

Notes to the Financial Statements (continued)

5. Segment information (continued)

Operating segments (continued)

Telstra Media Group (TMG) is responsible for:

- the management and growth of the domestic directories and advertising business, including print, voice and digital directories, digital mapping and satellite navigation, digital display advertising and business information services. This includes the management of leading information brands including Yellow Pages, White Pages, Whereis®, Citysearch®, 1234 and Quotify®; and
- the management of our investment in Digital Media content, services and applications, including Trading Post, Telstra Advertising Network, BigPond content including music, movies, sport and games, IPTV, online portals and the FOXTEL partnership.

The majority of TMG non-advertising revenue is reported in the domestic retail segments, i.e. TC&CW, TB and TE&G.

Telstra International Group (TIG) is responsible for managing Telstra's assets outside Australia and New Zealand, including:

- CSL New World Mobility Limited, our 76.4% owned subsidiary in Hong Kong, responsible for providing full mobile services including handset sales, voice, and data product to the Hong Kong market. These services are delivered over CSL's 3G and 4G LTE networks;
- Telstra China, our mainland China business providing digital media services in auto, IT and consumer electronics (this includes the Autohome and Sequel IT businesses); and
- Telstra Global, our managed services and international connectivity business, providing managed network services, international data and voice, and satellite across Asia Pacific, China, India, Europe, and Africa. Telstra Global has carrier licenses in 11 countries in Asia, with a total of 14 carrier licenses worldwide, and also manages our submarine cable networks and the assets acquired from Reach.

TelstraClear (TClear), our New Zealand subsidiary, is responsible for providing full telecommunications services to the New Zealand market. As at 30 June 2012 the carrying value of TClear assets and liabilities have been classified as assets held for sale. For further details refer to note 12.

Telstra Innovation, Products and Marketing (TIPM) is responsible for innovation, product, promotion and pricing across Telstra. TIPM is also responsible for the overall brand, sponsorship, promotion and advertising direction of Telstra, as well as maintaining good industry analyst relations and embedding marketing excellence across the company. This is done by delivering data-driven customer insights that put the customer at the centre of everything Telstra does.

Corporate areas include:

- Legal Services - provides operational and strategic legal support and advice across the Company;
- Corporate Affairs - manages Telstra's public policy and communications. This includes responsibility for government relations at every level, regulatory positioning and negotiation, and corporate social responsibility (including the Telstra Foundation);
- Finance and Strategy - encompasses the functions of corporate planning, accounting and administration, treasury, risk management and assurance, investor relations, mergers and acquisitions and corporate strategy. It also provides financial support to all business units and financial management of the majority of Telstra Entity's fixed assets (including network assets);
- the Telstra Board and the Office of the Company Secretary;
- Human Resources - supports Telstra in organisational design and change, implementation of people and culture initiatives, leadership development, talent and succession management, health, safety and wellbeing, professional development, workplace relations and all employment and remuneration policies;
- the Office of the CEO; and
- Business Support and Improvement - encompasses the functions of credit management, billing and procurement, as well as being responsible for driving change that improves the customer experience and delivering Telstra-wide productivity improvements.

In our segment financial results, the "All Other" category consists of various business units that do not qualify as reportable segments in their own right. These include:

- TIPM;
- TCS&S head office function;
- TAVG; and
- our Corporate areas.

Finance and Strategy in the Corporate area is the main contributor to the result for the "All Other" category, which is primarily depreciation and amortisation charges as well as impairment of property, plant and equipment and software.