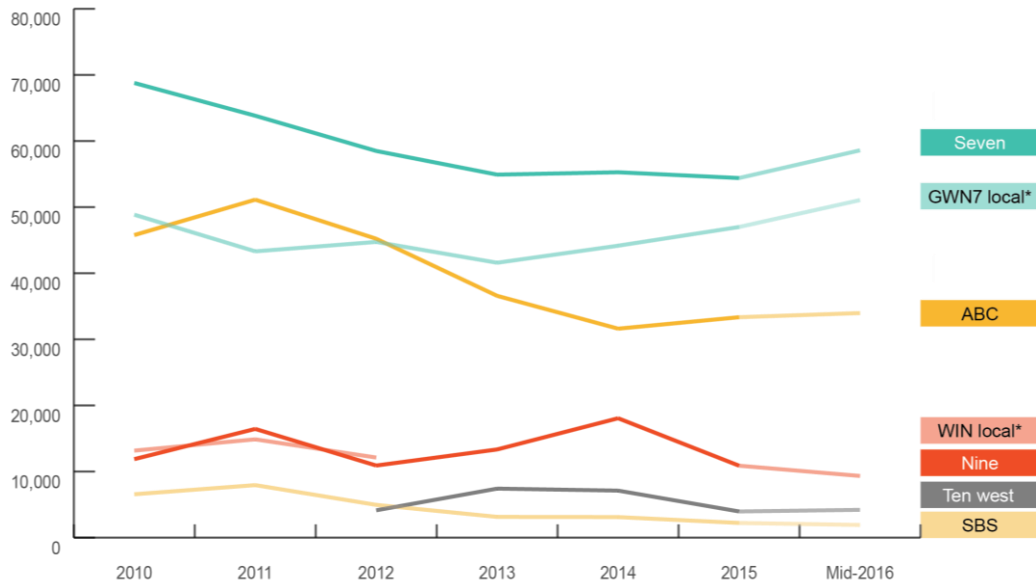
Source: Regional TAM data, Average audience across weekday evening news services, 2003 – June 2016, Consolidated 7.

Notes: TDT news began in 2008.

\*From 2006, WIN combined local TV news into the national and international news to create one bulletin.

## Regional Western Australia

Figure 11: Regional WA—audience trends across TV news services, weekdays, 2003 to mid-2016



Source: Regional TAM data, Average audience across weekday evening news services, 2003 – June 2016, Consolidated 7.

Notes: Reporting for Ten West News began in February 2012. SBS News audience is averaged across all days of the week.

\*WIN local TV news ceased in 2012.

**Table 4: Comparison of average news audiences, regional QLD, 2003–15 and mid-2016**

News service	2003		2013		2015		Av. AUD change 2003 v 2015		TARP change 2003 v 2015		Av. AUD change 2013 v 2015		TARP change 2013 v 2015		Mid-2016	
	Av. AUD n	TARP %	Av. AUD n	TARP %	Av. AUD n	TARP %	n	%	%	%	n	%	%	%	Av. AUD n	TARP %
<b>QLD</b>																
WIN local	168,127	11.7	108,963	6.1	109,023	6.0	-59,104	-35.2	-5.7	-48.7	60	0.1	-0.1	-1.6	97,560	5.3
Nine	184,035	12.8	99,889	5.6	89,366	4.9	-94,669	-51.4	-7.9	-61.7	-10,523	-10.5	-0.7	-12.5	81,123	4.4
Seven local <sup>#</sup>	100,352	16.4	172,315	9.6	156,710	8.6	56,358	56.2	-7.8	-47.6	-15,605	-9.1	-1.0	-10.4	158,456	8.7
Seven	137,793	9.6	184,811	10.3	154,801	8.5	17,008	12.3	-1.1	-11.5	-30,010	-16.2	-1.8	-17.5	142,324	7.8
Ten*	103,373	6.1	55,325	3.1	46,915	2.6	-56,458	-54.6	-3.5	-57.4	-8,410	-15.2	-0.5	-16.1	46,800	2.6
ABC	91,853	6.4	83,234	4.6	65,362	3.6	-26,491	-28.8	-2.8	-43.8	-17,872	-21.5	-1.0	-21.7	71,896	3.9
SBS	16,805	1.2	10,569	0.6	6,195	0.3	-10,611	-63.1	-0.9	-75.0	-4,374	-41.4	-0.3	-50.0	6,738	0.4

Source: Regional TAM data, Average audience across weekday early evening news services, 2003, 2006, 2013 and Jan–Jun 2016, Consolidated 7.

TARP%—average news viewers calculated as a proportion of the relevant Universe estimate. Universe estimates used: 1,440,000 (2003); 1,796,100 (2013); 1,816,000 (2015); 1,825,800 (2016).

<sup>#</sup>Seven local TV news was broadcast in Mackay and Maryborough only in 2003; in all sub-markets except Rockhampton and Toowoomba 2004–10; in all sub-markets except Toowoomba in 2012–13; and all sub-markets in 2015 onwards.

\*2006 instead of 2003 data are used for Ten news (Universe estimate: 1,523,000).



**Table 5: Comparison of average news audiences, regional NNSW, 2003–15 and mid-2016**

News service	2003		2013		2015		Av. AUD change 2003 v 2015		TARP change 2003 v 2015		Av. AUD change 2013 v 2015		TARP change 2013 v 2015		Mid-2016	
	Av. AUD n	TARP %	Av. AUD n	TARP %	Av. AUD n	TARP %	n	%	%	%	n	%	%	%	Av. AUD n	TARP %
<b>NNSW</b>																
NBN	201,243	10.9	150,896	7.1	131,418	6.2	-69,825	-34.7	-4.7	-43.1	-19,478	-12.9	-0.9	-12.7	135,820	6.3
Prime7 local#	158,688	14.0	71,118	3.4	59,201	2.7	-99,487	-62.7	-11.3	-80.7	-11,917	-16.8	-0.7	-20.6	56,417	2.5
Seven	141,124	7.6	99,755	4.7	84,367	1.5	-56,757	-40.2	-6.1	-80.3	-15,388	-15.4	-3.2	-68.1	79,923	1.4
Ten*	115,460	6.1	64,855	3.1	59,265	2.8	-56,195	-48.7	-3.3	-54.1	-5,590	-8.6	-0.3	-9.7	58,109	2.7
ABC	115,592	6.3	94,647	4.5	78,775	3.7	-36,817	-31.9	-2.6	-41.3	-15,872	-16.8	-0.8	-17.8	62,978	2.9
SBS	23,634	1.3	17,128	0.8	14,875	0.7	-8,759	-37.1	-0.6	-46.2	-2,253	-13.2	-0.1	-12.5	14,028	0.7

Source: Regional TAM data, Average audience across weekday early evening news services, 2003, 2006, 2013 and Jan–Jun 2016, Consolidated 7.

TARP%—average news viewers calculated as a proportion of the relevant Universe estimate. Universe estimates used: 1,849,251 (2003); 2,110,400 (2013); 2,133,600 (2015); 2,144,000 (2016).

#Prime7 local TV news was broadcast all sub-markets except Newcastle in 2003 (Universe estimate: 1,137,203), 2013 (Universe estimate: 1,330,600), 2015 (Universe estimate: 1,338,300) and 2016 (Universe estimate: 1,340,400).

\*2006 instead of 2003 data are used for Ten news (Universe estimate: 1,907,000).

**Table 6: Comparison of average news audiences, regional SNSW, 2003–15 and mid-2016**

News service	2003		2013		2015		Av. AUD change 2003 v 2015		TARP change 2003 v 2015		Av. AUD change 2013 v 2015		TARP change 2013 v 2015		Mid-2016	
	Av. AUD n	TARP %	Av. AUD n	TARP %	Av. AUD n	TARP %	n	%	%	%	n	%	%	%	Av. AUD n	TARP %
<b>SNSW</b>																
WIN local	150,324	11.3	135,027	9.4	88,046	6.0	-62,278	-41.4	-5.3	-46.9	-46,981	-34.8	-3.4	-36.2	77,728	5.3
Nine	167,080	12.6	129,729	9.1	95,057	6.5	-72,023	-43.1	-6.1	-48.4	-34,672	-26.7	-2.6	-28.6	84,574	5.7
Prime7 local <sup>#</sup>	46,509	11.8	69,338	11.7	35,537	8.6	-10,972	-23.6	-3.2	-27.1	-33,801	-48.7	-3.1	-26.5	36,532	8.8
Seven	102,290	7.7	89,660	6.3	74,870	5.2	-27,420	-26.8	-2.5	-32.5	-14,790	-16.5	-1.1	-17.5	84,932	5.8
Ten*	85,211	6.4	49,256	3.4	52,758	3.6	-32,453	-38.1	-2.8	-43.8	3,502	7.1	0.2	5.9	44,266	3.0
ABC	95,883	7.2	76,724	5.4	85,792	5.9	-10,091	-10.5	-1.3	-18.1	9,068	11.8	0.5	9.3	86,465	5.9
SBS	10,569	0.6	13,269	0.9	14,265	1.0	3,696	35.0	0.4	66.7	996	7.5	0.1	11.1	13,957	0.9

Source: Regional TAM data, Average audience across weekday early evening news services, 2003, 2006, 2013, 2015 and Jan–Jun 2016, Consolidated 7.

TARP%—average news viewers calculated as a proportion of the relevant Universe estimate. Universe estimates used: 1,329,048 (2003); 1,431,400 (2013).

<sup>#</sup>Prime7 local TV news was broadcast in Orange/Dubbo/Wagga only in 2003 (Universe estimate: 395,012), 2013 (Universe estimate: 409,000), 2015 (Universe estimate: 410,800) and 2016 (Universe estimate: 413,700).

\*2006 instead of 2003 data are used for Ten news (Universe estimate: 396,000).

**Table 7: Comparison of average news audiences, regional VIC, 2003–15 and mid-2016**

News service	2003		2013		2015		Av. AUD change 2003 v 2015		TARP change 2003 v 2015		Av. AUD change 2013 v 2015		TARP change 2013 v 2015		Mid-2016	
	Av. AUD n	TARP %	Av. AUD n	TARP %	Av. AUD n	TARP %	n	%	%	%	n	%	%	%	Av. AUD n	TARP %
<b>VIC</b>																
WIN local	134,581	12.5	129,999	11.0	97,236	8.2	-37,345	-27.7	-4.3	-34.4	-32,763	-25.2	-2.8	-25.5	85,648	7.2
Nine	147,735	13.7	112,901	9.5	90,847	7.7	-56,888	-38.5	-6.0	-43.8	-22,054	-19.5	-1.8	-18.9	79,612	6.7
Prime7 local#	22,411	12.9	21,257	11.2	20,184	10.7	-2,227	-9.9	-2.2	-17.1	-1,073	-5.0	-0.5	-4.5	20,430	10.8
Seven	111,625	10.4	95,157	8.0	94,784	8.0	-16,841	-15.1	-2.4	-23.1	-373	-0.4	0.0	0.0	100,291	8.5
Ten*	61,895	5.7	45,217	3.8	39,375	3.3	-22,520	-36.4	-2.4	-42.1	-5,842	-12.9	-0.5	-13.2	39,560	3.3
ABC	81,379	7.5	76,115	6.4	56,810	4.8	-24,569	-30.2	-2.7	-36.0	-19,305	-25.4	-1.6	-25.0	59,810	5.0
SBS	16,453	1.5	7,699	0.7	7,748	0.7	-8,705	-52.9	-0.8	-53.3	49	0.6	0.0	0.0	7,549	0.6

Source: Regional TAM data, Average audience across weekday early evening news services, 2003, 2006, 2013, 2015 and Jan–Jun 2016, Consolidated 7.

TARP%—average news viewers calculated as a proportion of the relevant Universe estimate. Universe estimates used: 1,078,072 (2003); 1,183,800 (2013); 1,185,600 (2015); 1,186,400 (2016).

#Prime7 local TV news was broadcast in Albury Wodonga only in 2003 (Universe estimate: 174,013), 2013 (Universe estimate: 189,000), 2015 (Universe estimate: 189,000) and 2016 (Universe estimate: 189,000).

\*2006 instead of 2003 data are used for Ten news (Universe estimate: 1,094,000).

**Table 8: Comparison of average news audiences, regional TAS, 2003–15 and mid-2016**

News service	2003		2013		2015		Av. AUD change 2003 v 2015		TARP change 2003 v 2015		Av. AUD change 2013 v 2015		TARP change 2013 v 2015		Mid-2016	
	Av. AUD n	TARP %	Av. AUD n	TARP %	Av. AUD n	TARP %	n	%	%	%	n	%	%	%	Av. AUD n	TARP %
WIN local	63,471	13.3	–	–	–	–	–	–	–	–	–	–	–	–	–	–
WIN	69,597	14.6	39,475	7.6	25,919	5.0	–43,678	–62.8	–9.6	–65.8	–13,556	–34.3	–2.6	–34.2	20,382	3.9
Southern Cross TV	78,025	16.4	62,290	12.0	64,466	12.4	–13,559	–17.4	–4.0	–24.4	2,176	3.5	0.4	3.3	66,485	12.8
TDT*	7,790	1.6	12,547	2.4	13,398	2.6	5,608	72.0	1.0	62.5	851	6.8	0.2	8.3	12,488	2.4
ABC	46,800	9.8	58,113	11.2	42,018	8.1	–4,782	–10.2	–1.7	–17.3	–16,095	–27.7	–3.1	–27.7	37,708	7.2
SBS	10,255	2.1	5,034	1.0	4,825	0.9	–5,430	–52.9	–1.2	–57.1	–209	–4.2	–0.1	–10.0	5,046	1.0

Source: Regional TAM data, Average audience across weekday early evening news services, 2003, 2006, 2013, 2015 and Jan–Jun 2016, Consolidated 7.

TARP%—average news viewers calculated as a proportion of the relevant Universe estimate. Universe estimates used: 477,000 (2003); 518,000 (2013); 519,700 (2015); 521,300 (2016).

\*2008 instead of 2003 data are used for TDT news (Universe estimate: 495,000).

**Table 9: Comparison of average news audiences, regional WA, 2003–15 and mid-2016**

News service	2010		2013		2015		Av. AUD change 2003 v 2015		TARP change 2003 v 2015		Av. AUD change 2013 v 2015		TARP change 2013 v 2015		Mid–2016	
	Av. AUD n	TARP %	Av. AUD n	TARP %	Av. AUD n	TARP %	n	%	%	%	n	%	%	%	Av. AUD n	TARP %
WIN local	13,162	2.7	–	–	–	–	–	–	–	–	–	–	–	–	–	–
Nine	11,874	2.5	13,340	2.6	10,879	2.0	–995	–8.4	–0.5	–20.0	–2,461	–18.4	–0.6	–23.1	9,329	1.7
GWN7 local <sup>#</sup>	48,856	10.1	41,588	8.2	46,997	8.5	–1,859	–3.8	–1.6	–15.8	5,409	13.0	0.3	3.7	51,069	9.2
Seven	68,789	14.3	54,920	10.8	54,406	9.8	–14,383	–20.9	–4.5	–31.5	–514	–0.9	–1.0	–9.3	58,598	10.5
Ten West*	4,129	0.8	7,411	1.5	3,955	0.7	–174	–4.2	–0.1	–12.5	–3,456	–46.6	–0.8	–53.3	4,200	0.8
ABC	45,777	9.5	36,578	7.2	33,347	6.0	–12,430	–27.2	–3.5	–36.8	–3,231	–8.8	–1.2	–16.7	33,974	6.1
SBS	6,557	1.4	3,132	0.6	2,216	0.4	–4,341	–66.2	–1.0	–71.4	–916	–29.2	–0.2	–33.3	1,912	0.3

Source: Regional TAM data, Average audience across weekday early evening news services, 2003, 2006, 2013, 2015 and Jan–Jun 2016, Consolidated 7.

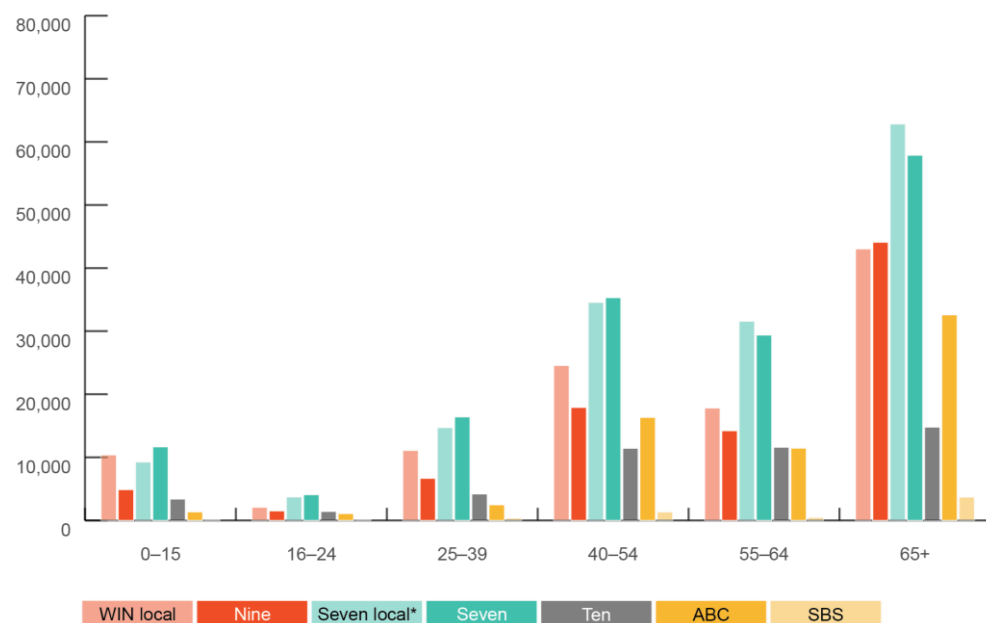
TARP%—average news viewers calculated as a proportion of the relevant Universe estimate. Universe estimates used: 482,656 (2010); 506,900 (2013); 554,400 (2015); 557,100 (2016). WIN local TV news ceased in 2012.

\*2012 instead of 2003 data are used for Ten WEST news (Universe estimate: 505,000).

## Profile of news viewers

### Queensland

Figure 12: QLD—evening TV news audiences by age group, weekdays, 2015

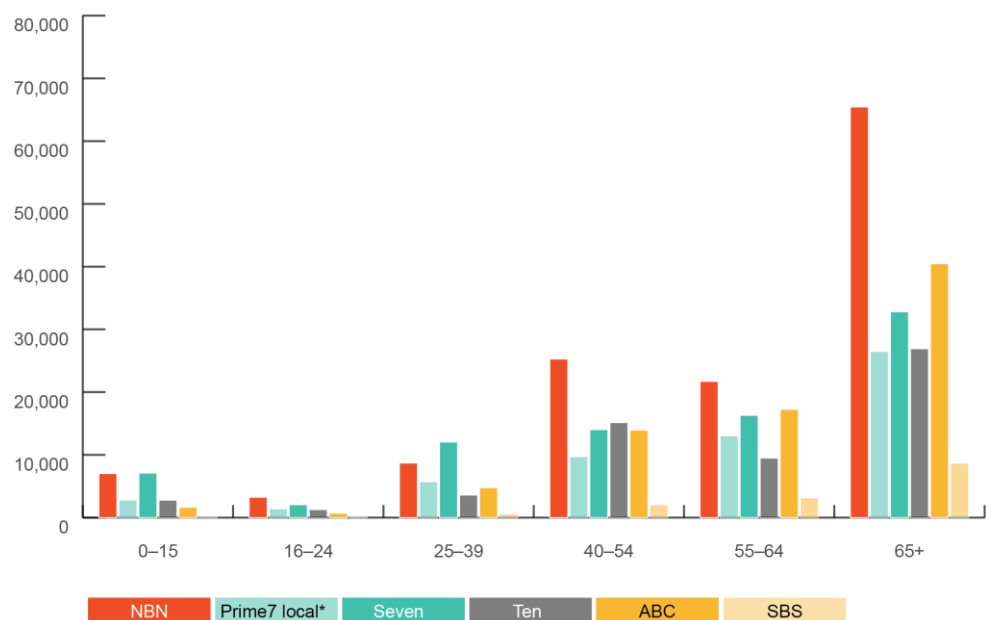


Source: Regional TAM data, Average audience across weekday evening news services, 2015, Consolidated 7.

\*Seven local TV news was broadcast in all sub-markets except Toowoomba.

### Northern New South Wales

Figure 13: NNSW—evening TV news audiences by age group, weekdays, 2015

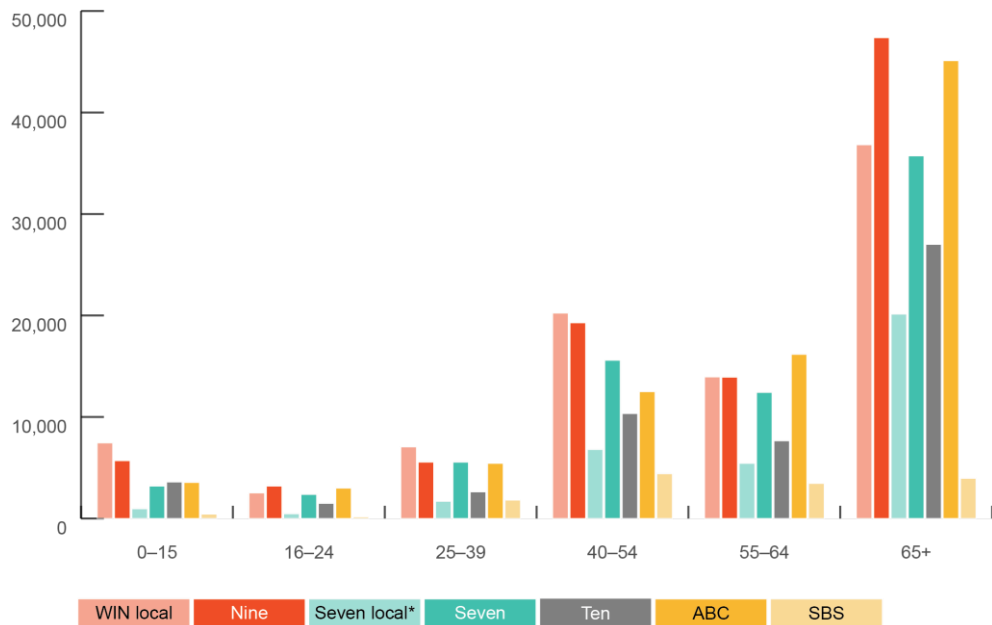


Source: Regional TAM data, Average audience across weekday evening news services, 2015, Consolidated 7.

\*Prime7 local TV news was not broadcast in the Newcastle sub-market.

**Southern New South Wales**

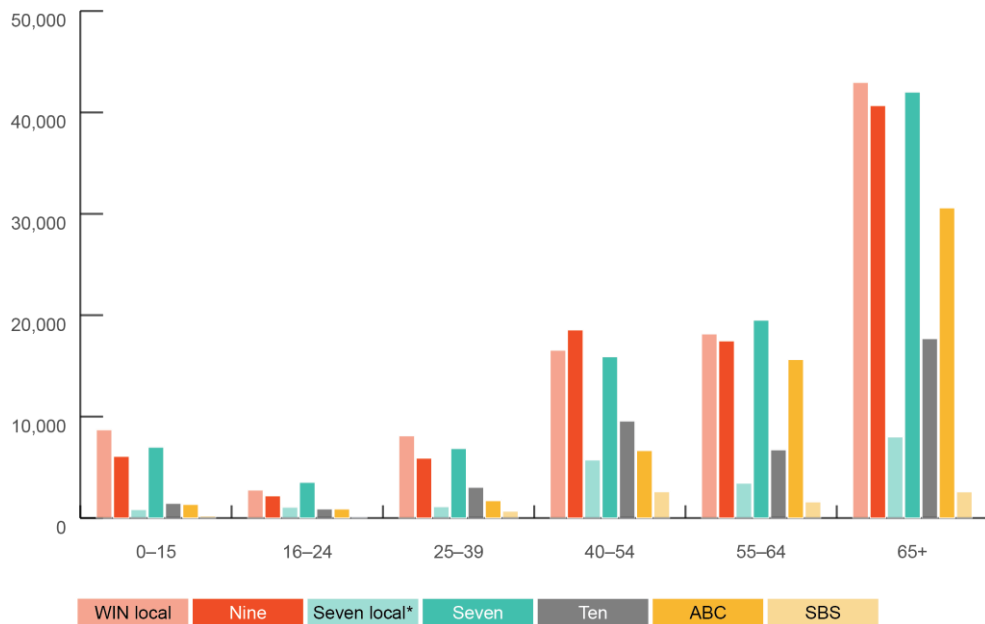
**Figure 14: SNSW—evening TV news audiences by age group, weekdays, 2015**



Source: Regional TAM data, Average audience across weekday evening news services, 2015, Consolidated 7.  
 \*Prime7 local TV news was only broadcast in the Orange Dubbo Wagga sub-market.

**Victoria**

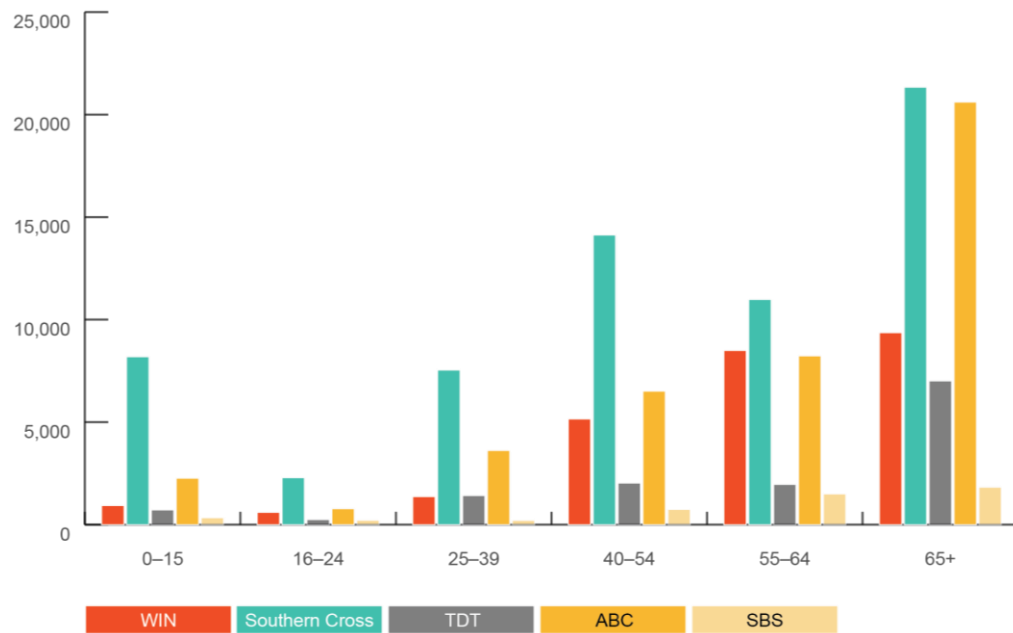
**Figure 15: VIC—evening TV news audiences by age group, weekdays, 2015**



Source: Regional TAM data, Average audience across weekday evening news services, 2015, Consolidated 7.  
 \*Prime7 local TV news broadcasts in the sub-market of Albury Wodonga only.

**Tasmania**

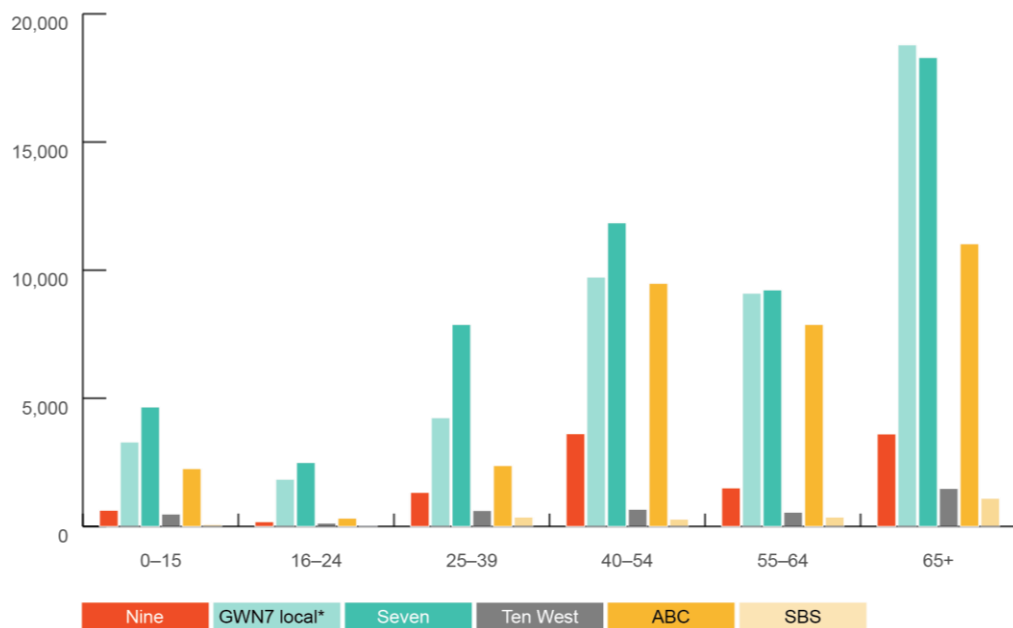
**Figure 16: TAS—evening TV news audiences by age group, weekdays, 2015**



Source: Regional TAM data, Average audience across weekday evening news services, 2015, Consolidated 7.

**Regional Western Australia**

**Figure 17: Regional WA—evening TV news audiences by age group, weekdays, 2015**



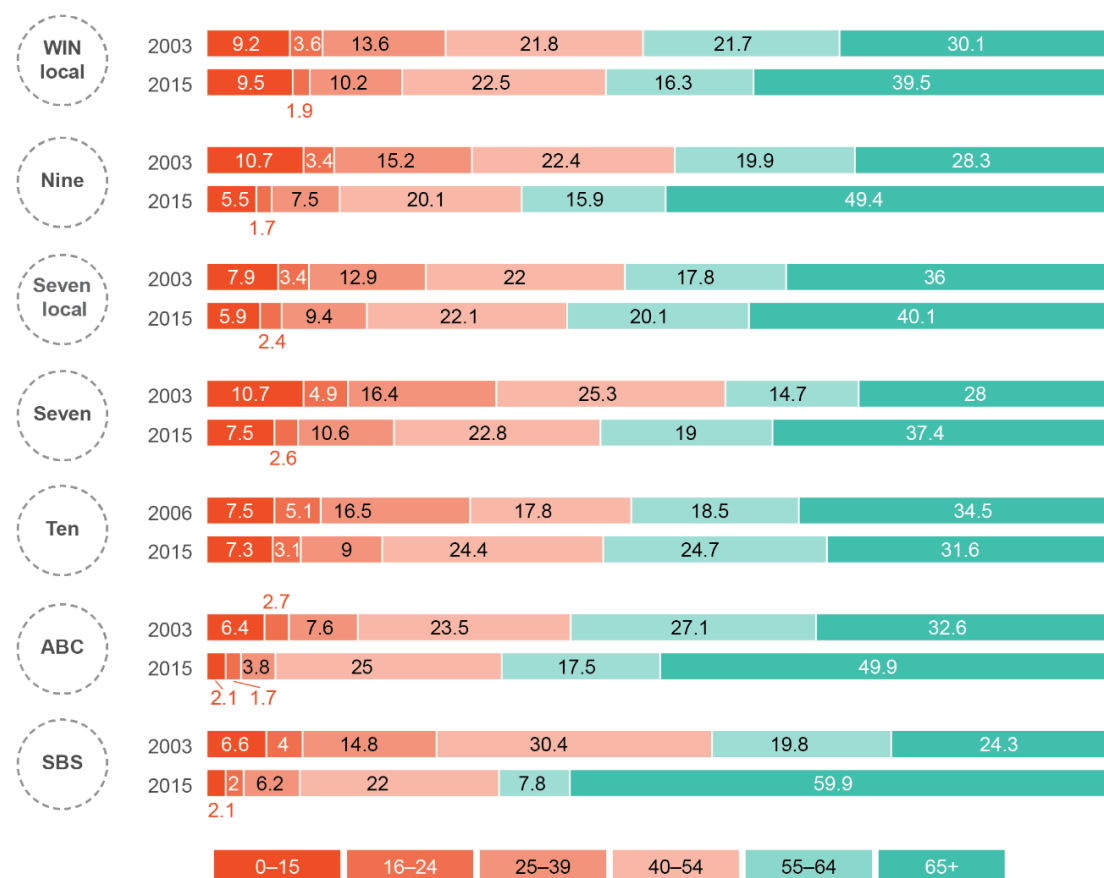
Source: Regional TAM data, Average audience across weekday evening news services, 2015, Consolidated 7.



# Share of viewing

## Queensland

Figure 18: QLD—share of evening TV news audiences by age group, weekdays, 2003–15

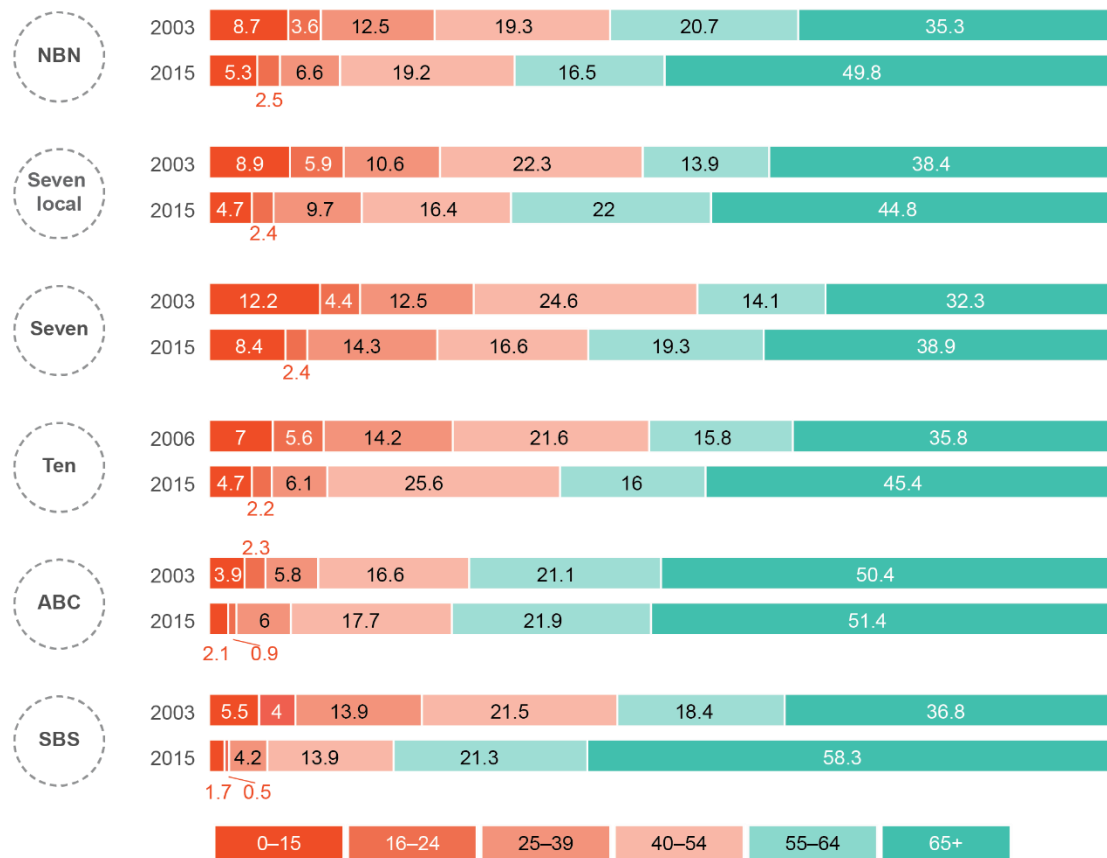


Source: Regional TAM data, share based on average audience figures across weekday evening news services in 2003 and 2015, Consolidated 7.

Note: Average audience data for Ten News are not available 2003–05. Seven local TV news was broadcast in Mackay and Maryborough only in 2003, and all sub-markets except Toowoomba in 2013 and all sub-markets from 2015.

## Northern NSW

Figure 19: NNSW—share of evening TV news audiences by age group, weekdays, 2003–15

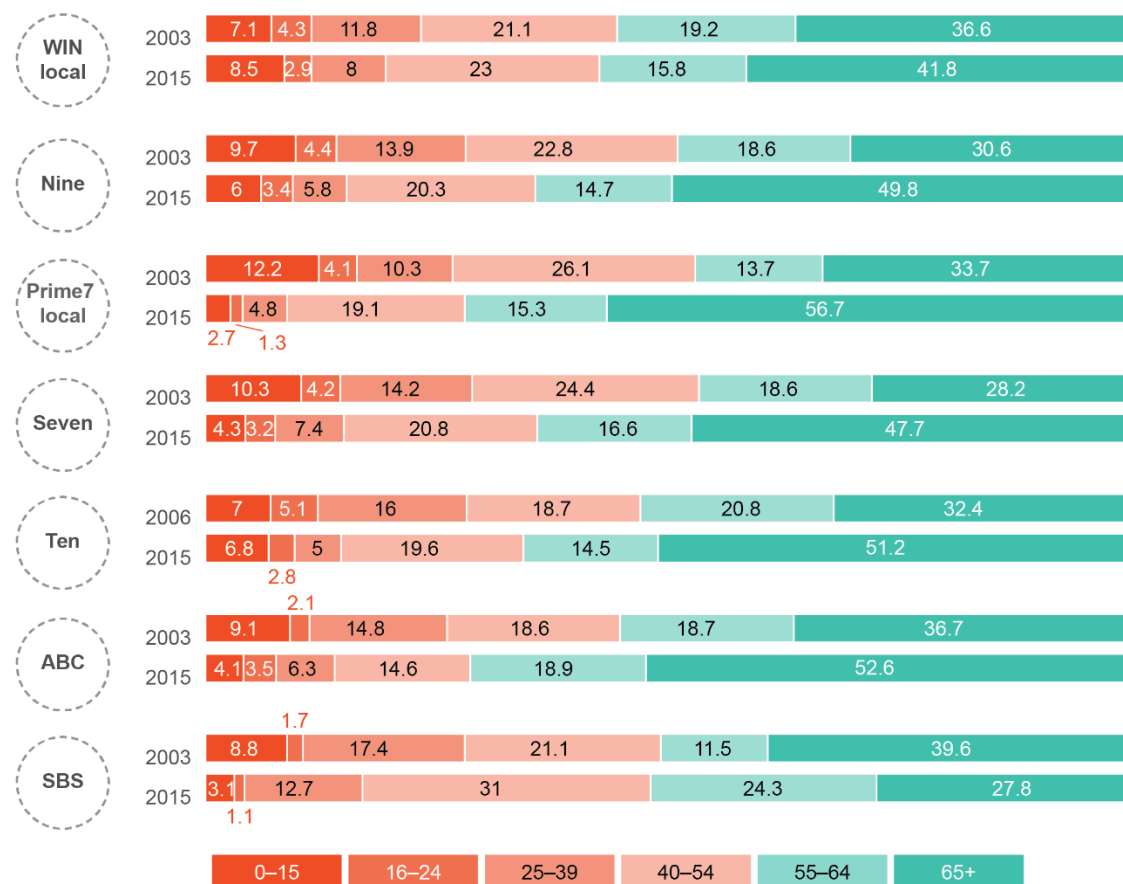


Source: Regional TAM data, share based on average audience figures across weekday evening news services in 2003 and 2015, Consolidated 7.

Note: Average audience data for Ten News are not available 2003–05. Prime7 local TV news was broadcast in all sub-markets except Newcastle.

## Southern NSW

Figure 20: SNSW—share of evening TV news audiences by age group, weekdays, 2003–15

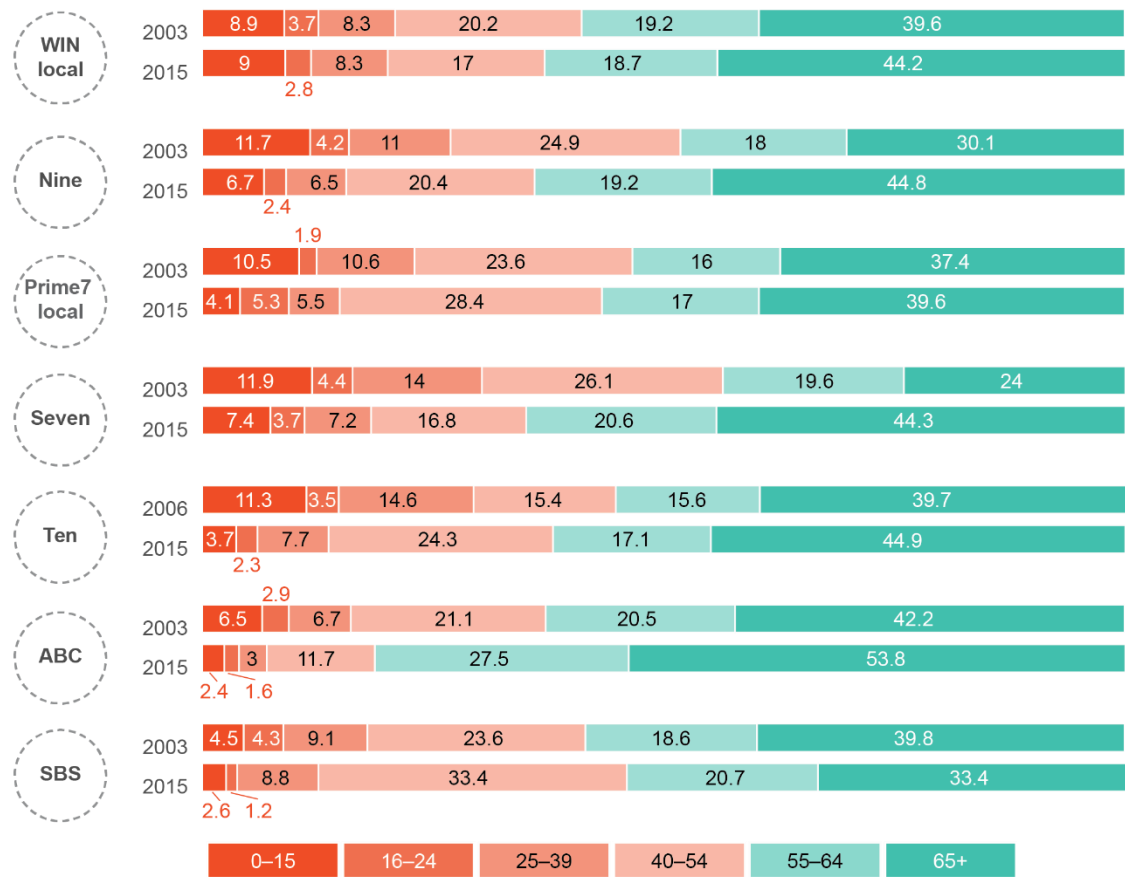


Source: Regional TAM data, share based on average audience figures across weekday evening news services in 2003 and 2015, Consolidated 7.

Note: Average audience data for Ten News are not available 2003–05. Prime7 local TV news was broadcast in Orange/Dubbo/Wagga only.

Victoria

Figure 21: VIC—share of evening TV news audiences by age group, weekdays, 2003–15

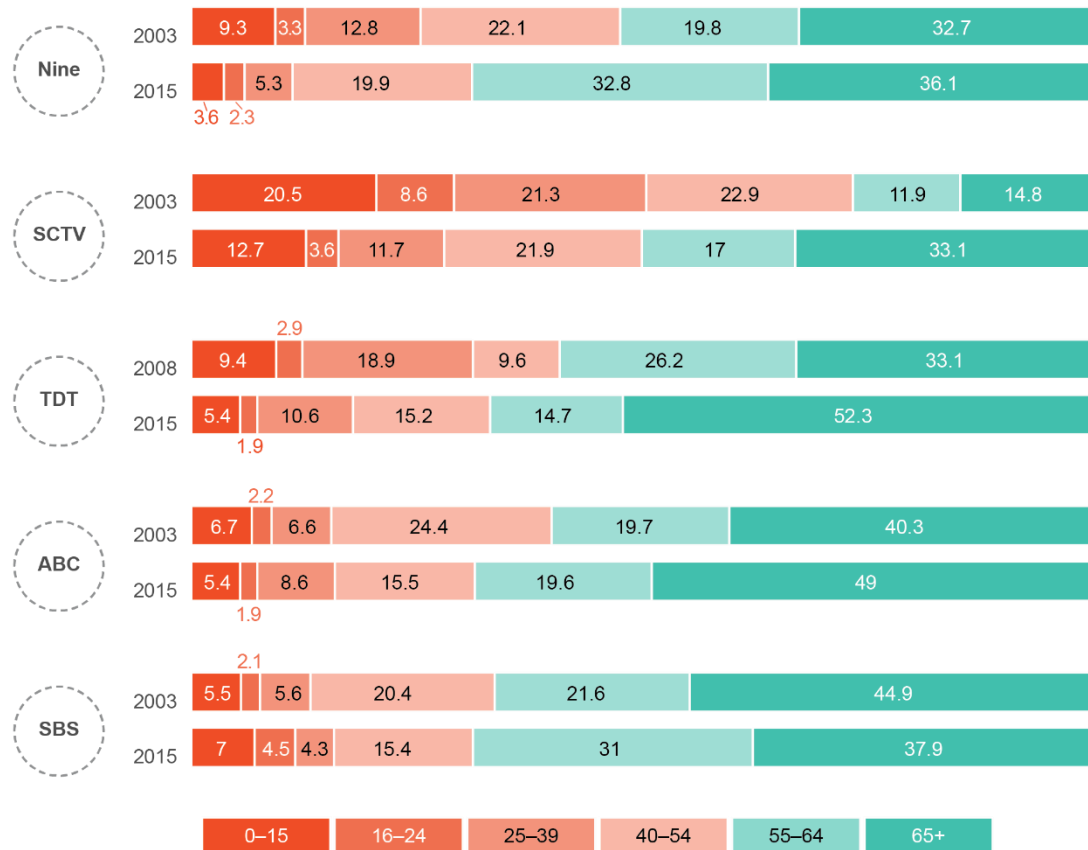


Source: Regional TAM data, share based on average audience figures across weekday evening news services in 2003 and 2015, Consolidated 7.

Note: Average audience data for Ten News are not available 2003–05. Prime7 local TV news is broadcast in the sub-market of Albury Wodonga only.

## Tasmania

Figure 22: TAS—share of evening TV news audiences by age group, weekdays, 2003–15

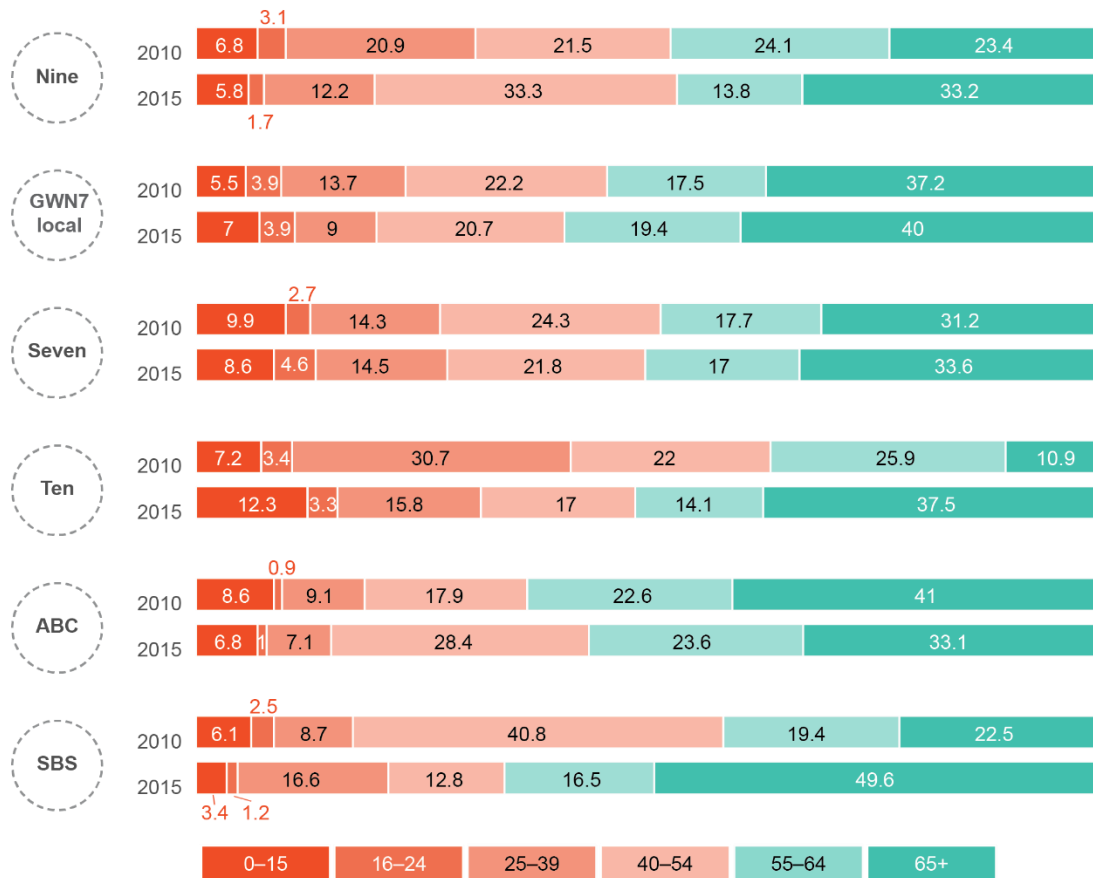


Source: Regional TAM data, share based on average audience figures across weekday evening news services in 2003 and 2015, Consolidated 7.

Note: TDT news began in 2008. WIN local TV news ceased in 2005. From 2005, WIN News produced a local, national and international news bulletin.

## Western Australia

Figure 23: Regional WA—share of evening TV news audiences by age group, weekdays, 2003–15



Source: Regional TAM data, share based on average audience figures across weekday evening news services in 2010 and 2015, Consolidated 7.

## Appendix B—Local TV news audience figures 2003, 2013, 2015 and mid-2016

News service	2003		2013		2015		Av. AUD change 2003 v 2015	Av. AUD change 2013 v 2015	TARP change 2013 v 2015	Mid-2016	
	Av. AUD n	TARP %	Av. AUD n	TARP %	Av. AUD n	TARP %				Av. AUD n	TARP %
<b>Queensland</b>											
<i>Cairns</i>											
WIN local	27,958		17,047	6.6	27,711	10.8	-247	10,664	4.2	24,386	9.5
Seven local*	8,847		27,166	10.6	23,644	9.2	14,797	-3,522	-1.4	22,818	8.9
<i>Townsville</i>											
WIN local	30,446		12,090	5.1	14,025	5.9	-16,421	1,935	0.8	12,441	5.2
Seven local*	12,204		23,413	9.9	19,299	8.1	7,095	-4,114	-1.8	22,073	9.2
<i>Mackay</i>											
WIN local	6,355		7,542	4.0	3,665	1.9	-2,690	-3,877	-2.1	-	-
Seven local	28,134		22,047	11.8	17,924	9.3	-10,210	-4,123	-2.5	15,154	7.8
<i>Rockhampton</i>											
WIN local	39,982		21,277	9.4	16,308	6.9	-23,674	-4,969	-2.5	15,999	6.7
Seven local*	12,067		23,605	10.4	16,657	7.0	4,590*	16,657	-3.4	14,213	5.9
<i>Maryborough</i>											
WIN local	27,473		26,367	4.3	18,271	3.0	-9,202	-8,096	-1.3	17,052	2.8
Seven local	75,501		76,085	12.4	62,531	10.2	-12,970*	-13,554	-2.2	59,610	9.7
<i>Toowoomba</i>											
WIN local	35,913		24,639	8.9	29,043	10.5	-6,870	4,404	1.6	22,943	8.2
Seven local*	-		-	-	16,654	6.0	-	-	-	24,588	8.8
<b>Northern NSW</b>											
<i>Northern Rivers</i>											
NBN	66,674		38,648	3.9	37,352	3.8	-29,322	-1,296	-0.1	37,627	3.8
Prime7	41,463		32,022	3.3	28,645	2.9	-12,818	-3,377	-0.4	25,586	2.6

News service	2003		2013		2015		Av. AUD change 2003 v 2015	Av. AUD change 2013 v 2015	TARP change 2013 v 2015	Mid-2016	
	Av. AUD n	TARP %	Av. AUD n	TARP %	Av. AUD n	TARP %				Av. AUD n	TARP %
<i>Newcastle</i>											
NBN	104,287		79,807	10.2	67,217	8.5	-37,070	-12,590	-1.7	74,577	9.3
<i>Tamworth/Taree</i>											
NBN	30,282		32,441	9.2	26,848	7.6	-3,434	-5,593	-1.6	23,616	6.7
Prime7	64,069		39,096	11.1	30,556	8.7	-33,513	-8,540	-2.4	30,831	8.7
<b>Southern NSW</b>											
<i>Canberra</i>											
WIN Local	50,659		34,697	6.9	19,959	3.8	-30,700	-14,738	-3.1	18,200	3.4
<i>Orange/Dubbo/Wagga</i>											
WIN Local	33,537		30,231	7.4	22,396	5.5	-11,141	-7,835	-1.9	19,121	4.6
Prime7	46,509		47,983	11.7	35,537	8.6	-10,972	-12,446	-3.1	36,532	8.8
<i>Wollongong</i>											
WIN Local	66,127		70,099	13.4	45,690	8.7	-20,437	-24,409	-4.7	40,407	7.6
Prime7	28,033		25,289	4.8	26,741	5.1	-1,293	1,452	0.3	33,098	6.3
<b>Victoria</b>											
<i>Albury/Wodonga</i>											
WIN Local	13,331		12,233	6.5	11,766	6.2	-1,565	-467	-6.4	11,659	6.2
Prime7	22,411		21,257	11.2	20,184	10.7	-2,227	-1,073	-11.1	20,430	10.8
<i>Shepparton</i>											
WIN Local	27,409		21,478	12.3	15,896	9.1	-11,513	-5,582	-3.2	12,857	7.3
<i>Bendigo</i>											
WIN Local	32,545		30,813	13.1	19,755	8.4	-12,790	-11,058	-4.7	19,542	8.3
<i>Ballarat</i>											
WIN Local	38,275		38,333	10.9	35,323	10.0	-2,952	-3,010	-0.9	25,391	7.2
<i>Gippsland</i>											
WIN Local	23,021		27,142	11.7	14,496	10.0	-8,525	-12,646	-1.7	16,199	6.9
<b>Tasmania</b>											
<i>Hobart</i>											
WIN	38,787		27,832	10.5	17,544	6.6	-21,243	-10,288	-3.9	14,490	5.5



News service	2003		2013		2015		Av. AUD change 2003 v 2015	Av. AUD change 2013 v 2015	TARP change 2013 v 2015	Mid-2016	
	Av. AUD n	TARP %	Av. AUD n	TARP %	Av. AUD n	TARP %				Av. AUD n	TARP %
Southern Cross TV <i>Launceston</i>	36,996		26,171	9.9	22,984	8.7	-14,012	-3,187	-1.2	25,099	9.5
WIN	30,810		11,643	4.6	8,375	3.3	-22,435	-3,268	-1.3	5,893	2.3
Southern Cross TV <b>Western Australia</b>	41,028		36,119	14.3	41,482	16.3	454	5,363	2.0	41,386	16.2
GWN7 local*	48,856*		41,588	8.2	46,997	8.5	-1,859*	5,409	0.3	51,069	9.2

Source: Regional TAM data, Average audience and TARPs across weekday early evening news services, 2003, 2006, 2013 and Jan-Jun 2016, Consolidated 7.

\*2004 data used for Seven local TV news service in Cairns and Townsville, 2011 data used in Rockhampton. Seven local TV news began in Toowoomba in 2015. Regional TAM ratings began in Western Australia in 2010 and used in place of 2003 data.

# Appendix C— Number of local TV news services in regional sub-markets

Regional market/sub-market	One local TV news service	Two local TV news services
<b>Regional Queensland</b>		
Cairns		✓
Townsville		✓
Mackay	✓	
Rockhampton		✓
Maryborough		✓
Toowoomba		✓
<b>Northern New South Wales</b>		
Newcastle	✓	
Tamworth/Taree		✓
Northern Rivers		✓
<b>Southern New South Wales</b>		
Canberra	✓	
Wollongong	✓	
Orange/Dubbo/Wagga		✓
<b>Regional Victoria</b>		
Albury Wodonga		✓
Shepparton	✓	
Bendigo	✓	
Ballarat	✓	
Gippsland	✓	
<b>Tasmania</b>		
Hobart	✓	✓
Launceston		✓
<b>Regional Western Australia</b>		
<b>TOTAL number</b>	<b>9</b>	<b>11</b>

\*As at 30 June 2016.



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