



Online advertising expenditure and market share surpasses newspapers according to CEASA Report

14 September 2012: Online advertising expenditure surpassed newspaper advertising expenditure for the first time according to the Commercial Economic Advisory Service Australia (CEASA) report. The report shows online advertising has exceeded newspaper advertising for the six months to 30 June 2012, noting \$1.63 billion was spent on online advertising in the first half of 2012, second only to Free to Air television which reported a spend of \$1.65 billion, and \$1.5 billion spent on newspaper advertising. The CEASA report, which sources its advertising expenditure data from the main media directly, also noted that online advertising's share of the total advertising market has now increased to 24.2 percent for the six months to 30 June 2012. Free TV's market share was 24.4 percent and, newspapers 21.6 percent. Online advertising's share of total advertising was 18.5 percent in the previous year. Whilst the total advertising market of \$6.745 billion for the 6 months to 30 June 2012 reported by CEASA decreased by 0.4 percent on the same period in 2011, online advertising grew by 30 percent. The IAB/PwC Online Advertising Expenditure Reports had only recorded growth of 24 percent for the comparable periods due to the inclusion in report of estimations for Google and Facebook, as well as actual mobile advertising data for the first time. Paul Fisher, CEO of IAB Australia said, "The speed of growth in online advertising has been stronger than even our own forecasts. The advertising market is tough right now, and in this climate of scrutiny and demand for results, measurement and accountability, advertisers and media agencies are accelerating their shift to online to achieve their marketing goals. The explosive growth in media consumption online across a myriad of devices is the key driver of this investment, reflecting the old advertising adage of 'the dollars follow the eyeballs'. "IAB and the broader industry are working hard to improve online audience and campaign measurement, develop and implement the infrastructure of standards, guidelines and best practice, offering more compelling ad formats online for brands. These factors will see online advertising continue to outpace the market and eventually TV advertising expenditure in 2013. This will make online the leading advertising medium in Australia, a status currently only achieved in the UK, Denmark and the Netherlands," said Mr Fisher.

Ends/ 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 40 IAB offices globally, and with a rapidly growing membership, IAB Australia's principal objective is to increase the share of advertising and marketing dollars that interactive media captures in the marketplace. IAB Australia's board includes representatives of AIMIA, APN News & Media, Carsales.com, Fairfax Media, Google, Mi9, Network Ten, News Australia Sales, REA Group, SBS, Telstra Media, TressCox Lawyers and Yahoo!7. It has four objectives: To develop, coordinate and promote industry standards and guidelines that make interactive advertising a simpler and more attractive medium for agencies, advertisers and marketers To prove and promote the effectiveness of interactive advertising to advertisers, agencies, marketers, and the press To be the primary advocate for the interactive marketing and advertising industry To expand the breadth and depth of IAB membership while increasing direct value to members

For further information about IAB Australia please visit:
www.iabastralia.com.au For more editorial information please contact: Pru Quinlan or Corinne Cowlshaw Einsteinz Communications T: (02) 8905 0995 E: pru@einsteinz.com.au E: corinne@einsteinz.com.au

Contacts

Pru Quinlan
(02) 8905 0995
[mailto: pru@einsteinz.com.au](mailto:pru@einsteinz.com.au)