



Australian Media & Events Industry
Headcount Analysis
January-December 2025



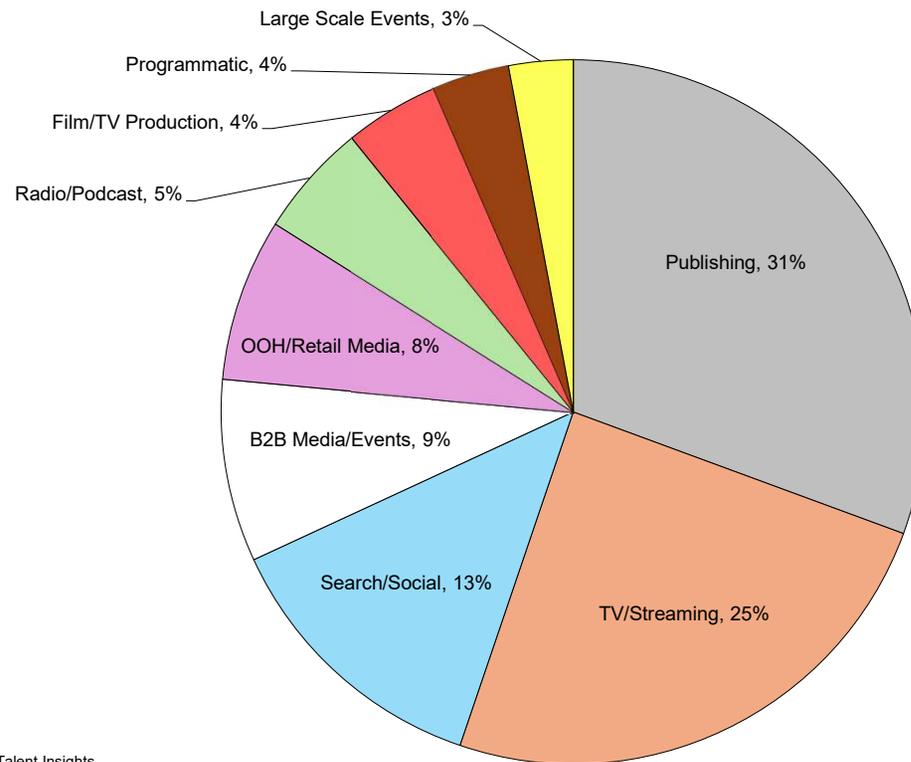
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Key findings

- **Did someone say growth?** Despite challenges facing most areas of the media & events sector, the size of the overall workforce actually grew a shade over 2% in 2025. At the end of 2025, 550 companies employed 60,000 people in Australia.
- **Traditional media still pays most salaries** Over half of media professionals in Australia work for publishers and broadcasters. And two thirds of media professionals work for the 15 companies that have over 1,000 employees. The tech platforms now employ 13% of media professionals in Australia.
- **But traditional media continues to shrink** While remaining major media employers, ARN, SCA, Seven, Foxtel and Paramount shed around 2%-10% of staff while the ABC, Nine and REA remained flat. oOh! Media and ACM grew modestly.
- **Search/social showed strongest employment growth** While LinkedIn and Meta reduced headcount in Australia, the other seven tech platforms continued to add staff with search and social increasing headcount by just under 16% overall.
- **Will traditional media continue to cut headcount?** Cost savings will remain a priority, but publishers and broadcasters are nearing a point where further staff cuts will impact ad inventory and will become counter-productive. Restructures will continue and workforces will become younger, but overall workforce size will remain stable.
- **Ai apocalypse yet to hit** Use of LLM Ai tools inside all parts of media organisations is commonplace, but predictions of Ai wiping out entire teams and functions are yet to materialise.

Employment by Media Type December 2025

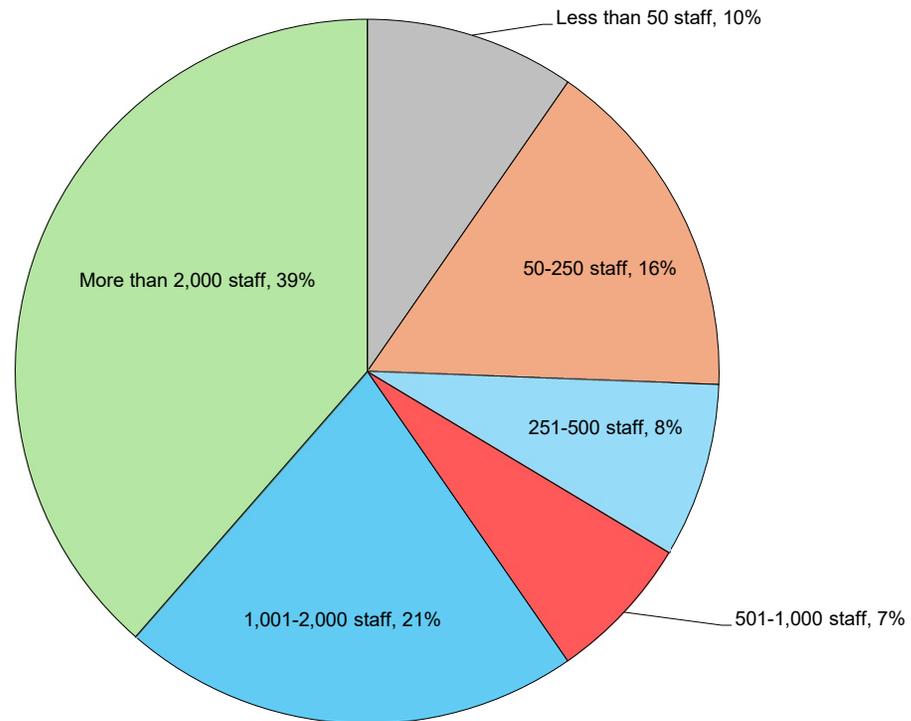


- Data source: LinkedIn Talent Insights
- Number of media & events companies analysed: 546
- Geography covered: Australia

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Employment by Company Size

December 2025

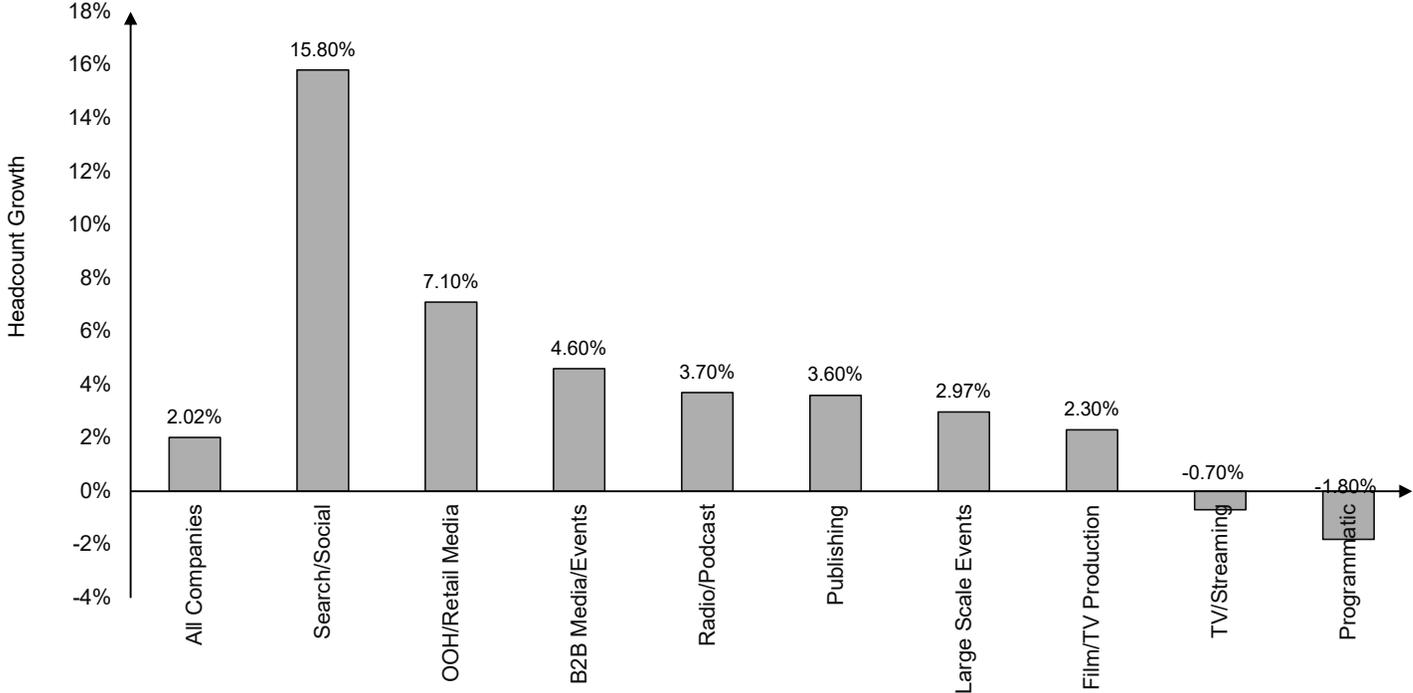


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Employment Growth by Media Type

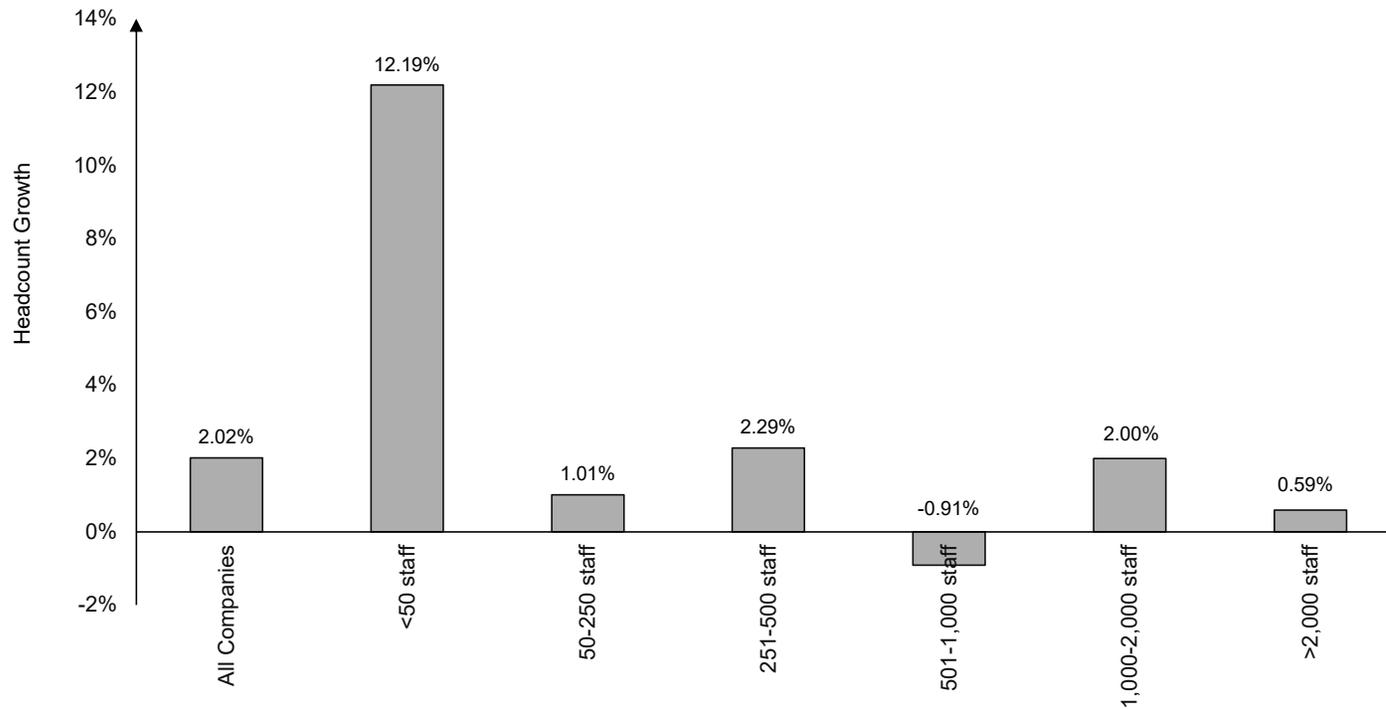
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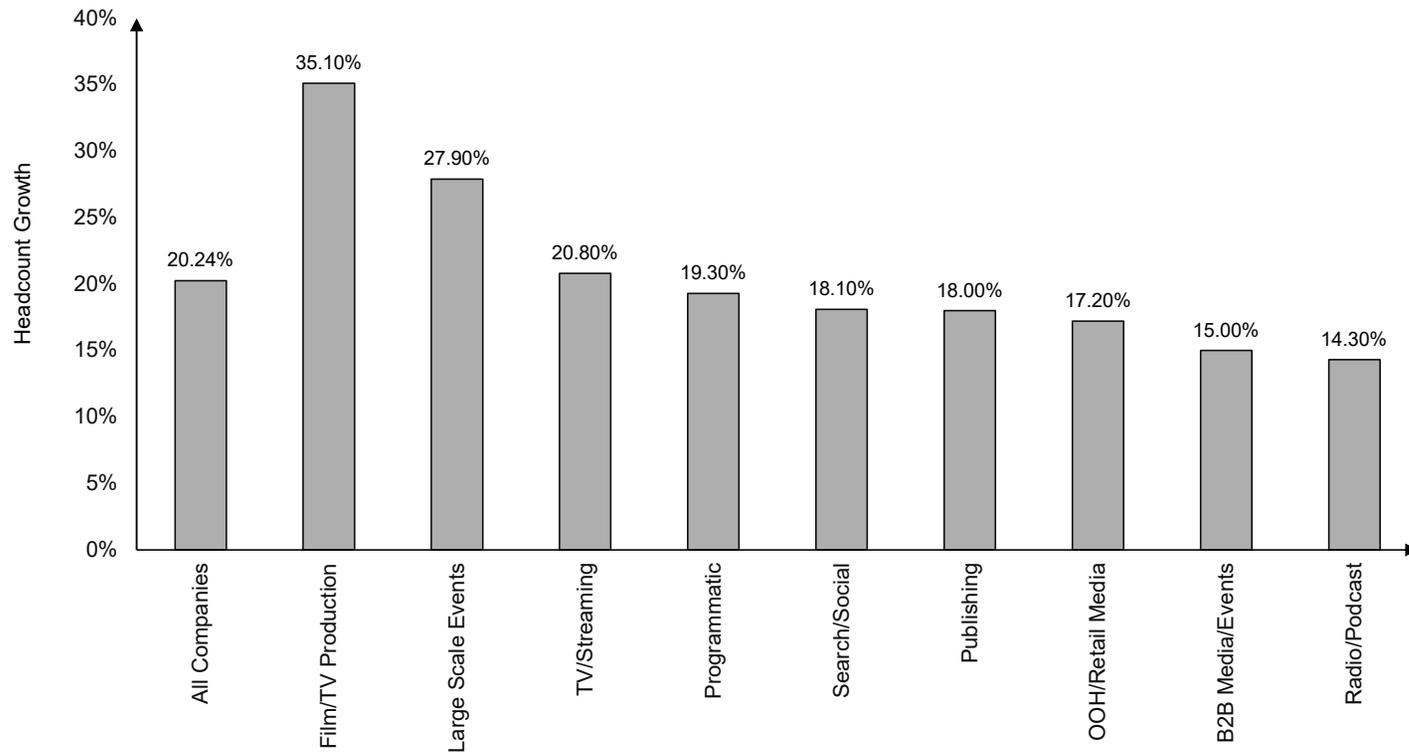
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Staff Attrition by Media Type January – December 2025

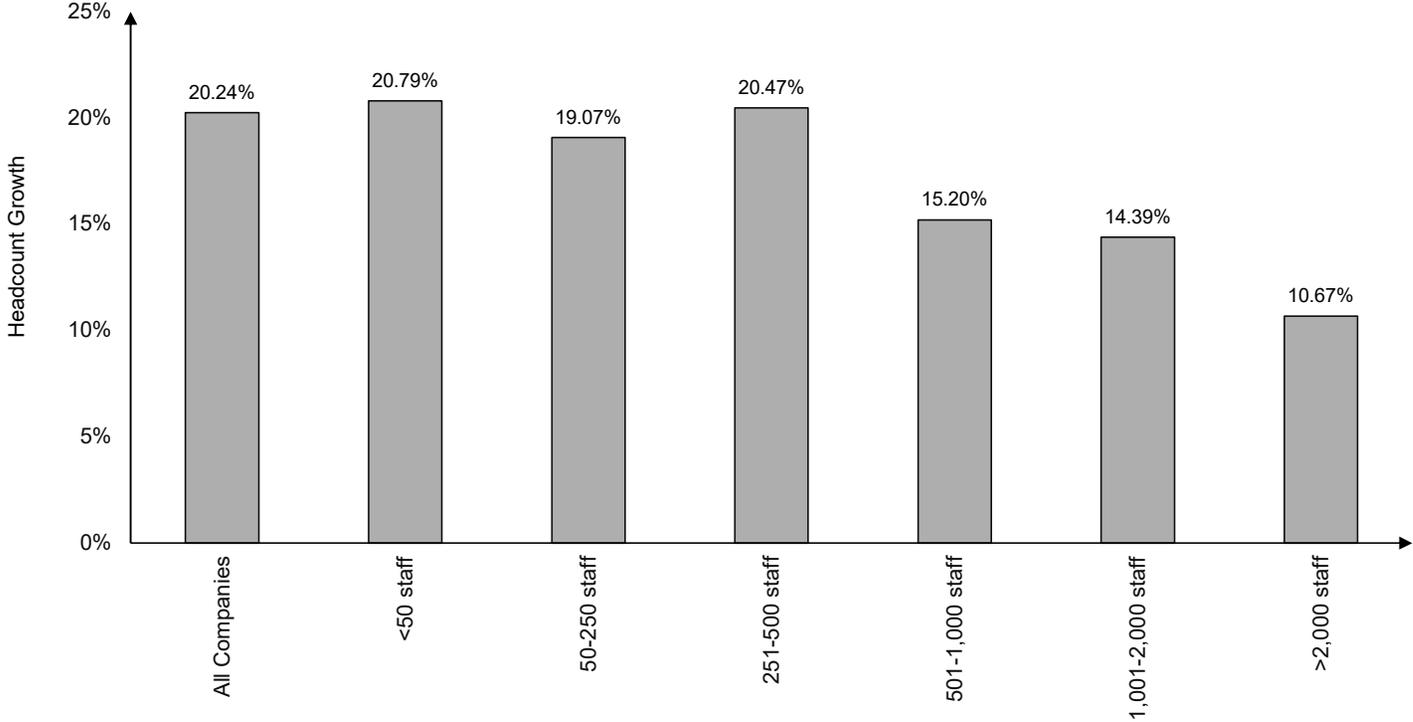


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About Mercury Talent

Mercury Talent is a media & events industry recruitment firm specialising in sales, content, product/ops, marketing, HR and senior management roles. We are dedicated to helping publishers, broadcasters, OOH, retail media, events, programmatic and adtech companies fill their teams with exceptional talent.

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