

PricewaterhouseCoopers

IAB Online Advertising Expenditure Report

Quarter ended December 2012



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

Report released
21 February 2013

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Disclaimer

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PricewaterhouseCoopers has received a fee for the preparation of this report and takes responsibility for the independence of the research and independence of the analysis contained in this report.

Please notify PricewaterhouseCoopers of any errors or omissions identified in this report.

Background

Welcome to the IAB Online Advertising Expenditure Report (OAER or Report). This December 2012 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).

This Report has been prepared under the “New Approach” introduced in the June 2012 OAER.

In summary, the data collected from industry participants has been supplemented by:

- Estimates for Google display, video, and mobile advertising as well as estimates for Facebook display and mobile advertising
- Refinement of prior methodology used for estimating Google search; and
- Historical mobile advertising data collected from industry participants from March 2011 and combined with estimated Google mobile advertising, to provide a picture of the aggregated Mobile advertising market and the growth trends.

Comparative data for the period from September 2010 has been restated to be consistent with the above methodology changes.

About the IAB Online Advertising Expenditure Report

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, Search and Directories advertising and Mobile 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 the 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.

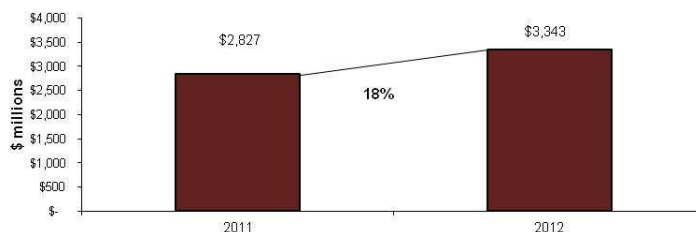
The list of contributors is disclosed in the Appendix.

David Wiadrowski
Partner
PricewaterhouseCoopers
21 February 2013

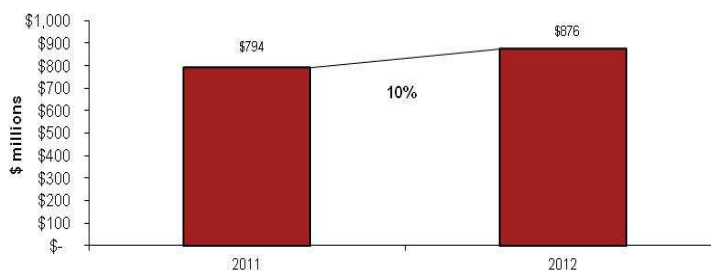
The Year at a Glance

There was growth in online advertising expenditure across all categories with the Search and Directories segments providing the strongest growth during the year ended 31 December 2012 compared with the year ended 31 December 2011.

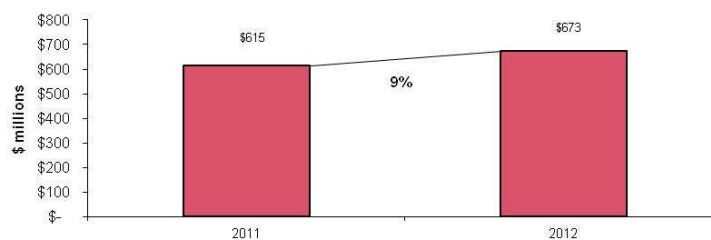
Expenditure of the Total Online Advertising Market



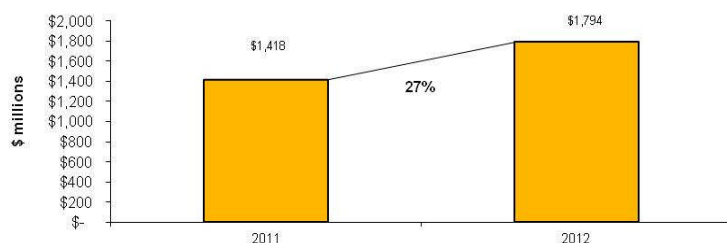
Expenditure of the General Display Market



Expenditure of the Classifieds Market



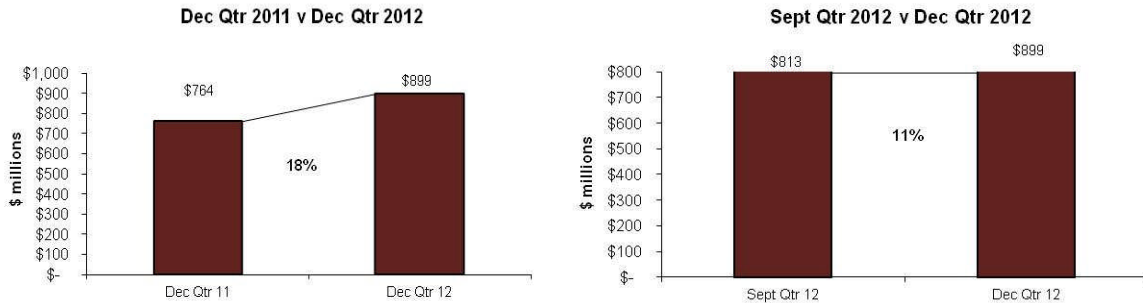
Expenditure of the Search and Directories Market



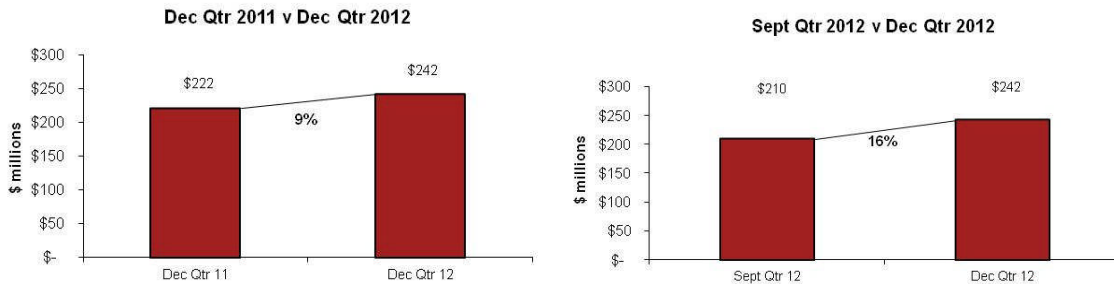
The Quarter at a Glance

Online advertising expenditure compared to the previous quarter declined across all categories except General display. Compared to the prior year where, online advertising expenditure increased across all categories.

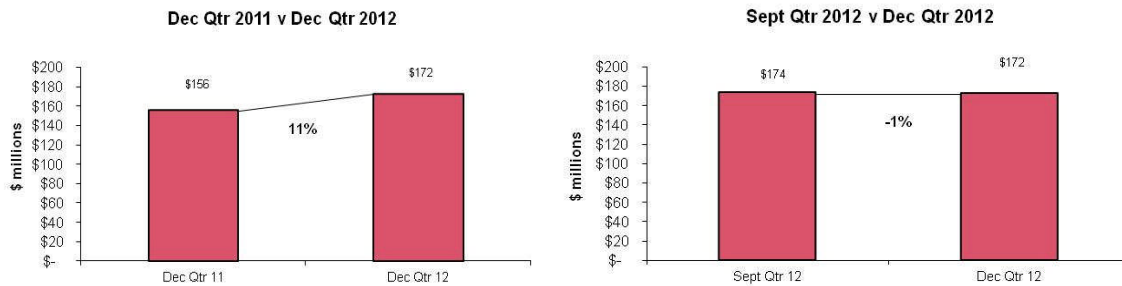
Expenditure of the Total Online Advertising Market



Expenditure of the General Display Market



Expenditure of the Classifieds Market



Expenditure of the Search and Directories Market



Executive Summary

The December 2012 OAER continues to provide estimates for Google display, video, and mobile advertising as well as Facebook display and mobile advertising. Figures have been restated from the September quarter 2010 for comparative purposes. Refer to the Appendix for further detail and the impact on growth trends.

12 months ended 31 December 2012

Online advertising expenditure in Australia for the 12 months ended 31 December 2012 was \$3,342.6m, an increase of \$516.0m (or 18.0%) on the 12 months ended 31 December 2011. The increase has been due to growth experienced in all categories, with a 27.0% increase in Search and Directories advertising, a 9.0% increase in Classifieds advertising and a 10.0% increase in General Display advertising from the prior year ended 31 December 2011.

General Display advertising accounted for 26.0%, Classifieds advertising accounted for 20% and Search & Directories advertising accounted for 54.0% based on expenditure for the past 12 months.

Within General Display, based on submissions received, email based advertising comprised \$26.1m of advertising expenditure, a decrease of 30.0%, and video based advertising comprised \$90.3m of advertising expenditure, an increase of 30.0%.

Within General Display, CPM based pricing continues to be the dominant expenditure type.

The highest spending Advertiser Industry category in General Display was Motor Vehicles, followed by Finance. Together these accounted for 31.2% of total General Advertising expenditure. Motor Vehicles – Manufacturers was the largest subcategory comprising 14.0% of the General Display spending for the year.

Real Estate was the leading Category for Classifieds advertising expenditure in the 12 months ended 31 December 2012, followed by Recruitment then Automotive. This is the same as the prior year.

Reminiscent of the early days of online advertising, Mobile Advertising grew over the twelve months by 220% and 55% on the previous quarter. This represents expenditure for the 12 months ended 31 December 2012 of \$86.2m.

6 months ended 31 December 2012

Online advertising expenditure in Australia for the 6 months ended 31 December 2012 was \$1,712.5m, an increase of \$82.5m (5%) on the 6 months ended 30 June 2012, and an increase of \$115.9m (or 14.0%) on the 6 months ended 31 December 2011.

During the current six months ended 31 December 2012, online advertising expenditure grew in General Display (6.0%), Classifieds (6.0%) and Search and Directories 4%).

Real Estate was the leading Category for Classifieds advertising expenditure in the 6 months ended 31 December 2012 followed by Recruitment then Automotive. This is the same order as the prior 6 month period.

3 months ended 31 December 2012

Total online advertising expenditure in Australia for the three months ended 31 December 2012 was \$899.3m, an increase of \$86m (or 11%) on September quarter 2012, and an increase of \$135.4m (or 18%) on December quarter 2011.

General Display advertising accounted for 27.0%, Classifieds advertising accounted for 19.0% and Search and Directories advertising accounted for the remaining 54% for the three months ended 31 December 2012.

Classifieds advertising declined compared to the prior quarter while General display and Search and Directories achieved growth. All categories achieved growth compared to the prior year quarter. Search and Directories experienced the strongest growth, compared with December quarter 2011, at 25.0%.

Within General Display, for the December quarter 2012, based on submissions received, email based advertising saw a slight increase to \$6.0m from \$5.8m in September quarter 2012. Video based advertising also increased from \$20.1m in September quarter 2012 to \$28.5m.

Within General Display, for the December quarter 2012, CPM based pricing continued to be the dominant pricing method with 68.0% of advertising expenditure on a CPM basis, and 32.0% on a Direct Response basis.

The Finance and Motor Vehicles sectors continue to be the dominant industries using General Display advertising. These industries represented 31.4% of the display advertising market in the December quarter 2012 (32.7% in September quarter 2012 and 30.2% in December quarter 2011). Motor Vehicles – Manufacturers was the largest subcategory which comprised 15.1% of the General Display spending for the quarter (down from 16.6% in September quarter 2012).

Real Estate continues as the leading Category for Classifieds advertising expenditure in the December quarter 2012, followed by Recruitment then Automotive. This is the same order as the prior quarter.

During the quarter both Search and Directories achieved growth.

Detailed findings

Overall Market

12 months ended 31 December 2012

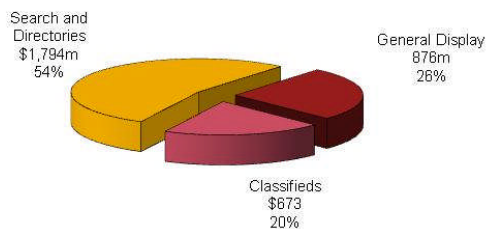
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Online Advertising Expenditure – Total Spend by Category by Period

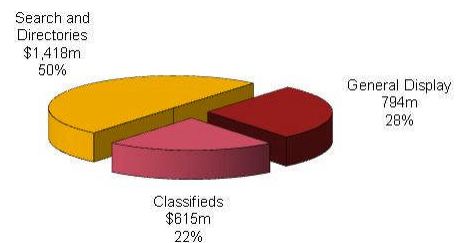
<i>12 months ended</i>	<i>General Display</i>	<i>Classifieds</i>	<i>Search and Directories</i>	<i>Total</i>	<i>% Growth Year/Year</i>
Dec-12	\$876,100,000	\$672,600,000	\$1,793,850,000	\$3,342,550,000	18%
Dec-11	\$793,800,000	\$615,250,000	\$1,417,550,000	\$2,826,600,000	21%
Dec-10	\$663,900,000	\$531,000,000	\$1,136,250,000	\$2,331,150,000	25%
Dec-09	\$498,000,000	\$429,000,000	\$944,250,000	\$1,871,250,000	9%
Dec-08	\$464,500,000	\$439,250,000	\$806,500,000	\$1,710,250,000	27%
Dec-07	\$367,000,000	\$356,750,000	\$622,250,000	\$1,346,000,000	34%
Dec-06	\$303,000,000	\$299,000,000	\$399,000,000	\$1,001,000,000	61%
Dec-05	\$194,000,000	\$206,000,000	\$220,000,000	\$620,000,000	60%
Dec-04	\$128,500,000	\$132,000,000	\$127,500,000	\$388,000,000	64%
Dec-03	\$80,725,339	\$86,244,294	\$69,030,367	\$236,000,000	41%

Note: Over the period since data has been collected, three different methodologies have been adopted (as illustrated by the different shading above), and accordingly growth trends may be impacted at the point of change. Refer to the Appendix for more detail

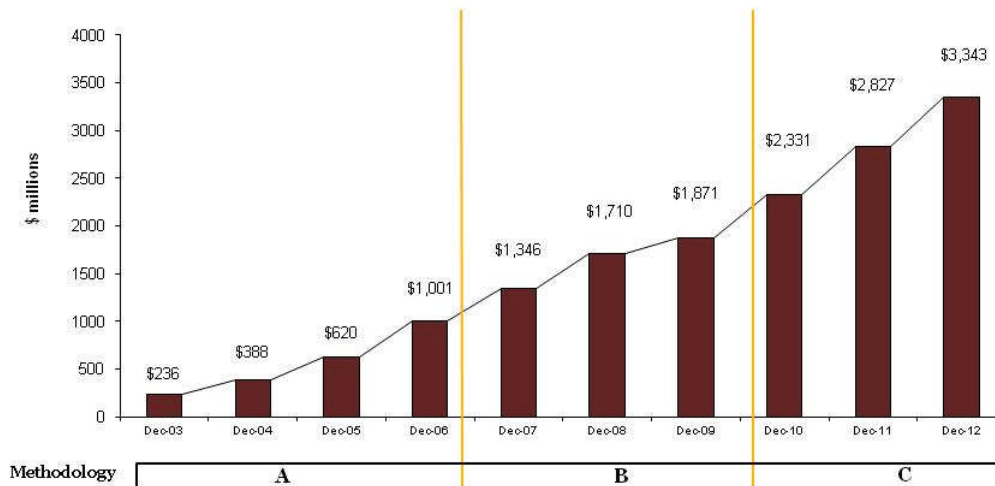
Online Advertising Expenditure 12 months ended 31 December 2012 Category Share



Online Advertising Expenditure 12 months ended 31 December 2011 Category Share



Total Market \$ Expenditure by 12 months to 31 December 2012



Note: Over the period since data has been collected, three different methodologies have been adopted (as illustrated by the different shading above), and accordingly growth trends may be impacted at the point of change. Refer to the Appendix for more detail

6 months ended 31 December 2012

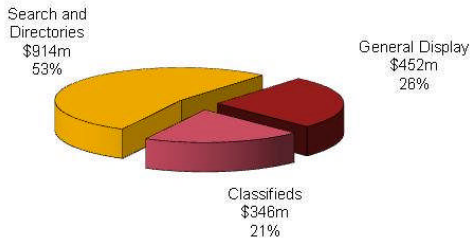
Online advertising expenditure in Australia for the 6 months ended 31 December 2012 was \$1,712.5m, an increase of \$82.4m (or 5.0%) on the 6 months ended 30 June 2012, and an increase of \$206.6m (or 14%) on the 6 months ended 31 December 2011.

Online Advertising Expenditure – Total Spend by Category by Period

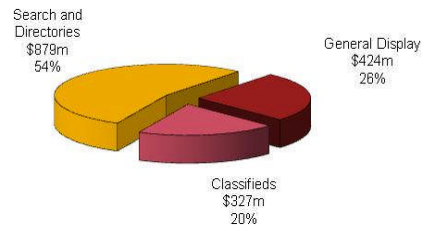
Period	General Display	Classifieds	Search and Directories	Total	% Growth	
					Period/Period	Year/Year
Jul 12- Dec 12	\$451,750,000	\$346,000,000	\$914,750,000	\$1,712,500,000	5%	14%
Jan 12-Jun 12	\$424,350,000	\$326,600,000	\$879,100,000	\$1,630,050,000	8%	23%
Jul 11- Dec 11	\$428,550,000	\$316,500,000	\$760,850,000	\$1,505,900,000	14%	19%
Jan 11-Jun 11	\$365,250,000	\$298,750,000	\$656,700,000	\$1,320,700,000	4%	24%
Jul 10- Dec 10	\$379,150,000	\$280,750,000	\$606,250,000	\$1,266,150,000	19%	29%
Jan 10-Jun 10	\$284,750,000	\$250,250,000	\$530,000,000	\$1,065,000,000	9%	19%
Jul 09-Dec 09	\$262,500,000	\$219,500,000	\$496,750,000	\$978,750,000	10%	7%
Jan 09-Jun 09	\$235,500,000	\$209,500,000	\$447,500,000	\$892,500,000	-2%	12%
Jul 08-Dec 08	\$255,500,000	\$221,750,000	\$436,000,000	\$913,250,000	15%	26%
Jan 08-Jun 08	\$209,000,000	\$217,500,000	\$370,500,000	\$797,000,000	10%	29%
Jul 07-Dec 07	\$201,500,000	\$189,500,000	\$335,500,000	\$726,500,000	17%	25%
Jan 07-Jun 07	\$165,500,000	\$167,250,000	\$286,750,000	\$619,500,000	7%	47%
Jul 06-Dec 06	\$169,500,000	\$170,000,000	\$240,500,000	\$580,000,000	38%	62%
Jan 06-Jun 06	\$133,500,000	\$129,000,000	\$158,500,000	\$421,000,000	18%	60%
Jul 05-Dec 05	\$114,000,000	\$114,000,000	\$129,000,000	\$357,000,000	36%	59%
Jan 05-Jun 05	\$80,000,000	\$92,000,000	\$91,000,000	\$263,000,000	17%	61%
Jul 04-Dec 04	\$74,000,000	\$77,000,000	\$74,000,000	\$225,000,000	38%	64%
Jan 04-Jun 04	\$54,500,000	\$55,000,000	\$53,500,000	\$163,000,000	19%	65%
Jul 03-Dec 03	\$50,201,279	\$47,666,119	\$39,132,602	\$137,000,000	38%	51%
Jan 03-Jun 03	\$30,524,060	\$38,578,175	\$29,897,765	\$99,000,000		

Note: Over the period since data has been collected, three different methodologies have been adopted (as illustrated by the different shading above), and accordingly growth trends may be impacted at the point of change. Refer to the Appendix for more detail

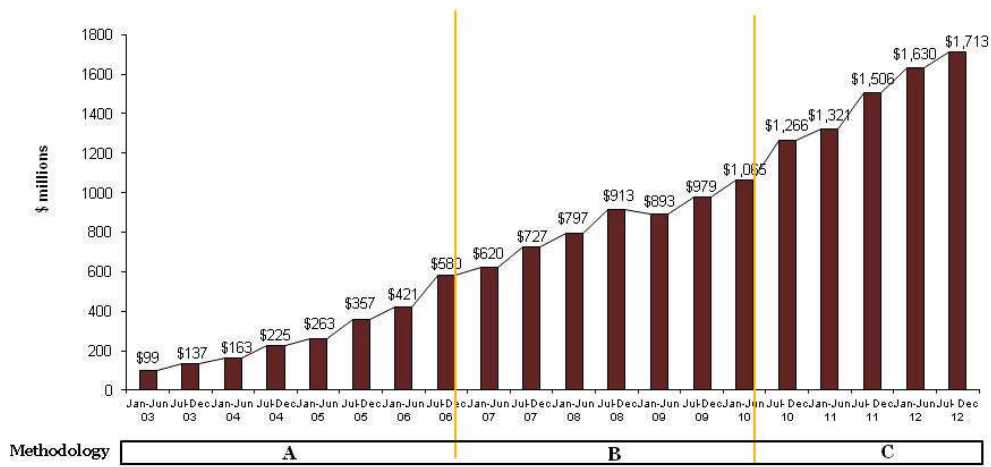
**Online Advertising Expenditure
6 months ended 31 December 2012
Category Share**



**Online Advertising Expenditure
6 months ended 30 June 2012
Category Share**



Total Market \$ Expenditure by Half Year to 31 December 2012

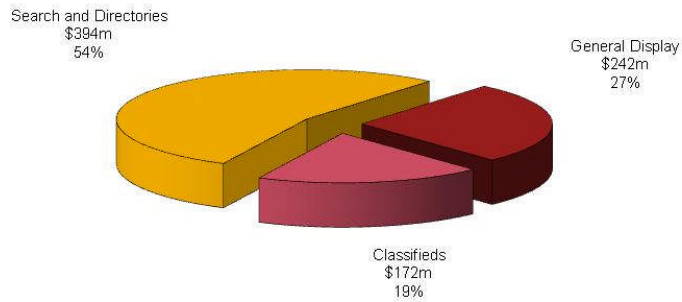


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3 months ended 31 December 2012

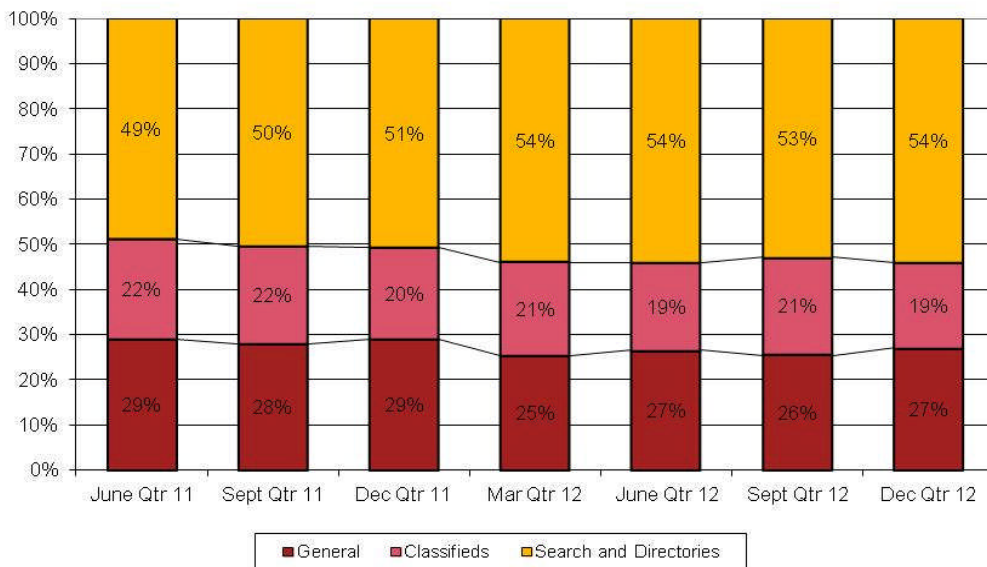
Total online advertising expenditure in Australia for the three months ended 31 December 2012 was \$899.3m, an increase of \$86m (or 11.0%) on September quarter 2012, and an increase of \$135.4m (or 18.0%) on December quarter 2011.

Online Advertising Expenditure – 3 months ended 31 December 2012 Category Share



General Display advertising accounted for 27.0%, Classifieds advertising accounted for 19% and Search and Directories advertising accounted for the remaining 54% for the three months ended 31 December 2012. Search and Directories remains the dominant category for the quarter.

Online Advertising Expenditure – Category Share by Period



Overall Market – Historical Expenditure Statistics

Quarterly Data

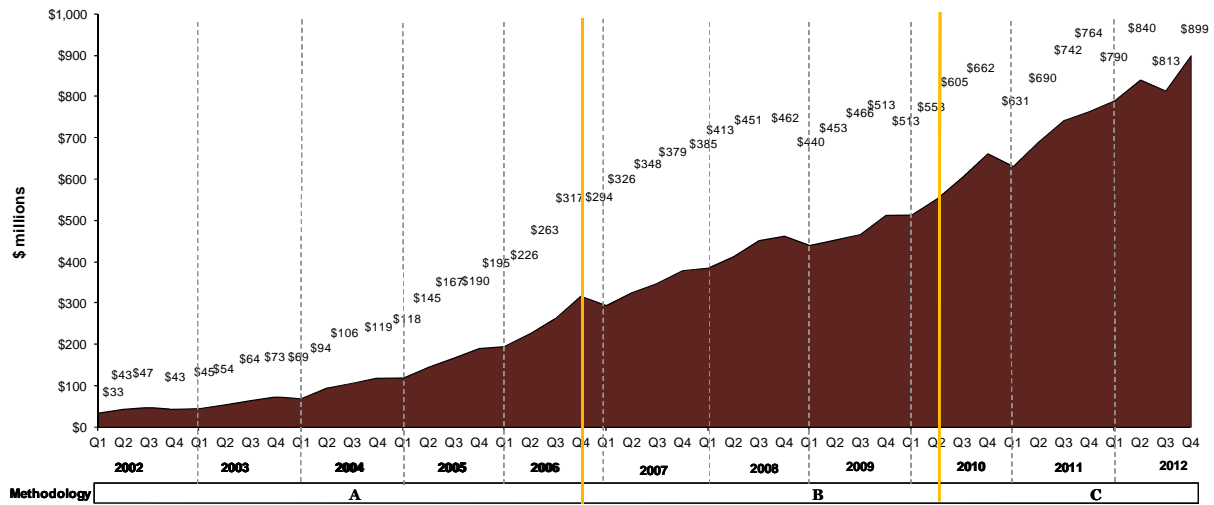
Period	General Display	Classifieds	Search and Directories	Total	% Growth	
					Qtr/Qtr	Year/Year
Dec Qtr 12	\$242,250,000	\$172,250,000	\$484,750,000	\$899,250,000	11%	18%
Sept Qtr 12	\$209,500,000	\$173,750,000	\$430,000,000	\$813,250,000	-3%	10%
June Qtr 12	\$222,950,000	\$163,100,000	\$453,950,000	\$840,000,000	6%	22%
March Qtr 12	\$201,400,000	\$163,500,000	\$425,150,000	\$790,000,000	3%	25%
Dec Qtr 11	\$221,650,000	\$155,500,000	\$386,750,000	\$763,900,000	3%	15%
Sept Qtr 11	\$206,900,000	\$161,000,000	\$374,100,000	\$742,000,000	8%	23%
June Qtr 11	\$200,050,000	\$153,500,000	\$336,250,000	\$689,800,000	9%	25%
March Qtr 11	\$165,200,000	\$145,250,000	\$320,450,000	\$630,900,000	-5%	23%
Dec Qtr 10	\$201,750,000	\$140,250,000	\$319,650,000	\$661,650,000	9%	29%
Sept Qtr 10	\$177,400,000	\$140,500,000	\$286,600,000	\$604,500,000	9%	30%
June Qtr 10	\$158,750,000	\$128,500,000	\$265,250,000	\$552,500,000	8%	22%
March Qtr 10	\$126,000,000	\$121,750,000	\$264,750,000	\$512,500,000	0%	17%
Dec Qtr 09	\$141,750,000	\$111,250,000	\$259,500,000	\$512,500,000	10%	11%
Sept Qtr 09	\$120,750,000	\$108,250,000	\$237,250,000	\$466,250,000	3%	3%
June Qtr 09	\$126,000,000	\$104,500,000	\$222,500,000	\$453,000,000	3%	10%
March Qtr 09	\$109,500,000	\$105,000,000	\$225,000,000	\$439,500,000	-5%	14%
Dec Qtr 08	\$130,000,000	\$108,000,000	\$224,000,000	\$462,000,000	2%	22%
Sept Qtr 08	\$125,500,000	\$113,750,000	\$212,000,000	\$451,250,000	9%	30%
June Qtr 08	\$114,500,000	\$111,000,000	\$187,000,000	\$412,500,000	7%	27%
March Qtr 08	\$94,500,000	\$106,500,000	\$183,500,000	\$384,500,000	2%	31%
Dec Qtr 07	\$104,500,000	\$98,250,000	\$176,000,000	\$378,750,000	9%	19%
Sept Qtr 07	\$97,000,000	\$91,250,000	\$159,500,000	\$347,750,000	7%	32%
June Qtr 07	\$90,500,000	\$87,750,000	\$147,250,000	\$325,500,000	11%	44%
March Qtr 07	\$75,000,000	\$79,500,000	\$139,500,000	\$294,000,000	-7%	51%
Dec Qtr 06	\$91,500,000	\$89,000,000	\$136,500,000	\$317,000,000	21%	67%
Sept Qtr 06	\$78,000,000	\$81,000,000	\$104,000,000	\$263,000,000	16%	57%
June Qtr 06	\$76,000,000	\$67,000,000	\$83,000,000	\$226,000,000	16%	56%
March Qtr 06	\$57,500,000	\$62,000,000	\$75,500,000	\$195,000,000	3%	65%
Dec Qtr 05	\$62,000,000	\$60,000,000	\$68,000,000	\$190,000,000	14%	60%
Sept Qtr 05	\$52,000,000	\$54,000,000	\$61,000,000	\$167,000,000	15%	58%
June Qtr 05	\$46,000,000	\$50,000,000	\$49,000,000	\$145,000,000	23%	54%
March Qtr 05	\$34,000,000	\$42,000,000	\$42,000,000	\$118,000,000	-1%	71%
Dec Qtr 04	\$40,000,000	\$39,000,000	\$40,000,000	\$119,000,000	12%	63%
Sept Qtr 04	\$34,000,000	\$38,000,000	\$34,000,000	\$106,000,000	13%	66%
June Qtr 04	\$32,000,000	\$30,000,000	\$32,000,000	\$94,000,000	36%	74%
March Qtr 04	\$22,500,000	\$25,000,000	\$21,500,000	\$69,000,000	-5%	53%
Dec Qtr 03	\$27,479,934	\$24,714,607	\$20,805,459	\$73,000,000	14%	69%
Sept Qtr 03	\$22,721,345	\$22,951,512	\$18,327,143	\$64,000,000	19%	35%
June Qtr 03	\$17,391,290	\$20,556,558	\$16,052,152	\$54,000,000	20%	26%
March Qtr 03	\$13,132,770	\$18,021,617	\$13,845,613	\$45,000,000	4%	34%
Dec Qtr 02	\$15,168,016	\$15,640,828	\$12,335,206	\$43,144,050	-9%	
Sept Qtr 02	\$15,807,914	\$16,356,473	\$15,279,724	\$47,444,111	10%	
June Qtr 02	\$17,508,741	\$14,685,366	\$10,756,419	\$42,950,526	28%	
March Qtr 02	\$13,515,329	\$13,317,334	\$6,628,651	\$33,461,314		

Note: Over the period since data has been collected, three different methodologies have been adopted (as illustrated by the different shading above), and accordingly growth trends may be impacted at the point of change. Refer to the Appendix for more detail.

Overall Market – Quarterly Revenues

Since the commencement of record keeping of online advertising expenditure, expenditures have increased 36 of the past 43 consecutive quarters.

Total Quarterly \$ Expenditure Growth Comparisons 2002-2012 YTD

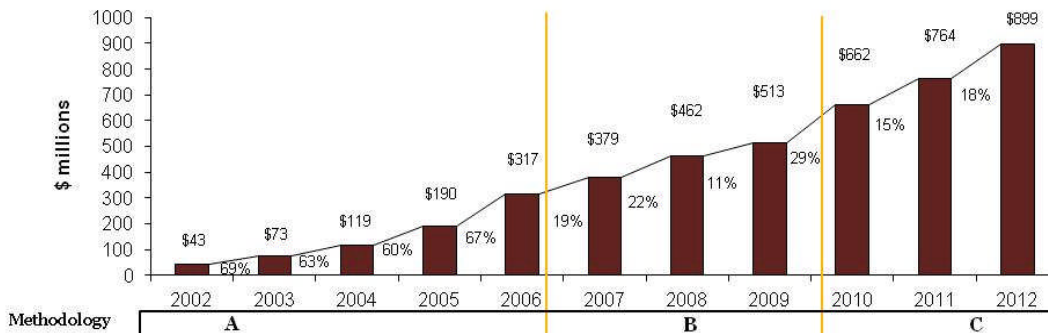


Note: Over the period since data has been collected, three different methodologies have been adopted, and accordingly growth trends may be impacted at the point of change. Refer to the Appendix for more detail.

Overall Market – December Quarter Expenditure Trends

December quarter expenditure has increased year-on-year in both dollar and percentage terms. The increase is the tenth consecutive year-on-year increase since the commencement of data collection in 2002.

December Quarter Total Market \$ Expenditure – 2002 through 2012



Note: Over the period since data has been collected, three different methodologies have been adopted, and accordingly growth trends may be impacted at the point of change. Refer to the Appendix for more detail.

Total online advertising expenditure in Australia for the December quarter increased 18% over the same December quarter last year. The strong year-on-year growth experienced in the past appears to be continuing.

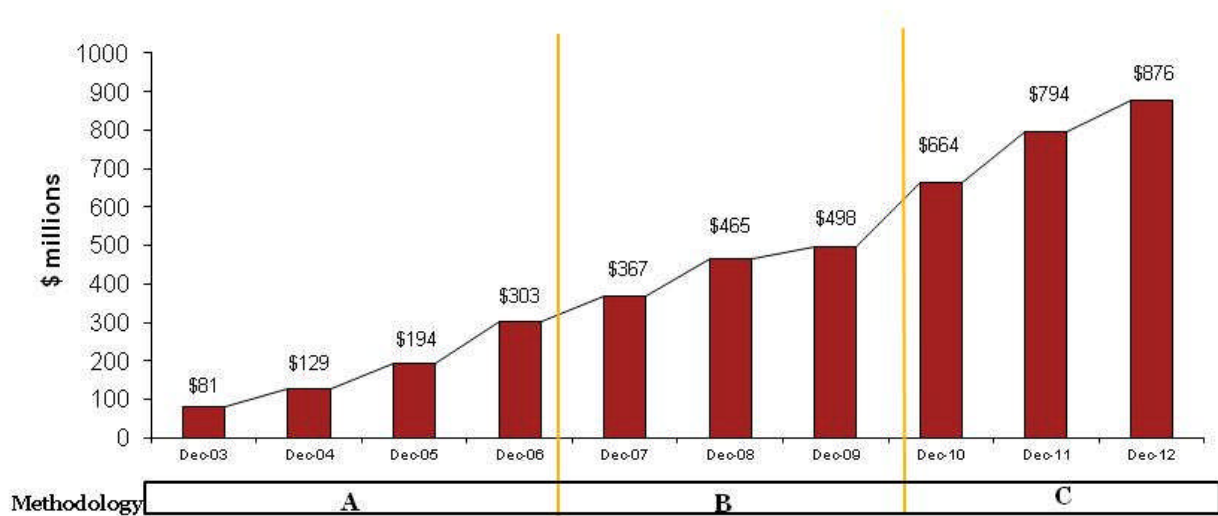
General Display Advertising Expenditure 12 months ended 31 December 2012

The total online advertising expenditure for General Display Advertising for the 12 months ended 31 December 2012 was \$876.1m, an increase of \$82.3m (or 10.0%) from the 12 months ended 31 December 2011.

<i>12 months ended</i>	<i>General Display</i>	<i>% Growth Year/Year</i>
Dec 2012	\$876,100,000	10%
Dec 2011	\$793,800,000	20%
Dec 2010	\$663,900,000	33%
Dec 2009	\$498,000,000	7%
Dec 2008	\$464,500,000	27%
Dec 2007	\$367,000,000	21%
Dec 2006	\$303,000,000	56%
Dec 2005	\$194,000,000	51%
Dec 2004	\$128,500,000	59%
Dec 2003	\$80,725,339	30%

Note: Over the period since data has been collected, three different methodologies have been adopted (as illustrated by the different shading above), and accordingly growth trends may be impacted at the point of change. Refer to the Appendix for more detail.

Total Market \$ Expenditure by 12 months ended 31 December 2012



Note: Over the period since data has been collected, three different methodologies have been adopted (as illustrated by the different shading above), and accordingly growth trends may be impacted at the point of change. Refer to the Appendix for more detail.

General Display – Email and Video Advertising Expenditures

This report includes details of email and video advertising expenditures on an annual basis. These amounts are included in the total General Display expenditure reported for the period.

The definitions of the email and video categories are included in the Glossary.

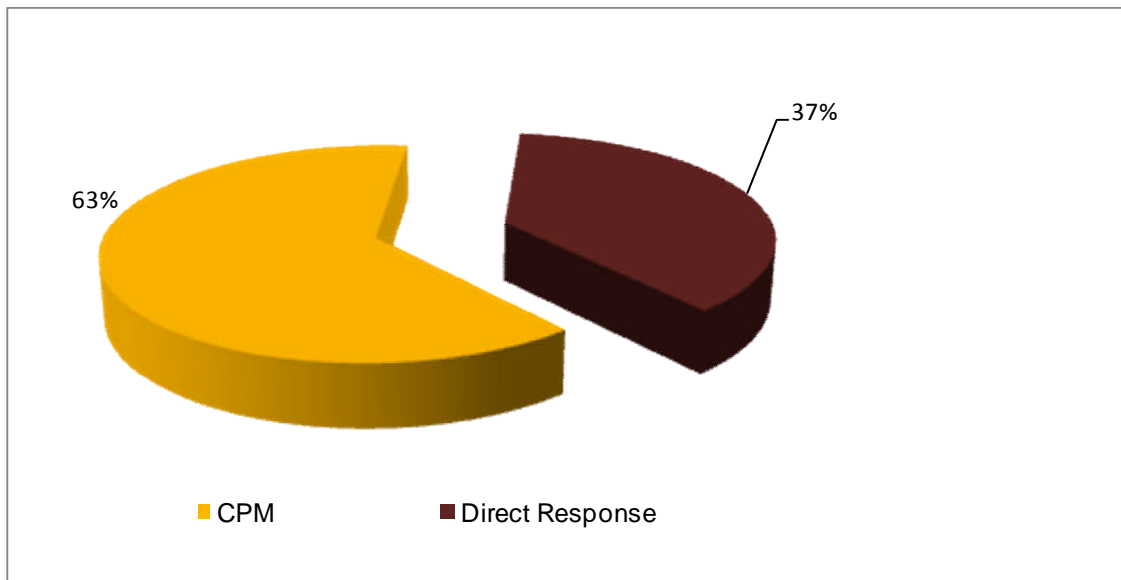
Based on submissions from publishers the expenditures (to the nearest \$100,000) for the year ended 31 December 2012, results are as follows:

	2012	2011
Email	\$26.1m	\$37.5m
Video	\$90.3m	\$69.2m

(Note: Email and Video advertising expenditure information was aggregated for all publishers with the exception of Sensis and Google. No estimate has been included for Sensis.)

General Display – Pricing Methodology

Based on submissions from publishers and estimates of Google and Facebook, the pricing methods used in General Display advertising expenditures on an annual basis are as follows:



(Note: Pricing methodology information was collected from all publishers with the exception of Sensis, Google & Facebook. No estimate has been included for Sensis.)

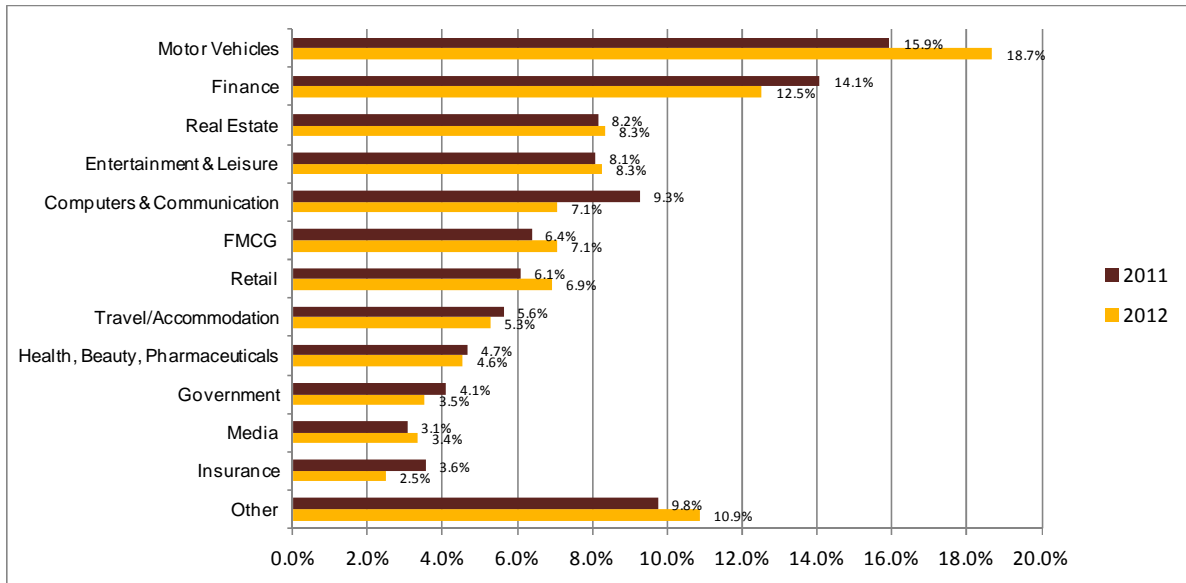
On a restated basis, the December quarter showed 63.0% for CPM based and 37.0% for Direct Response based, compared to 70.0% and 30.0% respectively in the prior year.

The CPM based pricing method continues to be the most predominantly used pricing basis in the General Display advertising category.

General Display Advertising Expenditure – Advertising Industry Category

- Motor vehicles, which incorporates manufactures, dealers, internet sites and others was the highest spending Advertiser Industry Category in 2012 with 18.7%, an increase from 15.9% in 2011.
- Finance, which incorporates Business Banking, Credit Cards, Home Loans, Superannuation, Personal Banking, Wealth Management and Other Finance, was the next highest spending Advertiser Industry Category in 2012 with 12.5%, a decrease from 14.1% in 2011.
- Real estate recorded a 8.3% share, an increase from 8.2% in 2011.
- Entertainment & Leisure recorded a 8.3% share, an increase from 8.1% in 2011.
- Computers & Communications recorded a 7.1% share, a decrease from 9.3% in 2011.
- FMCG recorded a 7.1% share, an increase from 6.4% in 2011.

Advertising Expenditure by Industry Category
12 months ended 31 Dec 2012 vs. 12 months ended 31 Dec 2011



*Other for graphical purposes includes Alcoholic Beverages, Community/Public Service, Education & Learning, Home Products & Services, Office & Business Equipment, Recruitment and Other in the Advertiser Industry Category table.

Advertiser Industry Category	2012	2011	2010	2009	2008	2007	2006
Finance	12.53%	14.08%	18.81%	19.01%	20.82%	21.32%	23.15%
Computers & Communications	7.07%	9.27%	11.63%	12.72%	15.13%	16.58%	16.96%
Motor Vehicles	18.68%	15.94%	13.81%	12.46%	14.94%	14.47%	14.73%
Travel/Accommodation	5.29%	5.63%	6.26%	7.09%	6.30%	6.93%	6.72%
Entertainment & Leisure	8.26%	8.09%	7.77%	7.81%	7.18%	6.15%	6.13%
Media	3.35%	3.06%	3.63%	4.31%	4.00%	4.33%	5.09%
FMCG	7.07%	6.38%	5.24%	5.34%	4.20%	4.66%	3.33%
Real Estate	8.35%	8.15%	4.11%	4.07%	2.91%	2.37%	2.53%
Retail	6.93%	6.09%	4.90%	3.58%	3.31%	3.09%	3.47%
Insurance	2.49%	3.55%	3.64%	3.20%	3.41%	3.70%	2.00%
Health, Beauty, Pharmaceuticals	4.56%	4.67%	5.18%	4.61%	4.04%	3.17%	2.65%
Government	3.54%	4.10%	4.70%	4.06%	2.93%	3.47%	2.78%
Other	5.72%	5.10%	4.72%	5.19%	4.04%	4.03%	2.90%
Recruitment	0.72%	1.01%	1.13%	1.42%	1.84%	1.81%	3.69%
Alcoholic Beverages	1.12%	0.96%	0.96%	1.60%	1.28%	1.15%	0.74%
Education & Learning	1.70%	1.56%	1.62%	1.68%	1.60%	1.17%	1.03%
Home Products & Services	1.60%	1.12%	0.72%	0.69%	0.76%	0.72%	0.87%
Community/Public Service	0.86%	0.92%	0.86%	0.96%	0.88%	0.62%	0.85%
Office & Business Equipment	0.17%	0.32%	0.31%	0.21%	0.43%	0.27%	0.38%

General Display Advertising Expenditure – Advertiser Industry Subcategories

The table below shows the percentage market share of Advertiser Industry Subcategories for the year ended 31 December 2012.

Advertiser Industry Category	2012 %	2011 %	2010 %	2009 %
Finance	12.53%	14.08%	18.81%	19.01%
<i>Made up of:</i>				
- Business Banking	1.26%	0.55%	0.86%	0.86%
- Credit Cards	1.84%	2.73%	4.62%	3.90%
- Home Loans	2.00%	2.06%	4.95%	5.45%
- Superannuation	0.42%	0.73%	0.43%	0.35%
- Personal Banking	2.53%	2.66%	3.83%	4.24%
- Wealth Management	0.64%	0.90%	1.15%	1.36%
- Other	3.84%	4.45%	2.97%	2.85%
Computers & Communication	7.07%	9.27%	11.63%	12.72%
<i>Made up of:</i>				
- Computer Hardware	2.32%	2.85%	3.64%	4.33%
- Computer Software	1.15%	1.25%	1.53%	1.07%
- Telecommunications	3.06%	4.37%	5.66%	5.78%
- Internet/ISP	0.55%	0.80%	0.80%	1.54%
Motor Vehicles	18.68%	15.94%	13.81%	12.46%
<i>Made up of:</i>				
- Internet Sites	1.20%	0.87%	0.73%	0.64%
- Manufacturers	13.95%	13.00%	11.19%	10.31%
- Dealers	0.50%	0.09%	0.19%	0.35%
- Other	3.02%	1.98%	1.70%	1.16%
Travel/Accommodation	5.29%	5.63%	6.26%	7.09%
<i>Made up of:</i>				
- Flights	1.90%	2.19%	2.37%	2.63%
- Accommodation	0.97%	0.83%	1.35%	1.57%
- Car Hire	0.09%	0.08%	0.11%	0.21%
- Holiday Packages/Agents	0.68%	0.86%	0.57%	0.79%
- Other	1.65%	1.67%	1.85%	1.89%
Entertainment & Leisure	8.26%	8.09%	7.77%	7.81%
<i>Made up of:</i>				
- Music	1.07%	0.37%	0.24%	0.38%
- Movies	1.62%	2.43%	2.81%	2.82%
- Games/Consoles	0.87%	0.95%	0.91%	0.89%
- Other	4.70%	4.34%	3.80%	3.71%
Media	3.35%	3.06%	3.63%	4.31%
FMCG	7.07%	6.38%	5.24%	5.34%
<i>Made up of:</i>				
- Food	3.26%	3.23%	2.95%	2.57%
- Beverages (non-alcoholic)	1.35%	0.92%	0.83%	1.28%
- Other	2.46%	2.23%	1.46%	1.50%
Real Estate	8.35%	8.15%	4.11%	4.07%
Retail	6.93%	6.09%	4.90%	3.58%
Insurance	2.49%	3.55%	3.64%	3.20%
Health, Beauty, Pharmaceuticals	4.56%	4.67%	5.18%	4.61%
Government	3.54%	4.10%	4.70%	4.06%
Other	5.72%	5.10%	4.72%	5.19%
Recruitment	0.72%	1.01%	1.13%	1.42%
Alcoholic Beverages	1.12%	0.96%	0.96%	1.60%
Education & Learning	1.70%	1.56%	1.62%	1.68%
Home Products & Services	1.60%	1.12%	0.72%	0.69%
Community/Public Service	0.86%	0.92%	0.86%	0.96%
Office & Business Equipment	0.17%	0.32%	0.31%	0.21%
Total	100.00%	100.00%	100.00%	100.00%

General Display Advertising Expenditure

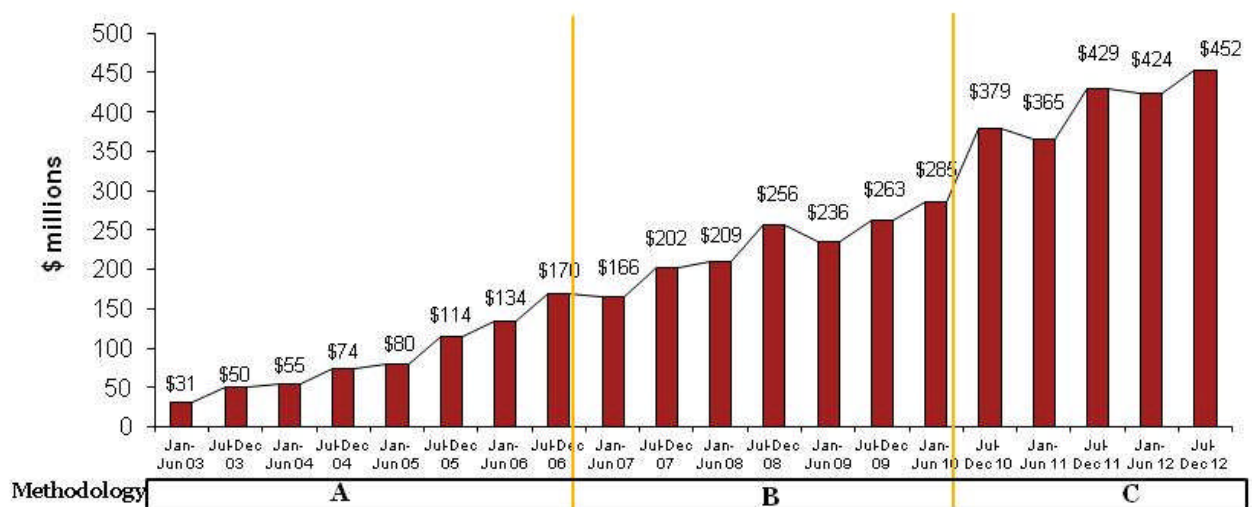
6 months ended 31 December 2012

Online advertising expenditure in Australia for the 6 months ended 31 December 2012 was \$451.8m, an increase of \$27.4m (or 6.0%) on the 6 months ended 30 June 2012, and an increase of \$23.2m (or 5.0%) on the 6 months ended 31 December 2011.

Period	General Display	% Growth	
		Period/Period	Year / Year
Jul-12-Dec-12	\$451,750,000	6%	5%
Jan 12-Jun 12	\$424,350,000	-1%	16%
Jul 11- Dec 11	\$428,550,000	17%	13%
Jan 11-Jun 11	\$365,250,000	-4%	28%
Jul 10- Dec 10	\$379,150,000	33%	44%
Jan 10-Jun 10	\$284,750,000	8%	21%
Jul 09-Dec 09	\$262,500,000	11%	3%
Jan 09-Jun 09	\$235,500,000	-8%	13%
Jul 08-Dec 08	\$255,500,000	22%	27%
Jan 08-Jun 08	\$209,000,000	4%	26%
Jul 07-Dec 07	\$201,500,000	22%	19%
Jan 07-Jun 07	\$165,500,000	-2%	24%
Jul 06-Dec 06	\$169,500,000	27%	49%
Jan 06-Jun 06	\$133,500,000	17%	67%
Jul 05-Dec 05	\$114,000,000	43%	54%
Jan 05-Jun 05	\$80,000,000	8%	47%
Jul 04-Dec 04	\$74,000,000	36%	47%
Jan 04-Jun 04	\$54,500,000	9%	79%
Jul 03-Dec 03	\$50,201,279	64%	62%
Jan 03-Jun 03	\$30,524,060		

Note: Over the period since data has been collected, three different methodologies have been adopted (as illustrated by the different shading above), and accordingly growth trends may be impacted at the point of change. Refer to the Appendix for more detail.

Total Market \$ Expenditure by Half Year to 31 December 2012



Note: Over the period since data has been collected, three different methodologies have been adopted (as illustrated by the different shading above), and accordingly growth trends may be impacted at the point of change. Refer to the Appendix for more detail.

General Display Advertising Expenditure

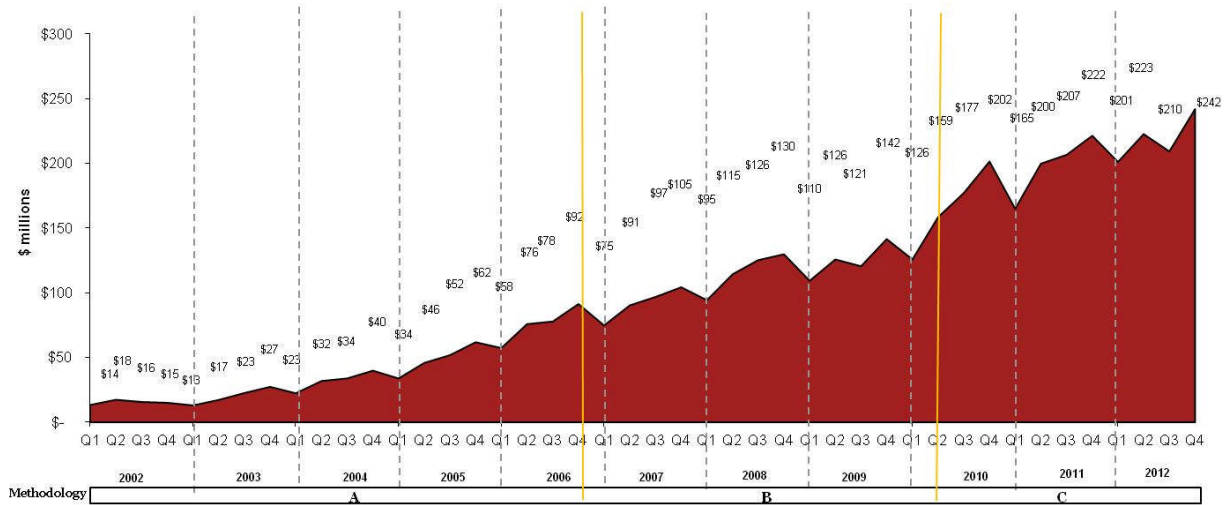
3 months ended 31 December 2012

The total online advertising expenditure for General Advertising for the three months ended 31 December 2012 was \$242.3m. This expenditure was an increase of \$32.8m (or 16.0%) on the September quarter of 2012 and an increase of \$20.6m (or 9.0%) on the December quarter of 2011.

Quarterly Revenues

Since the commencement of record keeping of online advertising expenditure, expenditures have increased 29 of the past 43 consecutive quarters. The December quarter has experienced an increase on the September 2012 quarter.

Total Quarterly \$ Expenditure Growth Comparisons 2002-2012 YTD (in \$millions)



Note: Over the period since data has been collected, three different methodologies have been adopted, and accordingly growth trends may be impacted at the point of change. Refer to the Appendix for more detail.

General Display - Historical Expenditure Statistics

Quarterly Data

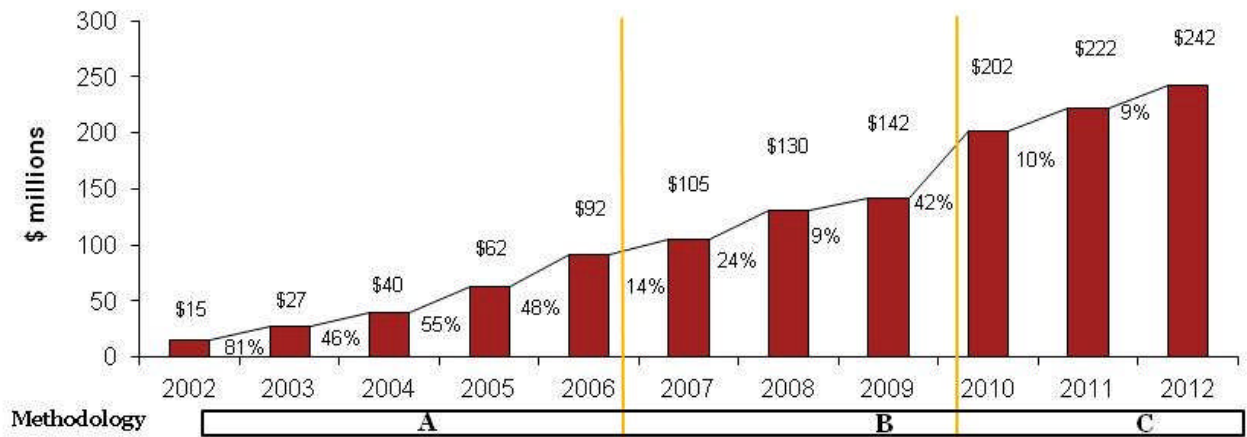
<i>Period</i>	<i>General Display</i>	<i>% Growth</i>	
		<i>Qtr/Qtr</i>	<i>Year/Year</i>
Dec Qtr 12	\$242,250,000	16%	9%
Sept Qtr 12	\$209,500,000	-6%	1%
Jun Qtr 12	\$222,950,000	11%	11%
Mar Qtr 12	\$201,400,000	-9%	22%
Dec Qtr 11	\$221,650,000	7%	10%
Sept Qtr 11	\$206,900,000	3%	17%
Jun Qtr 11	\$200,050,000	21%	26%
Mar Qtr 11	\$165,200,000	-18%	31%
Dec Qtr 10	\$201,750,000	14%	42%
Sept Qtr 10	\$177,400,000	12%	47%
Jun Qtr 10	\$158,750,000	26%	26%
Mar Qtr 10	\$126,000,000	-11%	15%
Dec Qtr 09	\$141,750,000	17%	9%
Sept Qtr 09	\$120,750,000	-4%	-4%
Jun Qtr 09	\$126,000,000	15%	10%
Mar Qtr 09	\$109,500,000	-16%	16%
Dec Qtr 08	\$130,000,000	4%	24%
Sept Qtr 08	\$125,500,000	10%	29%
Jun Qtr 08	\$114,500,000	21%	27%
Mar Qtr 08	\$94,500,000	-10%	26%
Dec Qtr 07	\$104,500,000	8%	14%
Sept Qtr 07	\$97,000,000	7%	24%
Jun Qtr 07	\$90,500,000	21%	19%
Mar Qtr 07	\$75,000,000	-18%	30%
Dec Qtr 06	\$91,500,000	17%	48%
Sept Qtr 06	\$78,000,000	3%	50%
Jun Qtr 06	\$76,000,000	32%	65%
Mar Qtr 06	\$57,500,000	-7%	69%
Dec Qtr 05	\$62,000,000	19%	55%
Sept Qtr 05	\$52,000,000	13%	53%
Jun Qtr 05	\$46,000,000	35%	44%
Mar Qtr 05	\$34,000,000	-15%	51%
Dec Qtr 04	\$40,000,000	18%	46%
Sept Qtr 04	\$34,000,000	6%	50%
Jun Qtr 04	\$32,000,000	42%	84%
Mar Qtr 04	\$22,500,000	-18%	71%
Dec Qtr 03	\$27,479,934	21%	81%
Sept Qtr 03	\$22,721,345	31%	44%
Jun Qtr 03	\$17,391,290	32%	-1%
Mar Qtr 03	\$13,132,770	-13%	-3%
Dec Qtr 02	\$15,168,016	-4%	
Sept Qtr 02	\$15,807,914	-10%	
Jun Qtr 02	\$17,508,741	30%	
Mar Qtr 02	\$13,515,329		

Note: Over the period since data has been collected, three different methodologies have been adopted (as illustrated by the different shading above), and accordingly growth trends may be impacted at the point of change. Refer to the Appendix for more detail.

Historical December Quarter Expenditure Trends

December quarter expenditure has increased year-on-year. General Advertising expenditure in Australia in the December quarter of 2012 was up 9.0% on the same period last year. Since the commencement of data collection in 2002, General display expenditure has increased in all ten December quarters.

Fourth Quarter Total Market \$ Expenditure – 2002 through 2012



Note: Over the period since data has been collected, three different methodologies have been adopted, and accordingly growth trends may be impacted at the point of change. Refer to the Appendix for more detail.

General Display – Email and Video Advertising Expenditures

The email and video advertising expenditures reported below are included in the total General Display expenditure reported for the relevant periods. They include restated Video Advertising Expenditure figures to include an estimate for Google.

The definitions of the email and video categories are included in the Glossary.

Based on submissions from publishers and estimates for Google the expenditures (to the nearest \$100,000) for the quarter are as follows:

	March Qtr 2011	June Qtr 2011	Sept Qtr 2011	Dec Qtr 2011	March Qtr 2012	June Qtr 2012	Sept Qtr 2012	Dec Qtr 2012
Email	\$8.4m	\$9.0m	\$10.5m	\$9.6m	\$7.0m	\$7.3m	\$5.8m	\$6.0m
Video	\$14.5m	\$18.4m	\$18.5m	\$17.8m	\$18.8m	\$22.9m	\$20.7m	\$28.5m

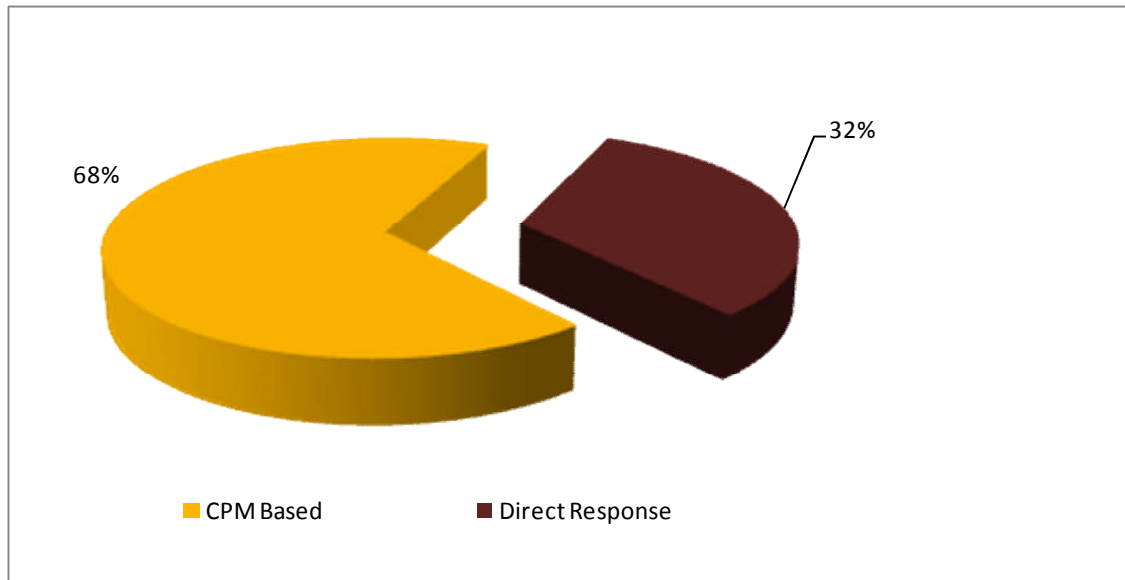
(Note: Email and Video advertising expenditure information was aggregated for all publishers with the exception of Google, an estimate has been included for Google)

General Display – Pricing Methodology

The pricing methods are CPM based and Direct Response based.

Definitions of CPM based and Direct Response based are included in the Glossary.

Based on submissions from publishers and estimates of Google and Facebook, the pricing methods used in General Display advertising expenditures for the quarter are as follows:



(Note: Email and Video advertising expenditure information was aggregated for all publishers with the exception of Google, an estimate has been included for Google)

On a restated basis, the December quarter showed 68.0% for CPM based and 32.0% for Direct Response based, compared to 62.0% and 38.0% respectively in the prior quarter.

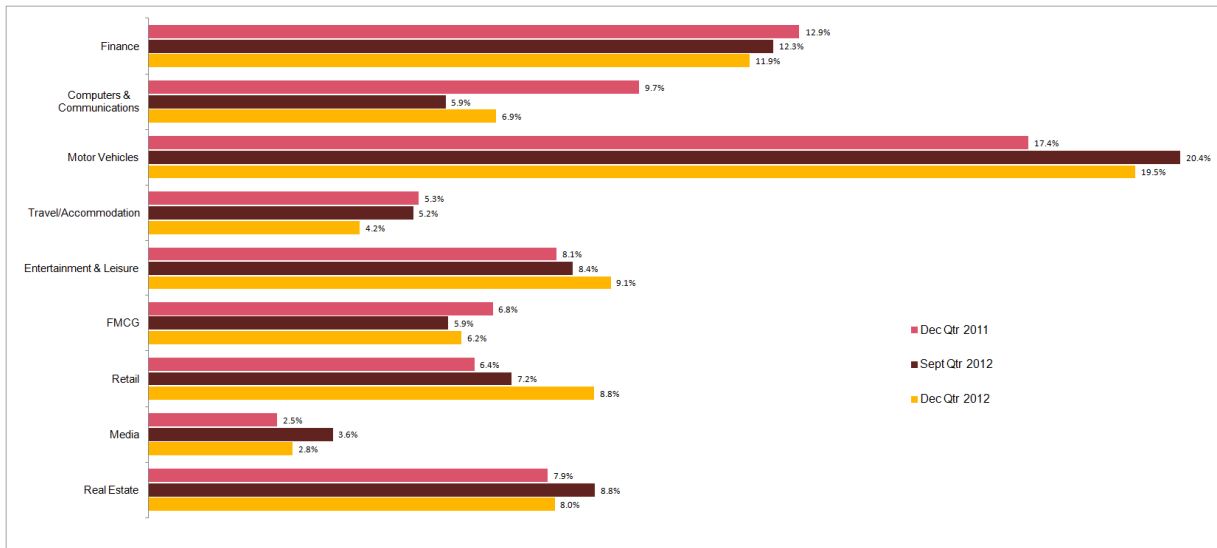
The CPM based pricing method continues to be the most predominantly used pricing basis in the General Display advertising category.

General Display Advertising Expenditure – Advertiser Industry Category

Finance, Motor Vehicles and Entertainment & Leisure were the top three dominant industries using General Display advertising. These industries represented 40.5% of the advertising market in the December quarter 2012 (41.1% in September 2012 and 38.3% in December 2011).

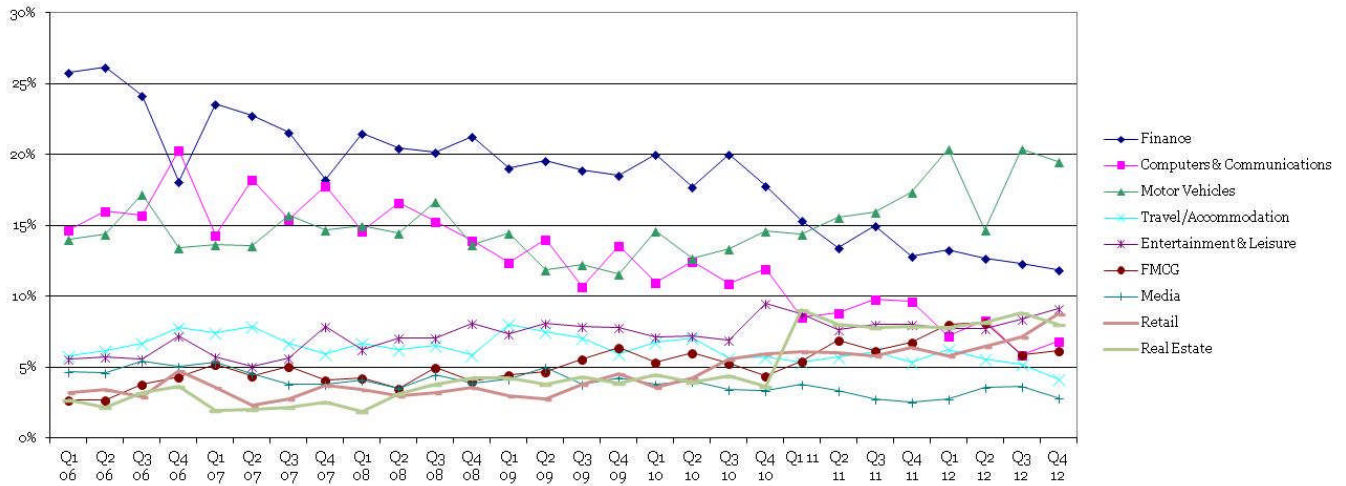
- Motor Vehicles was the highest spending Advertiser Industry Category in the December quarter 2012 with 19.5%, a decrease in its share from 20.4% in September quarter 2012.
- Finance (which incorporates Business Banking, Credit Cards, Home Loans, Superannuation, Personal Banking, Wealth Management and Other Finance) was second with a 11.9% share, a decrease from 12.3% in the September quarter 2012.
- Entertainment & Leisure recorded a 9.1% share, a slight increase from 8.4% in the September quarter 2012.
- Retail moved to fourth position recording an 8.8% share, up from 7.2% in the September quarter 2012
- Real Estate recorded an 8.0% share, a decline from 8.8% share in September quarter 2012.

Advertising Expenditure by Industry Category Dec Qtr 2011 vs. Sept Qtr 2012 vs. Dec Qtr 2012



The chart below illustrates the advertising expenditure shares for the General Display market of the top nine advertising industries by quarter from first quarter 2006 to the present quarter.

Top 9 Advertiser Industry Category Share by Quarter – 2006-2012 YTD



General Advertising Expenditure – Advertiser Industry Category

The table below shows the percentage market share for all advertising industry categories in General Display advertising since September quarter 2008.

<i>Advertiser Industry Category</i>	<i>Q4 12</i>	<i>Q3 12</i>	<i>Q2 12</i>	<i>Q1 12</i>	<i>Q4 11</i>	<i>Q3 121</i>	<i>Q2 11</i>	<i>Q1 11</i>	<i>Q4 10</i>	<i>Q3 10</i>	<i>Q2 10</i>	<i>Q1 10</i>	<i>Q4 09</i>	<i>Q3 09</i>	<i>Q2 09</i>	<i>Q1 09</i>	<i>Q4 08</i>	<i>Q3 08</i>
Finance	11.9%	12.3%	12.75%	13.25%	17.83%	20.04%	13.43%	15.39%	17.83%	20.04%	17.74%	20.00%	18.55%	18.90%	19.57%	19.07%	21.28%	20.18%
Computers & Communications	6.9%	5.9%	8.29%	7.22%	11.98%	10.92%	8.88%	8.55%	11.98%	10.92%	12.45%	11.00%	13.56%	10.72%	14.01%	12.38%	13.98%	15.30%
Motor Vehicles	19.5%	20.4%	14.72%	20.37%	14.62%	13.38%	15.59%	14.43%	14.62%	13.38%	12.71%	14.64%	11.59%	12.25%	11.87%	14.50%	13.64%	16.71%
Travel/Accommodation	4.2%	5.2%	5.63%	6.26%	5.70%	5.64%	7.71%	5.36%	5.70%	5.64%	7.05%	6.76%	5.97%	7.05%	7.54%	8.06%	5.84%	6.52%
Entertainment & Leisure	9.1%	8.4%	7.71%	7.76%	9.51%	6.92%	7.66%	8.74%	9.51%	6.92%	7.23%	7.13%	7.81%	7.89%	8.11%	7.35%	8.10%	7.04%
Media	2.8%	3.6%	3.63%	3.32%	3.34%	3.43%	3.37%	3.81%	3.34%	3.43%	4.02%	3.77%	4.22%	3.77%	5.03%	4.19%	3.91%	4.48%
FMCG	6.2%	5.9%	8.24%	8.00%	4.40%	5.27%	6.90%	5.43%	4.40%	5.27%	6.03%	5.35%	6.40%	5.59%	4.66%	4.47%	4.00%	4.98%
Real Estate	8.0%	8.8%	8.19%	8.42%	3.66%	4.43%	8.02%	9.07%	3.66%	4.43%	3.98%	4.48%	3.90%	4.36%	3.84%	4.23%	3.84%	3.13%
Retail	8.8%	7.2%	6.51%	4.99%	5.93%	5.55%	6.00%	6.08%	5.93%	5.55%	4.25%	3.57%	4.53%	3.82%	2.79%	3.01%	3.58%	3.23%
Insurance	1.7%	1.8%	4.99%	3.08%	3.04%	3.41%	4.32%	4.01%	3.04%	3.41%	4.23%	3.98%	3.00%	2.86%	3.53%	3.43%	2.51%	2.29%
Health, Beauty, Pharmaceuticals	3.6%	5.5%	5.06%	4.04%	5.07%	6.41%	4.52%	4.21%	5.07%	6.41%	5.31%	3.69%	4.53%	5.70%	4.08%	4.11%	4.23%	3.43%
Government	3.0%	2.9%	3.44%	3.17%	3.99%	4.86%	5.93%	4.35%	3.99%	4.86%	4.82%	5.31%	3.37%	4.09%	4.51%	4.39%	3.38%	2.87%
Other	6.7%	5.6%	5.58%	4.76%	4.98%	4.39%	4.71%	5.79%	4.98%	4.39%	4.86%	4.61%	5.91%	5.55%	4.48%	4.69%	4.45%	3.21%
Recruitment	0.7%	0.7%	0.76%	0.72%	1.00%	1.04%	1.03%	1.25%	1.00%	1.04%	1.19%	1.33%	1.26%	1.57%	1.38%	1.52%	1.33%	1.21%
Alcoholic Beverages	1.9%	1.1%	0.77%	0.66%	1.27%	0.85%	0.56%	0.86%	1.27%	0.85%	0.62%	1.11%	1.50%	2.03%	1.23%	1.68%	1.89%	1.11%
Education & Learning	2.0%	2.2%	1.40%	1.13%	1.61%	1.54%	1.13%	1.33%	1.61%	1.54%	1.57%	1.77%	1.87%	1.76%	1.64%	1.39%	1.85%	2.09%
Home Products & Services	1.7%	1.4%	1.40%	1.91%	0.76%	0.89%	0.95%	0.46%	0.76%	0.89%	0.67%	0.53%	0.78%	0.92%	0.59%	0.45%	0.94%	0.93%
Community/Public Service	0.9%	0.9%	0.85%	0.71%	1.00%	0.78%	0.94%	0.54%	1.00%	0.78%	0.92%	0.72%	1.03%	0.88%	1.01%	0.88%	1.04%	0.71%
Office & Business Equipment	0.2%	0.2%	0.08%	0.23%	0.34%	0.28%	0.36%	0.34%	0.34%	0.28%	0.35%	0.25%	0.21%	0.29%	0.13%	0.21%	0.20%	0.58%

General Display Advertising Expenditure – Advertiser Industry Subcategories

The table below shows the percentage market share of Advertiser Industry Subcategories on a quarterly basis.

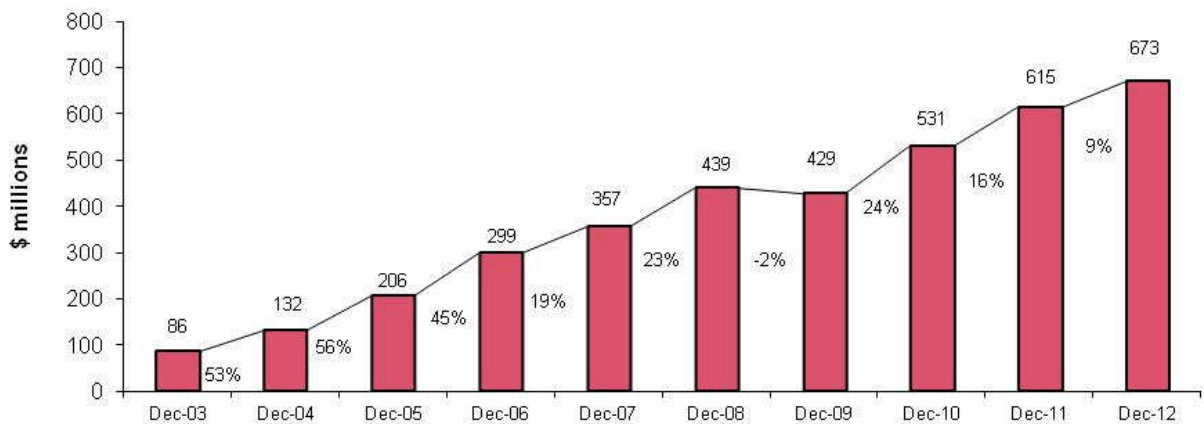
Advertiser Industry Category	2012 Q4 %	2012 Q3 %	2012 Q2 %	2012 Q1 %	2011 Q4 %	2011 Q3 %	2011 Q2 %	2011 Q1 %	2010 Q3 %
Finance	11.9%	12.3%	12.8%	13.3%	12.9%	15.0%	13.4%	15.4%	20.0%
<i>Made up of:</i>									
- Business Banking	1.1%	0.8%	1.5%	1.7%	0.3%	0.7%	0.6%	0.6%	0.4%
- Credit Cards	1.8%	1.7%	1.5%	2.3%	2.5%	2.9%	2.2%	3.4%	4.9%
- Home Loans	1.8%	1.8%	2.1%	2.3%	2.0%	2.1%	2.1%	2.0%	4.7%
- Superannuation	0.3%	0.5%	0.6%	0.3%	0.6%	1.2%	0.6%	0.4%	0.4%
- Personal Banking	2.0%	2.5%	2.5%	3.3%	2.8%	2.4%	2.1%	3.6%	4.6%
- Wealth Management	0.6%	0.7%	0.7%	0.6%	0.7%	1.1%	0.9%	0.9%	1.3%
- Other	4.2%	4.4%	3.8%	2.9%	4.0%	4.6%	4.9%	4.4%	3.6%
Computers & Communication	6.9%	5.9%	8.3%	7.2%	9.7%	9.8%	8.9%	8.6%	10.9%
<i>Made up of:</i>									
- Computer Hardware	2.1%	1.7%	2.9%	2.6%	3.3%	3.2%	2.5%	2.1%	3.1%
- Computer Software	1.4%	0.9%	0.9%	1.3%	1.6%	0.8%	1.3%	1.4%	1.6%
- Telecommunications	2.9%	2.8%	3.7%	2.8%	4.2%	4.7%	4.4%	4.1%	5.4%
- Internet/ISP	0.4%	0.5%	0.8%	0.5%	0.6%	1.1%	0.7%	0.9%	0.9%
Motor Vehicles	19.5%	20.4%	14.7%	20.4%	17.4%	15.9%	15.6%	14.4%	13.4%
<i>Made up of:</i>									
- Internet Sites	1.7%	0.8%	1.4%	0.9%	0.7%	0.9%	0.9%	1.1%	0.7%
- Manufacturers	15.1%	16.6%	9.9%	14.3%	14.5%	12.6%	12.9%	11.5%	10.5%
- Dealers	0.4%	0.2%	0.3%	1.2%	0.1%	0.1%	0.1%	0.1%	0.2%
- Other	2.3%	2.7%	3.2%	3.9%	2.0%	2.4%	1.8%	1.7%	2.0%
Travel/Accommodation	4.2%	5.2%	5.6%	6.3%	5.3%	6.1%	5.7%	5.4%	5.6%
<i>Made up of:</i>									
- Flights	1.7%	1.6%	1.7%	2.5%	2.3%	2.7%	2.0%	1.7%	2.3%
- Accommodation	0.9%	1.1%	1.1%	0.8%	0.7%	0.8%	0.9%	1.0%	1.5%
- Car Hire	0.0%	0.0%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%
- Holiday Packages/Agents	0.5%	0.6%	0.8%	0.8%	0.8%	0.9%	1.0%	0.8%	0.5%
- Other	1.1%	1.8%	1.9%	1.9%	1.5%	1.6%	1.8%	1.8%	1.3%
Entertainment & Leisure	9.1%	8.4%	7.7%	7.8%	8.1%	8.0%	7.7%	8.7%	6.9%
<i>Made up of:</i>									
- Music	1.4%	1.0%	1.1%	0.6%	0.5%	0.4%	0.3%	0.3%	0.3%
- Movies	1.7%	1.6%	1.5%	1.7%	2.5%	2.3%	2.3%	2.7%	2.4%
- Games/Consoles	0.9%	0.6%	0.8%	1.2%	1.0%	0.8%	0.9%	1.2%	0.6%
- Other	5.1%	5.1%	4.4%	4.2%	4.1%	4.5%	4.2%	4.6%	3.7%
Media	2.8%	3.6%	3.6%	3.3%	2.5%	2.7%	3.4%	3.8%	3.4%
FMCG	6.2%	5.9%	8.2%	8.0%	6.8%	6.2%	6.9%	5.4%	5.3%
<i>Made up of:</i>									
- Food	2.7%	2.9%	4.0%	3.5%	3.5%	2.8%	3.6%	2.9%	3.2%
- Beverages (non-alcoholic)	0.9%	0.8%	1.46%	2.3%	1.3%	0.7%	0.9%	0.7%	0.9%
- Other	2.6%	2.2%	2.8%	2.2%	2.0%	2.7%	2.4%	1.8%	1.2%
Real Estate	8.0%	8.8%	8.2%	8.4%	7.9%	7.8%	8.0%	9.1%	4.4%
Retail	8.8%	7.2%	6.5%	5.0%	6.4%	5.8%	6.0%	6.1%	5.6%
Insurance	1.7%	1.8%	3.4%	3.1%	2.9%	3.2%	4.3%	4.0%	3.4%
Health, Beauty, Pharmaceuticals	3.6%	5.5%	5.1%	4.0%	4.6%	5.2%	4.5%	4.2%	6.4%
Government	3.0%	2.9%	5.0%	3.2%	3.1%	3.2%	5.9%	4.4%	4.9%
Other	6.7%	5.6%	5.6%	4.8%	5.6%	4.4%	4.7%	5.8%	4.4%
Recruitment	0.7%	0.7%	0.8%	0.7%	0.8%	1.0%	1.0%	1.3%	1.0%
Alcoholic Beverages	1.9%	1.1%	0.8%	0.7%	1.4%	0.9%	0.6%	0.9%	0.9%
Education & Learning	2.0%	2.2%	1.4%	1.1%	1.7%	2.0%	1.1%	1.3%	1.5%
Home Products & Services	1.7%	1.4%	1.4%	1.9%	1.4%	1.5%	1.0%	0.5%	0.9%
Community/Public Service	0.9%	0.9%	0.9%	0.7%	1.1%	1.0%	0.9%	0.5%	0.8%
Office & Business Equipment	0.2%	0.2%	0.1%	0.2%	0.3%	0.3%	0.4%	0.3%	0.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Classifieds Advertising Expenditure 12 months ended 31 December 2012

The total online advertising expenditure for Classifieds Advertising for the 12 months ended 31 December 2012 was \$672.6m, an increase of \$57.4m (or 9.0%) from the 12 months ended 31 December 2011.

<i>12 months ended</i>	<i>Classifieds</i>	<i>% Growth Year/Year</i>
Dec 2012	\$672,600,000	9%
Dec 2011	\$615,250,000	16%
Dec 2010	\$531,000,000	24%
Dec 2009	\$429,000,000	-2%
Dec 2008	\$439,250,000	23%
Dec 2007	\$356,750,000	19%
Dec 2006	\$299,000,000	45%
Dec 2005	\$206,000,000	56%
Dec 2004	\$132,000,000	53%
Dec 2003	\$86,244,294	44%

Total Market \$ Expenditure by 12 months ended 31 December 2012



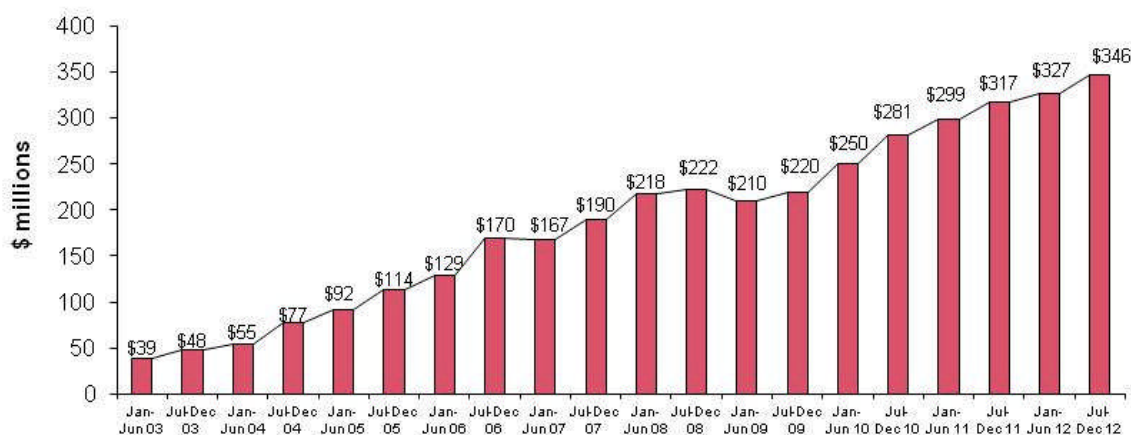
Real Estate was the leading Category for Classifieds advertising expenditure in the 12 months ended 31 December 2012 followed by Recruitment, then Automotive. This is the same order as the prior year.

Classifieds Advertising Expenditure 6 months ended 31 December 2012

The total online advertising expenditure for Classifieds Advertising for the 6 months ended 31 December 2012 was \$346.0m, an increase of \$19.4m (or 6.0%) from the 6 months ended 30 June 2012, and an increase of \$29.5m (or 9.0%) from the comparable 6 months ended 31 December 2011.

<i>Period</i>	<i>Classifieds</i>	<i>% Growth</i>	
		<i>Period/ Period</i>	<i>Year / Year</i>
Jul 12-Dec 12	\$346,000,000	6%	9%
Jan 12-Jun 12	\$326,600,000	3%	9%
Jul 11-Dec 11	\$316,500,000	6%	13%
Jan 11-Jun 11	\$298,750,000	6%	19%
Jul 10-Dec 10	\$280,750,000	12%	28%
Jan 10-Jun 10	\$250,250,000	14%	19%
Jul 09-Dec 09	\$219,500,000	5%	-1%
Jan 09-Jun 09	\$209,500,000	-6%	-4%
Jul 08-Dec 08	\$221,750,000	2%	17%
Jan 08-Jun 08	\$217,500,000	15%	30%
Jul 07-Dec 07	\$189,500,000	13%	11%
Jan 07-Jun 07	\$167,250,000	-2%	30%
Jul 06-Dec 06	\$170,000,000	32%	49%
Jan 06-Jun 06	\$129,000,000	13%	40%
Jul 05-Dec 05	\$114,000,000	24%	48%
Jan 05-Jun 05	\$92,000,000	19%	67%
Jul 04-Dec 04	\$77,000,000	40%	62%
Jan 04-Jun 04	\$55,000,000	15%	43%
Jul 03-Dec 03	\$47,666,119	24%	49%
Jan 03-Jun 03	\$38,578,175		

Total Market \$ Expenditure by Half Year to 31 December 2012



Real Estate was the leading Category for Classifieds advertising expenditure in the 6 months ended 31 December 2012 followed by Recruitment, then Automotive. This is the same as the prior six month period and prior year six month period

Classifieds Advertising Expenditure

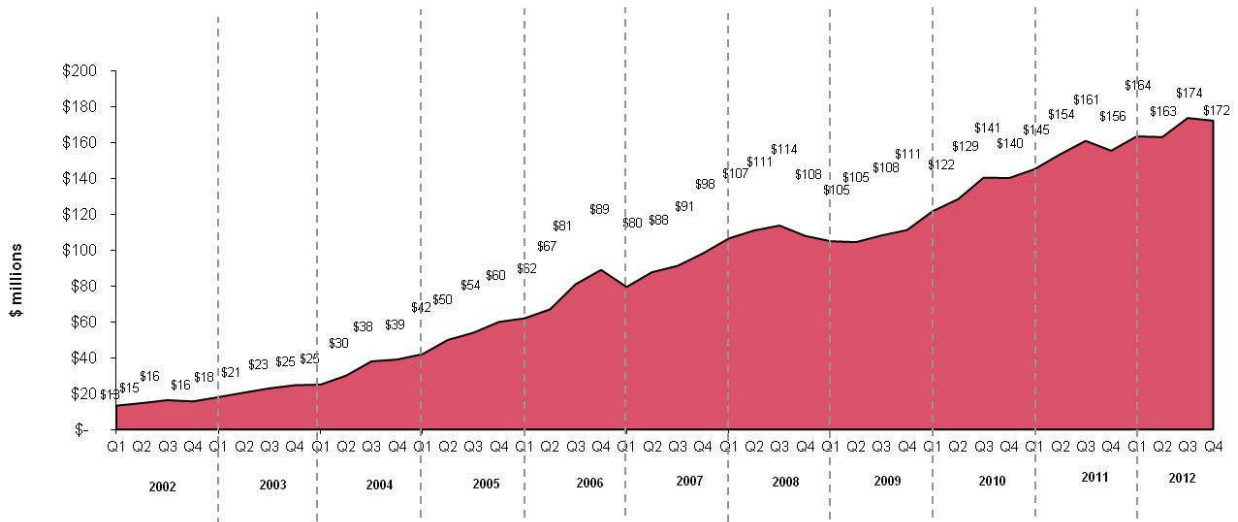
3 months ended 31 December 2012

Total online advertising expenditure for Classifieds Advertising for the three months ended 31 December 2012 was \$172.3m, a decrease of \$1.5m (-1.0%) on the September quarter 2012, and an increase of \$16.8m (or 11.0%) on the December quarter 2011.

Quarterly Revenues

Since the commencement of record keeping of online advertising expenditure, expenditures have increased 33 of the past 43 consecutive quarters.

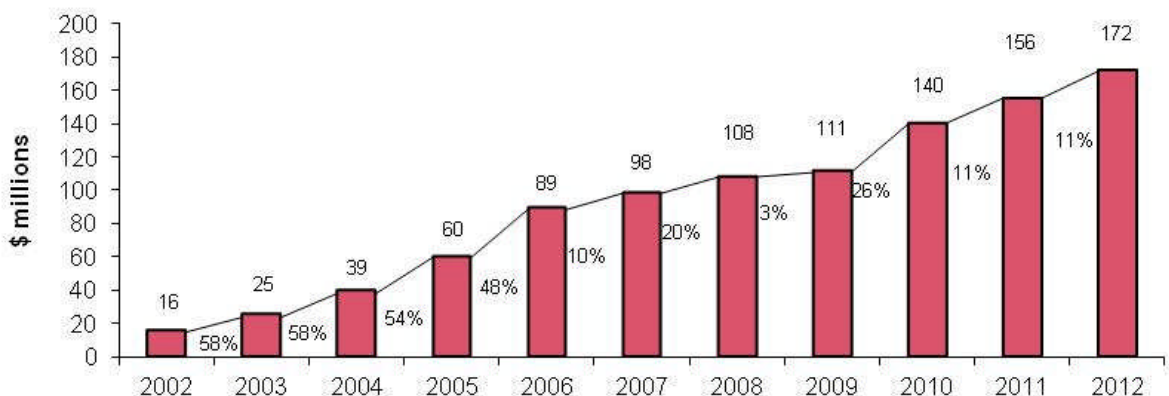
Total Quarterly \$ Expenditure Growth Comparisons 2002-2012 YTD



Historical December Quarter Expenditure Trends

December quarter expenditure has increased year-on-year. Classifieds Advertising expenditure in Australia in the December quarter 2012 is up 11.0% on the same period last year.

December Quarter Total Market \$ Expenditure – 2002 through 2012



Real Estate was the leading Category for Classifieds advertising expenditure in the December quarter 2012 followed by Recruitment then Automotive. This is the same order as the prior quarter and prior year.

Classifieds Advertising Expenditure

Classifieds - Historical Expenditure Statistics

Quarterly Data

<i>Period</i>	<i>Classifieds</i>	<i>% Growth</i>	
		<i>Qtr/Qtr</i>	<i>Year/Year</i>
Dec Qtr 12	\$172,250,000	-1%	11%
Sept Qtr 12	\$173,750,000	7%	8%
June Qtr 12	\$163,100,000	0%	6%
March Qtr 12	\$163,500,000	5%	13%
Dec Qtr 11	\$155,500,000	-3%	11%
Sept Qtr 11	\$161,000,000	5%	15%
June Qtr 11	\$153,500,000	6%	19%
March Qtr 11	\$145,250,000	4%	19%
Dec Qtr 10	\$140,250,000	-0%	26%
Sept Qtr 10	\$140,500,000	9%	30%
June Qtr 10	\$128,500,000	6%	23%
March Qtr 10	\$121,750,000	9%	16%
Dec Qtr 09	\$111,250,000	3%	3%
Sept Qtr 09	\$108,250,000	4%	-5%
June Qtr 09	\$104,500,000	-0%	-6%
March Qtr 09	\$105,000,000	-3%	-1%
Dec Qtr 08	\$108,000,000	-5%	10%
Sept Qtr 08	\$113,750,000	2%	25%
June Qtr 08	\$111,000,000	4%	26%
March Qtr 08	\$106,500,000	8%	34%
Dec Qtr 07	\$98,250,000	8%	10%
Sept Qtr 07	\$91,250,000	4%	13%
June Qtr 07	\$87,750,000	10%	31%
March Qtr 07	\$79,500,000	-11%	28%
Dec Qtr 06	\$89,000,000	10%	48%
Sept Qtr 06	\$81,000,000	21%	50%
June Qtr 06	\$67,000,000	8%	34%
March Qtr 06	\$62,000,000	3%	48%
Dec Qtr 05	\$60,000,000	11%	54%
Sept Qtr 05	\$54,000,000	8%	42%
June Qtr 05	\$50,000,000	19%	67%
March Qtr 05	\$42,000,000	8%	68%
Dec Qtr 04	\$39,000,000	3%	58%
Sept Qtr 04	\$38,000,000	27%	66%
June Qtr 04	\$30,000,000	20%	46%
March Qtr 04	\$25,000,000	1%	39%
Dec Qtr 03	\$24,714,607	8%	58%
Sept Qtr 03	\$22,951,512	12%	40%
June Qtr 03	\$20,556,558	14%	40%
March Qtr 03	\$18,021,617	15%	35%
Dec Qtr 02	\$15,640,828	-4%	
Sept Qtr 02	\$16,356,473	11%	
June Qtr 02	\$14,685,366	10%	
March Qtr 02	\$13,317,334		

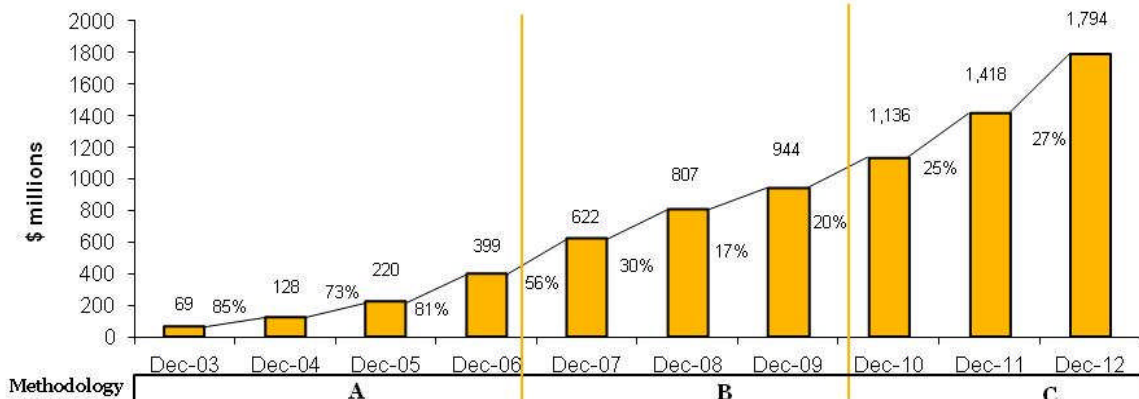
Search & Directories Advertising Expenditure 12 months ended 31 December 2012

The total online advertising expenditure for Search & Directories for the 12 months ended 31 December 2012 was \$1,793.9m, an increase of \$376.3m (or 27.0%) from the 12 months ended 31 December 2011.

<i>12 months ended</i>	<i>Search and Directories</i>	<i>% Growth Year/Year</i>
Dec 2012	\$1,793,850,000	27%
Dec 2011	\$1,417,550,000	25%
Dec 2010	\$1,136,250,000	20%
Dec 2009	\$944,250,000	17%
Dec 2008	\$806,500,000	30%
Dec 2007	\$622,250,000	56%
Dec 2006	\$399,000,000	81%
Dec 2005	\$220,000,000	73%
Dec 2004	\$127,500,000	85%
Dec 2003	\$69,030,367	53%

Note: Over the period since data has been collected, three different methodologies have been adopted (as illustrated by the different shading above), and accordingly growth trends may be impacted at the point of change. Refer to the Appendix for more detail.

Total Market \$ Expenditure by 12 months ended 31 December 2012



Note: Over the period since data has been collected, three different methodologies have been adopted (as illustrated by the different shading above), and accordingly growth trends may be impacted at the point of change. Refer to the Appendix for more detail.

Search & Directories Advertising Expenditure

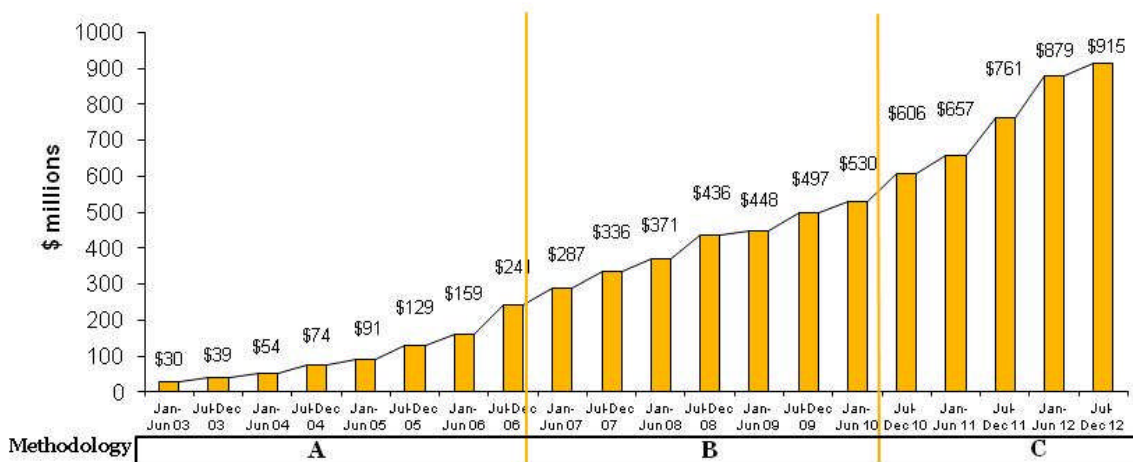
6 months ended 31 December 2012

The total online advertising expenditure for Search & Directories Advertising for the 6 months ended 31 December 2012 was \$914.8m, an increase of \$35.7m (or 4.0%) from the 6 months ended 30 June 2012, and an increase of \$153.9m (or 20.0%) from the comparable 6 months ended 31 December 2011.

Period	Search and Directories	% Growth	
		Period/Period	Year / Year
Jul 12-Dec 12	\$914,750,000	4%	20%
Jan 12-Jun 12	\$879,100,000	16%	34%
Jul 11-Dec 11	\$760,850,000	16%	26%
Jan 11-Jun 11	\$656,700,000	8%	24%
Jul 10-Dec 10	\$606,250,000	14%	22%
Jan 10-Jun 10	\$530,000,000	7%	18%
Jul 09-Dec 09	\$496,750,000	11%	14%
Jan 09-Jun 09	\$447,500,000	3%	21%
Jul 08-Dec 08	\$436,000,000	18%	30%
Jan 08-Jun 08	\$370,500,000	10%	29%
Jul 07-Dec 07	\$335,500,000	17%	40%
Jan 07-Jun 07	\$286,750,000	19%	81%
Jul 06-Dec 06	\$240,500,000	52%	86%
Jan 06-Jun 06	\$158,500,000	23%	74%
Jul 05-Dec 05	\$129,000,000	42%	74%
Jan 05-Jun 05	\$91,000,000	23%	70%
Jul 04-Dec 04	\$74,000,000	38%	89%
Jan 04-Jun 04	\$53,500,000	37%	79%
Jul 03-Dec 03	\$39,132,602	31%	42%
Jan 03-Jun 03	\$29,897,765		

Note: Over the period since data has been collected, three different methodologies have been adopted (as illustrated by the different shading above), and accordingly growth trends may be impacted at the point of change. Refer to the Appendix for more detail.

Total Market \$ Expenditure by Half Year to 31 December 2012



Note: Over the period since data has been collected, three different methodologies have been adopted (as illustrated by the different shading above), and accordingly growth trends may be impacted at the point of change. Refer to the Appendix for more detail.

Search & Directories Advertising Expenditure

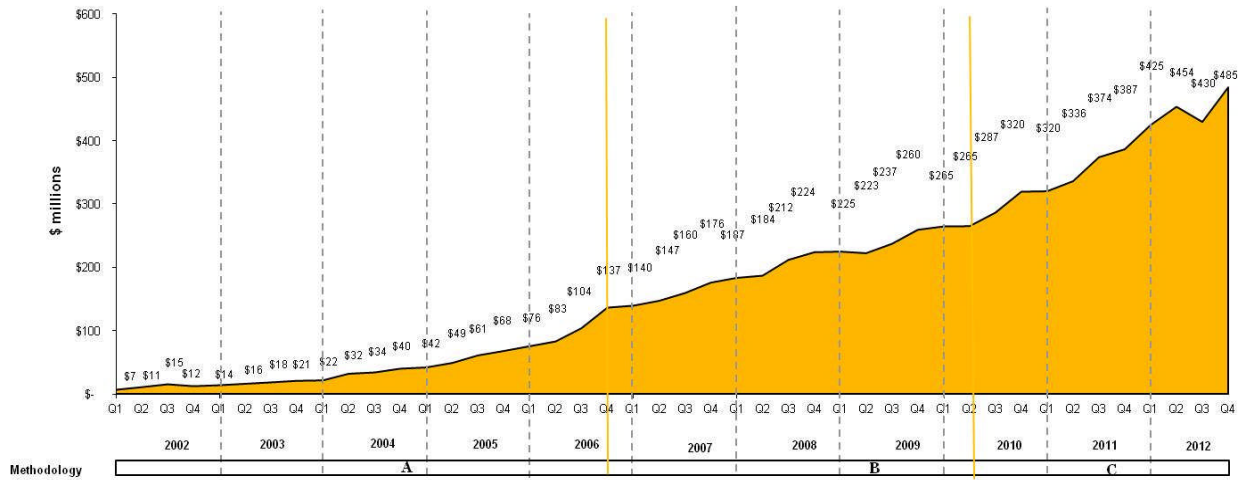
3 months ended 31 December 2012

Total online advertising expenditure for Search and Directories Advertising for the three months ended 31 December 2012 was \$484.8m, an increase of \$54.8m (or 13%) on the September quarter 2012, and an increase of \$98.0m (or 25%) on the December quarter 2011.

Quarterly Expenditure

Since the commencement of record keeping of online advertising expenditure, expenditures have increased 40 of the past 43 consecutive quarters.

Total Quarterly \$ Expenditure Growth Comparisons 2002-2012 YTD

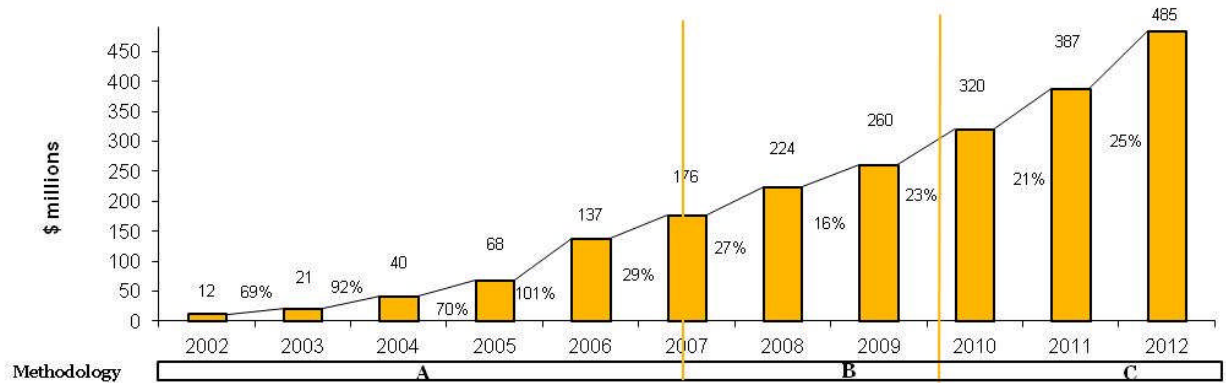


Note: Over the period since data has been collected, three different methodologies have been adopted, and accordingly growth trends may be impacted at the point of change. Refer to the Appendix for more detail.

Historical December Quarter Expenditure Trends

December quarter expenditure has increased slightly year-on-year. Search and Directories Advertising expenditure in Australia in the December quarter 2012 was up 25% on the same period last year. The increase is the tenth consecutive yearly increase for the December quarter since the commencement of data collection in 2002.

December Quarter Total Market \$ Expenditure – 2002 through 2012



Note: Over the period since data has been collected, three different methodologies have been adopted, and accordingly growth trends may be impacted at the point of change. Refer to the Appendix for more detail.

Search & Directories Advertising Expenditure

Search & Directories - Historical Expenditure Statistics

Quarterly Data

<i>Period</i>	<i>Search and Directories</i>	<i>% Growth</i>	
		<i>Qtr/Qtr</i>	<i>Year/Year</i>
Dec Qtr 12	\$484,750,000	13%	25%
Sept Qtr 12	\$430,000,000	-5%	15%
June Qtr 12	\$453,950,000	7%	35%
March Qtr 12	\$425,150,000	10%	33%
Dec Qtr 11	\$386,750,000	3%	21%
Sept Qtr 11	\$374,100,000	11%	31%
June Qtr 11	\$336,250,000	5%	27%
March Qtr 11	\$320,450,000	0%	21%
Dec Qtr 10	\$319,650,000	12%	23%
Sept Qtr 10	\$286,600,000	8%	21%
June Qtr 10	\$265,250,000	0%	19%
March Qtr 10	\$264,750,000	2%	18%
Dec Qtr 09	\$259,500,000	9%	16%
Sept Qtr 09	\$237,250,000	7%	12%
June Qtr 09	\$222,500,000	-1%	19%
March Qtr 09	\$225,000,000	0%	23%
Dec Qtr 08	\$224,000,000	6%	27%
Sept Qtr 08	\$212,000,000	13%	33%
June Qtr 08	\$187,000,000	2%	27%
March Qtr 08	\$183,500,000	4%	32%
Dec Qtr 07	\$176,000,000	10%	29%
Sept Qtr 07	\$159,500,000	8%	53%
June Qtr 07	\$147,250,000	6%	77%
March Qtr 07	\$139,500,000	2%	85%
Dec Qtr 06	\$136,500,000	31%	101%
Sept Qtr 06	\$104,000,000	25%	70%
June Qtr 06	\$83,000,000	10%	69%
March Qtr 06	\$75,500,000	11%	80%
Dec Qtr 05	\$68,000,000	11%	70%
Sept Qtr 05	\$61,000,000	24%	79%
June Qtr 05	\$49,000,000	17%	53%
March Qtr 05	\$42,000,000	5%	95%
Dec Qtr 04	\$40,000,000	18%	92%
Sept Qtr 04	\$34,000,000	6%	86%
June Qtr 04	\$32,000,000	49%	99%
March Qtr 04	\$21,500,000	3%	55%
Dec Qtr 03	\$20,805,459	14%	69%
Sept Qtr 03	\$18,327,143	14%	20%
June Qtr 03	\$16,052,152	16%	49%
March Qtr 03	\$13,845,613	12%	109%
Dec Qtr 02	\$12,335,206	-19%	
Sept Qtr 02	\$15,279,724	42%	
June Qtr 02	\$10,756,419	62%	
March Qtr 02	\$6,628,651		

Note: Over the period since data has been collected, three different methodologies have been adopted (as illustrated by the different shading above), and accordingly growth trends may be impacted at the point of change. Refer to the Appendix for more detail.

Mobile Advertising Expenditure

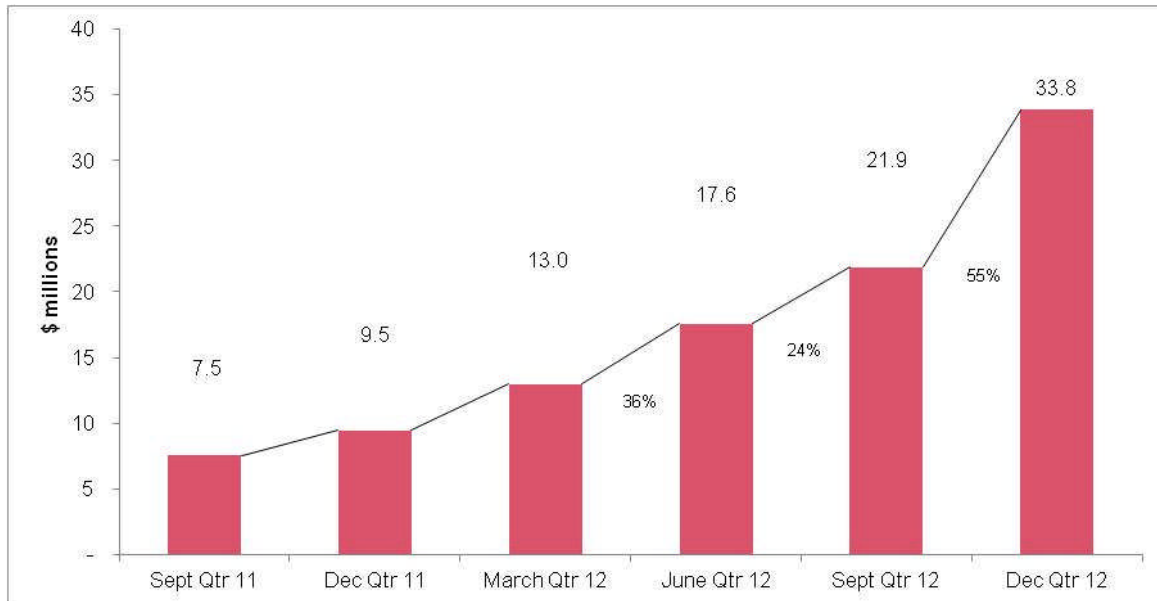
For the third time this report presents Mobile Advertising Expenditure as a separate category. Mobile Advertising is a subset of General Display and Search expenditure. The reported amounts consist of participant verified actual data as well as an estimate for Google, and for the second time, an estimate for Facebook’s Mobile Display revenue.

The total online advertising expenditure for Mobile Advertising for the three months ended 31 December 2012 was \$33.8m. The December quarter growth over the previous December quarter was 258.0% which brought expenditure for 2012 to \$86.2 m, a 220% increase on 2011.

<i>Period</i>	<i>Mobile</i>	<i>% Growth</i>	
		<i>Qtr/Qtr</i>	<i>Qtr v previous Yr's Qtr</i>
Dec Qtr 12	\$ 33,827,017	55%	258%
Sept Qtr 12	\$ 21,877,766	24%	190%
June Qtr 12	\$ 17,578,012	36%	212%
March Qtr 12	\$ 12,962,408	37%	200%
Dec Qtr 11	\$ 9,454,393	25%	*
Sept Qtr 11	\$ 7,539,372	34%	*
June Qtr 11	\$ 5,630,170	30%	*
March Qtr 11	\$ 4,315,107	*	*

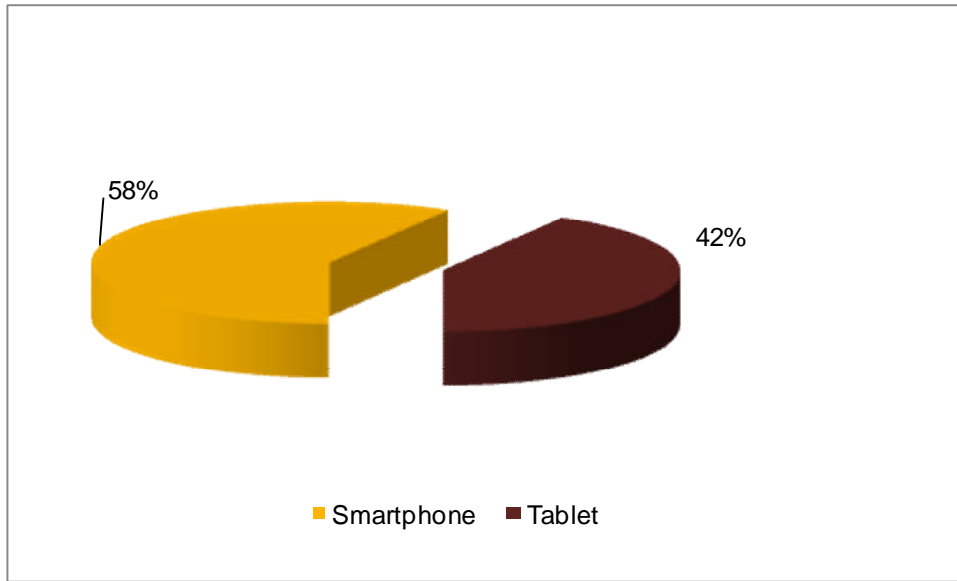
*Comparative data not available

Mobile Advertising Expenditure –3 months ended 31 December 2012



Mobile Advertising Expenditure – 3 months ended 31 December 2012 Share by device

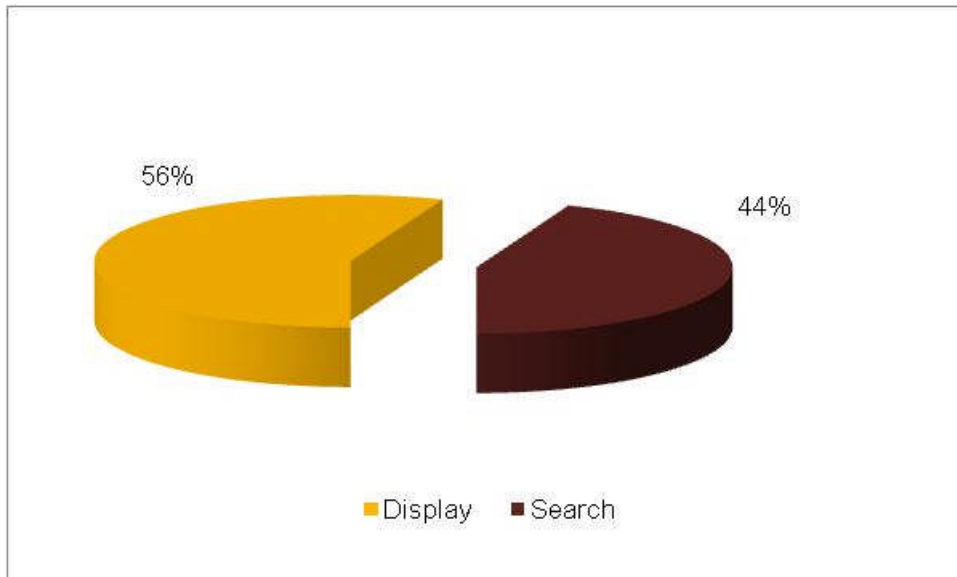
Based on submissions from publishers, the specific spend allocated to Mobile Advertising for the quarter occurs across devices as follows:



Although Smart phones are the dominant category, Tablet advertising increased to 42.0% from 39.0% in the prior quarter.

Mobile Advertising Expenditure – 3 months ended 31 December 2012 Category Share

Based on submissions from publishers, the specific spend allocated to Mobile Advertising for the quarter occurs across categories as follows:



General Display advertising accounted for 56.0%, and Search advertising accounted for 44.0% for the three months ended 31 December 2012, which is consistent with the prior quarter. General Display is the most predominantly used advertising category in the Mobile advertising category.

Appendix

Report Scope, Methodology and Format

Scope

The Interactive Advertising Bureau (IAB) has retained PricewaterhouseCoopers to establish a comprehensive standard for measuring online advertising expenditures. The IAB OAER is an ongoing IAB mission to provide an accurate barometer of online advertising expenditure growth.

To achieve differentiation from existing estimates and accomplish industry-wide acceptance, key aspects of the OAER include:

- Obtaining data directly from companies receiving online advertising expenditures;
- Making the OAER as inclusive as possible, encompassing all forms of Internet/online advertising, including web sites, consumer online services and e-mail providers;
- Ensuring and maintaining a confidential process, only releasing aggregate data; and
- Performing “spot checks” of data submitted by participants to increase the overall integrity of the data.

The online advertising expenditure measured by the OAER is based on amounts charged to advertiser before any reductions for agency rebates. Therefore, the amount reported is the gross commissionable advertising revenue.

Methodology

The OAER includes historical data since the March 2002 quarter. All reported amounts are made up of participant verified actual data and estimates as disclosed below. Over this period, three different approaches have been adopted, and accordingly growth trends may be impacted when methodologies were changed. These changes in methodology reflect the IAB’s view of how the interactive advertising market should be reported, given changes in the industry participants over time and the availability of alternative data sources to use for estimation. These approaches are summarised below:

- A) Aggregate period data prior to March 2007 quarter includes estimates for all categories as well as participant data as prepared by the Audit Bureau of Verification Services.
- B) Aggregate period data from March 2007 to June 2010 includes no estimates to cover those entities that are not participants, with the exception of Search and Directories, where an estimate for Google was prepared by PwC and included as they are the key participant in the search market.
- C) Aggregate period data from Sept 2010 onwards includes participant data together with PwC estimates for Google display, video, and mobile advertising as well as Facebook display and mobile advertising.

The changes in methodology mean growth rates in periods of change are distorted as follows:

- Growth rates are understated when comparing 2007 figures to 2006 figures.
- Growth rates are overstated when comparing June 2010 to subsequent periods.

Aggregate amounts reported are rounded to the nearest \$250,000.

Based on information provided by contributors, approximately 45-50% of the data in this report is derived from participants whose underlying financial records have been, or will be, audited.

Participant data

Participants of the OAER are required to submit an online advertising expenditure return to PwC at the end of the relevant quarter. PwC compiles the submissions and conducts a review of the reported figures for reasonableness in light of past submissions and general industry trends.

PwC may conduct a “spot check” of information submitted by a participant to confirm the accuracy of the data submitted. A “spot check” may include general queries and enquiries to confirm submission data and that expenditure reported is in accordance with the definition of expenditure being applied in the OAER and may also include a sample check of the allocation of expenditure to categories. These checks do not constitute an audit.

To ensure the protection of participant's data and market share information, industry category breakdowns will only be referred to where at least three or more unrelated participants have contributed to the aggregate.

Due to the dynamic nature of the internet industry the number of participants in an industry category may change from time to time which may result in the category not being referred to separately in the report. Where new participants contribute data or participants change their method of capturing data, efforts will be made to collect historical data and to update the appropriate comparative data. Adjustments to historical data will only be made once there are three new participants providing data.

Estimates

Given their increasing participation in the General Display and Search markets, estimates for Google display, video, and mobile advertising as well as Facebook display and mobile advertising, have been developed and incorporated for the last 10 quarters OAER (September Quarter 2010 to December Quarter 2012). PwC develops its estimates through a meta-analysis of company earnings reports, estimates from research firms, reported data from major advertising publishers, and other sources. PwC also conducts interviews with executives at agencies, intermediaries and publishers who provide their opinion on the development of the Australian market. Facebook and Google do not disclose revenues based on geography or by product line, therefore these estimates are opinions and no warranty is given that the actual revenues are as stated. The information contained in this report has not been subject to an audit.

Format

The OAER reports Australian online advertising expenditure sourced from 3 broad categories:

- General Display Advertising, which includes revenues from display ads such as banner advertisements of many different sizes and formats, affiliate marketing programmes, partnerships, sponsorships and emails;
- Classifieds Advertising, which includes revenues from ads placed to buy or sell an item or service; and
- Search and Directories Advertising, which includes revenues from online directory and search engine listings.

Mobile Advertising, which includes revenues from smart phones and tablets in both General Display and Search form, and is a subset of these two categories, is also reported on.

General Display Advertising is further reported by advertiser industry categories and their share of the total General Advertising pool. Classifieds Advertising also lists the order of the top categories for the reporting period. Search & Directories Advertising is reported as a single figure due to the limited number of participants in the individual segments in this category.

Glossary

Advertising Expenditure Types

General Display Advertising

Expenditure on advertising such as banner advertisements of many different sizes and formats, affiliate marketing programmes, partnerships, sponsorships, and emails.

Classifieds Advertising

Expenditure on ads placed to buy or sell an item or service, or to report an item of information.

Search and Directories Advertising

Expenditure from online directory or search engine listings.

Mobile Advertising

Expenditure from general display or search engine listings viewed on a mobile device such as a smart phone or tablet.

Please note: This report does not include any e-commerce or transaction based expenditure.

Email and Video Definitions (sub-advertising types of General Display)

- **Email**
Banner ads, links or advertiser sponsorships that appear in email newsletters, email marketing campaigns and other commercial email communications. Includes all types of electronic mail (e.g. basic text or HTML-enabled).
- **Video**
TV-like advertisements that may appear as in-page video commercials or before, during, and/or after a variety of context in a player environment including but not limited to, streaming video, animation, gaming, music video content. This definition includes broadband video commercials that appear in live, archived, and downloadable streaming content.

Pricing Methods (used within General Display)

- **CPM Based**
Pricing is based on a straight Cost per Thousand pricing methodology, sponsorship, or CPM-like pricing.
- **Direct Response Based**
Pricing is based on a non-CPM display methodology. This may include any pay per click, pay per sale, pay per action, pay per lead, etc.

General Display Advertising Industry Categories

Alcoholic Beverages

Any business that is involved with the manufacturing, distribution and sale of any liquid/beverage intended for drinking that contains an intoxicant. This includes beer, wine, spirits and pre-mixed alcoholic products.

Communications

- Telecommunications

Any business involved in the manufacture and sale of telecommunications products. This includes telephones (landline and mobile), pager systems, radio communication services, air time resellers, etc. and companies involved in the retail of telecommunication services.

- Internet/ISP

Any business that provides internet and web-related services. This includes internet web hosting, internet service providers (ISP) and ISP hosting, and businesses involved in the retail of Internet/ISP services.

Community & Public Service

This pertains to community service and charity organisations that provide products and services for the benefit of the community. It includes organisations such as the Salvation Army, Red Nose Day etc.

Computers

- Computer Hardware

Any business involved with the manufacturing, sale and provision of products and services relating specifically to computer hardware (the physical components of a computer).

- Computer Software

Any business involved with the manufacturing, sale and provision of products and services relating specifically to computer software (programs installed on a computer). Excludes entertainment software.

Education & Learning

Any business, organisation or institution in either the private or the government sectors that provide education and training services. This includes any primary, secondary, tertiary educational institutions, adult education centres, colleges, TAFE institutes, correspondence schools and cultural learning centres.

Entertainment and Leisure

- Music (Live Events/Distributors)

Any organisation or business that provides products and viewing content related directly to music entertainment including businesses associated with live entertainment, concert promoters, music publishers/promoters, etc.

- Movies (Home entertainment, cinema)

Any organisation or business that provides entertainment and leisure products associated with movies, including cinemas, DVDs, film production and distribution companies, etc.

- Console/electronic games

Businesses involved in the production and distribution of electronic computer games software and associated devices such as consoles.

- Other

Additional entertainment and leisure organisations/products/services that do not meet the parameters of other the entertainment categories.

Finance

- Business Banking and Services

Any business providing banking products or services on a corporate basis. Services can include business advice, business loans and corporate bank accounts, etc.

- Credit Cards

Any business involved in the provision or distribution of credit cards. Such companies can include banks, other financial institutions and specific credit card companies such as Visa, MasterCard, etc.

- Home Loans

Any business involved in the provision of personal mortgages, including banks, other financial institutions and private lenders.

- Superannuation

Any business involved in the provision and management of superannuation funds, including both public and private companies and industry funds.

- Personal Banking and Services

Any business providing banking products or services on a strictly personal basis. Services can include financial advice, personal loans and bank accounts. Excludes credit card or home loan products.

- Wealth Management (excluding super)

Any business involved in the management of investments, excluding superannuation. This includes financial advisers, stockbrokers' and fund managers.

- Other

Any businesses that do not meet the parameters of the other finance categories.

FMCG (Fast Moving Consumer Goods)

- Food

Any business involved in the production, distribution and sale of foodstuff items which can be considered supermarket goods.

- Beverages (non-alcoholic)

Any business involved in the production, distribution and sale of beverage items (excluding alcohol) which can be considered supermarket goods.

- Other

Other fast moving consumer goods that cannot be classified into the preceding categories.

Government

Any organisation providing services for, or on behalf of, an Australian, State or Local government body, agency or department.

Home Products & Services

Any business providing products, services and product advice relating to house or unit renovations and construction, fittings, building materials and furnishings.

Health, Beauty & Pharmaceuticals

Any business providing products, services and product advice relating to health, beauty and/or Pharmaceuticals.

Insurance

Any business involved with consumer related insurance products or services. This includes motor vehicle insurance, house and household contents insurance, life insurance, health insurance, corporate and professional insurance or any other insurance.

Media

Any business involved with or related to mass communication. This includes mediums such as radio, television (either cable or free to air), cinema and publications (such as newspapers, magazines and websites).

Motor Vehicles

- Motor Vehicle Internet Sites

Any business involved in the creation of internet websites providing motor vehicle information. This category can involve online businesses, motor vehicle enthusiasts, etc.

- Vehicle Manufacturers

Any business specifically involved in the manufacture of motor vehicles, which includes cars, trucks, motorbikes and motorised scooters.

- Motor Vehicle Dealers

Any business specifically involved in the sale, marketing and servicing of motor vehicles.

- Other

Any motor vehicle business that cannot be classified into the other Motor Vehicle categories.

Office & Business Equipment

Any business providing products, services and product advice in regards to office and business equipment.

Other

Any business that does not meet the general parameters of any other category.

Real Estate

Any business providing commercial or residential property advice, information and retail services for the sale and management of real estate.

Recruitment

Any business involved with the process of attracting, screening and hiring personnel.

Retail

Any business or organisation involved in the sales of goods directly to the consumer or via a bidding process. This includes department stores, mail order businesses, street vendors and markets and auctions of real estate, motor vehicles, white goods, electrical goods, manufacturing and retail equipment, antiques, furniture and general household items.

Travel & Accommodation

- Flights

Any organisation or business involved in the provision of domestic and international airfare, such as airlines.

- Accommodation

Any organisation or business involved in the provision of temporary lodgings, including hotels, motels and hostels.

- Car Hire

Any organisation or business involved in the organisation and provision of temporary motor vehicle hire.

- Holiday Packages/ Travel Agents

Any organisation or business involved in the provision of holiday tours and/or event packages, which may often include a combination of flights, accommodation and car hire.

- Other

Any other travel and accommodation organisation or business that cannot be classified into the other travel & accommodation categories (e.g. rail travel, cruises, etc.).

Contributors

The IAB Online Advertising Expenditure Report includes financial data from over 1,000 websites and is supported and promoted by the following companies:

Ad-2-One
Adconion
Adslot Ltd
Allure Media
APN
carsales.com.au
CBS Interactive
dgmAustralia
Empowered Communications
Fairfax Digital
Komli Media (formally Postclick)
mcm Entertainment
Multi Channel Network
Mi9
Network Ten
News Digital Media (including Fox Interactive Media)
Optus
PermissionCorp (including Digital Network Sales)
Private Media
realestate.com.au
Say Media
SBS
SEEK
SpotXchange
Telstra Advertising Network
VeNA TV
Viva9
Yahoo!7
Yahoo! Search Marketing

We thank them all for their contribution to this industry information.

About the IAB

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 Advertising Network, 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.iabaustralia.com.au or contact

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About PricewaterhouseCoopers

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