



IAB Australia Audio Council endorses IAB US Podcast Ad Metrics guidelines

Sydney, 24 Nov. 2016: IAB Australia's Audio Council announced today that it has endorsed the IAB U.S. Podcast Ad Metrics Guidelines for the Australian market following a thorough review and assessment. The endorsement will provide considerable support to the Australian advertising industry, with data gathered by the Council showing nearly 40% of agencies have already experimented with podcast advertising and a further 30% intending to in the next 12 months.

"Podcasting isn't just a global phenomenon – it's an Australian one with a growing number of podcasters and millions of downloads a month. Whether it's the ABC, Hamish and Andy, Em Rusciano or Story Club, there is vast range of talent beyond Serial and This American Life," said IAB CEO Vijay Solanki. "Currently data and analytics is in its infancy but companies like Omny and others are helping to change that and the growth of audio programmatic will make it easier to drive commercial value from podcasts. As this commercialisation expands the IAB will be doing more around developing best practices for audience measurement and ad metrics."

Although podcasting – often referred to as on-demand audio – has been around for over a decade there has been growth over the last 12 to 18 months in both the usage and commercialisation of the format, increasing the need for industry standards and guidelines.

The goal of the guidelines is to improve standards and increase buyer confidence by standardising how we measure the ads listeners hear, on and offline, providing advertisers a closer parity to data extrapolated on other mediums.

"Having spent some time reviewing these guidelines and consulting with industry stakeholders, the Audio Council feels the work carried out by the IAB in the U.S. is also applicable and valuable to the local market," said Rick Gleave, IAB Audio Council Chair and Director of Business Development for Pandora ANZ.

The IAB Podcast Ad Metrics Guidelines can be downloaded from www.iabastralia.com.au.

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About the IAB Australia Audio Council:

IAB launched the Audio Council in early 2015, with the purpose of creating standards and best practices to help bring clarity to the audio marketplace. The Council will strive to educate marketers and agencies on the value of audio as a powerful and effective advertising medium, particularly since music and other forms of audio content increasingly are being delivered digitally via the Internet.

The council includes representatives from ARN, Commercial Radio Australia, Eardrum, Group M, Macquarie Radio Network, Nova Entertainment, Pandora, Southern Cross Austereo and Spotify.

About the Interactive Advertising Bureau

The Interactive Advertising Bureau (IAB) Limited is the peak trade association for online advertising in Australia and was incorporated in July 2010. As one of over 43 IAB offices globally, and with a rapidly growing membership, IAB Australia's principal objective is to support and enable the media and marketing industry to ensure that they thrive in the digital economy.

The role of the IAB is to work with its members and the broader advertising and marketing industry to assist marketers to identify how best to employ online as part of their marketing strategy, to better target and engage their customers and build their brands.

By addressing the core pillars of growth of the online advertising industry - simplified and standard online audience measurement, research, and online operational standards and guidelines, and regulatory affairs, IAB Australia leverages the skills, experience and commitment of its members to advocate the benefits of online advertising by acting as an authoritative and objective source for all online advertising issues whilst promoting industry-wide best practice.

IAB Australia is a registered not-for-profit organisation; membership fees and revenue generated is invested back into the IAB's membership benefits such as resources, events, reporting, and industry representation.

For further information about IAB Australia please visit: www.iabaustralia.com.au

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