

ASA ADVERTISING REVENUE: 2015-2017

All figures are NZ\$ Million



	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Television	601	559	566								
Television Digital	20	21	25								
TOTAL TELEVISION	621	580	591								
Newspapers	474	417	353								
Newspapers Digital	41	61	82								
TOTAL NEWSPAPERS	515	478	435								
Radio	270	271	277								
Radio Digital	4	4	6								
TOTAL RADIO	274	275	283								
Magazines	210	199	184								
Magazines Digital	0	22	25								
TOTAL MAGAZINES	210	221	209								
TOTAL OUTDOOR	95	118	140								
Digital Only	736	783	785								
Digital Other	65	108	138								
TOTAL DIGITAL	801	891	923								
ADDRESSED MAIL	58	59	54								
UNADDRESSED MAIL	52	48	53								
CINEMA	9	10	11								
TOTAL	2570	2572	2561	0	0	0	0	0	0	0	0

Source: ASA New Zealand

[Digital Other = sum of Magazines, Newspaper, Radio & Television Digital]