

FY14

Online Advertising Expenditure Report

#iabpwc

pwc **iab.**
australia

22%

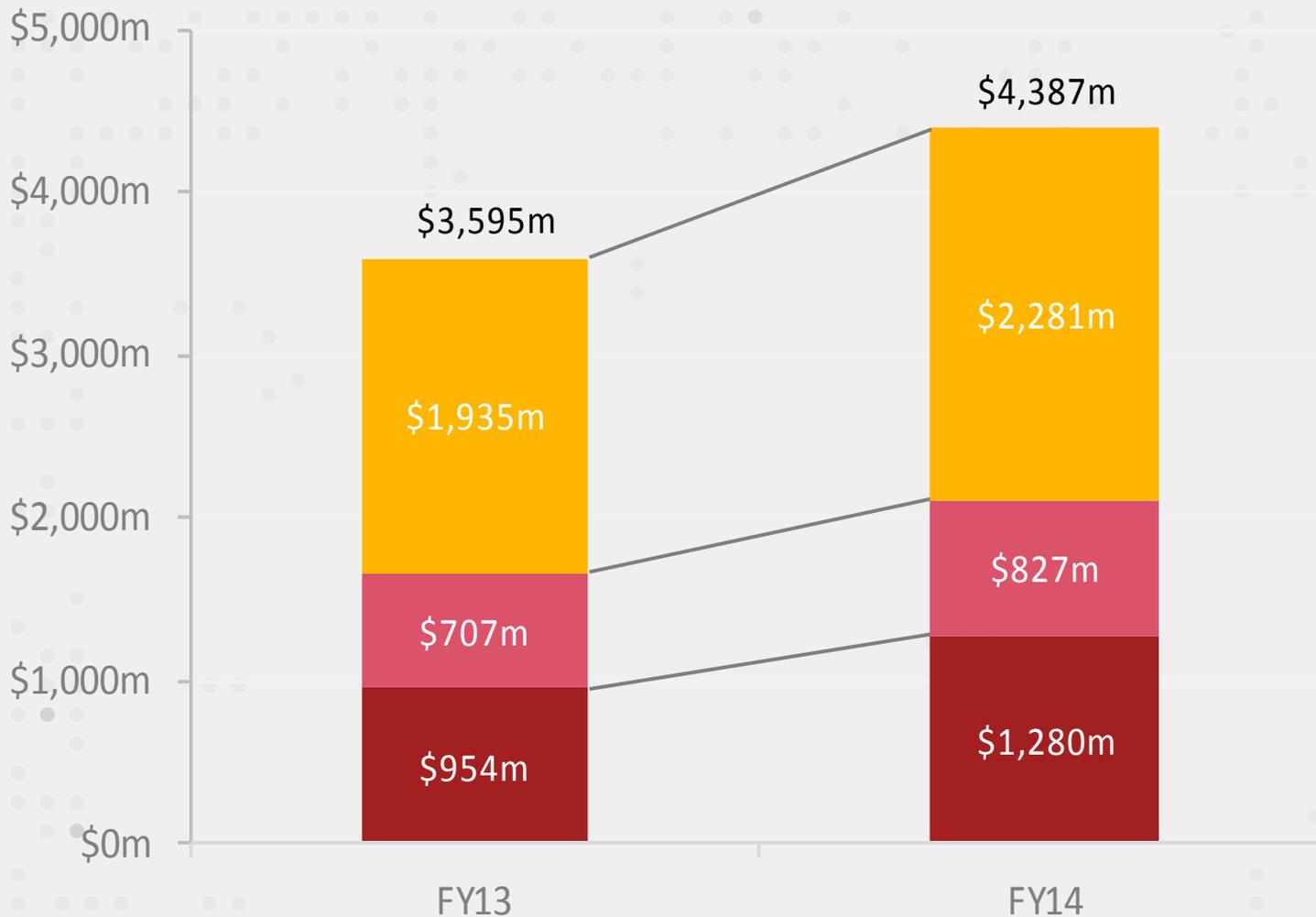


Total Online Advertising Market Growth
FY14 vs FY13

\$

4.4 billion

Total Online Advertising Market, FY14

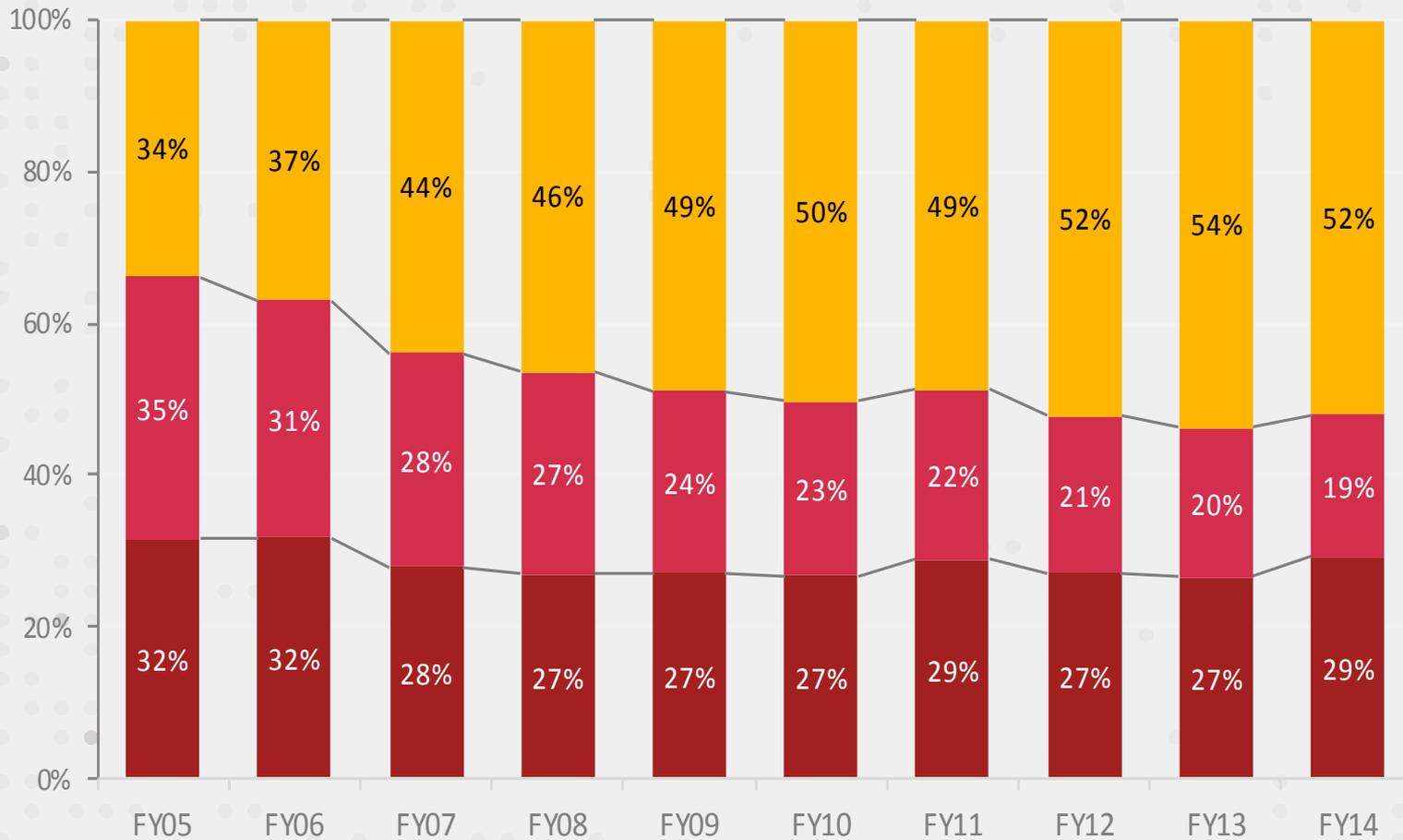


Total
+22%

Search and
Directories
+17.9%

Classifieds
+17%

General Display
+34.2%

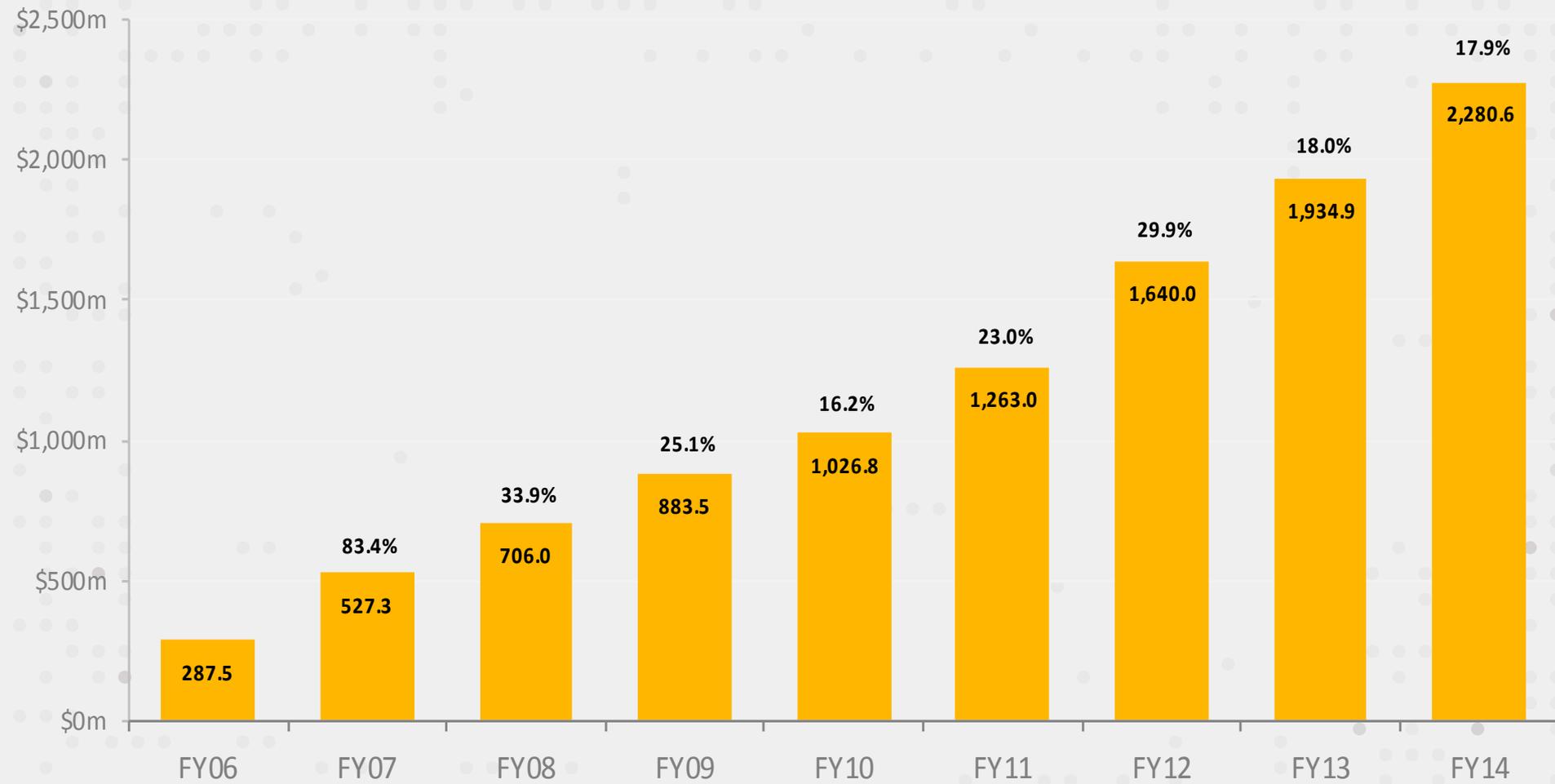


Search and Directories
\$2,280.6m

Classifieds
\$826.5m

General Display
\$1,279.6m

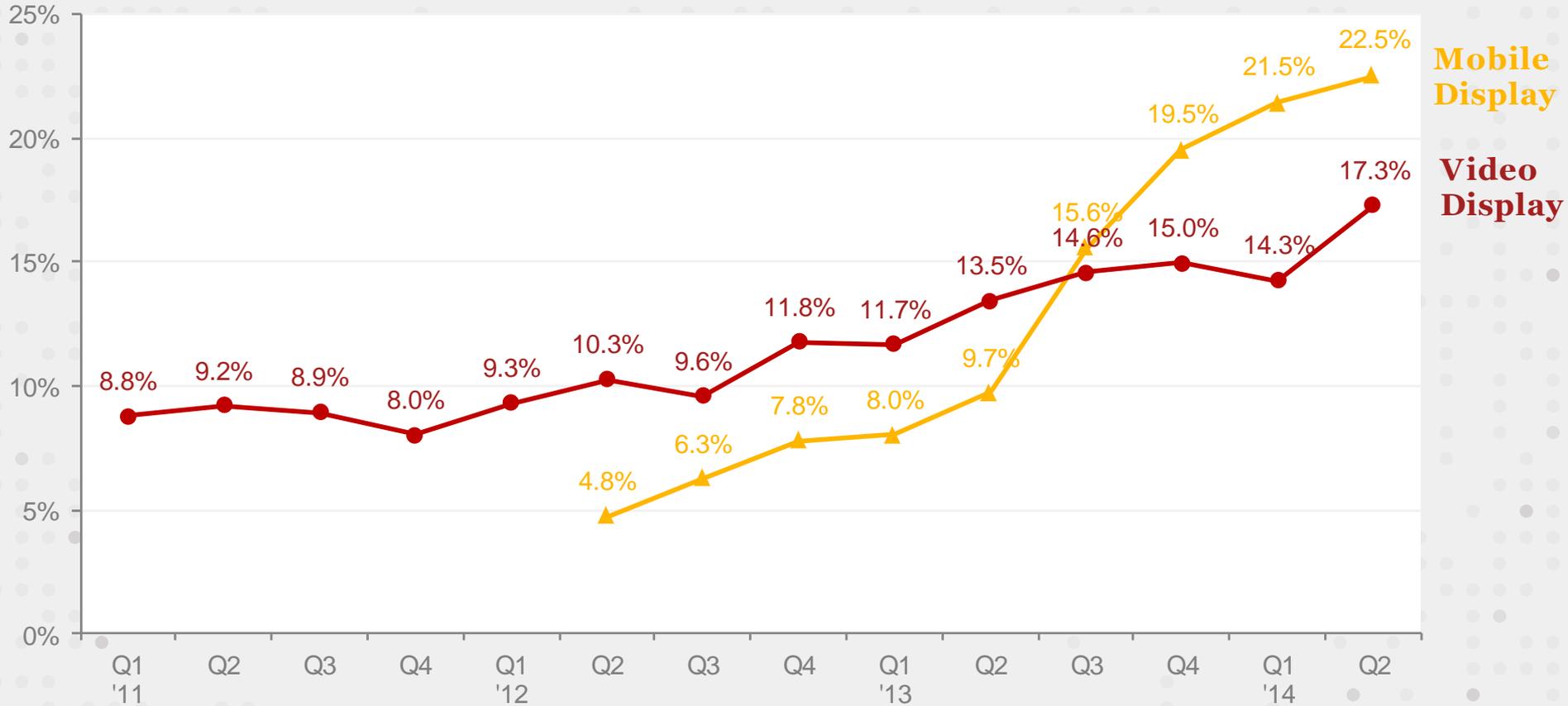
Search & Directories



Classifieds



Display Growth Drivers



Mobile



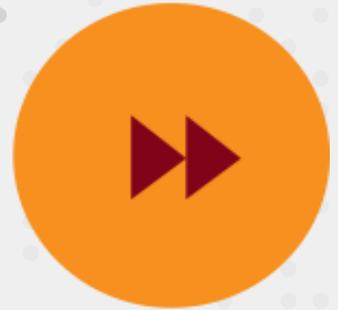
\$ 620.2m

Total Mobile Market, FY14

Video

75.5%

Total Video Market Growth
FY14 vs FY13



\$

196.4m

Total Video Market, FY14

Top Display Advertisers – FY14



Motor vehicles



19.1%

Share



Finance



11.3%

Share



Real Estate



9.3%

Share



Retail



9.1%

Share



Computers &
Communication

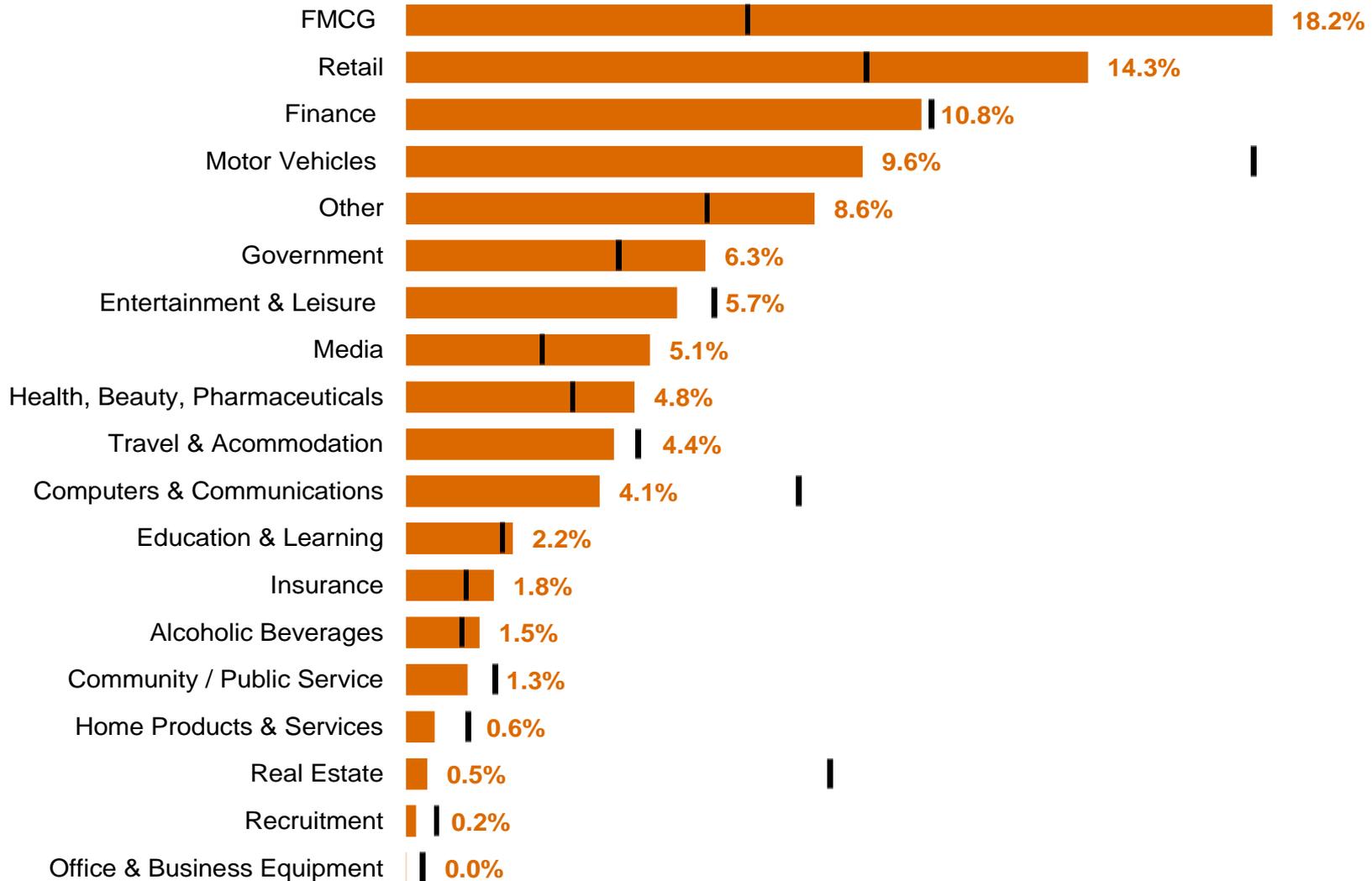


7.5%

Share

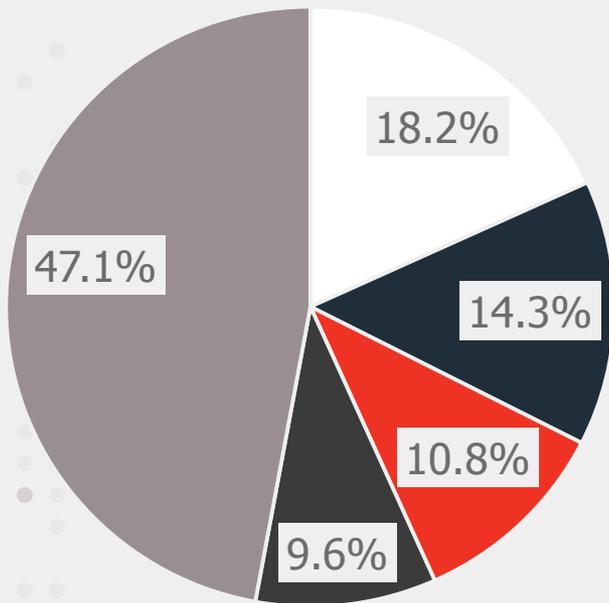
**Who are the
video
advertisers?**

Video Advertisers

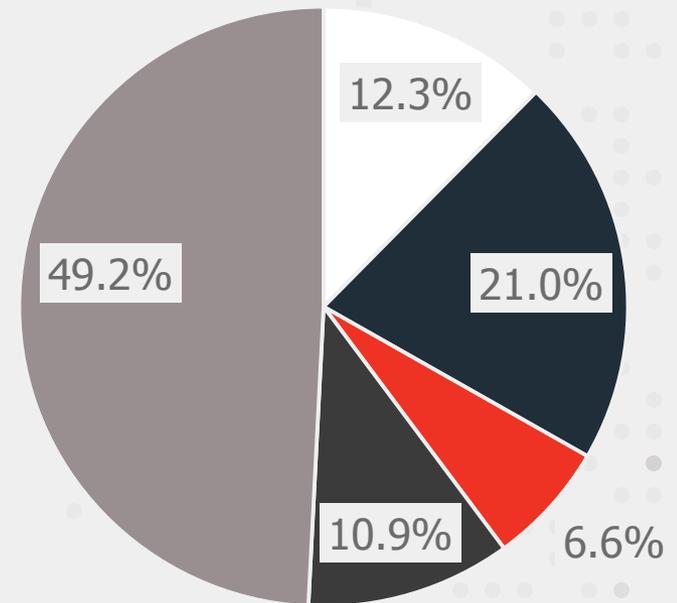


Digital Video & Metro TV Q2

Digital Video



MTV



- FMCG
- Retail
- Finance
- Motor Vehicles
- Other

Thank you

**Report:
iabaustralia.com.au
Fri 29th**