



**Financial Results**  
**Half Year Ended 31 Dec 2011**

# Agenda

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# Group Highlights

- Net Profit After Tax of \$16.1M – up 5% on pcp
- Revenue of \$138.7M – up 5% on pcp
- EBITDA of \$33.6M – up 3% on pcp
- EBIT of \$28.6M – up 3.7% on pcp
- EPS of 4.4 cents – up 5% on pcp
- Interim dividend of 3.3 cents per share (pcp: 2 .1 cents)
- Improved Gearing ratio of 2.14times - (30 June 2011: 2.3)

# 1<sup>st</sup> Half FY 12 Overview

## ➤ Prime wins TV audience ratings

- Prime up 2.9 share points (WIN/NBN down 1.5 and SCM down 1.4)

## ➤ Revenue share on the increase

- Prime up 2.95 share points
- Market down 2%

## ➤ Further Executive Restructure

- CM Operations
- Local Sales GM – NSW
- CEO TV

# 1<sup>st</sup> Half FY 12 Overview

- **Launch of Data casting channel – TV4ME**
  - Launched Sept 11
  - Pilot expires 30 June 2012
  - Negotiating longer term arrangement
- **Secured \$200M long term debt facility**
- **Operational restructure complete**
- **Radio**
  - tough trading conditions persist

# Group Results

# Group Results

	Dec 11 '000s	Dec 10 '000s	Var '000s	Var (%)
Revenue	138,262	132,082	6,180	5%
EBITDA	33,616	32,676	940	3%
EBIT	28,622	27,612	1,010	4%
Significant Items	460	1,000	-540	-54%
<b>Net Profit After Tax - continuing operations</b>	<b>16,209</b>	<b>16,259</b>	<b>-50</b>	<b>0%</b>
Discontinuing operations (net of Tax)	(61)	(862)	801	-93%
<b>Net Profit After Tax attributable to members</b>	<b>16,148</b>	<b>15,397</b>	<b>751</b>	<b>5%</b>
EPS	4.4	4.2	0.21	5%
Interim Dividend (cents per share)	3.3	2.1	1.21	57%

# TV Results



# TV Results

	Dec 11 '000s	Dec 10 '000s	Var '000s	Var (%)
Advertising Revenue	120,837	117,404	3,433	3%
Other Revenue	5,769	2,688	3,081	115%
<b>TOTAL REVENUE</b>	<b>126,606</b>	<b>120,092</b>	<b>6,514</b>	<b>5%</b>
TOTAL EXPENSES	-90,528	-84,702	-5,826	-7%
<b>EBITDA</b>	<b>36,078</b>	<b>35,390</b>	<b>688</b>	<b>2%</b>
EBITDA %	28%	29%		
Depreciation	(4,298)	(4,118)	(180)	(4%)
EBIT	31,780	31,272	508	2%
EBIT %	25%	26%		

# TV Audience Share

<b>Network Audience Share</b>	<b>6mths Dec-11</b>	<b>6 mths Dec-10</b>	<b>Var (PP)</b>
<b>Prime</b>	<b>38.1%</b>	<b>35.2%</b>	<b>2.90%</b>
WIN/NBN	38.4%	39.9%	-1.50%
SCM	23.5%	24.9%	-1.40%

Source: Regional TAM ( ALL period, 18:00-23:59)

<b>Network Audience Share</b>	<b>CY 11</b>	<b>CY 10</b>	<b>Var (PP)</b>
<b>Prime</b>	<b>37.9%</b>	<b>34.6%</b>	<b>3.30%</b>
WIN/NBN	38.5%	39.9%	-1.40%
SCM	23.6%	25.5%	-1.90%

Source: Regional TAM ( ALL period, 18:00-23:59)

# TV Power Ratio – National Agency

		Dec-11	Dec-10	Var PP
Total Revenue Share		41.5%	38.5%	2.96
Audience Share	Note 2	38.1%	35.2%	2.90
Power Ratio		1.1	1.1	

Revenue share sourced from KPMG: Total Agency advertising 3AGG market

Audience Share sourced from Regional TAM (All people, 18:00-23:59)

# Radio

# Radio Results

	Dec 11	Dec 10	Var	Var
	'000s	'000s	'000s	(%)
Advertising Revenue	9,597	10,101	-504	-5%
Other Revenue	864	1,003	-139	-14%
<b>TOTAL REVENUE</b>	<b>10,461</b>	<b>11,104</b>	<b>-643</b>	<b>-6%</b>
TOTAL EXPENSES	-7,932	-8,484	552	7%
<b>EBITDA</b>	<b>2,529</b>	<b>2,620</b>	<b>-91</b>	<b>-3%</b>
EBITDA %	24%	24%		
Depreciation	(509)	(604)	95	16%
<b>EBIT</b>	<b>2,020</b>	<b>2,016</b>	<b>4</b>	<b>0%</b>
EBIT %	19%	18%		

# Online

# Online Results

	Dec 11 '000s	Dec 10 '000s	Var '000s	Var (%)
Advertising Revenue	951	652	299	46%
Other Revenue	154	130	24	18%
<b>TOTAL REVENUE</b>	<b>1,105</b>	<b>782</b>	<b>323</b>	<b>41%</b>
TOTAL EXPENSES	-1,171	-1,367	196	14%
<b>EBITDA</b>	<b>(66)</b>	<b>(585)</b>	<b>519</b>	<b>89%</b>
EBITDA %	(6%)	(75%)		
Depreciation	(83)	(42)	(41)	-98%
EBIT	(149)	(627)	478	76%
EBIT %	(13%)	(80%)		

# Corporate



# Corporate Results

	Dec 11 '000s	Dec 10 '000s	Var '000s	Var (%)
Advertising Revenue	0	0	0	0%
Other Revenue	90	104	-14	-13%
<b>TOTAL REVENUE</b>	<b>90</b>	<b>104</b>	<b>-14</b>	<b>-13%</b>
TOTAL EXPENSES	-5,015	-4,853	-162	3%
<b>EBITDA</b>	<b>(4,925)</b>	<b>(4,749)</b>	<b>(176)</b>	<b>(4%)</b>
Depreciation	(104)	(300)	196	65%
EBIT	(5,029)	(5,049)	20	0%

# Significant Items

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	Dec 11 '000s	Dec 10 '000s
Fair Value change - derivatives	167	1,264
Fair Value change - Receivable - deferred contingent consideration	638	0
Loss on sale of investment in TransACT	(345)	0
Redundancy expense		(264)
<b>Total Significant Items</b>	<b>460</b>	<b>1,000</b>

# Debt and Gearing Levels

# Debt and Gearing Level

	31-Dec-11	30-Jun-11	31-Dec-10	Var	% Var
Net Debt	128,566	135,764		7,198	5%
EBITDA	33,616	59,236	32,680		
Net Interest expense	5,567	11,128			
<b>Gearing Ratio</b>	<b>2.1</b>	<b>2.3</b>		<b>0.2</b>	<b>7%</b>
<b>Interest Cover Ratio</b>	<b>6.0</b>	<b>5.3</b>		<b>0.7</b>	<b>13%</b>

# Debt and Gearing Level (cont'd)

- Prime refinanced debt facility in November 2011
- Key Terms:
  - Facility Amount = \$200M;
  - Term = 4 Years;
  - Margin = 1.90% (based on current gearing levels)

# Outlook

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## ➤ TV Revenue

- Ad market : limited visibility
- Share Shift to Prime
- Upside: 2 additional AFL games

## ➤ Radio Revenue

- signs of stability
- too early to be a trend

## ➤ Costs (TV & Radio)

- in line with CPI