



Media Industry Hiring Report

July 2025

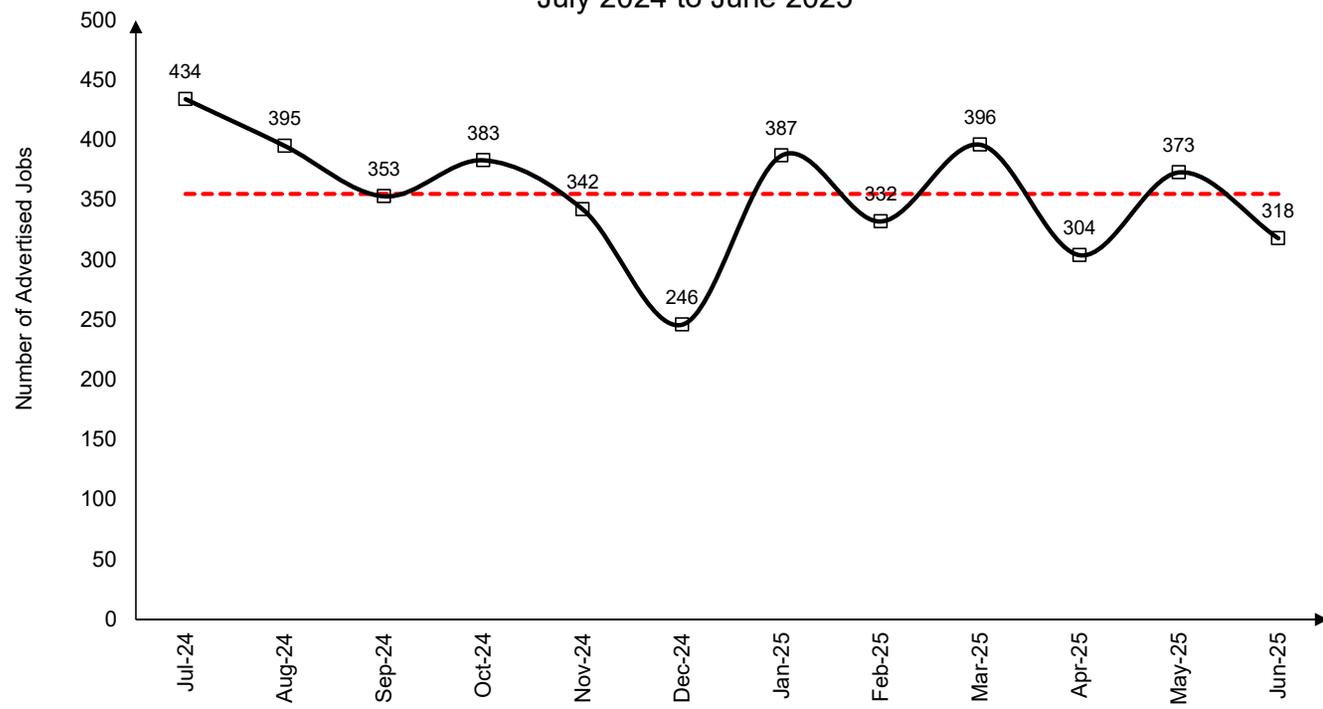


Key Findings – Q2 2024 v Q2 2025 year-on-year comparisons

- Total number of jobs: 995 (-1%)
- Location: Melbourne: 271 (+1%), Sydney: 760 (-2%)
- Media type: TV/Streaming: 190 (-8%), Radio/Podcast: 86 (-49%), OOH/Retail Media: 70 (-28%), Publishing: 385 (-24%), Events: 128 (+5%), DSP / Programmatic: 43 (+2%), Search/Social: 111 (+31%)
- Job Function: CEO-GM: 7 (+40%), Content: 194 (-20%), Sales: 360 (-11%), Product/ops: 326 (+27%), MarComms: 479 (+15%)
- Seniority: Senior Management: 9 (+80%), Director-level: 83 (+17%), Manager-level: 428 (+1%), Executive-level: 475 (-6%)
- Top employers: News Corp: 73 (+38%), Nine: 67 (-%), Are Media: 44 (+42%), Google: 39 (+63%), TikTok: 35 (-5%), REA Group: 25 (-22%), Nova: 23 (+5%), SBS: 23 (-12%), ABC: 22 (-54%) Seven Network: 18 (-14%)



Media Industry Hiring Volume July 2024 to June 2025

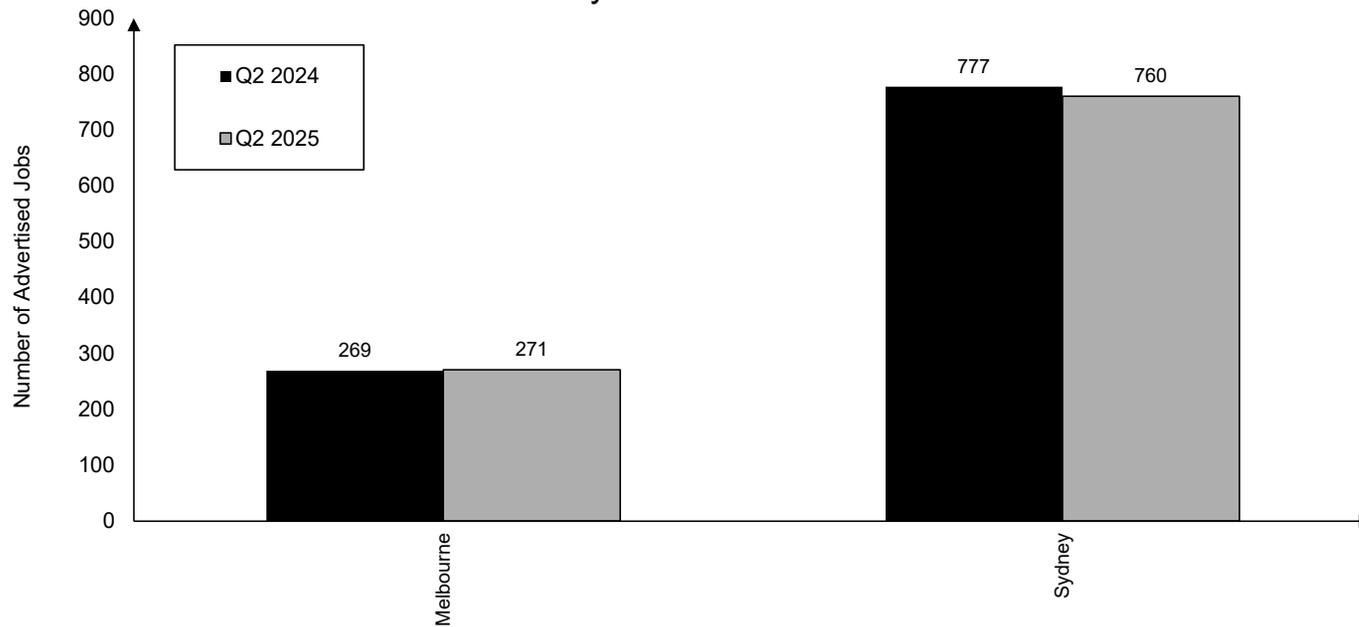


Mercury Talent tracks advertised jobs as follows:
- Employers: Publishers, broadcasters, OOH, retail media, search/social, DSP/SSP, programmatic
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Media Industry Hiring Volume By Location

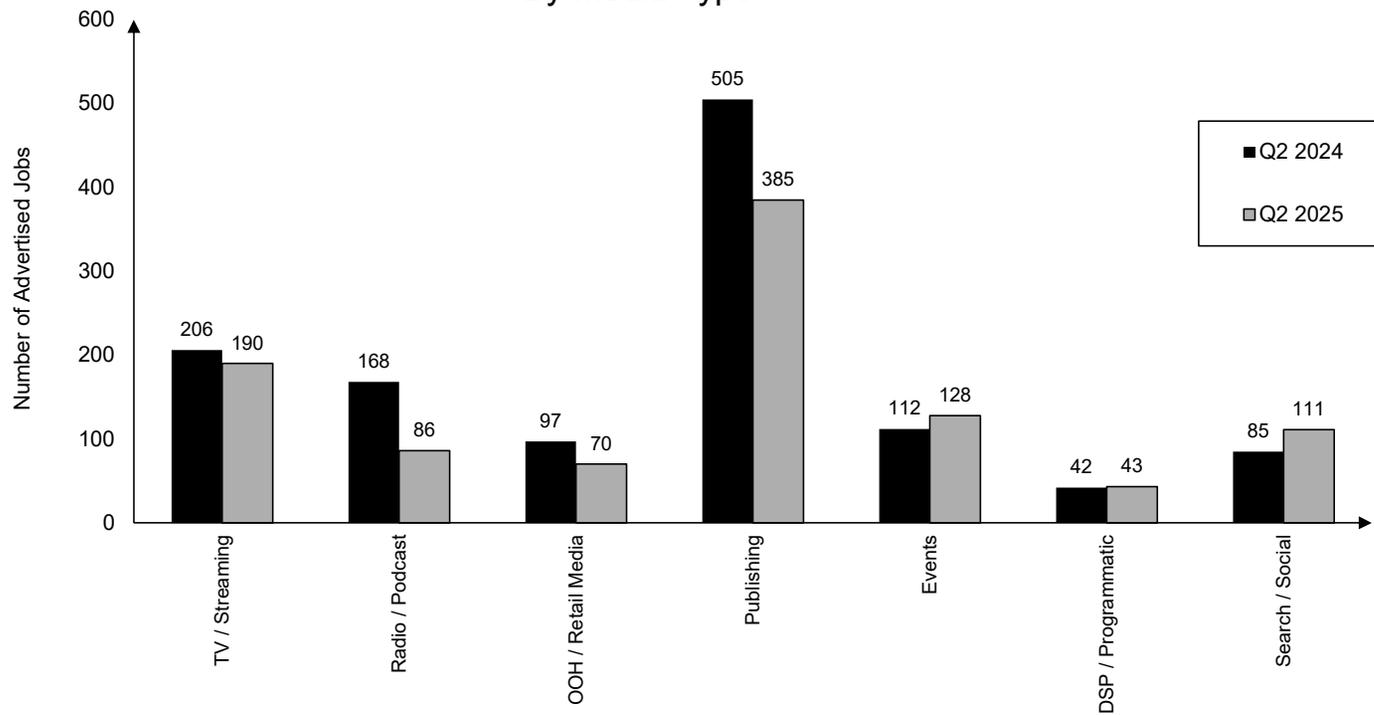


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Media Industry Hiring Volume By Media Type

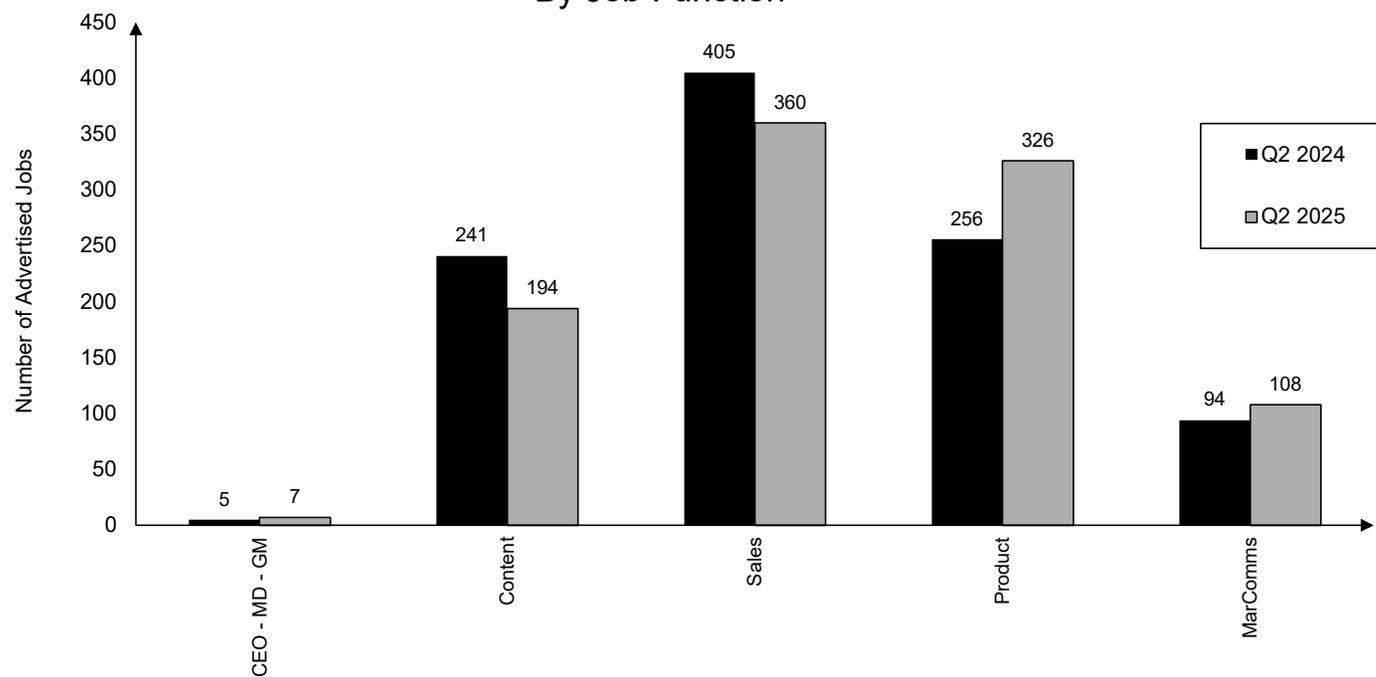


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Media Industry Hiring Volume By Job Function

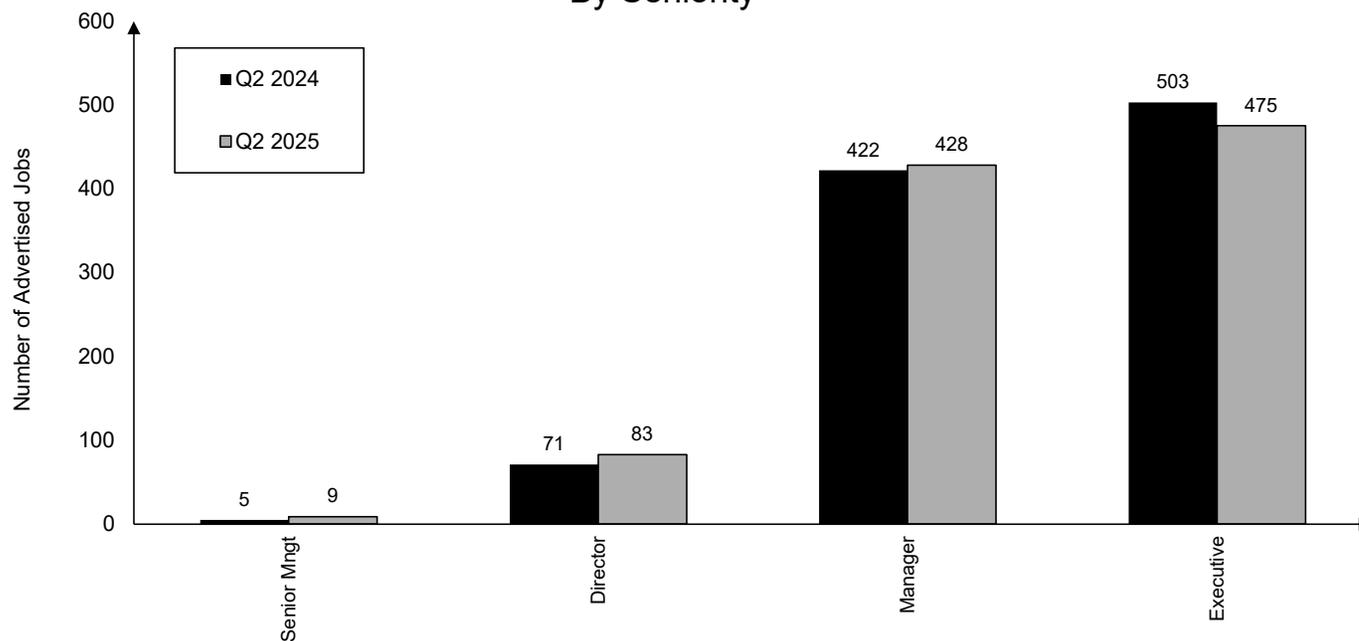


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Media Industry Hiring Volume By Seniority

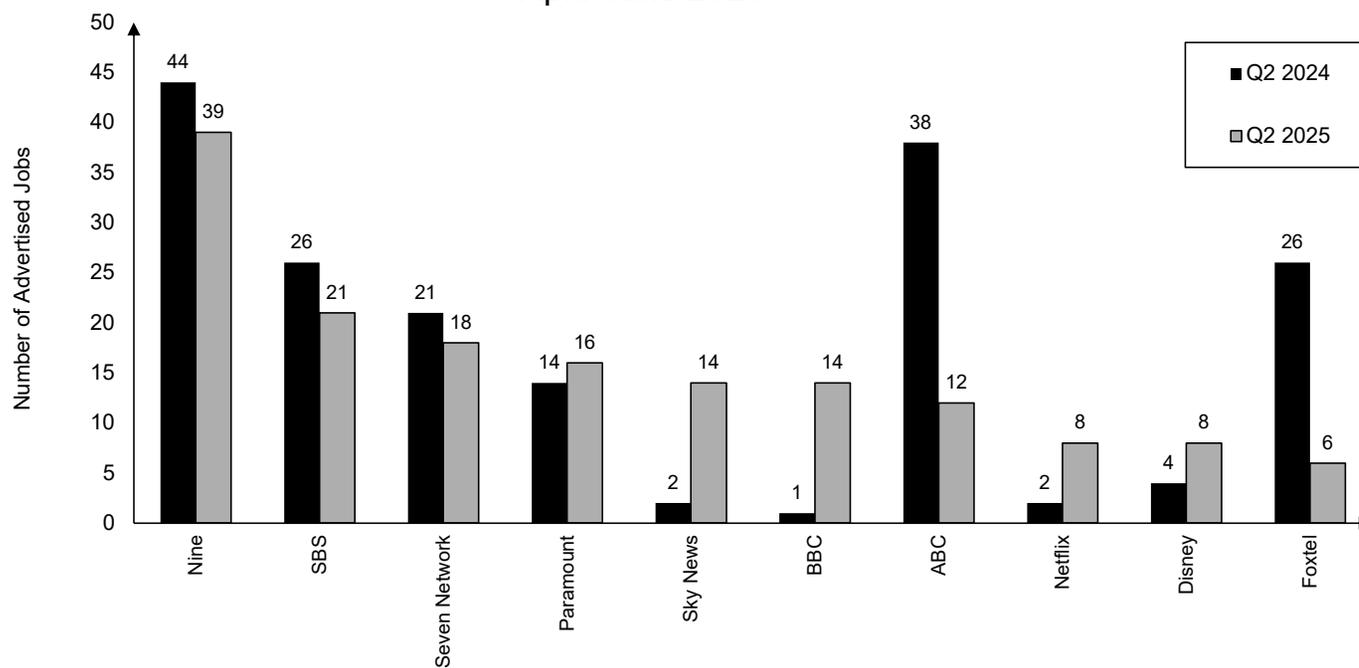


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Top 10 TV/Streaming Employers April-June 2025

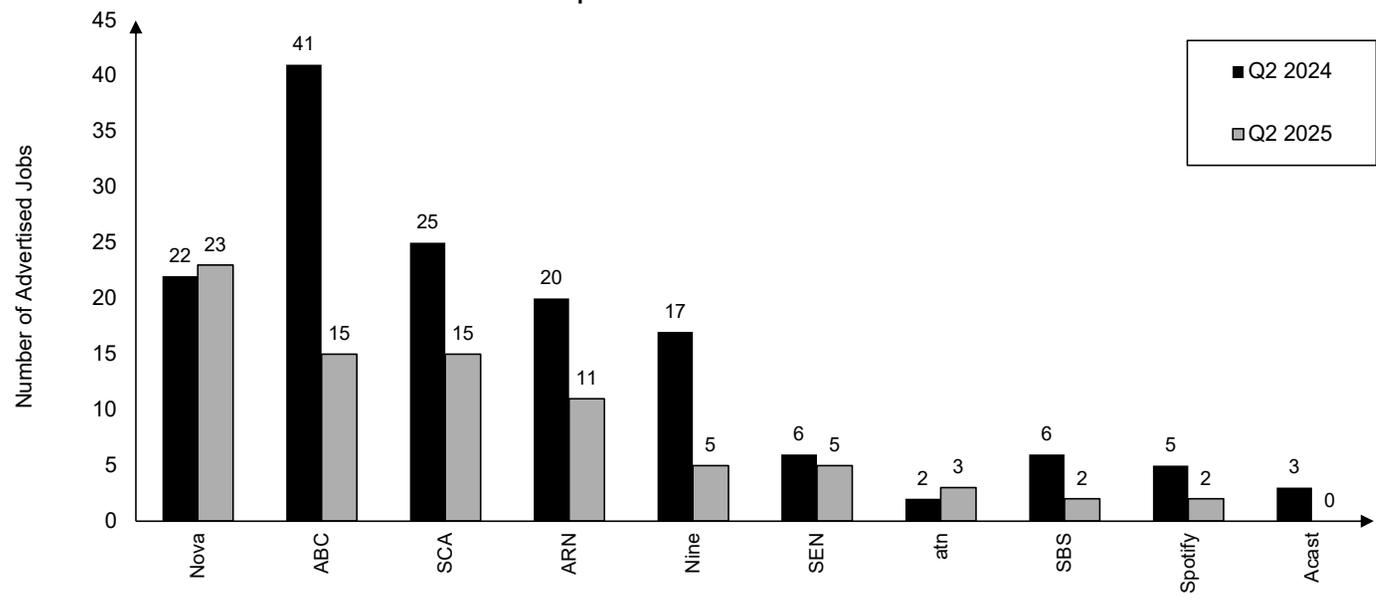


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Top 10 Radio/Podcast Employers April-June 2025

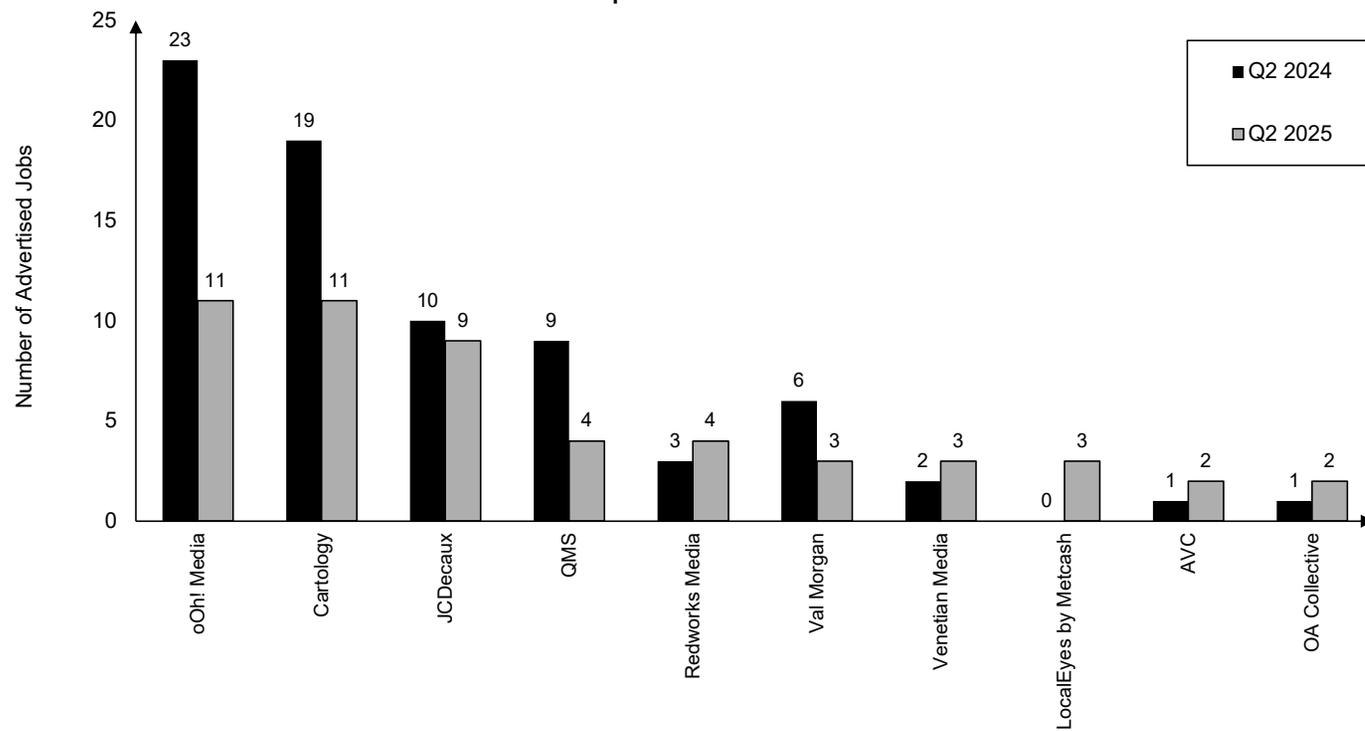


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Top 10 OOH/Retail Media Employers April-June 2025

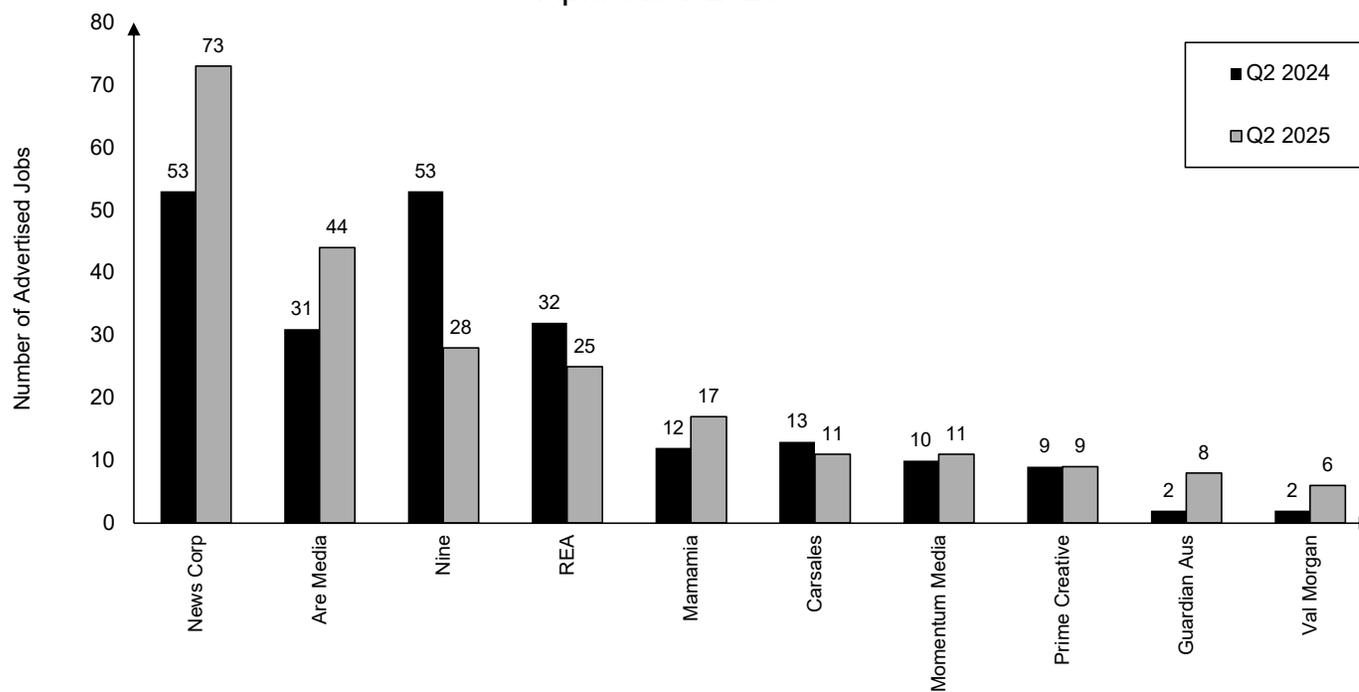


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Top 10 Publishing Employers April-June 2025

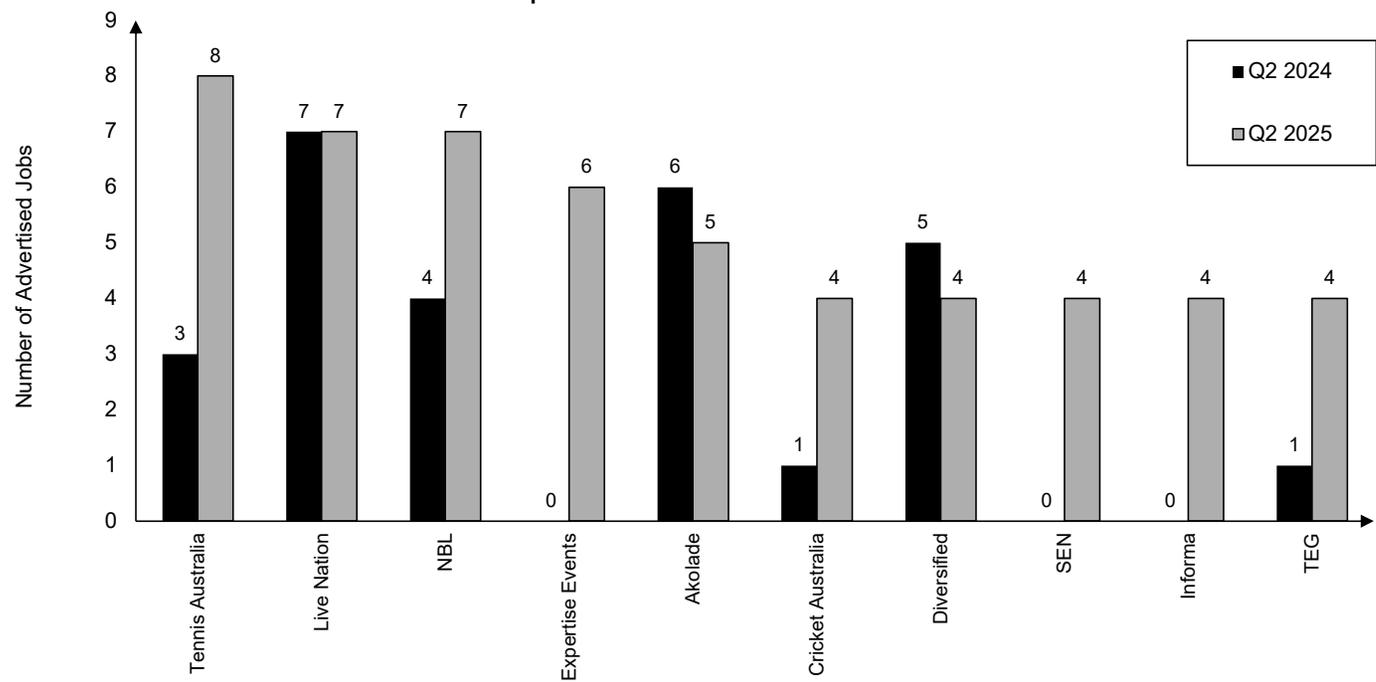


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Top 10 Events Employers April-June 2025

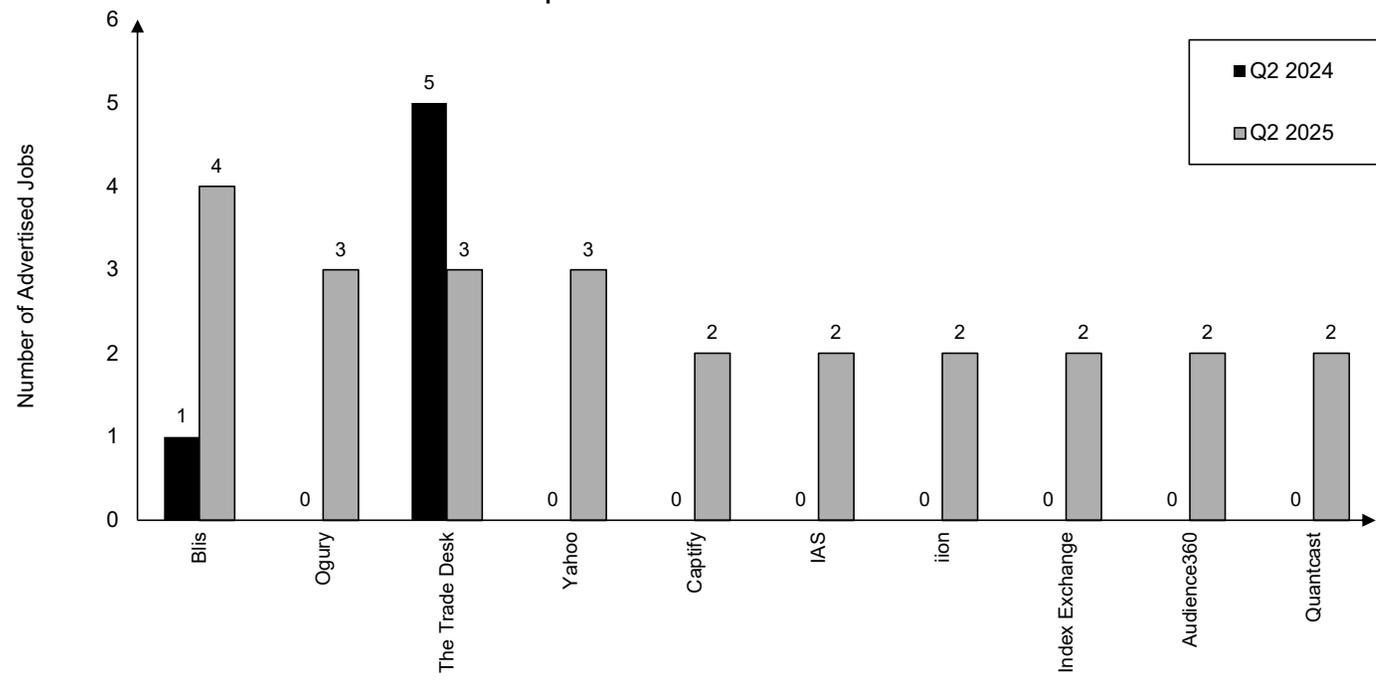


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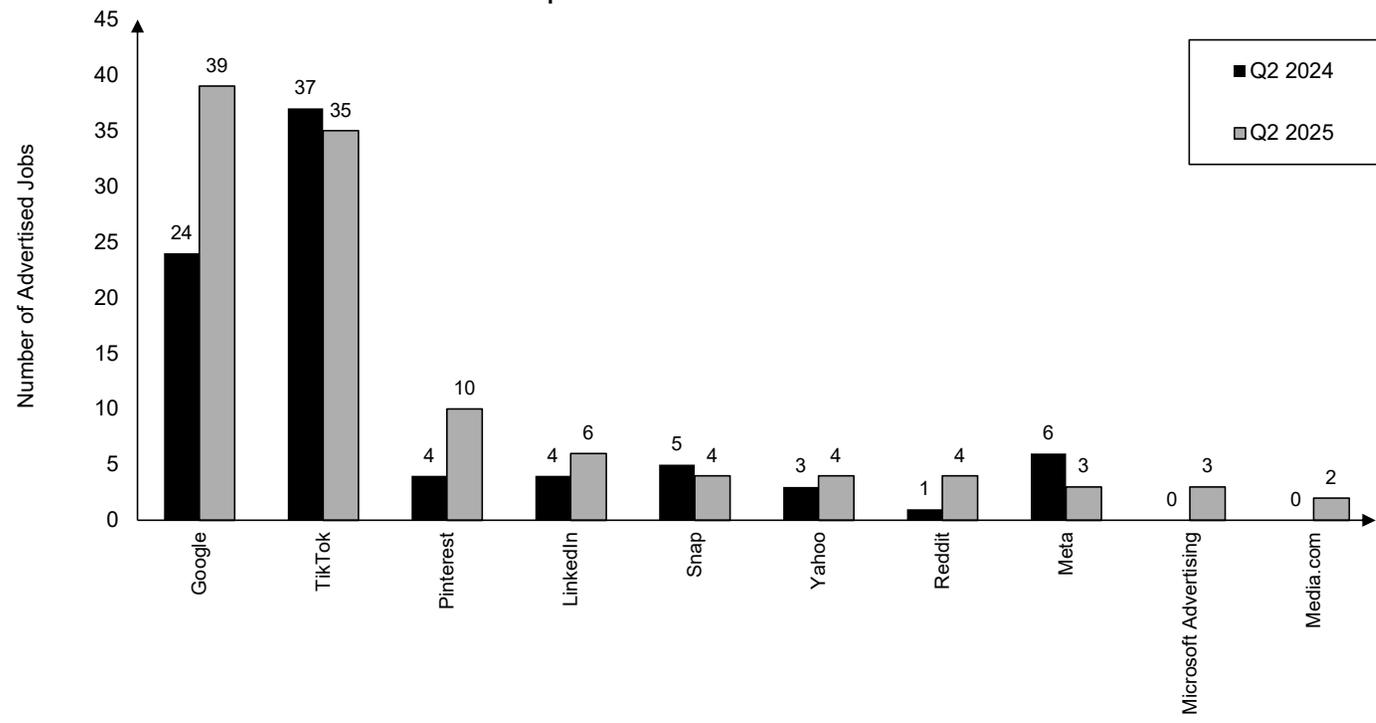
Top 10 DSP/Programmatic Employers April-June 2025



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- Location: Sydney and Melbourne



Top 10 Search/Social Employers April-June 2025

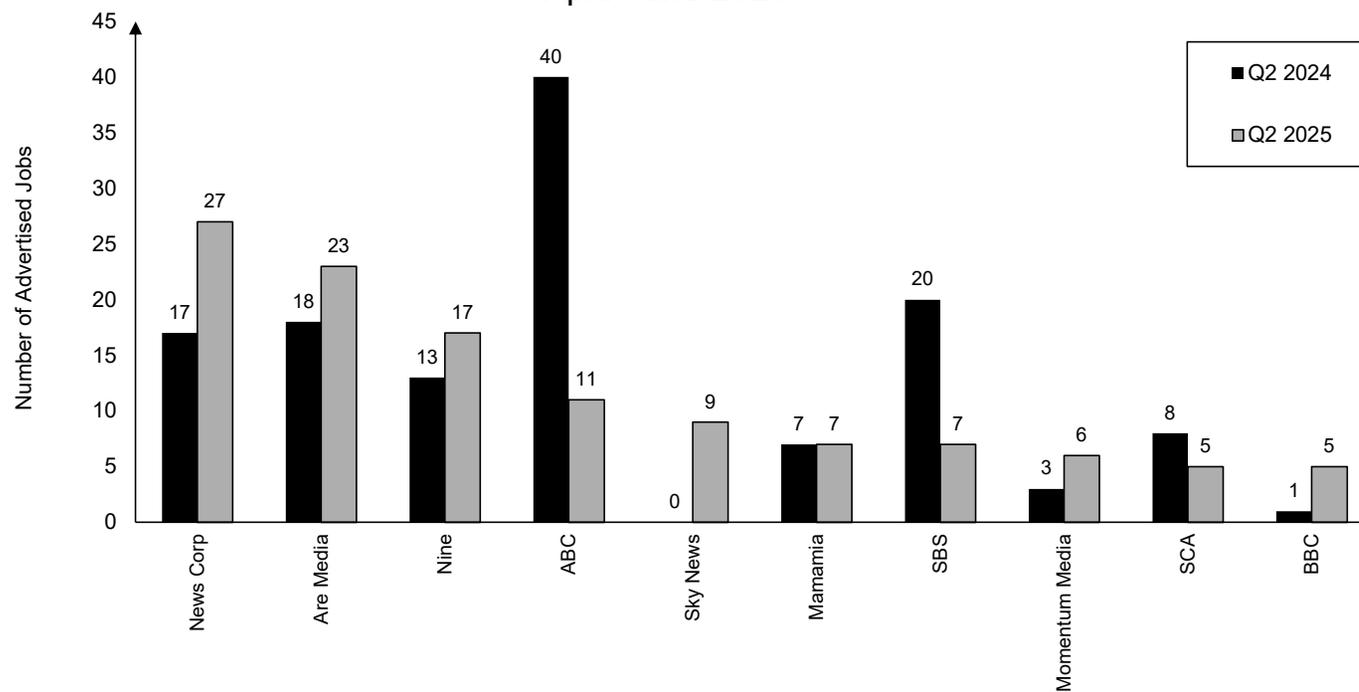


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Top 10 Employers – Content Roles April-June 2025

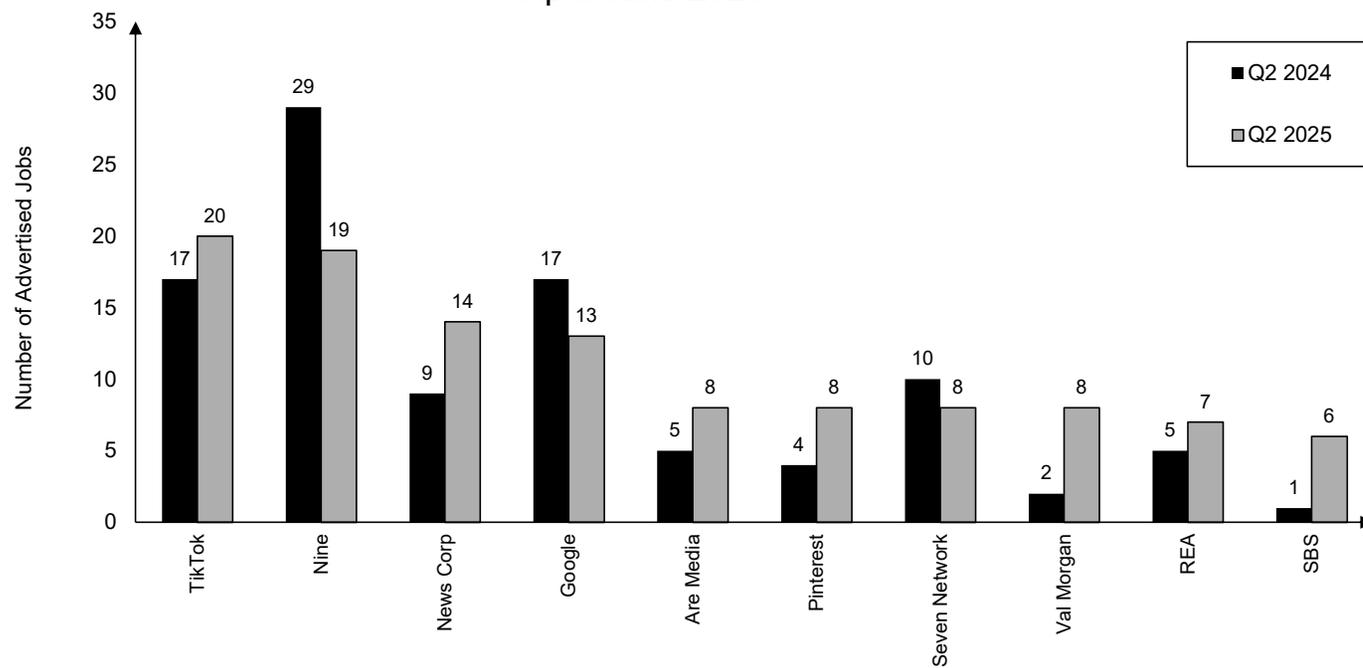


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Top 10 Employers – Sales Roles April-June 2025

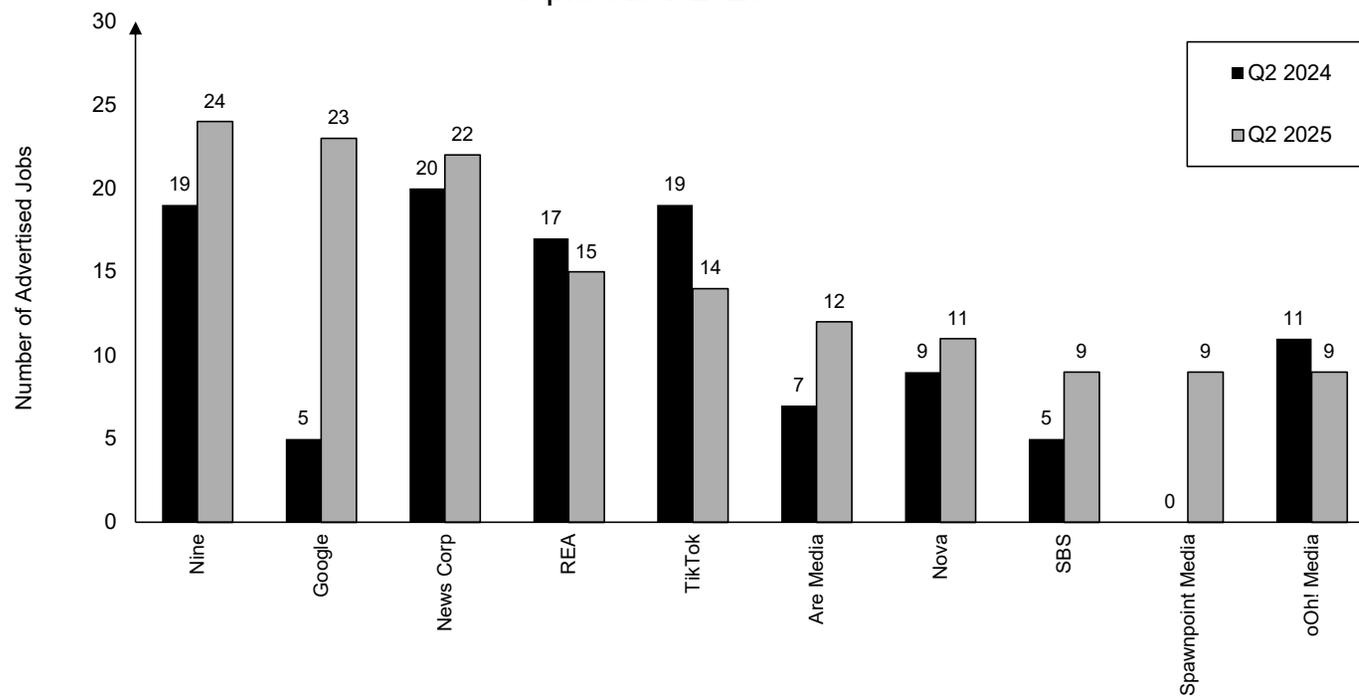


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Top 10 Employers – Product/Ops Roles April-June 2025

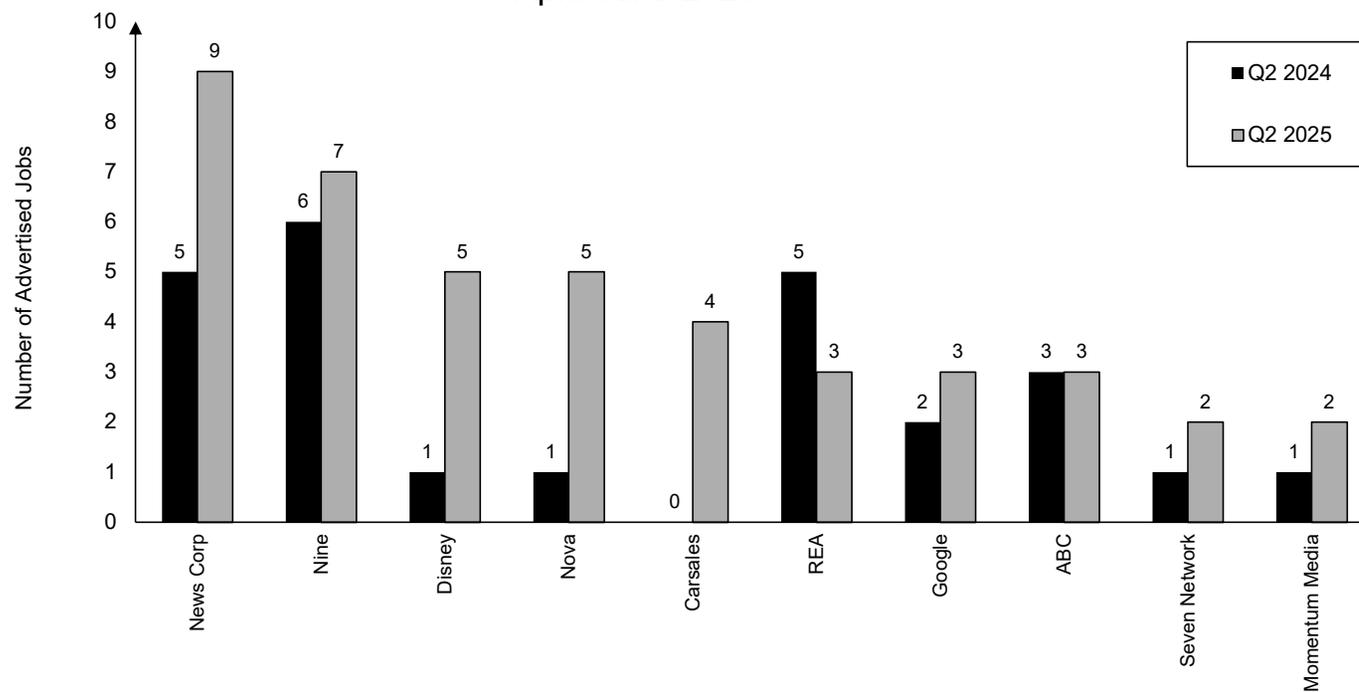


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Top 10 Employers – MarComms Roles April-June 2025



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Key Findings – June 2024 to June 2025

- Total of 4,263 jobs from 336 employers
- Location: Melbourne: 1,098 (26%), Sydney: 3,322 (78%)
- Media type: Publishing: 1,899 (45%), TV/Streaming: 870 (19%), Radio/Podcast: 436 (9%), Events: 520 (11%), OOH/Retail Media: 364 (8%), Search/Social: 382 (8%), DSP / Programmatic: 172 (4%)
- Job Function: CEO-GM: 24 (0.6%), Content: 946 (22%), Sales: 1,668 (39%), Product/ops: 1,303 (31%), MarComms: 479 (11%)
- Seniority: Senior Management: 24 (0.6%), Director-level: 376 (9%), Manager-level: 1,718 (40%), Executive-level: 2,144 (50%)
- Average jobs per month: 355, fluctuated between 434 jobs in July and 246 jobs in December
- Top employers: News Corp (323), Nine (273), TikTok (168), Are Media (153), ABC (145), Google (109), SBS (106), Seven Network (105), Foxtel (92), REA Group (84)



Key Findings – June 2024 to June 2025

- Top 10 TV/Streaming employers: Nine (127), Seven Network (103), SBS (100), ABC (96), Foxtel (92), Paramount (70), Sky News (44), WBD (37), Disney (30), BBC (28)
- Top 10 Radio/Podcast employers: ABC (99), SCA (70), Nova (68), ARN (50), Nine (31), SEN (27), SBS (19), Spotify (15), atn (10), Acast (5)
- Top 10 OOH/Retail Media employers: Cartology (63), oOh! Media (57), JCDecaux (50), QMS (28), Val Morgan (17), MixIn by endeavour (14), Scentre Brandspace (12), Redworks Media (10), OA Collective (8), Retail Media Works (7)
- Top 10 Publishing employers: News Corp (320), Nine (178), Are Media (153), REA Group (84), Domain (56), Mamamia (50), Carsales (49), Medium Rare (43), Momentum Media (42), Guardian Aus (37)
- Top 10 Events Employers: Live Nation (29), Momentum Media (24), Akolade (24), NBL (24), RX Global (21), Tennis Australia (19), AFL (18), Diversified (17), Foundry (15), Prime Creative (14)
- Top 10 DSP/Programmatic Employers: The Trade Desk (35), MiQ (12), Taboola (12), Blis (10), Nexxen (10), GumGum (9), Channel Factory (7), Criteo (6), iion (6), Index Exchange (5)



Key Findings – June 2024 to June 2025

- Top 10 Search/Social employers: TikTok (168), Google (109), Pinterest (28), Meta (20), LinkedIn (16), Snap (14), Yahoo (11), Reddit (8), Microsoft (6), Media.com (2)
- Top 10 employers for CEO-GM roles: News Corp (6), Carsales (2), Sydney Fringe (2), AAP (1), ABC (1), JOY Media (1), Nine (1), oOh! Media (1), SBS (1), Schwartz Media (1)
- Top 10 employers for Content roles: ABC (96), Nine (78), News Corp (71), Are Media (65), SBS (38), Sky News (35), Momentum Media (25), Mamamia (25), Daily Mail (22), SCA (20)
- Top 10 employers for Sales roles: TikTok (96), Nine (85), News Corp (79), Seven Network (55), Google (54), Paramount (35), SCA (34), Are Media (32), JCDecaux (29), Cartology (27)
- Top 10 employers for Product/Ops roles: News Corp (137), Nine (84), TikTok (59), Foxtel (54), Google (48), SBS (44), REA Group (38), oOh! Media (37), Are Media (34), Seven Network (33)
- Top 10 employers for MarComms roles: News Corp (30), Nine (25), Are Media (22), Foxtel (20), REA Group (17), ABC (14), TikTok (12), Domain (11), NBL (11), AFL (11)



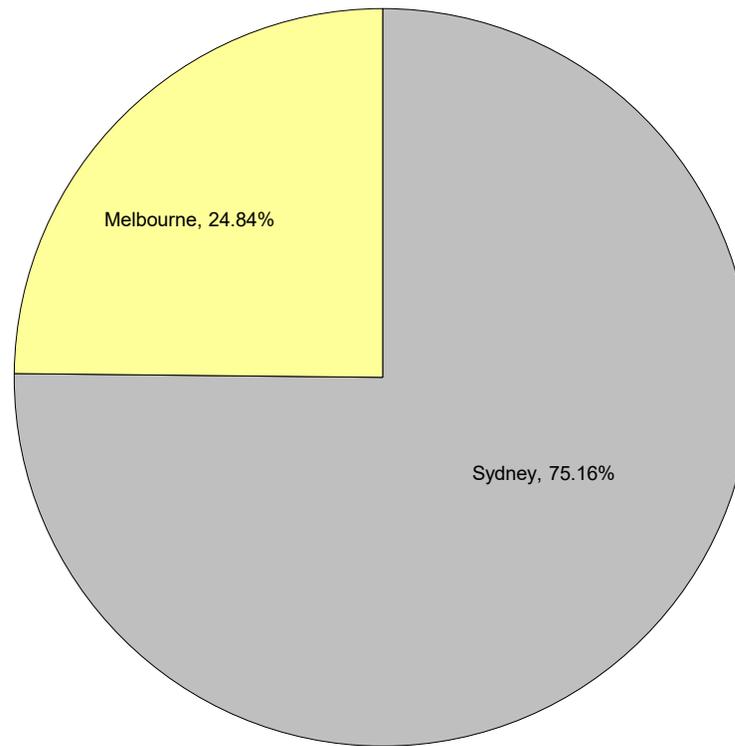
Key Findings – June 2024 to June 2025

- Top 10 employers for Senior Management roles: News Corp (6), Carsales (2), Sydney Fringe (2), AAP (1), ABC (1), JOY Media (1), Nine (1), oOh! Media (1), SBS (1), Schwartz Media (1)
- Top 10 employers for Director-level roles: News Corp (22), Are Media (16), The Trade Desk (16), Nova (15), TikTok (14), Nine (14), ABC (14), ARN (11), Seven Network (11), ArchiPro (10)
- Top 10 employers for Manager-level roles: News Corp (120), TikTok (96), Nine (77), Google (69), Are Media (60), ABC (57), SBS (40), Paramount (33), REA Group (32), SCA (29)
- Top 10 employers for Executive-level roles: Nine (181), News Corp (175), Are Media (77), ABC (72), Seven Network (72), Foxtel (61), TikTok (58), SBS (55), REA Group (48), SCA (43)



Hiring By Location

July 2024 to June 2025

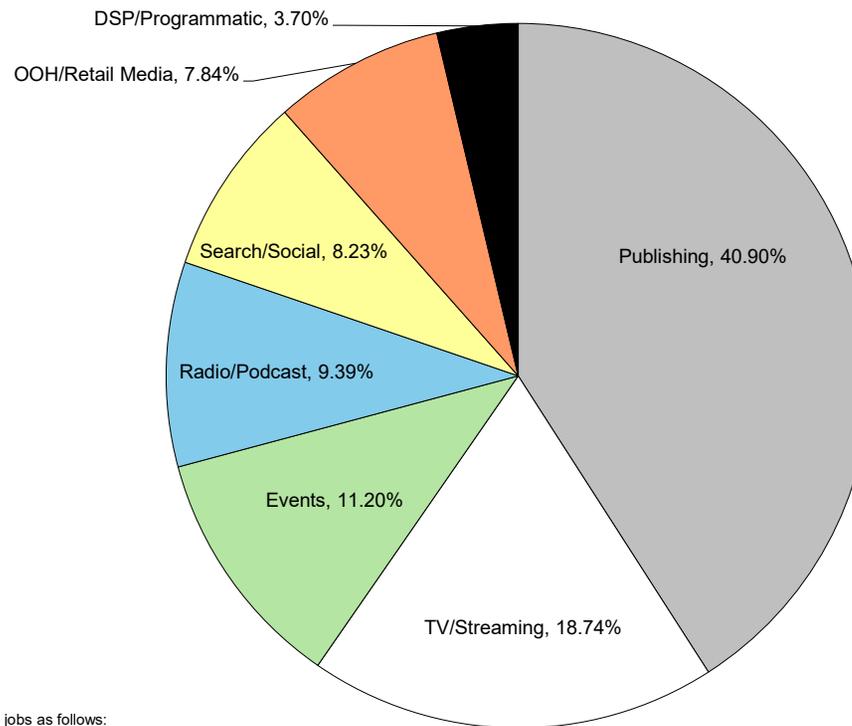


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Hiring By Media Type July 2024 to June 2025



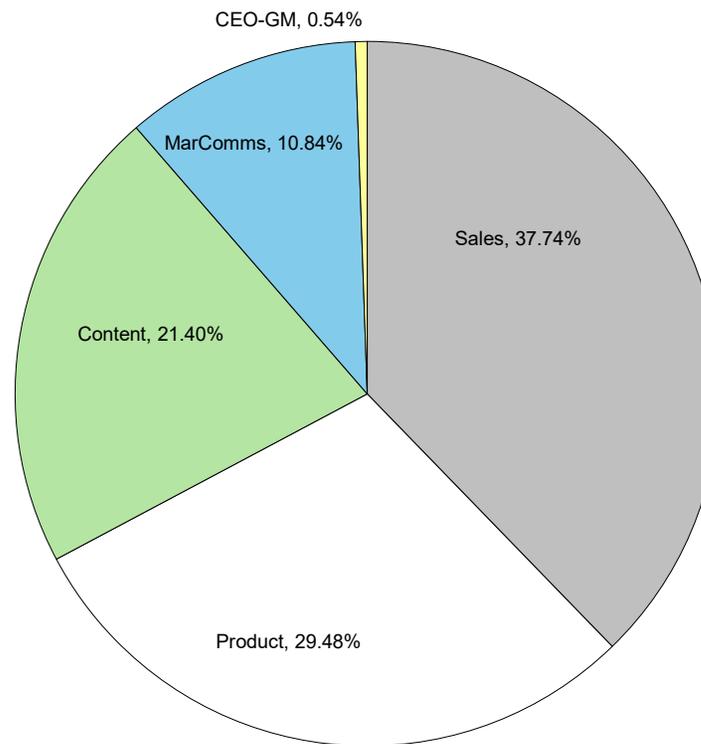
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Hiring By Job Function

July 2024 to June 2025



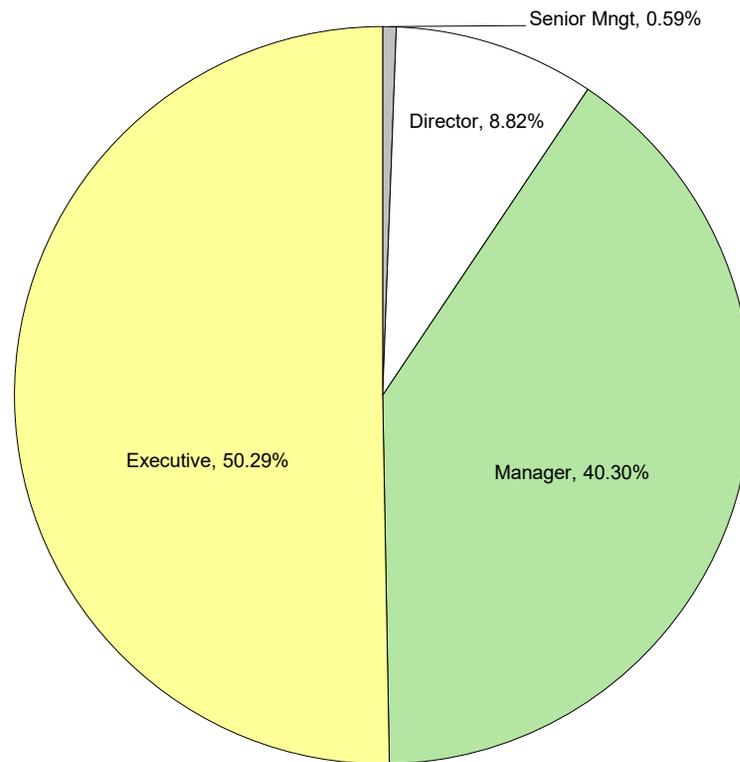
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Hiring By Seniority

July 2024 to June 2025

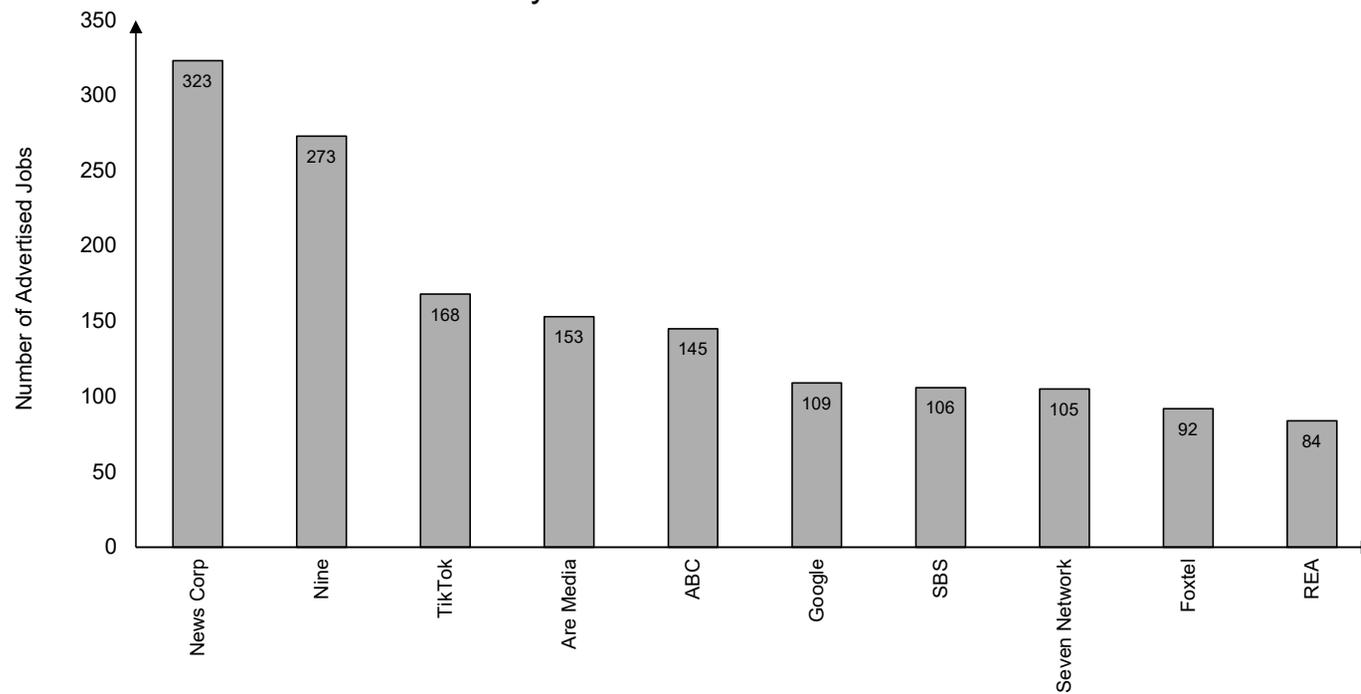


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Top 10 Media Industry Employers July 2024 – June 2025

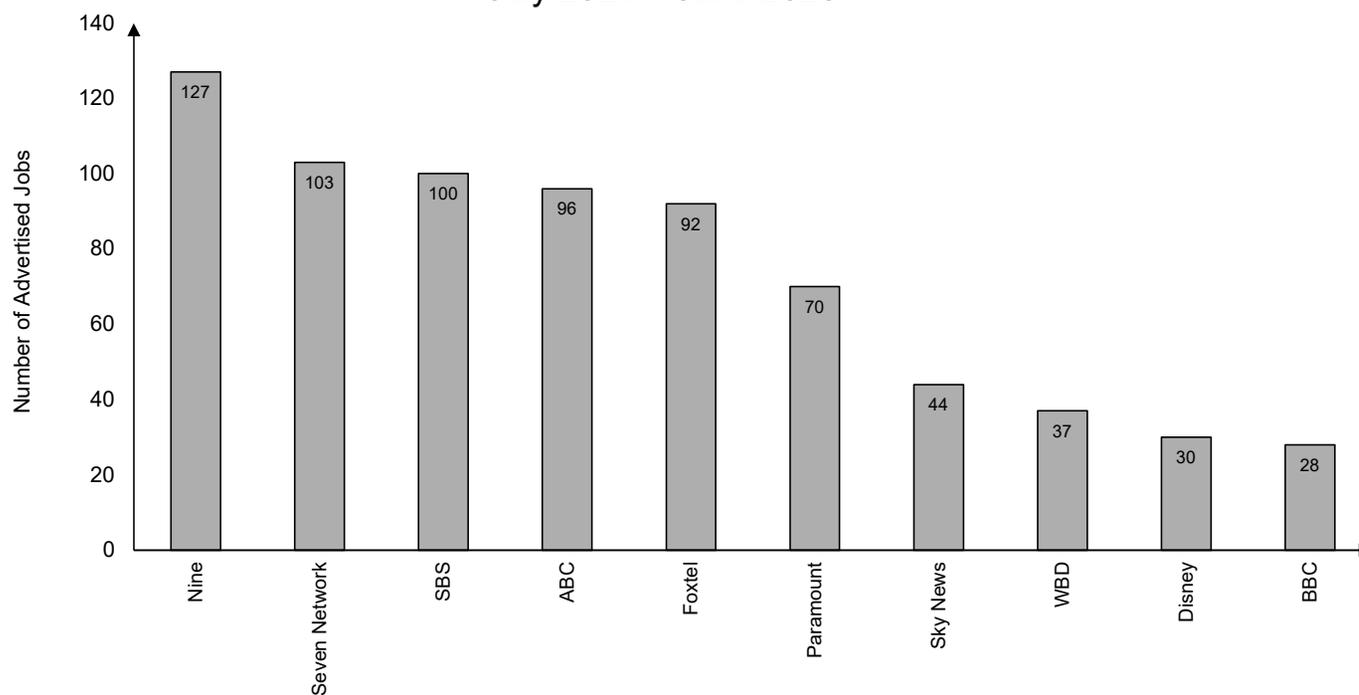


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Top 10 TV/Streaming Employers July 2024 – June 2025

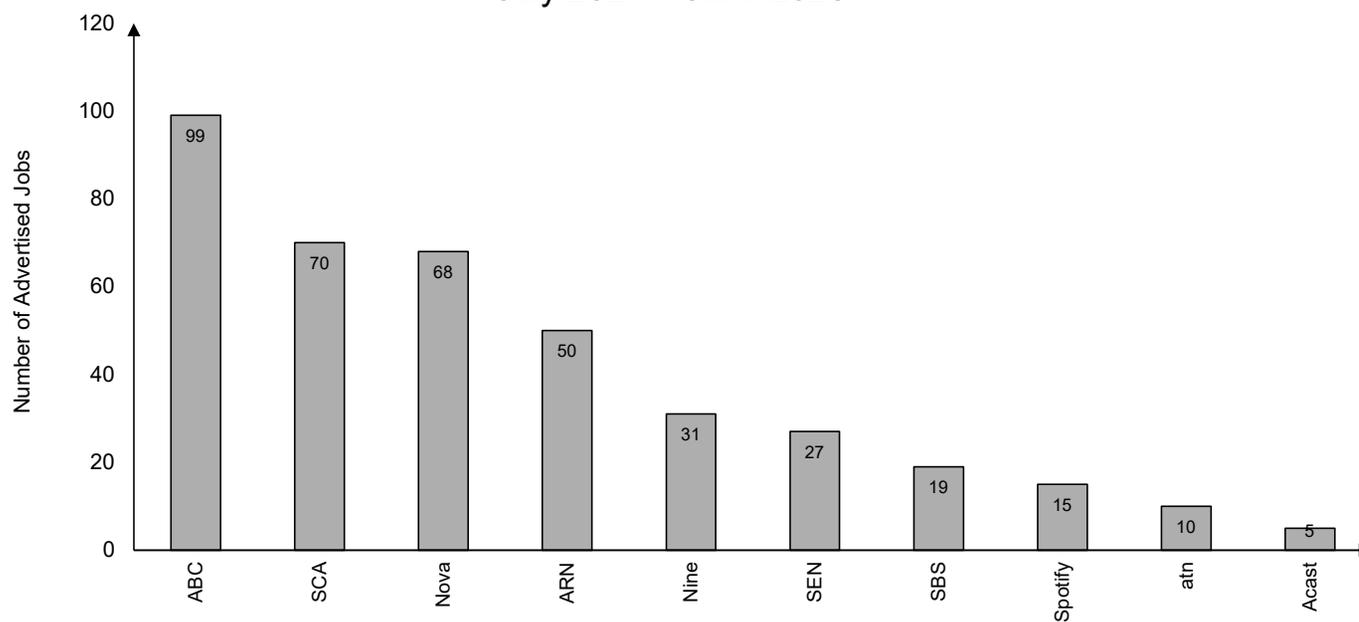


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Top 10 Radio/Podcast Employers July 2024 – June 2025

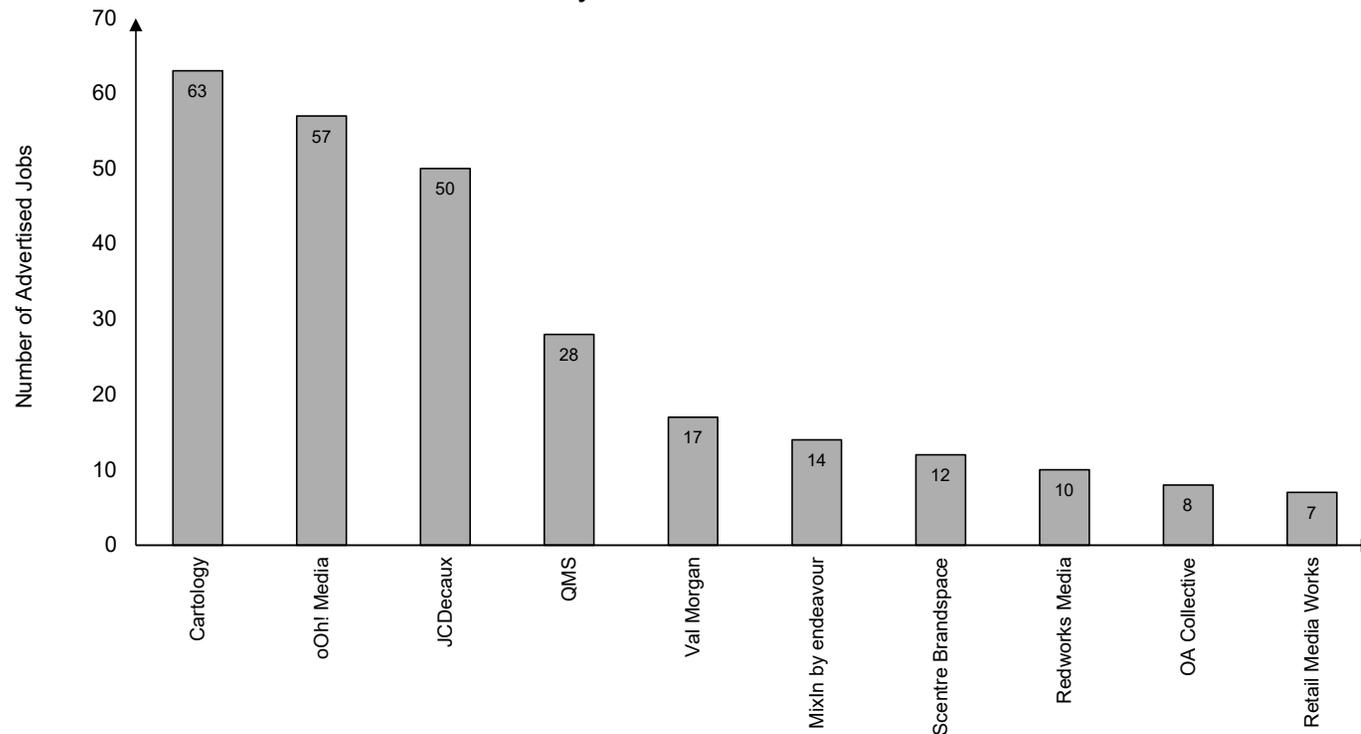


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Top 10 OOH/Retail Media Employers July 2024 – June 2025

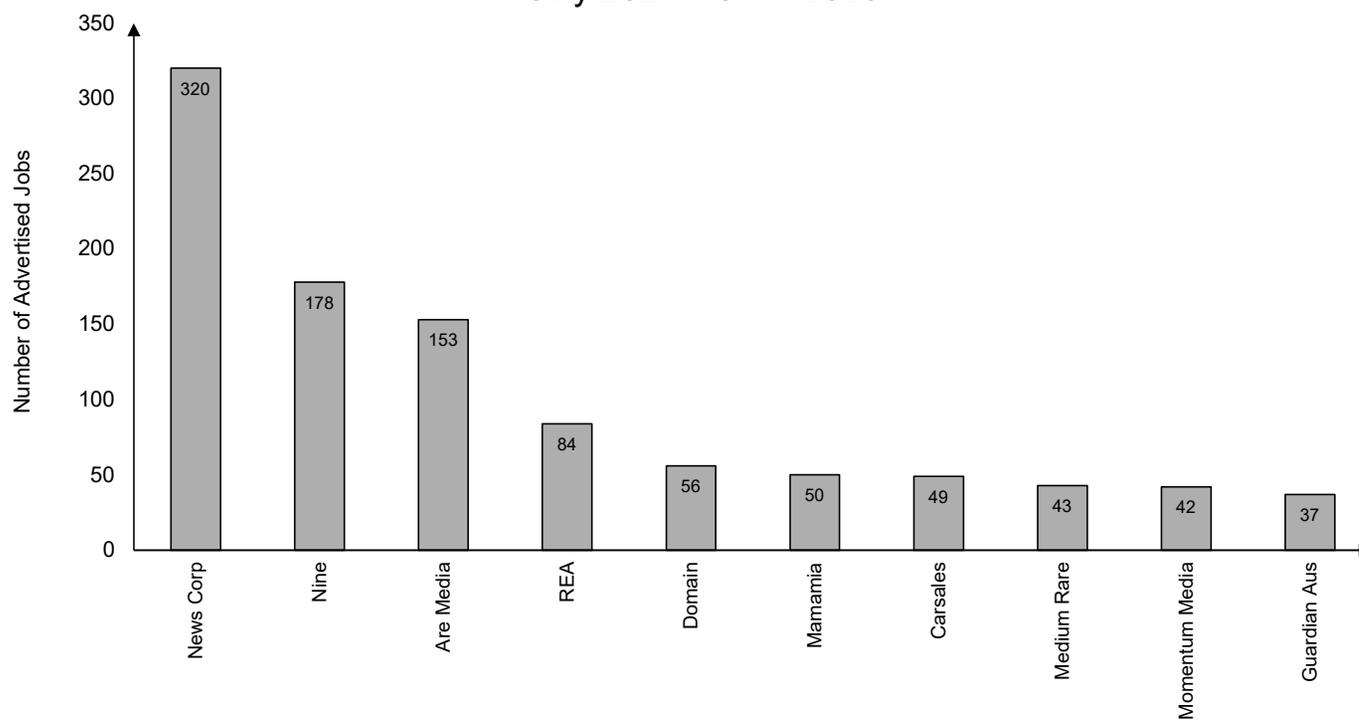


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Top 10 Publishing Employers July 2024 – June 2025



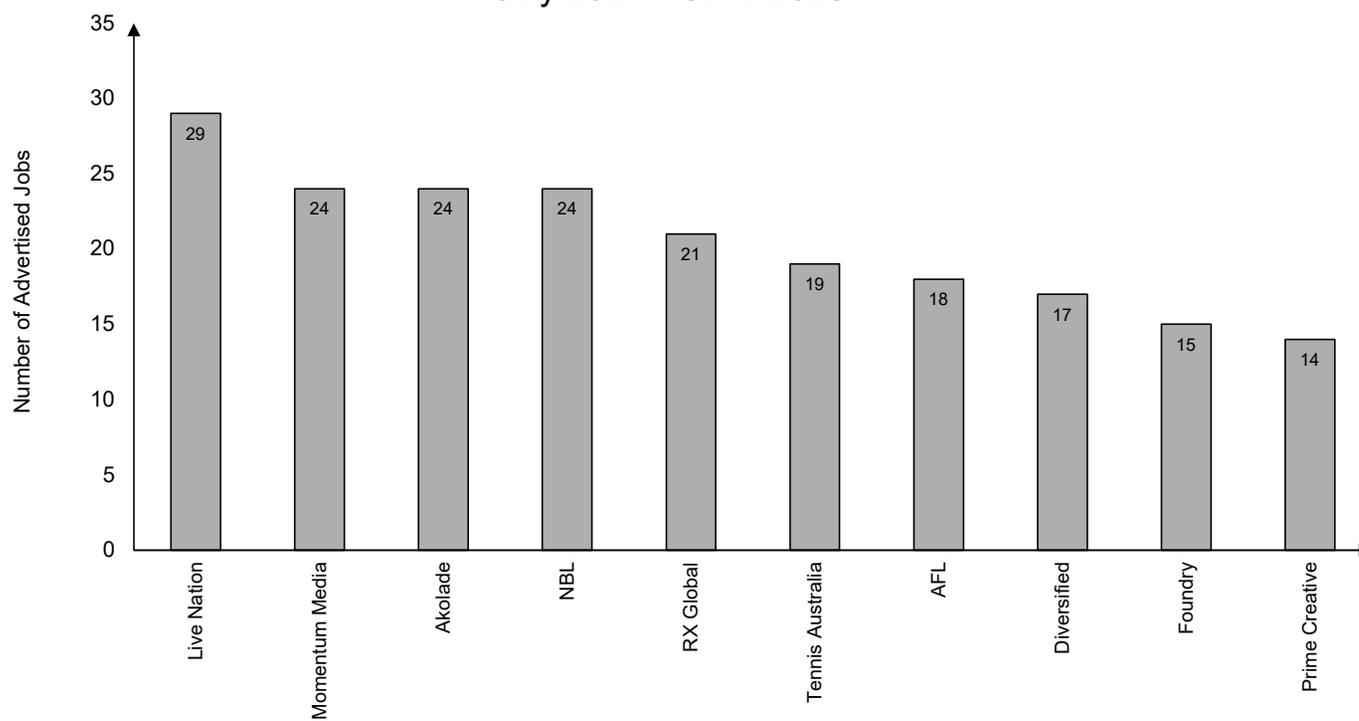
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Top 10 Events Employers July 2024 – June 2025



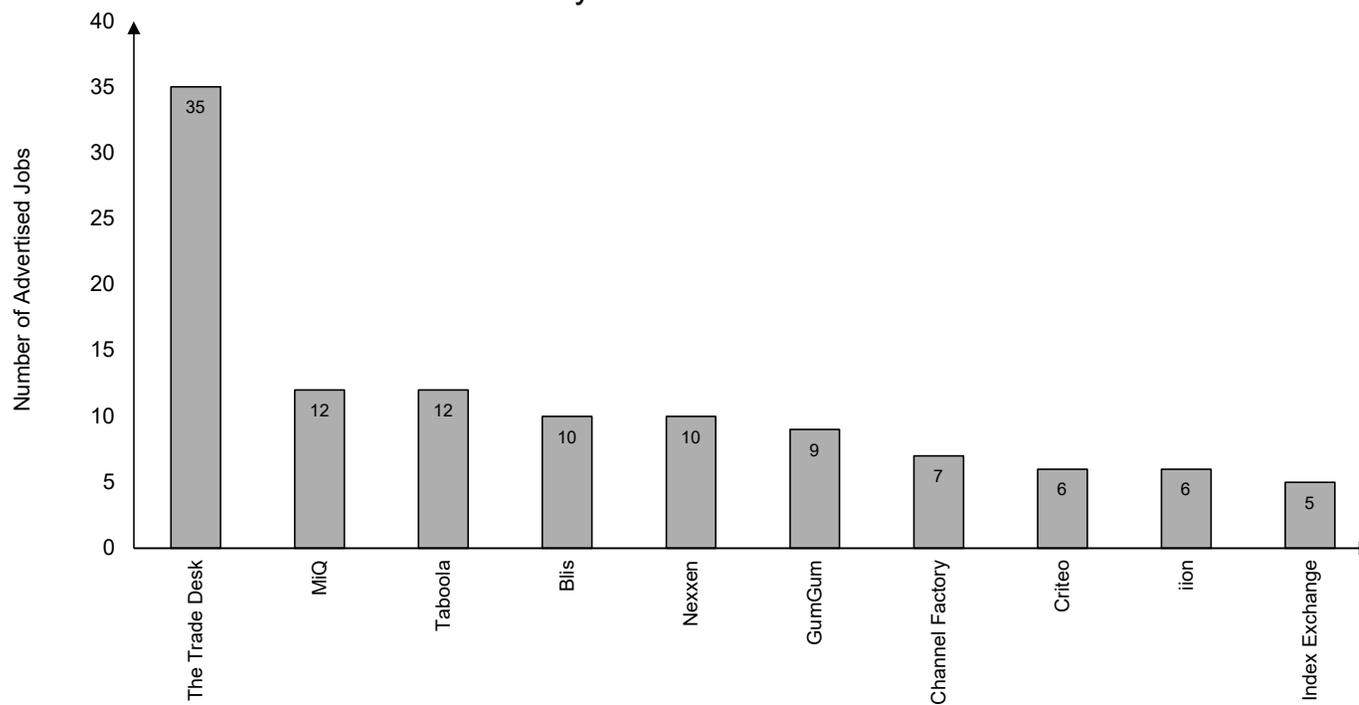
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Top 10 DSP/Programmatic Employers July 2024 – June 2025

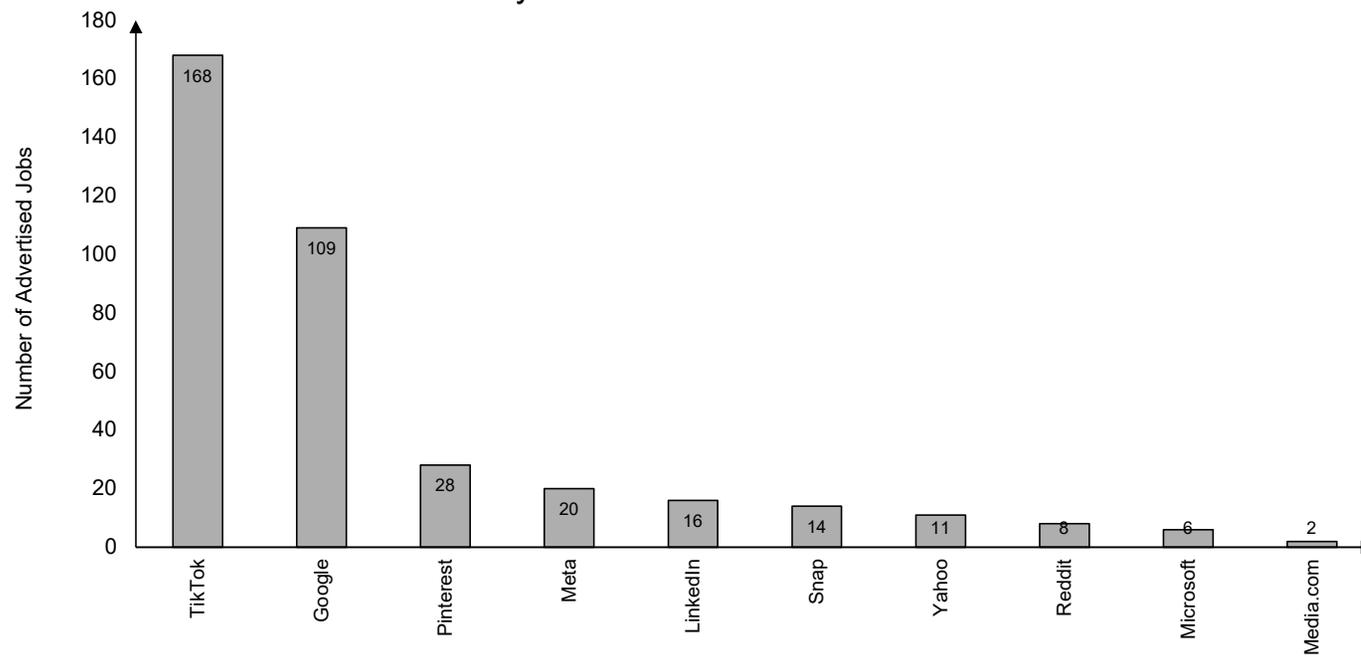


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Top 10 Search/Social Employers July 2024 – June 2025



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Methodology

The findings in this report are based on tracking advertised jobs that meet the following criteria:

- Employers: Publishers, broadcasters, OOH, retail media, search/social, DSP/SSP, programmatic
- Roles: Content, sales, production/operations, product, developer, design/UX, marketing, senior management
- Location: Sydney and Melbourne

Advertised jobs for finance, admin, HR, engineering and desktop/network technology roles are not included in this analysis

The numbers in this report are not definitive and should be regarded as indicative-only

Questions and queries should be directed to:

Justin Randles

Director

Mercury Talent

jr@mercury-talent.com



About Mercury Talent

Mercury Talent is a boutique media industry recruitment firm specialising in sales, content, product, marketing and senior management roles. The company was founded in July 2023 by media industry veteran, Justin Randles. We are dedicated to helping publishers, broadcasters, OOH, retail media and search/social companies fill their ranks with exceptional talent.

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