

IAB Online Advertising Expenditure Report

Quarter ended March 2009



An industry survey conducted by PricewaterhouseCoopers on behalf of the Interactive Advertising Bureau Australia

Report released
11 May 2009

Background

About the IAB Online Advertising Expenditure Report

Welcome to the IAB Online Advertising Expenditure Report (OAER or Report). This March 2009 Quarter report of online advertising expenditure in the Australian marketplace has been prepared by PricewaterhouseCoopers (PwC) on behalf of the Interactive Advertising Bureau Australia (IAB).

The OAER provides an opportunity for stakeholders interested in the size of the online advertising market to access independently collated data about the state of online advertising expenditure in Australia. The online advertising markets reported in the OAER comprise the expenditure on General Display advertising, Classifieds advertising and Search and Directories advertising.

Data and information reported directly to PwC by online advertisement selling companies representing over 1,000 web sites has been aggregated in this Report and is the only online industry sponsored and supported measurement of online advertising expenditure in Australia.

The survey is conducted, and this report is prepared independently by PwC on behalf of the IAB, and only aggregate results are published. PwC does not audit the information and provides no opinion or other form of assurance with respect to the information. Certain checks of submitted data are made – refer to Report Scope, Methodology and Format section of Appendix for more information. Individual company information is held in strict confidence with PricewaterhouseCoopers. Further details regarding scope and methodology are provided in the Report Scope, Methodology and Format section of the appendix to this Report.

The list of contributors is disclosed in the Appendix.

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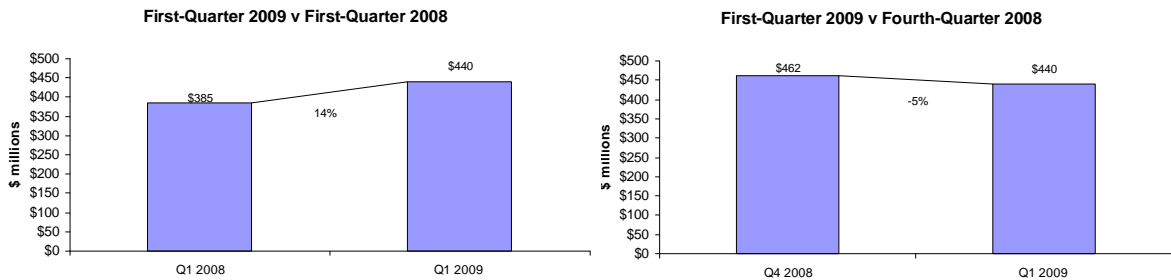
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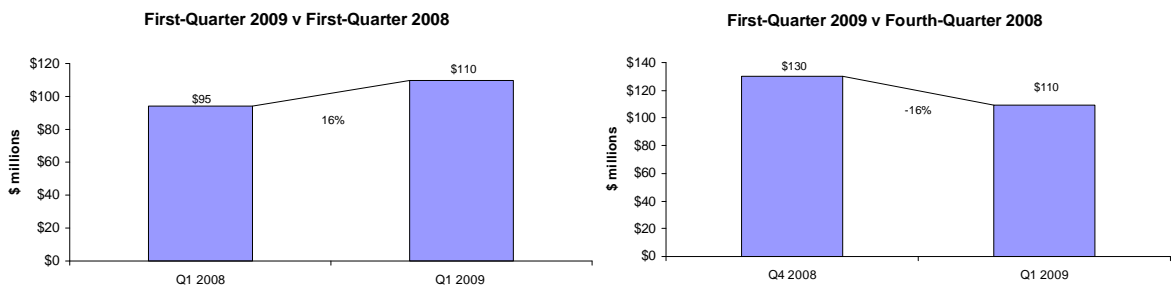
The Quarter at a Glance

There was year-on-year growth in online advertising expenditure across General Display, Search and Directories and the Total Market, with the Search and Directories segment providing the strongest growth from the prior year quarter. The Classifieds segment showed a decrease in revenue compared to the prior year.

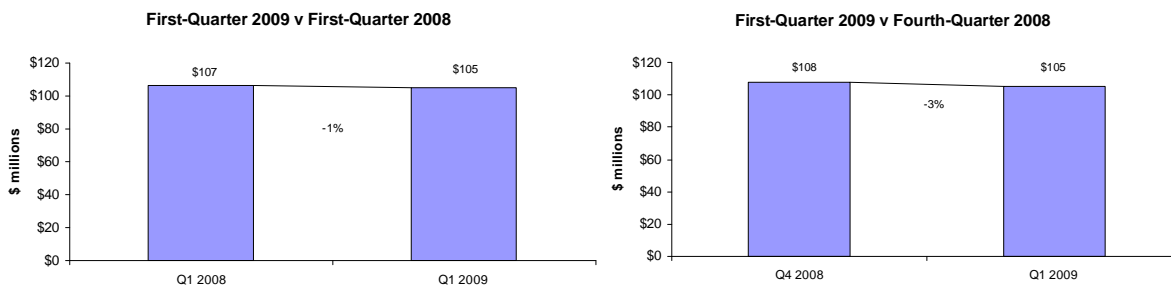
Expenditure of the Total Online Advertising Market



Expenditure of the General Display Market



Expenditure of the Classifieds Market



Expenditure of the Search and Directories Market

