

Section 2: Operational and financial data

This data has been made available to purchasers of *A History of Regional Commercial Television in Australia* (Palgrave Macmillan 2022) as well as a service to other researchers with an interest in regional commercial television history. Please contact Michael Thurlow at michael@channel35.au if you have any questions, queries, or comments.

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Data sources:

The data in this section was derived from multiple documents contained in the NAA series listed on the contents page unless otherwise indicated.

Notes

- Stage 3, 4 and 6 breakdowns have been provided for comparative purposes.
- Figures might not total 100 due to rounding.

The data in this section was derived from the following sources unless otherwise indicated:

- ABCB annual reports, 1961-76
- ABCB licence renewal reports, 1960-76
- Regional television company annual reports, 1960-2019
- ABT annual reports, 1976-1992
- ABA annual reports, 1992-2003
- ACMA annual reports, 2003-2019

These reports are contained in several hundred files held by the National Archives of Australia in the following series:

- B2152: ABCB (and successors), Commercial television files, 1956-93.
- B2305: ABCB (and successors), Correspondence files, 1954-96.
- C546: ABA, Public inquiry exhibits and reports, 1956-96.
- C3437/1: ABCB, ABCB publications, 1970-77.
- C3868: ABA, Ownership and control files, 1977-92.

- C4531: ABCB/ABT, Licence warrants and permits, 1961-92.
- C4693: GPO/ABCB/ABA: Service licences and schedules for television and radio stations, 1924-89.
- MP1128/4: ABCB, Television applications, 1953-65.
- MP1170/5: ABCB, Television station files, licencing, programs, and technical matters, 1955-70.
- MP1897/1: ABCB, Television station files, 1952-77.

Operational and financial data has been provided in five-year increments. This begins in 1966 which was the first year in which some (but not all) Stage 3 station licences were subject to renewal. The data ends in 1986, as this was the last year in which the ABT produced a significant number of licence renewal reports for regional stations. Data for additional years has been provided in some cases to illustrate short-term trends (e.g. reduction in weekly hours).

Key to tables

Highest figure/value

Lowest figure/value

NIL Equal to zero

- Data not available

Appendix 2.1. Weekly hours, 1962-86

The following table lists total weekly hours of operation, 1962-70.

	1962	1966	1968	1969	1970
Stage 3 stations					
CTC	32:00	71:00	74:00	74:00	74:00
NBN	55:30	76:30	88:30	99:00	89:45
WIN	33:45	61:45	77:30	92:30	82:45
RTN	36:15	50:00	62:30	46:30	53:00
CBN/CWN	35:00	52:30	56:15	56:15	56:15
BTV	36:00	53:30	61:45	74:00	63:30
BCV	39:00	57:00	76:30	97:30	68:30
GLV	33:00	45:45	58:00	49:00	49:30
GMV	34:15	60:15	76:15	90:00	75:45
DDQ/SDQ	-	53:30	55:45	55:45	49:00
RTQ	-	39:15	44:30	43:15	44:15
TNQ	-	37:00	44:15	47:00	46:30
TNT	34:00	61:00	67:30	47:15	69:00
Stage 4 stations					
NEN	-	41:00	58:00	58:00	58:00
RVN	-	50:00	54:00	54:30	54:45
NRN	-	41:30	46:30	46:30	48:00
AMV	-	54:00	58:30	68:00	58:00
WBQ (SEQ)	-	40:15	48:00	48:00	48:45
ECN	-	35:45	50:45	48:30	48:00
MTN	-	48:00	51:30	51:30	48:30
BKN	-	-	-	32:30	36:00
STV	-	28:00	33:00	33:00	38:00
FNQ	-	-	48:30	43:45	43:15
MVQ	-	-	-	40:15	40:30
SES	-	30:45	34:30	37:00	40:15
BTW/GSW	-	-	33:30	42:15	37:15
GTS	-	-	29:00	32:30	37:45
Stage 6 stations					
VEW	-	-	-	-	-
ITQ	-	-	-	-	-
NTD	-	-	-	-	-
RTS	-	-	-	-	-
Average weekly hours by Stage					
Stage 3	37	55	65	67	63
Stage 4	-	41	45	45	45
Stage 6	-	-	-	-	-
All	37	49	56	56	54

The following table lists total weekly hours of operation, 1971-86.

	1971	1976	1981	1986
Stage 3 stations				
CTC	76:00	83:00	121:30	136:45
NBN	100:30	109:15	116:15	122:15
WIN	92:15	88:00	138:00	139:00
RTN	54:30	65:30	83:30	118:15
CBN/CWN	55:15	63:00	85:30	125:30
BTV	64:00	73:45	97:30	128:20
BCV	74:45	73:45	95:15	133:00
GLV	47:15	73:45	95:15	133:00
GMV	76:00	76:30	89:30	126:30
DDQ/SDQ	63:30	69:15	76:30	121:00
RTQ	45:45	49:00	75:00	116:00
TNQ	46:30	51:30	66:00	123:00
TNT	69:00	68:00	99:30	-
Stage 4 stations				
NEN	58:00	67:15	87:30	120:25
RVN	51:45	63:00	87:15	119:00
NRN	54:30	65:30	83:30	118:15
AMV	60:30	64:00	85:15	119:00
WBQ (SEQ)	47:45	61:15	76:45	124:30
ECN	54:30	67:15	87:30	120:15
MTN	48:30	54:30	83:00	125:15
BKN	33:30	49:00	60:15	82:45
STV	39:00	73:45	96:30	127:15
FNQ	43:15	51:30	66:00	123:00
MVQ	40:25	54:00	69:00	103:00
SES	43:30	68:00	49:30	119:15
BTW/GSW	40:45	46:15	69:00	127:30
GTS	36:30	49:00	60:15	82:15
Stage 6 stations				
VEW	-	32:45	42:30	127:30
ITQ	-	41:15	47:00	65:15
NTD	-	32:30	61:30	-
RTS	-	-	47:15	80:30
GTW	-	-	39:30	68:15
Average weekly hours by Stage				
Stage 3	64	73	95	127
Stage 4	47	60	76	115
Stage 6	-	35	48	85
All	56	63	79	116

Appendix 2.2. Advertising, 1966-86

The following table lists the proportion of national / local advertising, 1966-86.

	1966	1971	1976	1981/2 ¹	1986
Stage 3 stations					
CTC	77 / 23	76 / 24	64 / 36	67 / 33	67 / 33
NBN	84 / 16	79 / 21	77 / 23	75 / 25	81 / 19
WIN	82 / 18	78 / 22	65 / 35	78 / 22	80 / 20
RTN	94 / 6	-	-	72 / 28	78 / 22
CBN/CWN	91 / 9	84 / 16	76 / 24	64 / 36	80 / 20
BTV	83 / 17	88 / 12	75 / 25	-	78 / 22
BCV	87 / 13	85 / 15	74 / 26	70 / 30	67 / 33
GLV	91 / 9	88 / 12	74 / 26	77 / 23	67 / 33
GMV	87 / 13	-	73 / 27	70 / 30	69 / 31
DDQ/SDQ	88 / 12	91 / 9	79 / 21	71 / 29	74 / 26
RTQ	89 / 11	88 / 12	77 / 23	71 / 29	71 / 29
TNQ	89 / 11	83 / 17	76 / 24	-	67 / 33
TNT	74 / 26	80 / 20	67 / 33	70 / 30	-
Stage 4 stations					
NEN	-	81 / 19	74 / 26	77 / 23	79 / 21
RVN	-	79 / 21	68 / 32	65 / 35	72 / 28
NRN	-	81 / 19	75 / 25	72 / 28	78 / 22
AMV	-	80 / 20	64 / 36	66 / 34	-
WBQ[SEQ]	-	82 / 18	-	72 / 28	73 / 27
ECN	-	-	74 / 26	77 / 23	79 / 21
MTN	-	66 / 34	62 / 38	64 / 36	66 / 34
BKN	-	-	52 / 48	58 / 42	72 / 28
STV	-	74 / 26	70 / 30	67 / 33	70 / 30
FNQ	-	83 / 17	76 / 24	66 / 34	67 / 33
MVQ	-	-	60 / 40	62 / 38	69 / 31
SES	-	80 / 20	52 / 48	58 / 42	60 / 40
BTW/GSW	-	66 / 34	86 / 14	48 / 52	42 / 58
GTS	-	-	80 / 20	80 / 20	72 / 28
Stage 6 stations					
ITQ	-	-	75 / 25	56 / 44	64 / 36
NTD	-	-	53 / 47	-	-
VEW	-	-	68 / 32	1 / 99	9 / 91
RTS	-	-	-	56 / 44	67 / 33
GTW	-	-	-	58 / 42	81 / 19
Average national / local advertising (%)					
Stage 3	86 / 14	84 / 14	73 / 27	71 / 29	73 / 27
Stage 4	-	77 / 23	69 / 31	66 / 34	69 / 31
Stage 6	-	-	65 / 35	50 / 50	75 / 25
All	86 / 14	81 / 19	70 / 30	65 / 35	72 / 28

The following table lists the proportion of advertising as spot announcements / sponsored programs 1966-76.

	1966	1971	1976
Stage 3 stations			
CTC	94 / 6	92 / 8	97 / 3
NBN	96 / 4	90 / 10	94 / 6
WIN	85 / 15	92 / 8	90 / 10
RTN	96 / 4	-	97 / 3
CBN/CWN	97 / 3	94 / 6	98 / 2
BTV	91 / 9	91 / 9	95 / 5
BCV	91 / 9	91 / 9	95 / 5
GLV	86 / 14	96 / 4	95 / 5
GMV	91 / 9	-	97 / 3
DDQ/SDQ	97 / 3	94 / 6	94 / 6
RTQ	94 / 6	94 / 6	95 / 5
TNQ	93 / 7	96 / 4	95 / 5
TNT	96 / 4	93 / 7	94 / 6
Stage 4 stations			
NEN	-	94 / 6	97 / 3
RVN	-	98 / 2	96 / 4
NRN	-	97 / 3	97 / 3
AMV	-	88 / 12	96 / 4
WBQ[SEQ]	-	94 / 6	-
ECN	-	-	-
MTN	-	93 / 7	97 / 3
BKN	-	-	84 / 16
STV	-	94 / 6	98 / 2
FNQ	-	95 / 5	95 / 5
MVQ	-	-	97 / 3
SES	-	90 / 10	82 / 18
BTW/GSW	-	93 / 7	99 / 1
GTS	-	-	90
Stage 6 stations			
ITQ	-	-	90 / 10
NTD	-	-	96 / 4
VEW	-	-	92 / 8
RTS	-	-	-
GTW	-	-	-
Average spots / sponsored programs (%)			
Stage 3	93 / 7	93 / 7	95 / 5
Stage 4	-	94 / 6	94 / 6
Stage 6	-	-	93 / 7
All	93 / 7	93 / 7	94 / 6

Appendix 2.3. Spot and sponsored program rates, 1966-86

The following table lists spot rates, 1966-86.²

	1966	1971	1976	1981/2	1986
Stage 3 stations					
CTC	90	110	200	275	455
NBN	175	220	350	453	400
WIN	80	100	210	198	443
RTN	90	108	-	166	-
CBN/CWN	125	145	217	240	330
BTV	116	140	205	217	620
BCV	115	137	206	205	329
GLV	60	70	206	137	225
GMV	100	-	130	135	341
DDQ/SDQ	100	100	130	145	367
RTQ	70	80	121	138	270
TNQ	70	88	222	-	255
TNT	100	145	195	158	-
Stage 4 stations					
NEN	-	105	203	193	382
RVN	-	85	118	115	297
NRN	-	80	-	165	-
AMV	-	70	110	115	-
WBQ (SEQ)	-	70	-	78	190
ECN	-	-	203	193	276
MTN	-	60	68	74	100
BKN	-	-	39	49	105
STV	-	40	44	83	117
FNQ	-	40	222	103	255
MVQ	-	-	66	73	157
SES	-	60	74	61	198
BTW/GSW	-	-	107	130	210
GTS	-	-	95	87	215
Stage 6 stations					
ITQ	-	-	38	39	81
NTD	-	-	46	77	-
VEW	-	-	45	60	-
RTS	-	-	-	42	118
GTW	-	-	-	70	140
Average spot rate by Stage (\$)					
Stage 3	99	120	199	206	367
Stage 4	-	68	112	109	209
Stage 6	-	-	43	58	113
All	99	98	143	138	264

The following table lists **sponsored program rates** 1966-76.

	1966	1971	1976
Stage 3 stations			
CTC	-	500	-
NBN	700	1000	-
WIN	384	550	-
RTN	-	-	-
CBN/CWN	-	580	885
BTV	460	600	-
BCV	460	550	750
GLV	190	250	750
GMV	300	-	600
DDQ/SDQ	-	450	650
RTQ	-	320	485
TNQ	-	352	-
TNT	-	560	-
Stage 4 stations			
NEN	-	460	-
RVN	-	400	-
NRN	-	375	-
AMV	-	375	-
WBQ [SEQ]	-	280	-
ECN	-	-	-
MTN	-	330	370
BKN	-	-	193
STV	-	190	-
FNQ	-	160	-
MVQ	-	-	264
SES	-	303	363
BTW/GSW	-	-	-
GTS	-	-	474
Stage 6 stations			
ITQ	-	-	152
NTD	-	-	230
VEW	-	-	-
RTS	-	-	-
GTW	-	-	-
Average sponsored program rate (%)			
Stage 3	416	519	687
Stage 4	-	319	333
Stage 6	-	-	191
All	416	429	474

Appendix 2.4. Audience measurement

The following table lists the proportion of viewers who primarily watched their local commercial / adjoining metropolitan commercial / ABC / or other (adjoining) regional commercial television station **in peak viewing** 1965-71.³

	1965	1966	1971
Stage 3 stations			
CTC	61 / NIL / 26 / 12	60 / NIL / 30 / 10	61 / NIL / 33 / 6
NBN	-	63 / 22 / 15 / NIL	53 / 22 / 21 / 4
WIN	34 / 50 / 15 / 1	36 / 45 / 17 / 1	43 / 34 / 21 / 1
RTN	-	75 / NIL / 19 / 6	-
CBN/CWN	66 / 3 / 21 / 10	63 / NIL / 22 / 15	64 / NIL / 28 / 8
BTV	51 / 18 / 16 / 14	49 / 17 / 22 / 12	55 / 8 / 28 / 9
BCV	40 / 7 / 18 / 35	33 / 8 / 27 / 32	51 / 3 / 30 / 16
GLV	26 / 59 / 15 / NIL	32 / 50 / 17 / NIL	33 / 40 / 27 / NIL
GMV	56 / 2 / 17 / 25	51 / 1 / 22 / 25	-
DDQ/SDQ	-	-	34 / 22 / 39 / 4
RTQ	-	-	62 / NIL / 38 / 1
TNQ	-	-	61 / NIL / 38 / 1
TNT	-	-	71 / NIL / 30 / NIL
Stage 4 stations			
NEN	-	-	60 / NIL / 34 / 7
RVN	-	-	57 / NIL / 27 / 16
NRN	-	-	-
AMV	-	-	48 / NIL / 28 / 23
WBQ [SEQ]	-	-	48 / 7 / 43 / 2
ECN	-	-	-
MTN	-	-	57 / NIL / 23 / 20
BKN	-	-	-
STV	-	-	50 / NIL / 47 / 2
FNQ	-	-	50 / NIL / 48 / 2
MVQ	-	-	-
SES	-	-	-
BTW/GSW	-	-	-
GTS	-	-	-
Stage 6 stations			
ITQ	-	-	-
NTD	-	-	-
VEW	-	-	-
RTS	-	-	-
GTW	-	-	-
Average audience share – Local / Metro / ABC / Other (%)			
Stage 3	48 / 20 / 18 / 14	51 / 16 / 21 / 11	54 / 12 / 30 / 4
Stage 4	-	-	53 / 1 / 36 / 10
Stage 6	-	-	-
All	48 / 20 / 18 / 14	51 / 16 / 21 / 11	53 / 8 / 32 / 7

The following table lists the proportion of regional viewers who primarily watched their local commercial / adjoining metropolitan commercial / ABC / or other (adjoining) regional commercial television station **in peak viewing** 1976-81.⁴

	1976	1981
Stage 3 stations		
CTC	69 / NIL / 27 / 3	73 / NIL / 23 / 4
NBN	58 / 19 / 19 / 3	58 / NIL / 12 / 29
WIN	-	52 / NIL / 14 / 34
RTN	-	49 / NIL / 23 / 28
CBN/CWN	64 / NIL / 27 / 9	68 / NIL / 18 / 14
BTV	53 / 9 / 25 / 12	62 / NIL / 20 / 19
BCV	50 / NIL / 25 / 25	64 / NIL / 21 / 21
GLV	50 / NIL / 25 / 25	64 / NIL / 21 / 21
GMV	47 / NIL / 23 / 31	40 / NIL / 20 / 40
DDQ/SDQ	-	48 / NIL / 22 / 30
RTQ	66 / NIL / 34 / NIL	59 / NIL / 24 / 16
TNQ	72 / NIL / 28 / NIL	78 / NIL / 22 / NIL
TNT	-	78 / NIL / 22 / NIL
Stage 4 stations		
NEN	-	65 / NIL / 19 / 16
RVN	-	69 / NIL / 18 / 12
NRN	-	49 / NIL / 23 / 28
AMV	55 / NIL / 25 / 21	69 / NIL / 18 / 12
WBQ [SEQ]	-	59 / NIL / 24 / 16
ECN	-	65 / NIL / 19 / 16
MTN	64 / NIL / 27 / 9	68 / NIL / 18 / 14
BKN	-	-
STV	50 / NIL / 25 / 25	64 / NIL / 21 / 21
FNQ	72 / NIL / 28 / NIL	78 / NIL / 22 / NIL
MVQ	51 / NIL / 41 / 8	72 / NIL / 28 / NIL
SES	-	60 / NIL / 25 / 16
BTW/GSW	-	-
GTS	-	-
Stage 6 stations		
ITQ	-	-
NTD	-	-
VEW	-	-
RTS	-	-
GTW	-	-
Average audience share – Local / Metro / ABC / Other (%)		
Stage 3	59 / 3 / 26 / 12	-
Stage 4	59 / NIL / 29 / 12	-
Stage 6	-	-
All	59 / 2 / 27 / 12	63 / NIL / 20 / 17

Appendix 2.5. Personnel, 1966-86

Total staff

The following table lists total staff numbers, 1966-86/87.

	1966	1971	1976	1981/2	1986/7
Stage 3 stations					
CTC	41	63	82	176	177
NBN	86	128	126	196	189
WIN	50	75	90	97	98
RTN	31	16	-	-	-
CBN/CWN	41	35	34	67	76
BTV	45	49	57	102	105
BCV	53	51	56	98	109
GLV	27	29	7	26	34
GMV	46	-	33	50	57
DDQ/SDQ	41	35	32	63	79
RTQ	-	24	30	47	62
TNQ	-	34	39	91	99
TNT	47	58	53	-	-
Stage 4 stations					
NEN	-	34	44	77	96
RVN	-	36	42	73	76
NRN	-	23	37	63	73
AMV	-	32	23	-	-
WBQ [SEQ]	-	24	-	48	65
ECN	-	-	-	-	-
MTN	-	21	15	22	26
BKN	-	-	6	5	8
STV	-	15	11	-	-
FNQ	-	13	9	16	20
MVQ	-	-	19	33	39
SES	-	15	21	31	40
BTW/GSW	-	18	19	49	80
GTS	-	13	17	46	51
Stage 6 stations					
ITQ	-	-	11	14	18
NTD	-	-	13	-	-
VEW	-	-	5	25	6
RTS	-	-	-	14	21
GTW	-	-	-	14	18
Average total staff by Stage					
Stage 3	46	50	53	92	99
Stage 4	-	22	22	42	52
Stage 6	-	-	10	17	16
All	46	37	34	59	66

Administration staff

The following table lists administration staff numbers, 1966-86/87.

	1966	1971	1976	1981/2	1986/7
Stage 3 stations					
CTC	9	17	22	31	25
NBN	20	30	32	40	43
WIN	12	10	14	12	12
RTN	3	2	-	-	-
CBN/CWN	2	2	2	14	17
BTV	11	9	15	33	24
BCV	6	8	17	19	26
GLV	9	11	4	5	8
GMV	13	-	7	16	12
DDQ/SDQ	8	9	9	13	12
RTQ	-	9	10	12	14
TNQ	-	12	14	27	25
TNT	8	12	9	-	-
Stage 4 stations					
NEN	-	9	10	16	14
RVN	-	8	12	26	26
NRN	-	9	11	13	20
AMV	-	13	7	-	-
WBQ[SEQ]	-	7	-	10	12
ECN	-	-	-	-	-
MTN	-	5	4	6	9
BKN	-	-	2	1	4
STV	-	4	4	-	-
FNQ	-	4	2	2	2
MVQ	-	-	7	14	8
SES	-	4	5	8	10
BTW/GSW	-	3	3	18	17
GTS	-	5	6	15	15
Stage 6 stations					
ITQ	-	-	4	4	6
NTD	-	-	5	-	-
VEW	-	-	2	7	NIL
RTS	-	-	-	5	8
GTW	-	-	-	3	5
Average administration staff by Stage					
Stage 3	9	11	13	20	20
Stage 4	-	6	6	12	12
Stage 6	-	-	4	5	5
All	9	9	9	14	14

Sales staff

The following table lists sales staff numbers, 1966-86/87.

	1966	1971	1976	1981/2	1986/7
Stage 3 stations					
CTC	5	7	10	28	32
NBN	12	24	22	31	23
WIN	6	10	9	13	16
RTN	4	2	-	-	-
CBN/CWN	7	7	10	9	13
BTV	3	4	5	9	10
BCV	9	5	6	8	10
GLV	1	2	2	3	5
GMV	4	-	5	6	7
DDQ/SDQ	5	5	4	8	8
RTQ	-	2	3	4	5
TNQ	-	2	2	7	8
TNT	10	13	14	-	-
Stage 4 stations					
NEN	-	2	6	13	15
RVN	-	4	5	6	9
NRN	-	3	8	12	7
AMV	-	3	4	-	-
WBQ [SEQ]	-	3	-	7	8
ECN	-	-	-	-	-
MTN	-	2	2	4	4
BKN	-	-	1	1	NIL
STV	-	1	1	-	-
FNQ	-	1	1	5	5
MVQ	-	-	2	4	8
SES	-	2	4	7	4
BTW/GSW	-	4	5	17	18
GTS	-	2	4	5	8
Stage 6 stations					
ITQ	-	-	2	2	2
NTD	-	-	1	-	-
VEW	-	-	1	4	3
RTS	-	-	-	1	2
GTW	-	-	-	2	2
Average sales staff by Stage					
Stage 3	6	7	8	11	12
Stage 4	-	2	4	7	8
Stage 6	-	-	1	2	2
All	6	7	5	8	9

Programs staff

The following table lists programs staff numbers, 1966-86/87.

	1966	1971	1976	1981/2	1986/7
Stage 3 stations					
CTC	10	14	14	77	81
NBN	44	54	56	87	81
WIN	22	34	44	50	38
RTN	12	5	-	-	-
CBN/CWN	26	19	19	37	39
BTV	16	23	25	48	58
BCV	30	16	13	43	46
GLV	12	11	1	16	18
GMV	12	-	9	19	28
DDQ/SDQ	14	13	11	38	52
RTQ	-	2	2	22	33
TNQ	-	15	16	44	49
TNT	15	22	15	-	-
Stage 4 stations					
NEN	-	16	19	38	55
RVN	-	14	12	32	36
NRN	-	8	12	28	35
AMV	-	9	7	-	-
WBQ [SEQ]	-	8	-	19	30
ECN	-	-	-	-	-
MTN	-	6	5	8	9
BKN	-	-	1	NIL	1
STV	-	7	4	-	-
FNQ	-	6	5	9	12
MVQ	-	-	8	11	10
SES	-	5	4	3	7
BTW/GSW	-	6	5	10	36
GTS	-	2	1	8	1
Stage 6 stations					
ITQ	-	-	1	2	2
NTD	-	-	1	-	-
VEW	-	-	1	9	3
RTS	-	-	-	6	9
GTW	-	-	-	8	10
Average programs staff by Stage					
Stage 3	19	19	19	44	48
Stage 4	-	8	7	15	21
Stage 6	-	-	1	6	6
All	19	21	12	26	30

Technical staff

The following table lists technical staff numbers, 1966-86/87.

	1966	1971	1976	1981/2	1986/7
Stage 3 stations					
CTC	17	25	36	40	39
NBN	10	20	16	38	42
WIN	10	21	23	22	32
RTN	12	7	-	-	-
CBN/CWN	6	7	3	7	7
BTV	15	13	12	12	13
BCV	8	22	20	28	27
GLV	5	5	NIL	2	3
GMV	17	-	12	9	10
DDQ/SDQ	14	8	8	4	7
RTQ	-	11	15	9	10
TNQ	-	5	7	13	17
TNT	14	11	15	-	-
Stage 4 stations					
NEN	-	7	9	10	12
RVN	-	10	13	9	5
NRN	-	3	6	10	11
AMV	-	7	5	-	-
WBQ [SEQ]	-	6	-	12	15
ECN	-	-	-	-	-
MTN	-	8	4	4	4
BKN	-	-	2	3	3
STV	-	3	2	-	-
FNQ	-	2	1	NIL	1
MVQ	-	-	2	4	13
SES	-	4	8	13	19
BTW/GSW	-	5	6	4	9
GTS	-	4	6	18	27
Stage 6 stations					
ITQ	-	-	4	6	8
NTD	-	-	6	-	-
VEW	-	-	1	5	NIL
RTS	-	-	-	2	2
GTW	-	-	-	1	1
Average technical staff by Stage					
Stage 3	12	13	14	17	19
Stage 4	-	5	5	8	11
Stage 6	-	-	4	4	3
All	12	14	9	11	13

Appendix 2.6. Income, 1963-76

The following table lists station income, 1963-76.

	1963	1964	1965	1966	1971	1976
Stage 3 stations						
CTC	300,028	489,720	674,846	750,507	1,228,121	3,747,199
NBN	750,446	947,242	133,7900	1,551,550	2,677,144	5,975,713
WIN	307,244	341,100	527,012	595,629	1,171,674	2,942,952
RTN	233,176	319,144	430,808	464,215	467,230	-
CBN/CWN	342,426	559,524	731,246	845,736	1,132,799	2,212,353
BTV	408,904	564,216	678,316	793,191	1,105,653	2,197,601
BCV	346,490	471,676	591,556	661,832	1,047,292	1,919,441
GLV	250,704	321,440	322,094	298,458	353,020	696,884
GMV	344,310	491,682	609,576	702,068	-	1,335,763
DDQ/SDQ	-	244,368	367,372	491,933	640,959	1,116,385
RTQ	-	182,398	293,356	394,745	518,852	1,114,315
TNQ	-	283,490	367,372	470,841	653,102	1,592,444
TNT	362,884	517,706	691,218	798,928	1,196,957	2,308,278
Stage 4 stations						
NEN	-	-	-	-	748,340	1,793,651
RVN	-	-	-	-	590,832	2,295,644
NRN	-	-	-	-	391,945	1,494,438
AMV	-	-	-	-	429,503	2,295,644
WBQ[SEQ]	-	-	-	-	456,199	1,151,382
ECN	-	-	-	-	-	-
MTN	-	-	-	-	285,112	653,097
BKN	-	-	-	-	-	198,805
STV	-	-	-	-	209,242	450,494
FNQ	-	-	-	-	249,933	913,576
MVQ	-	-	-	-	266,521	785,377
SES	-	-	-	-	275,065	735,928
BTW/GSW	-	-	-	-	357,149	708,153
GTS	-	-	-	-	263,096	575,176
Stage 6 stations						
ITQ	-	-	-	-	-	365,416
NTD	-	-	-	-	-	304,019
VEW	-	-	-	-	-	238,742
Total	3,646,612	5,733,706	7,622,672	8,819,633	1,6715,740	4,2118,870
Average income (\$) by Stage						
Stage 3	364,661	441,054	586,359	678,433	1,016,067	2,263,277
Stage 4	-	-	-	-	376,911	1080874
Stage 6	-	-	-	-	-	302726
All	364,661	441,054	586,359	678,433	696,489	1,504,245

Appendix 2.7. Expenditure

The following table lists station expenditure 1963-76.

	1963	1964	1965	1966	1971	1976
Stage 3 stations						
CTC	344320	418720	481122	549560	895136	2625455
NBN	836332	1019782	1071538	1130168	1777473	4094608
WIN	462368	467176	518172	541438	876193	2360614
RTN	277538	287694	303424	343217	360444	-
CBN/CWN	386336	452644	504612	583261	778008	1389625
BTV	458580	516442	565492	582622	744154	1654001
BCV	397798	428316	457968	499385	772506	1581525
GLV	369026	415886	333402	331592	345801	442260
GMV	336332	395364	460414	512431	-	950822
DDQ/SDQ	-	336176	356644	416648	563524	1044792
RTQ	-	225498	280372	289860	370311	783635
TNQ	-	285992	235596	313704	463739	1016789
TNT	407720	459004	540926	583932	813739	1781199
Stage 4 stations						
NEN	-	-	-	-	651798	1571970
RVN	-	-	-	-	475946	1647113
NRN	-	-	-	-	351388	1230687
AMV	-	-	-	-	407472	1647113
WBQ	-	-	-	-	333410	754938
ECN	-	-	-	-	-	-
MTN	-	-	-	-	280947	434711
BKN	-	-	-	-	-	176002
STV	-	-	-	-	245390	416348
FNQ	-	-	-	-	224624	600915
MVQ	-	-	-	-	250289	557783
SES	-	-	-	-	267790	644918
BTW/GSW	-	-	-	-	364114	680031
GTS	-	-	-	-	273898	523961
Stage 6 stations						
ITQ	-	-	-	-	-	356929
NTD	-	-	-	-	-	345390
VEW	-	-	-	-	-	249733
Total	4276350	5708694	6109682	6677818	12888094	31563867
Average expenditure (\$)						
Stage 3	427635	439130	469976	513678	730086	1643777
Stage 4	-	-	-	-	343922	837422
Stage 6	-	-	-	-	-	317351
All	427635	439130	469976	513678	537004	1127281

Appendix 2.8. Station licence fees

The following table lists station licence fees payable 1966-76.

	1966	1971	1976
Stage 3 stations			
CTC	7104	12273	64283
NBN	19020	42959	140246
WIN	5685	11618	41400
RTN	4325	4383	-
CBN/CWN	8125	10368	25520
BTV	7440	9934	35587
BCV	6244	9746	28266
GLV	3050	3395	7341
GMV	6594	-	17121
DDQ/SDQ	4852	6557	10736
RTQ	3759	4750	10387
TNQ	4455	6063	16062
TNT	7444	11873	39049
Stage 4 stations			
NEN	-	6683	25180
RVN	-	5557	15083
NRN	-	3825	20498
AMV	-	4048	10820
WBQ	-	4249	13576
ECN	-	-	-
MTN	-	2656	5973
BKN	-	-	2092
STV	-	2090	4324
FNQ	-	2458	10199
MVQ	-	2655	7494
SES	-	2659	7630
BTW/GSW	-	3477	6922
GTS	-	2692	5696
Stage 6 stations			
ITQ	-	-	3602
NTD	-	-	2901
VEW	-	-	2414
Total	88097	176968	580402
Average licence fees (\$)			
Stage 3	6777	11160	36333
Stage 4	-	3587	10422
Stage 6	-	-	2972
All	6777	7374	20729

Appendix 2.9. Efficiency ratio, 1963-76

The following table lists station efficiency ratios, 1963-76.

Important: A lower ratio indicates higher efficiency.

	1963	1964	1965	1966	1971	1976
Stage 3 stations						
CTC	115	86	71	73	73	70
NBN	111	108	80	73	66	69
WIN	150	137	98	91	75	80
RTN	119	90	70	74	77	-
CBN/CWN	113	81	69	69	69	63
BTV	112	92	83	73	67	75
BCV	115	91	77	75	74	82
GLV	147	129	104	111	98	63
GMV	98	80	76	73	-	71
DDQ/SDQ	-	138	97	85	88	94
RTQ	-	124	96	73	71	70
TNQ	-	101	64	67	71	64
TNT	112	89	78	73	68	77
Stage 4 stations						
NEN	-	-	-	-	87	88
RVN	-	-	-	-	81	72
NRN	-	-	-	-	90	82
AMV	-	-	-	-	95	72
WBQ	-	-	-	-	73	66
ECN	-	-	-	-	-	-
MTN	-	-	-	-	99	67
BKN	-	-	-	-	-	89
STV	-	-	-	-	117	92
FNQ	-	-	-	-	90	66
MVQ	-	-	-	-	94	71
SES	-	-	-	-	97	88
BTW/GSW	-	-	-	-	102	96
GTS	-	-	-	-	104	91
Stage 6 stations						
ITQ	-	-	-	-	-	98
NTD	-	-	-	-	-	114
VEW	-	-	-	-	-	105
Total	1193	1344	1064	1011	2025	2233
Average efficiency ratio (percentage) by stage						
Stage 3	119	103	82	78	75	73
Stage 4	-	-	-	-	94	80
Stage 6	-	-	-	-	-	105
All	119	103	82	78	84	80

Appendix 2.10. Profit and loss, 1963-76

The following table lists station profits/losses, 1963-76.

	1963	1964	1965	1966	1971	1976
Stage 3 stations						
CTC	-44,292	71,000	193,724	200,947	332,985	1,121,744
NBN	-85,886	-72,540	266,362	421,382	899,671	1,881,105
WIN	-155,124	-126,076	8,840	54,191	295,481	582,338
RTN	-44,362	31,450	127,384	120,998	106,786	-
CBN/CWN	-43,910	106,880	226,634	262,475	354,791	822,728
BTV	-49,676	47,774	112,824	210,569	361,499	543,600
BCV	-51,308	43,360	133,588	162,447	274,786	337,916
GLV	-118,322	-94,446	-11,308	-33,134	7,219	254,624
GMV	7,978	96,318	149,162	189,637	-	384,941
DDQ/SDQ	-	-91,808	10,728	75,285	77,435	71,593
RTQ	-	-43,100	12,984	104,885	148,451	330,680
TNQ	-	-2,502	131,776	157,137	189,363	575,655
TNT	-44,836	58,702	150,292	214,996	383,218	527,079
Stage 4 stations						
NEN	-	-	-	-	96,362	221,681
RVN	-	-	-	-	114,886	648,683
NRN	-	-	-	-	40,557	263,751
AMV	-	-	-	-	22,031	648,531
WBQ	-	-	-	-	122,789	396,444
ECN	-	-	-	-	-	-
MTN	-	-	-	-	4,165	218,386
BKN	-	-	-	-	-	22,803
STV	-	-	-	-	-36,148	34,146
FNQ	-	-	-	-	25,309	312,661
MVQ	-	-	-	-	16,232	227,594
SES	-	-	-	-	7,275	91,010
BTW/GSW	-	-	-	-	-6,965	40,725
GTS	-	-	-	-	-10,802	51,215
Stage 6 stations						
ITQ	-	-	-	-	-	8,487
NTD	-	-	-	-	-	-41,371
VEW	-	-	-	-	-	-10,991
Average profit or loss (\$) by stage						
Stage 3	-62,974	1,924	116,384	164,755	285,974	619,500
Stage 4	-	-	-	-	32,974	244,433
Stage 6	-	-	-	-	-	-14,625
All	-62,974	1,924	116,384	164,755	159,474	377,420

Appendix 2.11. Net profit ratio, 1963-85

The following table lists station net profit ratios, 1963-76.

	1963	1964	1965	1966	1971	1976
Stage 3 stations						
CTC	-15	14	29	27	26	30
NBN	-11	-8	20	27	34	31
WIN	-50	-37	2	9	25	20
RTN	-19	10	30	26	23	-
CBN/CWN	-13	19	31	31	31	37
BTV	-12	8	17	27	33	25
BCV	-15	9	23	25	26	18
GLV	-47	-29	-4	-11	2	37
GMV	2	20	24	27	-	29
DDQ/SDQ	-	-38	3	15	12	6
RTQ	-	-24	4	27	29	30
TNQ	-	-1	36	33	29	36
TNT	-12	11	22	27	32	23
Stage 4 stations						
NEN	-	-	-	-	12	12
RVN	-	-	-	-	19	28
NRN	-	-	-	-	10	18
AMV	-	-	-	-	5	28
WBQ/SEQ	-	-	-	-	27	34
ECN	-	-	-	-	-	-
MTN	-	-	-	-	2	33
BKN	-	-	-	-	-	11
STV	-	-	-	-	NIL	8
FNQ	-	-	-	-	10	34
MVQ	-	-	-	-	6	29
SES	-	-	-	-	3	12
BTW/GSW	-	-	-	-	NIL	6
GTS	-	-	-	-	NIL	9
Stage 6 stations						
ITQ	-	-	-	-	-	2
NTD	-	-	-	-	-	NIL
VEW	-	-	-	-	-	NIL
Average net profit ratio (percentage) by stage						
Stage 3	-19	-3	18	22	25	27
Stage 4	-	-	-	-	8	20
Stage 6	-	-	-	-	-	1
All	-19	-3	18	22	16	21

The following table lists station net profit ratios, 1981-82.

Station	1981	1982
CTC	-	-
NBN	20	29
WIN	32	32
RTN	-	-
CBN/CWN		
BTV	28	29
BCV	30	29
GLV		
GMV	32	34
DDQ/SDQ	33	34
RTQ	45	44
TNQ	44	44
TNT	-	-
NEN	31	31
RVN	-	-
NRN	-	-
AMV	-	-
SEQ	47	47
ECN	25	28
MTN	-	-
BKN	-	-
STV	-	-
FNQ	44	44
MVQ	34	33
SES	-	-
BTW/GSW	-	-
GTS	-	-
ITQ	8	10
NTD	-	-
VEW	-	-
Average	32	33

Note:

Data not available for all stations in these years due to gaps in the records.

The following table lists selected profit margins, 1984-85.⁵

Station	Margin (%)
CTC	41
NBN	36
WIN	35
CBN/CWN/MTN	33
BCV/GLV/STV	33
BTV/GMV	34
DDQ/SDQ	31
RTQ/SEQ	39
TNQ/FNQ	42
RVN/AMV	34
NEN/ECN	35
NRN/RTN	35
MVQ	67
SES	18
ITQ	22
NTD	22
RTS	21
Average	34

Note:

Data not available for all stations in these years due to gaps in the records.

Appendix 2.12. Return on funds, 1976

The following table lists return on funds, 1976.

Station	ROI
Stage 3 stations	
CTC	56
NBN	49
WIN	35
RTN	-
CBN/CWN	48
BTV	16
BCV	8
GLV	8
GMV	12
DDQ/SDQ	4
RTQ	45
TNQ	43
TNT	67
Stage 4 stations	
NEN	NIL
RVN	47
NRN	20
AMV	47
WBQ[SEQ]	-
ECN	-
MTN	32
BKN	-
STV	9
FNQ	-
MVQ	47
SES	-
BTW/GSW	-
GTS	12
Stage 6 stations	
ITQ	8
NTD	NIL
VEW	NIL
Average ROI by Stage	
Stage 3	33
Stage 4	27
Stage 6	8
All	29

These figures compared favourably to metropolitan stations including TCN (17 per cent)⁶ and SAS Adelaide (38 per cent).⁷

Appendix 2.13. Profitability, June-December 1981

Table 5.5. Profitability, June-December 1981⁸

	Net profit, year to 30 Jun 1981	Net profit, half-year to 31 Dec 1981	Increase
CBL (CBN/CWN)	\$1,470,000	\$1,090,000	32%
MVL (MVQ)	\$521,934	\$431,000	27%
NSL (NEN/NRN)	\$2,900,000	\$1,250,000	32%
RVL (RVN/AMV)	\$1,110,000	\$959,935	67%
RTL (RTQ)	\$846,000	\$582,000	21%
TQL (TNQ/FNQ)	\$1,640,000	\$1,400,000	46%
TNL (NEN/ECN)	\$851,000	\$830,000	77%
VBL (BCV/GLV)	\$1,800,000	\$1,250,000	42%
WBL (SEQ)	\$956,564	\$715,406	37%

Appendix 2.14. Financial performance, 1986-95

The following tables list financial performance details, 1986-95 (i.e. before, during and after aggregation).

Table A: Ratios of EBIT to Tangible Assets⁹

Aggregated Market	Average ratio from 1986-87 to Aggregation (%)	Date of Aggregation	Average ratio from aggregation to 1994- 95 (%)
AMC Southern NSW	37	31 Mar 1989	12
AMA Queensland	33	31 Dec 1990	21
AMB Northern NSW	73	31 Dec 1991	17
AMD Victoria	26	31 Dec 1991	12

Table B: Rates of Return and Economy-wide Indicators (%)

Year	Ratio of earnings to tangible assets in commercial TV		Ratio of earnings to total assets all industries	10-year bond rate
	Metropolitan	Regional		
1986-87	8.6	28.0	9.6	12.8
1987-88	14.7	31.6	10.4	12.0
1988-89	8.4	33.2	11.3	13.5
1989-90	9.3	37.8	10.2	13.4
1990-91	2.1	14.5	7.4	11.2
1991-92	27.5	12.1	6.0	8.9
1992-93	24.6	12.4	7.3	7.4
1993-94	30.8	14.3	8.0	9.7
1994-95	31.0	15.3	N/A	9.2

N/A Not available

a. Earnings are defined as the earnings before interest and tax (EBIT)

b. All data are at the end of the period, i.e. the 1986-87 value is for 30 June 1987

Appendix 2.15. Promotional networks, 1962-95

The following table lists notable regional commercial television promotional networks (for the joint sale of advertising), 1962-95.

Promotional network	Commenced
GLV/GTV	June 1963 ¹⁰
Provincial Television Network (CBN/CWN)	Mid-1960s ¹¹
Central & North QLD Television (TNQ/FNQ, MVQ, RTQ)	December 1971 ¹²
Television 6-8-9 (CBN/CWN, MTN)	1 October 1973 ¹³
Great Eastland Television (NEN/ECN, NRN/RTN, DDQ/SDQ)	1 October 1975 ¹⁴
Television Centre of Victoria (BCV/GLV, STV)	1 January 1976 ¹⁵
Central & South Eastern QLD Television (RTQ, SEQ)	1 March 1979 ¹⁶
North Queensland Television (TNQ/FNQ, MVQ)	c.1979
Southern Associated Television (BTV/GMV, SES)	1 July 1980 ¹⁷
MidState Television (CBN/CWN, MTN)	c.1982
Golden West Network (BTW/GSW, VEW, GTW)	1980s
The Prime Network (RVN/AMV, CBN/CWN, MTN, NEN/ECN)	1980s
Six Network (BTV/GMV, SES)	1980s
Southern Cross TV8 (BCV/GLV, STV)	1980s
Tas TV (TNT/TVT)	1980s
WIN Television (WIN, RTQ/DDQ, later VTV, STV, TVT)	1990s
Central Television Network (GTS/BKN)	1990s
Southern Cross Ten (TNQ, NRN, CTC, BCV, GLV)	2000s

Notes

¹ Data extracted from 1981 and 1983 licence renewal reports.

² In all years except 1981/2, source documents provided the 30-second spot rate. For the basis of this comparison, the 1981/82 60-second spot rate has been halved to provide an indicative 30-second spot rate.

³ “Local” refers to percentage of viewers who watched the regional commercial television station within the local service area; “metro” refers to percentage who watched one or more metropolitan commercial television stations from an adjoining service area; “ABC” refers to percentage who watched the national broadcaster; “other” refers to percentage who watched a regional commercial television station from an adjoining service area.

⁴ “Local” refers to percentage of viewers who prefer to watch the regional commercial television station within its relevant service area; “metro” refers to percentage who prefer metropolitan commercial television station from adjoining service area; “ABC” refers to percentage who prefer national broadcaster; “other” refers to percentage who prefer regional commercial television station from adjoining service area.

⁵ DOC, *Future Directions for Commercial Television, Vol. 2*, p. 70; Herd, *Networking*, p. 170.

⁶ NAA/NSW: B2152, TCN/4 PART 4: ABCB, TCN LRR, 1977 (22161297).

⁷ NAA/NSW: B2152, SAS/4 PART 2: ABCB, SAS LRR, 1977 (22161286).

⁸ Quinlivan, “Advertisers balk,” p. 50. This table compares full-year net profit for 1981 financial year with half-year net profit as at 31 December 1981.

⁹ BTCE, *Australian Commercial Television 1986-95*, pp. 73-77 (derived from ABA and ABS data).

¹⁰ GLV entered into an agreement with GTV to sell advertising and undertake simultaneous program transmission.

¹¹ CWN commenced as a full and permanent relay of CBN on 1 December 1965. Both stations began marketing themselves as “The Provincial Television Network” soon afterwards.

¹² CNQTV, *Facts* (promotional brochure), 1973. The first combined rate card was published in 1973.

¹³ MTL (MTN), *Annual Report*, 1973.

¹⁴ DDQ/SDQ, NRN/RTN and NEN/ECN remained under independent ownership.

¹⁵ STV (which had commenced a program relay from BCV on 12/7/1975) joined with BCV/GLV for the joint sale of national advertising from 1/1/1976.

¹⁶ WBL (SEQ), *Annual Report*, 1979.

¹⁷ ABT, BTV LRR No. 67/81, 1981, p. 91.