

IAB Insight

Online Advertising Expenditure Report

Q3 2008



**Interactive
Advertising
Bureau** *New Zealand*

A quarterly industry survey conducted by PricewaterhouseCoopers on behalf of
the Interactive Advertising Bureau New Zealand (IABNZ)

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Introduction

Welcome to IAB New Zealand's Insight report covering the calendar quarter Q3 ending September 30, 2008.

IAB Insight is an online advertising expenditure report produced by PricewaterhouseCoopers (PwC) on behalf of the Interactive Advertising Bureau New Zealand (IABNZ).

Notes on this report:

- 1) All growth percentages listed in this report are "normalised" to exclude the effect of new Contributors to percentage measures of industry growth and also to remove the effect of any previous Contributors which have not provided figures for the current quarter. For this reason, calculating percentages based on the dollar totals listed in this report may not result in the same growth percentage figures we have listed. This is because totals include all reported revenues, while "normalised" percentages exclude contributions from new Contributors made during the comparison period and/or previous contributions made by Contributors not contributing in this quarter. This is to ensure that we provide both a true picture of industry growth, and an accurate measure of total industry spend.
- 2) PwC analysis of the data provided by Contributors and preparation of this report does not constitute an audit performed in accordance with New Zealand Auditing Standards and accordingly PwC does not express an audit opinion or other form of assurance with respect to the information reported.
- 3) PwC conducts spot checks of the information submitted by Contributors on a rolling basis so that every Contributor's data will be checked over a period of approximately 18 months. These spot checks are designed to confirm that expenditure is reported in accordance with the definitions applied in this report and that any relevant classification of revenue has been correctly applied.
- 4) For details on the methodology used in the collection of data for this report, refer to Appendix 1 – Report Scope, Methodology and Format for more information.

Executive Summary

The third quarter has delivered yet another record total for interactive advertising spending in New Zealand at **\$49.8m**, up 22.3% on Q3, 2007's total of **\$39.67m**.

Though quarter-on-quarter growth (up 1.1%) is lower than might have been anticipated before the global economic downturn became apparent, all categories of advertising tracked increased significantly on the same quarter last year.

Display was the strongest moving category this quarter, climbing 5.5% on the previous quarter to a new record total of \$15.84m (up 24.0% on Q3, 2007).

"Online advertising spend has experienced strong growth in 2008, particularly when considered in the context of recent economic conditions. All categories in our analysis have showed double-digit growth on the same period last year. This is indicative of the appeal of interactive advertising, where advertisers have the ability to quickly gauge the market response and act accordingly."
Chris Perree, Partner, PricewaterhouseCoopers

Q3, 2008 Figures at a glance

Total Market: \$49.82m

Up 22.32% from Q3, 2007 (\$39.67m)

Up 1.05% from Q2, 2008 (\$49.24m)

Display: \$15.84m

Up 24.00% from Q3, 2007 (\$12.84m)

Up 5.45% from Q2, 2008 (\$14.98m)

Classified: \$19.08m

Up 13.99% from Q3, 2007 (\$16.71m)

Down 0.47% from Q2, 2008 (\$19.15m)

Search & Directories: \$14.90m

Up 34.38% from Q3, 2007 (\$10.12m)

Down 1.39% from Q2, 2008 (\$15.11m)

Adjustments and corrections

As a result of ongoing spot checks performed by PwC during the collection of data for the IAB Insight quarterly reports, any corrections are summarised and included in these reports.

Unless any major variances are uncovered by the spot checking process, we publish any minor variances as corrections in the following quarterly report.

Spot checks revealed no issues this quarter, so there are no corrections published in this report.

Detailed findings

Total Market

The market achieved a new record total in Q3, 2008, though growth over the previous quarter slowed a little to be up 1.1% on Q2's total of \$49.24m.

Display was the notable mover this quarter, up 5.5% over the previous quarter and 24% ahead of Q3, 2007.

Display's market share was also up 2% to 32% of total interactive spend in Q3, 2008 with both Classified and Search & Directories losing a percentage point in market share this quarter, when compared to last quarter.

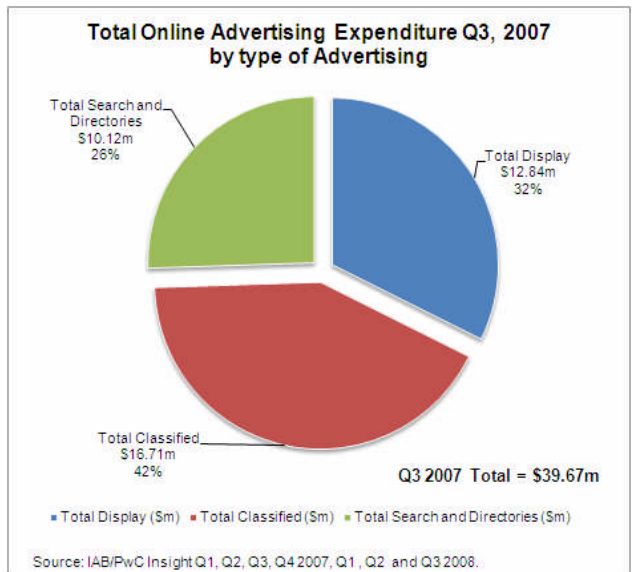
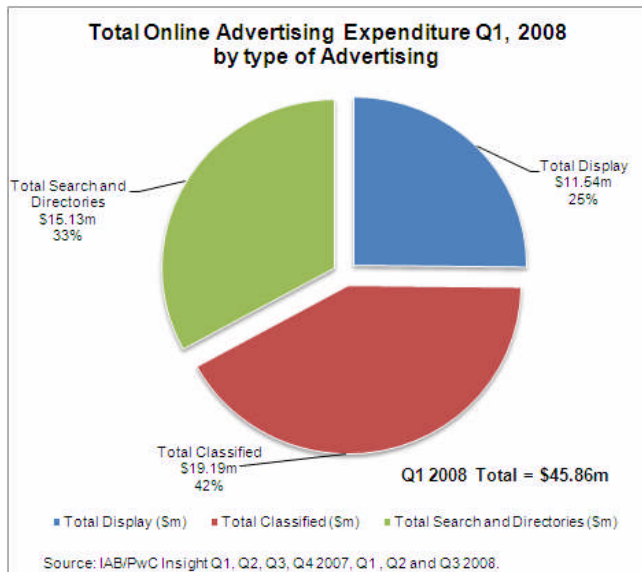
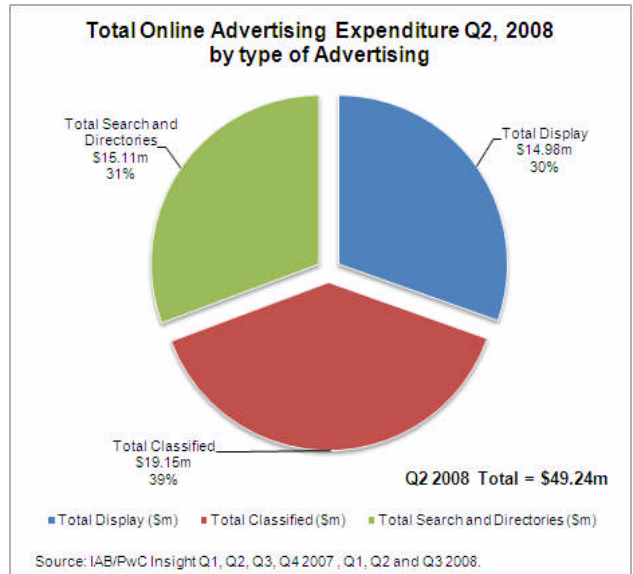
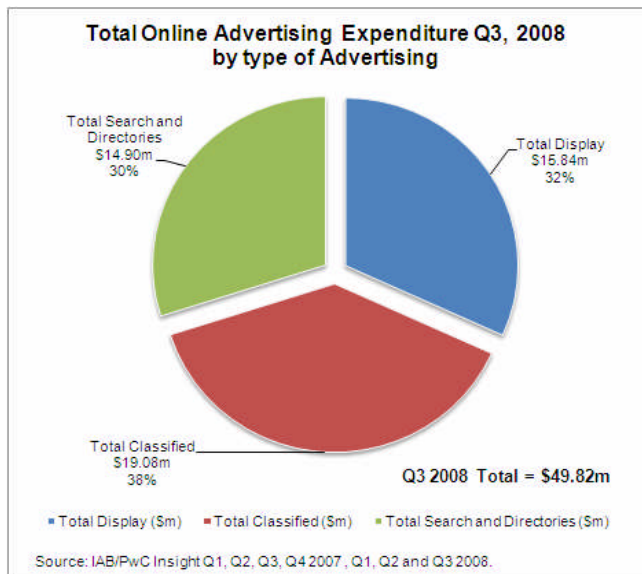
Although there were slight quarter-on-quarter declines in both Classified (down 0.5%) and Search & Directories (down 1.4%), both showed a healthy increase year-on-year with Classified up 14.0% and Search and Directory up 34.4% compared to the same quarter in 2007.

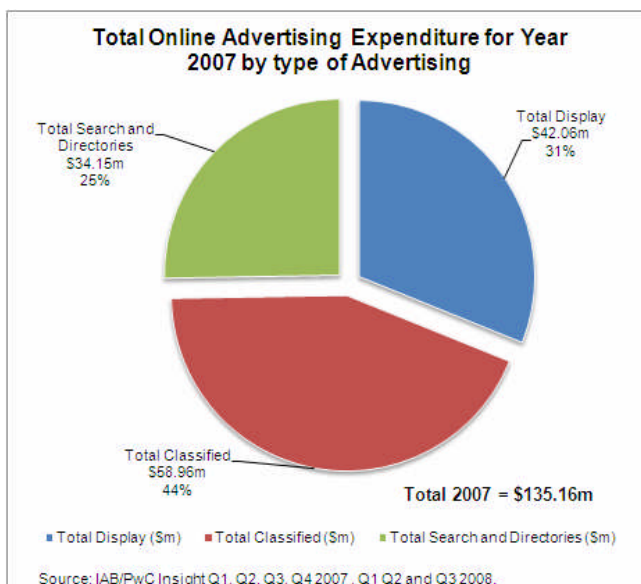
Q3, 2008 Figures at a glance

Total Market: \$49.82m

Up 22.32% from Q3, 2007 (\$39.67m)

Up 1.05% from Q2, 2008 (\$49.24m)

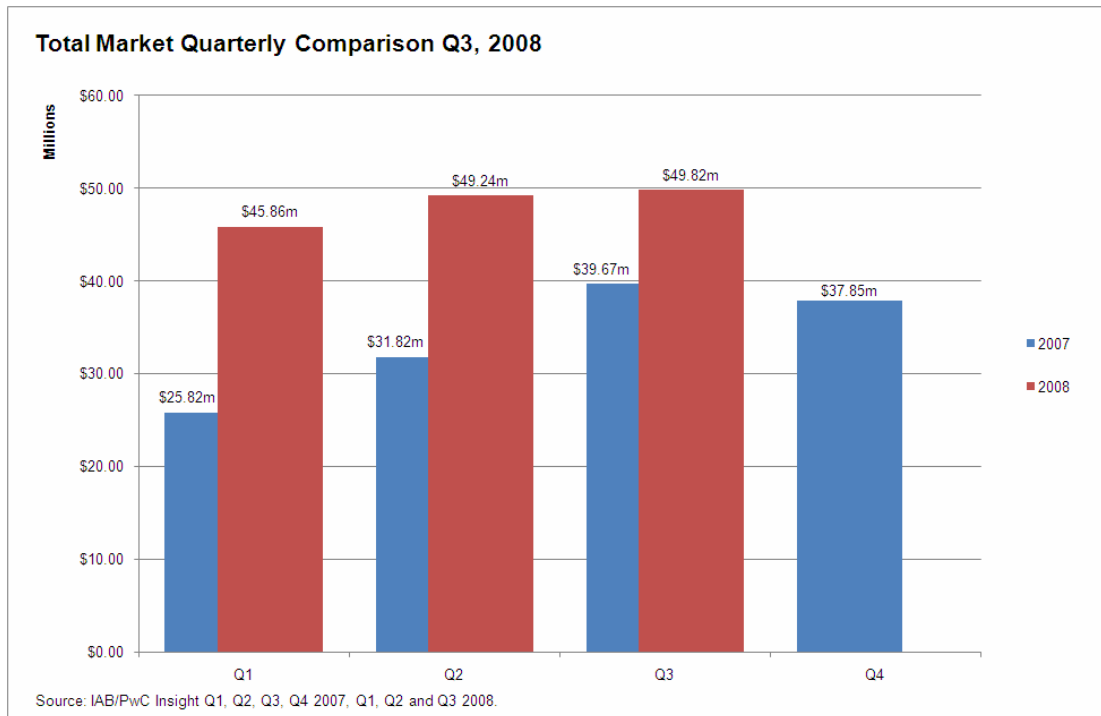


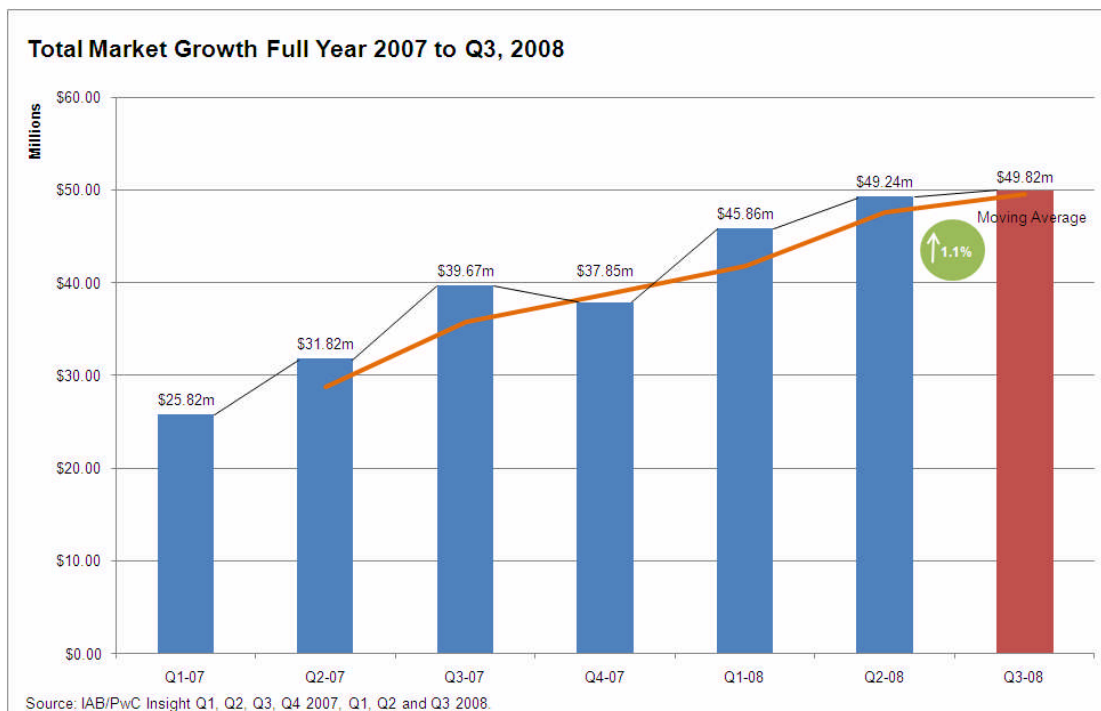


Total Market Quarterly Comparison

Quarter on quarter total market growth slowed a little in Q3, possibly reflective of a tougher economic climate. Some Contributors reported shorter bookings cycles and a degree of uncertainty in the market as advertisers held back spending while they waited to see the early effects of the economic slowdown. Seasonal effects in both Display and Search also had an effect on overall numbers this quarter.

Nevertheless, this was another record quarter for Interactive advertising, substantially up (22.3%) on Q3, 2007 – which was the largest quarter last year.





Total Market Quarterly Comparison Q3, 2008 - Detail Table

Year	Quarter	Total Display (\$m)	Total Classified (\$m)	Total Search and Directories (\$m)	Total of Quarterly (\$m)	Change Qtr/Qtr		Year/Year
						\$m	%	
2007	1	\$6.59	\$12.42	\$6.82	\$25.82			
2007	2	\$9.65	\$13.95	\$8.22	\$31.82	\$6.00	21.38%	
2007	3	\$12.84	\$16.71	\$10.12	\$39.67	\$7.85	22.08%	
2007	4	\$12.98	\$15.88	\$8.99	\$37.85	-\$1.82	-4.59%	
2008	1	\$11.54	\$19.19	\$15.13	\$45.86	\$8.01	17.86%	67.23%
2008	2	\$14.98	\$19.15	\$15.11	\$49.24	\$3.38	8.28%	54.08%
2008	3	\$15.84	\$19.08	\$14.90	\$49.82	\$0.58	1.05%	22.32%
Total		\$84.42	\$116.38	\$79.29	\$280.08			

Source: IAB/PwC Insight Q1, Q2, Q3, Q4 2007, Q1, Q2 and Q3 2008.

In challenging market conditions, recording 22% year-on-year market growth is a great achievement and reflects the increasing value of digital as a key device for brand communications within the overall marketing mix.

Interactive offers marketers a complete spectrum of opportunities and vehicles for the delivery of their messages and when combined with its ability to deliver highly engaged, qualified audiences, can play an important role and deliver value whatever the advertising objective.

Tom Osborne, Commercial Director, APN Online

Westpac's commitment to driving growth from online channels has continued to grow over the past year, and this will be maintained in 2009.

The current economic environment makes it essential that we as an organisation utilise channels that provide direct and measurable results to our business and value to our customers - and online allows us to do this.

Ken Freer, Marketing Manager - Cards & Online Brand & Marketing, Westpac

Display Advertising

Display was up a very respectable 24% on Q3, 2007, to a new record total of \$15.84m. Growth over the previous quarter was also significant, up 5.5% from the previous quarter's total of \$14.98m.

Q3, 2008 Figures at a glance

Display: \$15.84m

Up 24.00% from Q3, 2007 (\$12.84m)

Up 5.45% from Q2, 2008 (\$14.98m)

"My view is CFOs are sitting further forward during advertising conversations. This plays to digital when talk inevitably turns to bang for buck. But the conversation doesn't stop just there - I believe digital has now been legitimised as a sound branding environment, rather than simply a place for cold hard clicks. We're just starting to scratch the surface of future growth.

When you look at consumer screen time and compare that with advertising expenditure, digital is still way undercooked. The growth curve will keep rising – albeit perhaps a little slower in the current economic climate – where other media channels are flat or going backwards."

Liz Fraser, New Zealand Business Manager, MSN

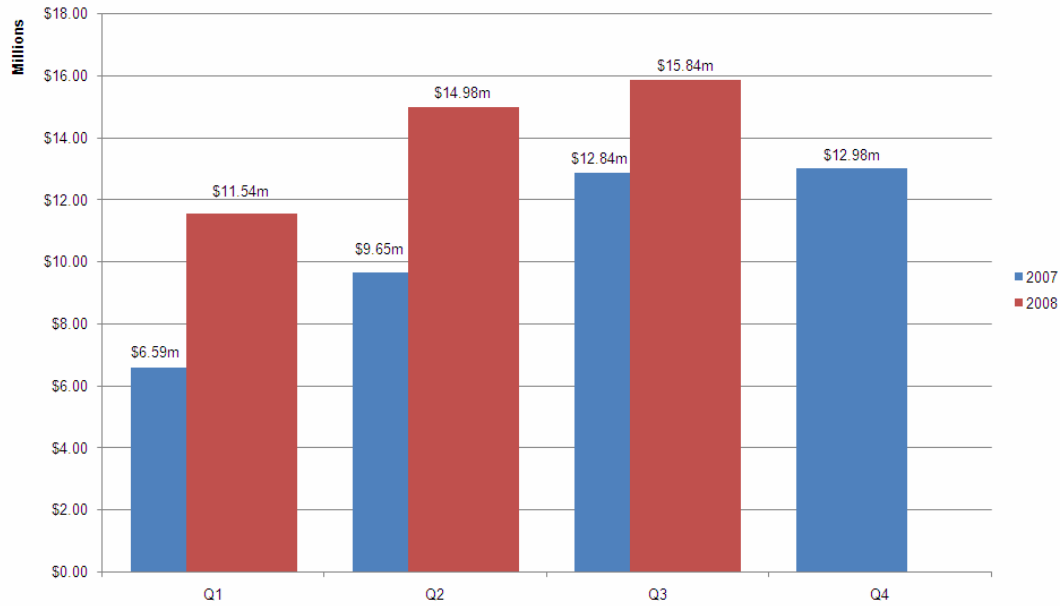
"Another fantastic quarter demonstrating excellent year-on-year growth for digital investment. The next year will be telling for many of New Zealand's businesses. What is certain is that there are still lots of sound opportunities for those digital advertisers that are poised to respond. These are the businesses that will thrive despite the difficult economic climate."

Chris Riley, Director Digital, OMD

Display Advertising Quarterly Comparison

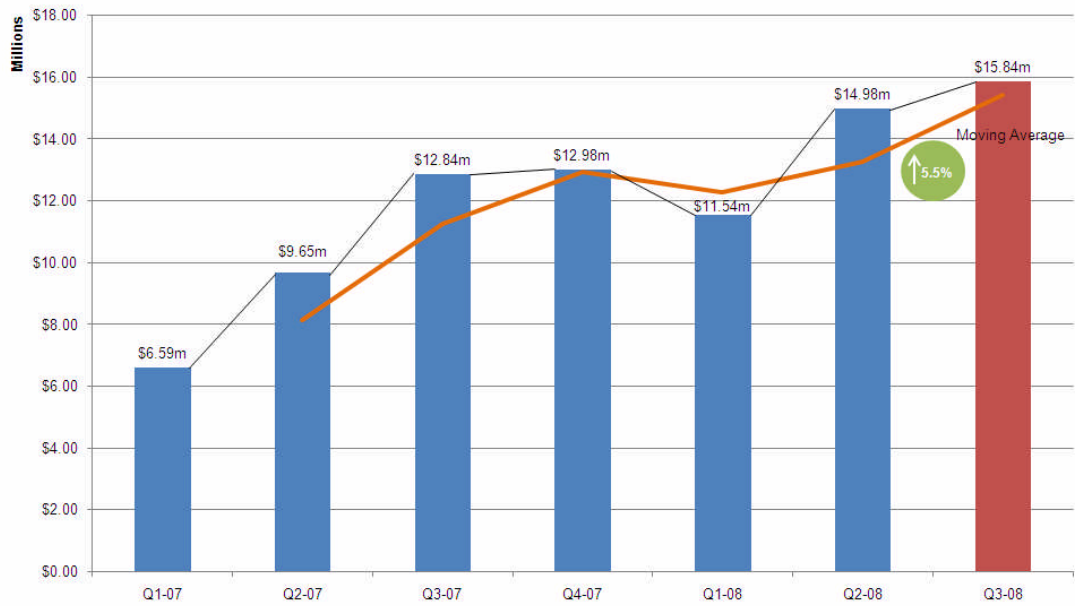
The number of campaigns was up 12.7% on the previous quarter, and active advertisers increased by 13.3% according to the Nielsen Online's AdRelevance tracking service, indicating that existing advertisers are continuing to increase their activity, and new advertisers are introducing interactive components into their campaigns in increasing numbers.

Display Advertising Expenditure Quarterly Comparison Q3, 2008



Source: IAB/PwC Insight Q1, Q2, Q3, Q4 2007, Q1, Q2 and Q3 2008.

Display Total Market Growth Full Year 2007 to Q3, 2008



Source: IAB/PwC Insight Q1, Q2, Q3, Q4 2007, Q1, Q2 and Q3 2008.

Display Advertising Expenditure Quarterly Comparison Q3, 2008 - Detail Table

Year	Quarter	Total Display (\$m)	Qtr/Qtr Change		Year/Year Change
			\$m	%	
2007	1	\$6.59			
2007	2	\$9.65	\$3.06	44.46%	
2007	3	\$12.84	\$3.19	28.31%	
2007	4	\$12.98	\$0.14	1.09%	
2008	1	\$11.54	-\$1.44	-11.09%	68.29%
2008	2	\$14.98	\$3.44	30.21%	52.70%
2008	3	\$15.84	\$0.86	5.45%	24.00%
Total		\$84.42			

Source: IAB/PwC Insight Q1, Q2, Q3, Q4 2007, Q1, Q2 and Q3 2008.

Display Advertising by Industry Category

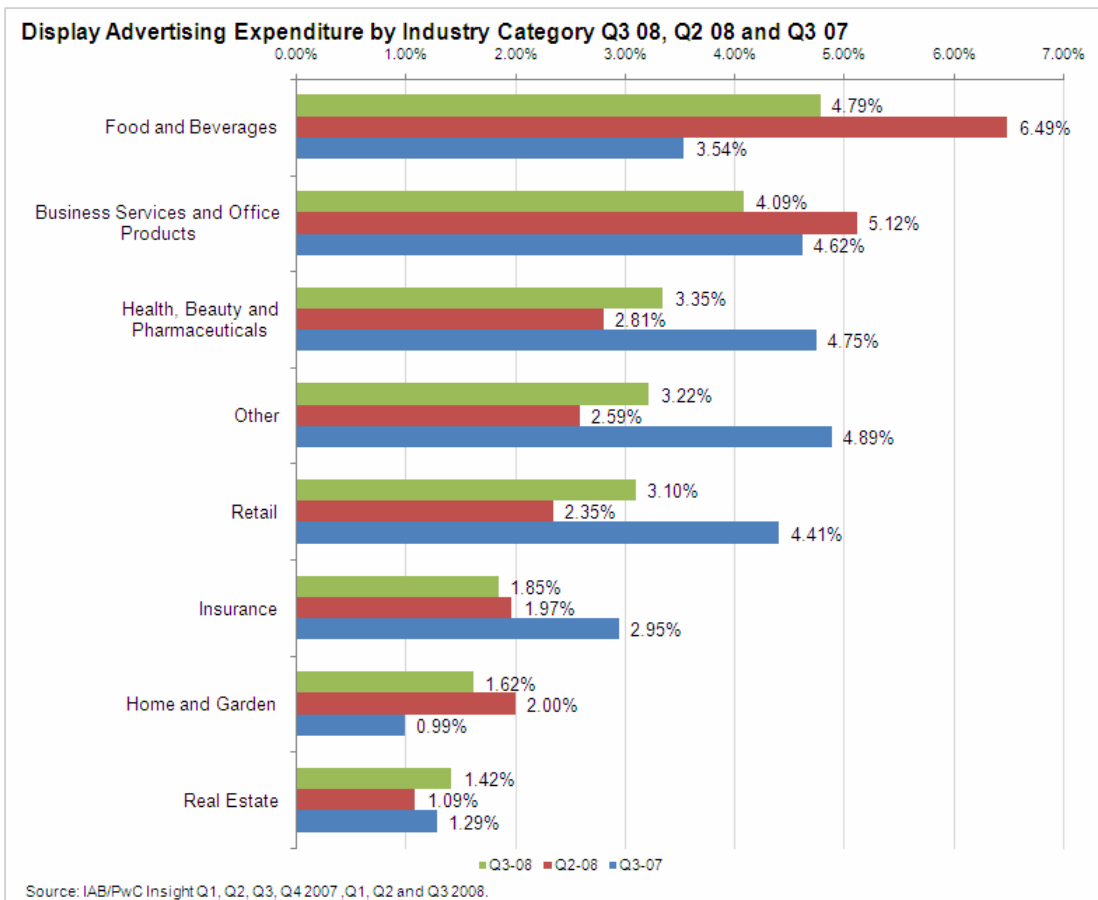
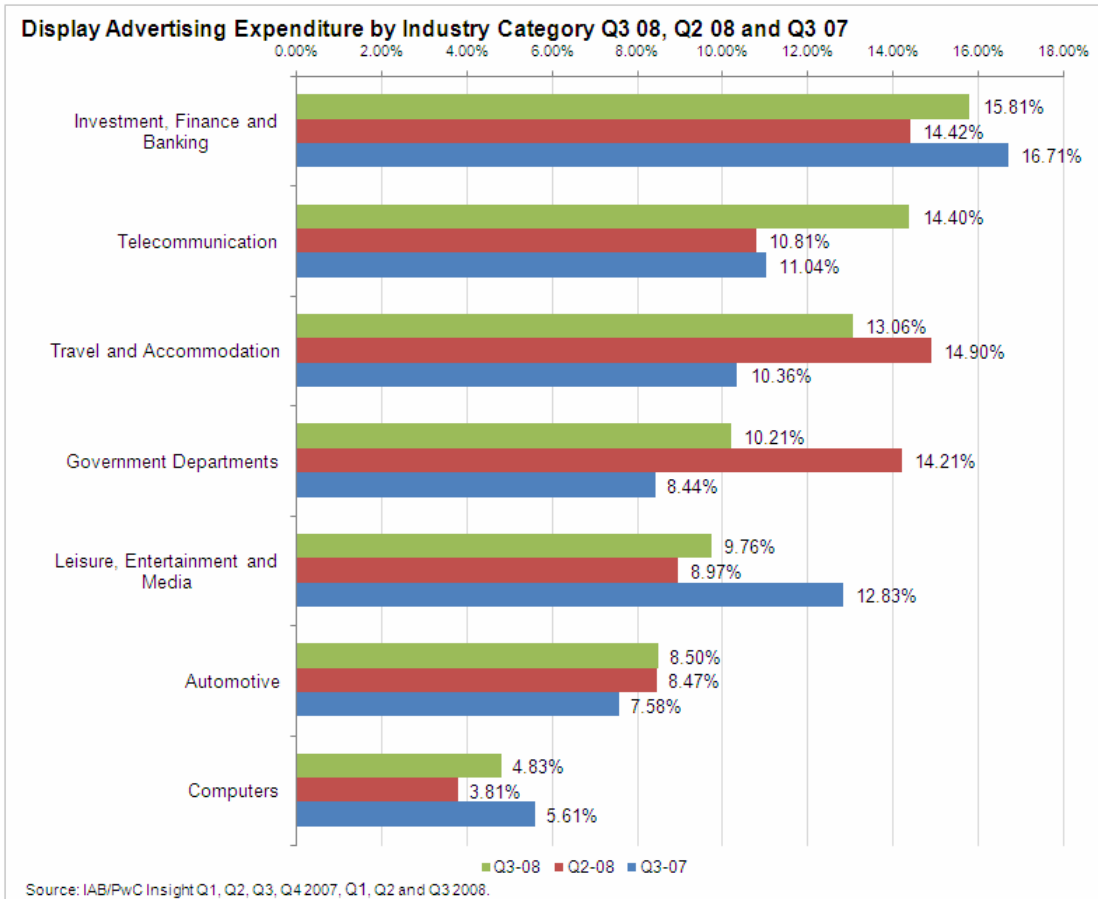
Key display categories showing an increase in their percentage share this quarter included Investment, Finance and Banking (up 9.6%), Telecommunications (up 33.2%), Leisure, Entertainment and Media (up 8.8%) and Computers (up 26.8%). Also showing notable increases, though off a lower base, were Health, Beauty and Pharmaceuticals (up 19.2%) and Retail (up 31.9%).

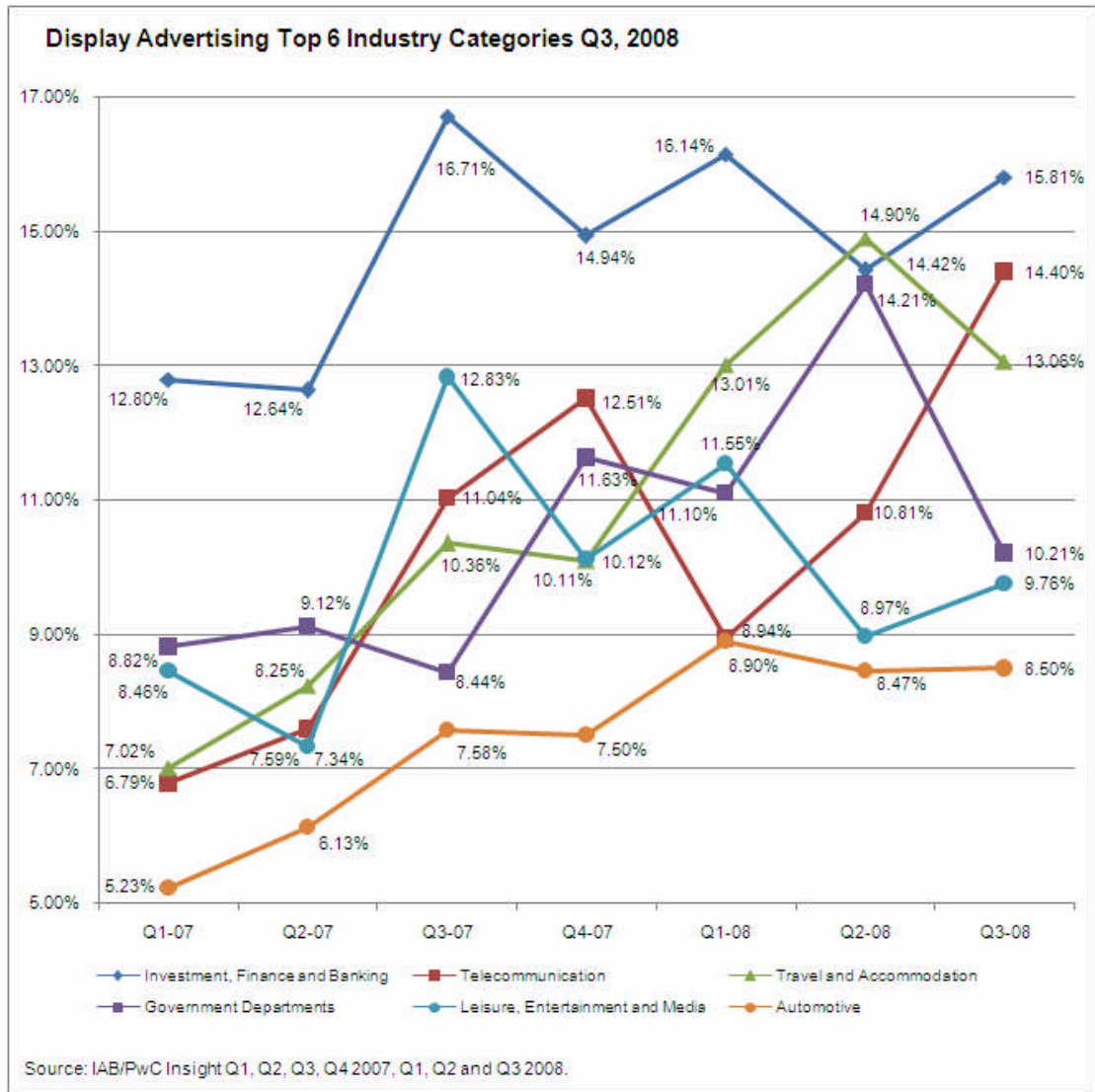
There were significant – and likely seasonal – declines in both Government Departments (down 28.2%) and Travel and Accommodation (down 12.4%). Food and Beverages also decreased significantly (down 26.2%) though accounting for less than 5% of total display spending.

Display Advertising Expenditure's Quarterly History by Industry Category - Detail Table

Advertiser Industry Category	Q1-07	Q2-07	Q3-07	Q4-07	Q1-08	Q2-08	Q3-08
Investment, Finance and Banking	12.80%	12.64%	16.71%	14.94%	16.14%	14.42%	15.81%
Telecommunication	6.79%	7.59%	11.04%	12.51%	8.94%	10.81%	14.40%
Travel and Accommodation	7.02%	8.25%	10.36%	10.11%	13.01%	14.90%	13.06%
Government Departments	8.82%	9.12%	8.44%	11.63%	11.10%	14.21%	10.21%
Leisure, Entertainment and Media	8.46%	7.34%	12.83%	10.12%	11.55%	8.97%	9.76%
Automotive	5.23%	6.13%	7.58%	7.50%	8.90%	8.47%	8.50%
Computers	4.09%	5.23%	5.61%	4.63%	2.57%	3.81%	4.83%
Food and Beverages	2.52%	3.37%	3.54%	5.55%	6.44%	6.49%	4.79%
Business Services and Office Products	2.67%	4.32%	4.62%	3.58%	5.46%	5.12%	4.09%
Health, Beauty and Pharmaceuticals	2.98%	2.90%	4.75%	5.23%	5.06%	2.81%	3.35%
Other	2.17%	2.03%	4.89%	3.78%	3.34%	2.59%	3.22%
Retail	2.04%	3.19%	4.41%	4.47%	2.62%	2.35%	3.10%
Insurance	1.61%	1.63%	2.95%	1.83%	1.85%	1.97%	1.85%
Home and Garden	0.87%	1.07%	0.99%	2.19%	1.20%	2.00%	1.62%
Real Estate	3.37%	1.73%	1.29%	1.94%	1.82%	1.09%	1.42%

Source: IAB/PwC Insight Q1, Q2, Q3, Q4 2007, Q1, Q2 and Q3 2008.





Classified Advertising

Classified advertising was very slightly down on Q2 levels (down 0.5%), but up 14.0% year-on-year. Given the strong position that classified advertising has in the local market – comprising 38% of total advertising spend – this is strong growth.

Q3, 2008 Figures at a glance

Classified: \$19.08m

Up 13.99% from Q3, 2007 (\$16.71m)

Down 0.47% from Q2, 2008 (\$19.15m)

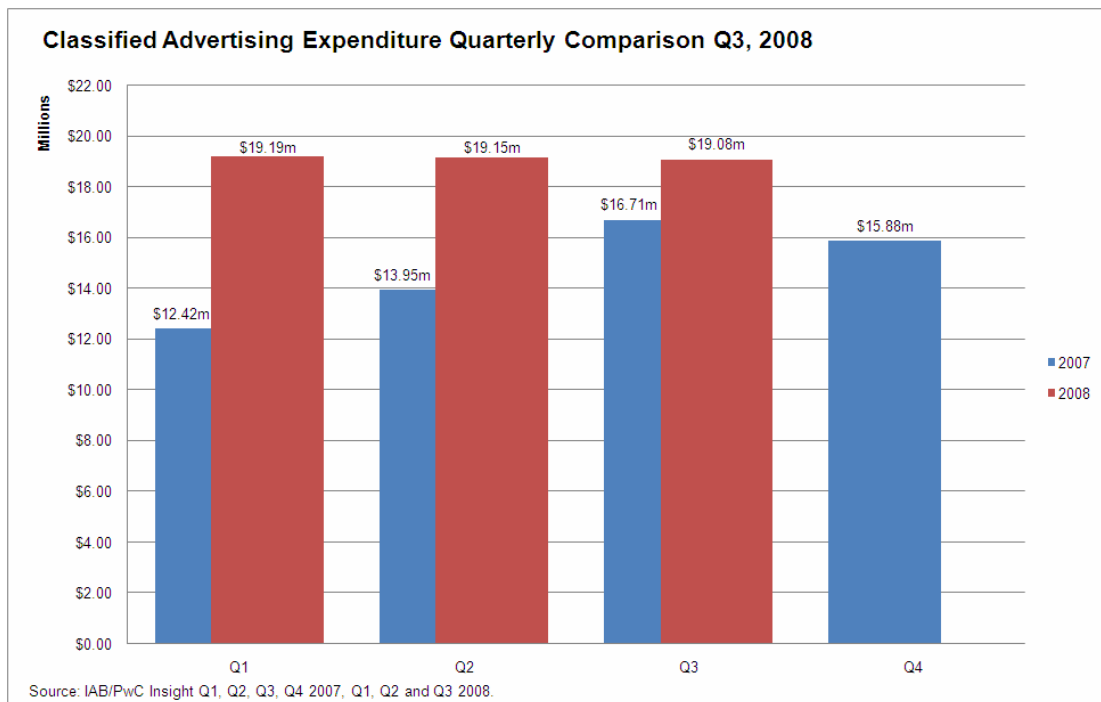
Indications in the last two quarters are that this growth is slowing as slowdowns in the real-estate, jobs and car markets have an effect on classified listing revenues. Given current economic forecasts, some softening in this segment seems likely in the short-term.

"We've seen dramatic year-on-year growth at Trade Me Jobs, which shows there is still healthy interest from classified advertisers in this category. Trade Me Jobs revenues are up over 40% on the same quarter last year, and both job applications and traffic are continuing to grow strongly. Looking forward to Q4 and beyond we expect continued growth albeit possibly at a slower rate given current economic uncertainty."

Jimmy McGee, Trade Me Jobs



Classified Advertising Quarterly Comparison



Classified Advertising Expenditure Quarterly Comparison Q3, 2008 - Detail Table

Year	Quarter	Total Classified (\$m)	Qtr/Qtr Change		Year/Year Change
			\$m	%	
2007	1	\$12.42			
2007	2	\$13.95	\$1.53	11.27%	
2007	3	\$16.71	\$2.76	19.60%	
2007	4	\$15.88	-\$0.83	-4.97%	
2008	1	\$19.19	\$3.31	20.84%	52.42%
2008	2	\$19.15	-\$0.04	-0.21%	37.27%
2008	3	\$19.08	-\$0.07	-0.47%	13.99%
Total		\$116.38			

Source: IAB/PwC Insight Q1, Q2, Q3, Q4 2007 , Q1, Q2 and Q3 2008.

Search & Directories Advertising

Total reported revenue declined slightly in Q3 to \$14.9m (from \$15.11m in Q2). Contributors (and PwC's tracking) indicated lower cost-per-click rates this quarter as competition for some of the more competitive categories declined.

Year-on-year, Search & Directories advertising demonstrated strong growth (up 34.4% on Q3, 2007).

Q3, 2008 Figures at a glance

Search & Directories: \$14.90m

Up 34.38% from Q3, 2007 (\$10.12m)

Down 1.39% from Q2, 2008 (\$15.11m)

The size of the New Zealand market means that there are fewer competitors in many categories than is the case in other markets offshore. This means that New Zealand per-click rates are relatively low by international standards. However, some categories are starting to become more competitive, and Contributors have reported that often a single new competitor in a particular category can have a significant effect in raising the click-rates.

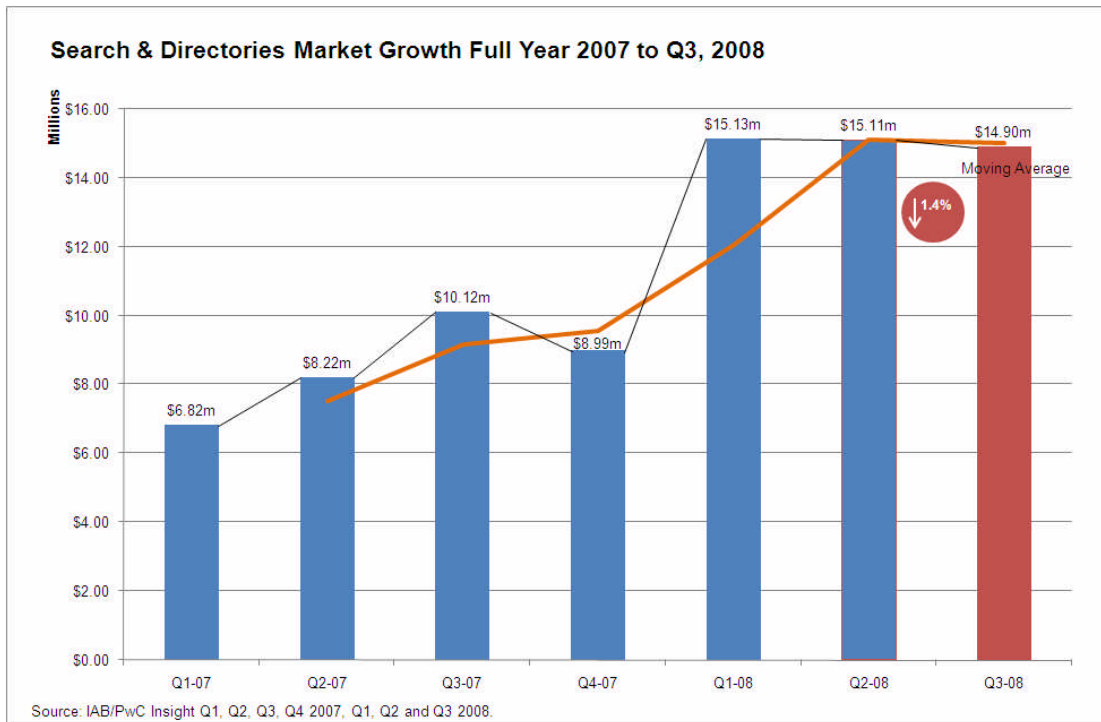
It is expected that this increased competition will see this segment of the market grow strongly – and current economic conditions may play in favour of Search & Directories advertising as advertisers seek to generate leads and switch advertising spend from above-the-line to below-the-line.

Search is still demonstrating strong overall growth with a 34% increase over the same quarter last year. The slight dip this quarter is most likely due to the bigger categories looking to ramp up budgets to capture the Christmas holiday dollar and to seasonal effects.

When times are tough, however, advertising is one of the first cost cutting exercises that a company takes, so this softening could be a trend that follows through to Q4.

The local market continues to buck international trends with a disproportionately strong classified advertising market. Search advertising is still maturing in this market, and as a consequence those companies focusing on search are seeing huge returns and are seizing the opportunity to get ahead of their competitors and capture new customer opportunities while costs remain low comparative to international markets

Kyle Aspinall, Managing Director, Exceed Online.

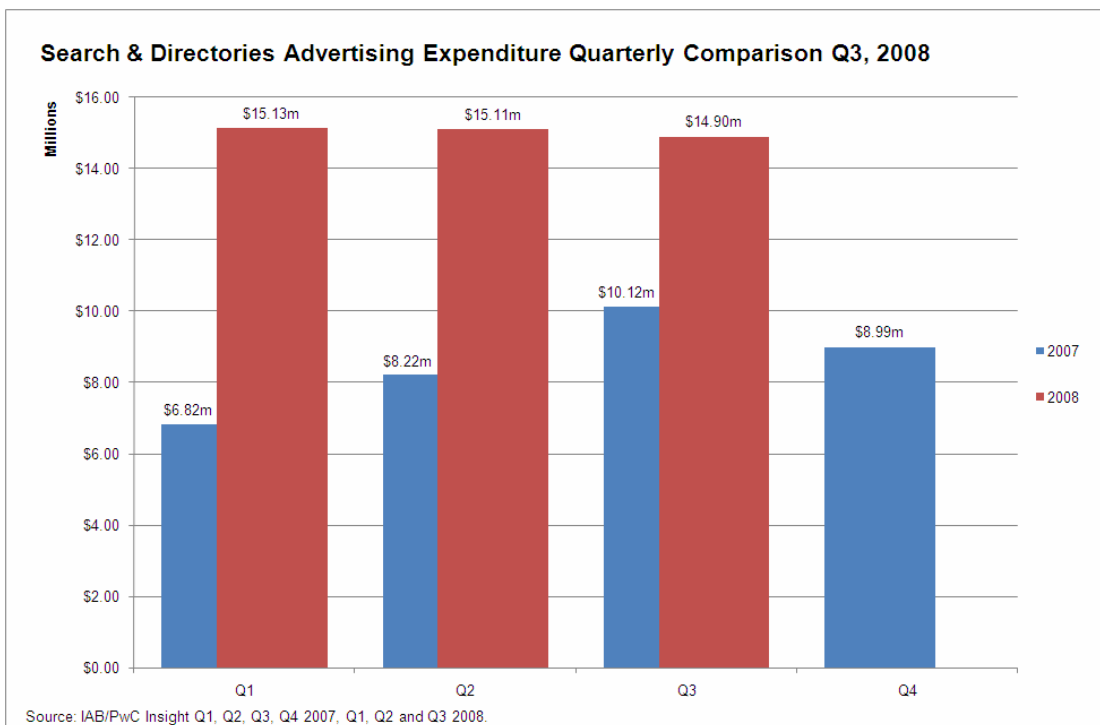


Search & Directories Quarterly Comparison

Search & Directories Advertising Expenditure Quarterly Comparison Q3, 2008 - Detail Table

Year	Quarter	Total Search and Directories (\$m)	Qtr/Qtr Change		Year/Year Change
			\$m	%	
2007	1	\$6.82			
2007	2	\$8.22	\$1.40	17.30%	
2007	3	\$10.12	\$1.90	18.94%	
2007	4	\$8.99	-\$1.13	-11.17%	
2008	1	\$15.13	\$6.14	54.39%	92.96%
2008	2	\$15.11	-\$0.02	2.22%	89.34%
2008	3	\$14.90	-\$0.21	-1.39%	34.38%
Total		\$79.29			

Source: IAB/PwC Insight Q1, Q2, Q3, Q4 2007, Q1, Q2 and Q3 2008.



Appendix 1 - Report Scope, Methodology and Format

Report Scope

The Interactive Advertising Bureau (IABNZ) partnered with PricewaterhouseCoopers to establish a comprehensive standard for measuring online advertising expenditures. The IABNZ *IAB Insight* is an ongoing IABNZ mission to provide an accurate barometer of online and interactive advertising growth. It is envisaged that as new segments of interactive advertising become established – such as mobile – these will be included in future reports.

To differentiate the *IAB Insight* from existing market size estimates and to achieve industry-wide acceptance, key aspects of this report are:

- Actual revenue data is obtained directly from companies deriving revenue from the sale of online/interactive advertising.
- The aim of the *IAB Insight* is to be as inclusive as possible. The intention is to include any significant form of online/interactive advertising, and accept data from any company that derives revenue from the sale of online/interactive advertising in the New Zealand market.
- Data submitted by participants is kept completely confidential and figures are only ever reported in an aggregated form.
- Data submitted by participants is periodically “spot checked” to encourage a high level of data integrity.

The online advertising expenditure reported by the *IAB Insight* is based on gross amounts charged to advertisers and inclusive of any applicable agency commissions.

Methodology

Contributors to this *IAB Insight* report are required to submit an online advertising expenditure return to PwC at the end of each reported 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 conducts periodic ‘spot checks’ of information submitted by Contributors. These spot checks are designed to confirm that expenditure is reported in accordance with the definitions applied in this *IAB Insight* report and that any relevant classification of revenue has been correctly applied. The spot checks do not constitute an audit performed in accordance with the New Zealand Auditing Standards and, accordingly, PwC does not express an audit opinion.

Contributing companies are subjected to spot checks on a rolling basis to ensure that every company is checked within a given period (currently approximately every 18 months). In addition, a group of the larger Contributors are spot checked more frequently.

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.

In many instances numbers have been rounded to aid readability, particularly in the charts and graphs. Some aspects of the report are best served using unrounded numbers, particularly some tables. This creates the possibility that readers may observe some instances where there are small discrepancies in numbers to the right of the decimal point.

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 future reports.

IAB Insight always seeks to represent the total market size as reflected by the Contributors. It should be noted that the inclusion of new Contributors in a quarter has the potential to overstate apparent market growth (or understate apparent market contraction) over the previous quarter. To address this, we have provided two figures representing changes from the previous quarter. These are the total market growth, and a 'normalised change' representing a 'like-for-like' comparison with the previous quarter (i.e. the change in spending with the Contributors appearing for the first time in this quarter removed to give a true market growth figure).

The symbols below in this report indicate the actual change compared to the previous quarter:



All reported amounts represent aggregated data supplied by the Contributors. No estimates are included in the aggregate to cover those entities that are not participants, with the exception of Search & Directories. In this advertising category, an estimate of market size was made, because there were significant revenues in that segment that were not reported by contributing companies.

The methodology used to estimate the Search & Directories market was developed in consultation with leading New Zealand-based Search Engine Marketing companies, and used data submitted to PwC by those companies.

Aggregate amounts reported are rounded to the nearest \$10,000.

Based on information provided by Contributors, approximately 77% of the data in this report is derived from participants whose underlying financial records have been, or will be, audited by an independent auditor.

Format

The *IAB Insight* reports New Zealand online advertising expenditure sourced from three 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.
- Search & Directories Advertising, which includes revenues from online Directories and search engine listings.

General Display Advertising is further reported by advertiser industry categories and their share of the total General Advertising pool.

Classified Advertising also lists the top performing categories for the reporting period.

Search & Directories Advertising is reported as a single figure due to the limited number of participants in the individual segment in this category.

Appendix 2 - Disclaimer

This report has been prepared using information provided by contributing Media companies (refer Appendix 3 – Contributors) to PricewaterhouseCoopers, who have relied on the information provided as being complete and accurate at the time it was given.

PricewaterhouseCoopers does not accept any responsibility for any reliance placed on this Report by any person and hereby disclaims any liability for any loss or damage caused by errors or omissions, whether such errors or omissions resulted from negligence, accident or some other causes. PricewaterhouseCoopers makes no representations about the analysis or application of the data.

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

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

Appendix 3 - The Report Team

This report was produced by a team of people from PwC and IABNZ. The IAB would like to thank them for their efforts. In particular, thanks are due to

PricewaterhouseCoopers

Project Sponsor Chris Perree, Partner

Project Manager John Deane, Director

Analysts Natalie Montgomery

Gladwin Mendez

Jade Chin

Wilson Kuah

IABNZ

CEO Mark Evans

Administration and Project Manager Sara Goessi

IAB Board

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Mark Coplestone (TVNZ)
Laura Maxwell-Hansen (Yahoo!Xtra)
Paul Webster (Google)
Liz Fraser (MSN)
Siobhan McKenna (Mediaworks)
Bridget Gallen (Vodafone)
Eric Rowe (Flossie Media Group)
Josh Borthwick (AdHub)
Lee Williams (ACP)
Greig Buckley (MediaOne Network)
Craig Delany (Metservice)

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Toby Christensen (APN)
Yael Milbank (YahooXtra)
Nimesh Amin (Fairfax)
Carolyn Galloway (The Internet Bureau)
Susan Needham (Yellow Pages)
Darrin Lim (Yellow Pages)

IABNZ and PwC would also like to thank members of the following companies for their ongoing support of the *IAB Insight* report by the contribution of the information needed for the methodology developed for estimating Search & Directories advertising market size:

First Rate

NetConcepts

Netpointers

OMD Digital

SearchMasters

Surefire Search

The Internet Bureau

Zed Digital

Alkemi

Appendix 4 - Contributors

Contributing Media Companies

ACP Digital	New Zealand City Ltd
Adhub Ltd	New Zealand on the Web Ltd
APN	New Zealand Rugby Union
APNFinda	NZGirl Ltd
CMPMedica (NZ) Ltd	NZS.com Limited
Fairfax Business Media	Realestate.co.nz
Fairfax Digital	SEEK NZ
iStart	Sportal New Zealand
Jasons Travel Media Limited	Trade Me Ltd
JDJL Limited	TVNZ
Littlies Publishing	View New Zealand Ltd
MediaOne Network NZ Ltd	Yahoo!Xtra New Zealand Ltd
Mediaworks	Yahoo Search and Marketing NZ
Metservice	Yellow Pages Group
MSN New Zealand Ltd	

Companies contributing information to support the estimation of the Search & Directories market size

First Rate
NetConcepts
Netpointers
OMD Digital
SearchMasters
Surefire Search
The Internet Bureau
Zed Digital
Alkemi

Sites represented

www.247girl.co.nz	www.flicks.co.nz	www.nz.com	www.spareroom.co.nz
www.3news.co.nz	www.foodlovers.co.nz	www.nzcity.co.nz	www.sports.ninemsn.com.au
www.agridata.co.nz	Foodnews E-mail update	www.nzdating.co.nz	www.starcanterbury.co.nz
www.allblacks.com	www.gameplanet.co.nz	www.nzdoctor.co.nz	www.streettalk.co.nz
www.allrealestate.co.nz	www.gameplayer.co.nz	www.nzgirl.co.nz	www.stuff.co.nz
www.autotrader.co.nz	www.gardenz.co.nz	www.nzherald.co.nz	www.surf.co.nz
www.bayofplentytimes.co.nz	www.gdo365.co.nz	www.nzhouseandgarden.co.nz	www.surfpix.co.nz
www.bebo.com	www.georgefm.co.nz	www.nzmusic.com	www.taste.co.nz
www.berkeley.co.nz	www.getfrank.co.nz	www.nzs.com	www.testrugby.com
www.bigfella.co.nz	www.groovybaby.co.nz	www.nzweddingplanner.co.nz	www.theauckland.co.nz
www.blackcaps.co.nz	www.grownups.co.nz	www.nzww.co.nz	www.thebreeze.co.nz
www.black-magic.co.nz	www.hauraki.co.nz	www.nzx.com	www.thecoast.net.nz
www.bookabach.co.nz	www.hbtoday.co.nz	www.ohbaby.co.nz	www.theedge.co.nz
www.bookcouncil.org.nz	homes.search4.co.nz	www.oldfriends.co.nz	www.therock.net.nz
www.businessday.co.nz	www.hoyts.co.nz	www.ondemand.co.nz	www.thread.co.nz
www.c4tv.co.nz	www.idolblog.com	Onfilm E-mail update	www.throng.co.nz
www.cancel.co.nz	www.interest.co.nz	www.ozevillage.com.au	times-age.co.nz
www.chemist.co.nz	www.istart.co.nz	www.pcworld.co.nz	www.tourism.net.nz
www.cio.co.nz	www.istart.com.au	www.pharmacytoday.co.nz	www.tradeboat.co.nz
www.classichits.co.nz	www.jasons.com	www.radiochick.co.nz	www.trademe.co.nz
www.cleo.co.nz	jobs.search4.co.nz	www.radiolive.co.nz	www.travelbug.co.nz
www.coast.co.nz	www.jobuniverse.co.nz	www.radiosport.co.nz	www.tv3.co.nz
www.computerworld.co.nz	www.kiwifm.co.nz	ralph.ninemsn.com.au	www.tvnz.co.nz
cosmo.ninemsn.com.au	www.landscapedesign.co.nz	www.realestate.co.nz	www.tvnzondemand.co.nz
www.crememagazine.co.nz	www.listener.co.nz	www.reseller.co.nz	www.ubd.co.nz
www.cricinfo.com	www.littlies.co.nz	www.rialto.co.nz	www.undertheradar.co.nz
www.cuisine.co.nz	www.maifm.co.nz	www.rnzys.org.nz	www.viewauckland.co.nz
www.dailypost.co.nz	www.menus.co.nz	www.rugbyheaven.co.nz	www.village.co.nz
www.databook.co.nz	www.metrolive.co.nz	www.runwayreporter.co.nz	www.vorb.org.nz
www.dealsonwheels.co.nz	www.metservice.com	www.ruralnz.co.nz	www.wanganuichronicle.co.nz
www.decision08.co.nz	www.mixitup.co.nz	www.search4cars.co.nz	Wares E-mail update
www.easymix.co.nz	www.modifymycar.co.nz	www.seek.co.nz	www.weddings.co.nz
www.eventfinder.co.nz	www.morefm.co.nz	www.sellmefree.co.nz	www.whitepages.co.nz
www.everybody.co.nz	www.motorcycletrader.co.nz	www.sjs.co.nz	Windows Live Hotmail
www.fairfaxbm.co.nz	www.msn.co.nz	www.skycitycinemas.co.nz	Windows Live Messenger
www.fantasyrugby.com	msn.nzherald.co.nz	www.skykiwi.com	www.wises.co.nz
www.farmtrader.co.nz	www.mymobile.co.nz	sportal.co.nz	www.xtend.co.nz
www.fashionz.co.nz	www.myspace.com	www.smaps.co.nz	www.yahooextra.co.nz
Fastline E-mail update	www.nappies.co.nz	www.smokecads.com	www.yellow.co.nz
www.finda.co.nz	www.netguide.co.nz	www.snow.co.nz	www.yourhomeandgarden.co.nz
www.findsomeone.co.nz	www.newstalkzb.co.nz	www.solidgoldfm.co.nz	www.zmonline.co.nz
www.flava.co.nz	www.northernadvocate.co.nz		

Appendix 5 - Definitions and Terminology

Advertising Expenditure Types

Display Advertising

Expenditure on advertising including banners, buttons, skyscrapers, rich-media, streaming advertising and other forms of interactive Display advertising.

Classified Advertising

Expenditure on advertisements placed to buy or sell an item or service, or to report an item of information including "listing" advertisements for Real Estate, Recruitment, Automotive, Personals and any other classified advertisements.

Search & Directories Advertising

Expenditure from online Directories or search engine listings.

Display Advertising Industry Categories

There are 15 categories for Display advertising. These were derived from categories used by Nielsen Media Research and are a superset of the categories used for categorising Nielsen Media's AIS data. The 15 categories are as follows:

Automotive

Any business related to the automotive sector including vehicles (cars and motorbikes), associations, equipment, retail (car dealers), fuel, maintenance, parts and accessories.

Business Services and Office Products

All companies providing services to other businesses such as accounting, legal taxation services; advertising and marketing services; printing and publishing services, and employment/personnel/training services. Also includes all office products and services including stationery, furniture, photocopiers and retailers.

Computers

Computer hardware, software, peripherals, systems, connectivity including internet service providers, games machines, printers and dedicated retail and services.

Food and Beverages

All foodstuff products which also includes corporate, pet foods, confectionery, and all beverages including alcohol and retail liquor. This category also includes supermarkets and foodstores.

Government Departments, Services and Communities

All information on any form of Government from national to local and including political parties. Also services/utilities such as gas and electricity suppliers; all educational institutions from pre-school to tertiary and not-for-profit, community and charitable organisations.

Health, Beauty and Pharmaceuticals

This category covers toiletries and cosmetics including baby products, cosmetics, personal care products, fragrances, hair and skin care, soaps and cleaners, and pharmaceutical products including remedies, medicines, lotions, vitamins, diet, corporate, dressings, health services and retail (e.g. chemists).

Home and Garden

This category includes all materials used in home improvements (eg. paving, roofing & guttering, security, paint & wallpaper and retail); household electrical products (eg. personal products, batteries, whiteware, brownware); household items (eg. cookware, light bulbs, wraps, sprays, cutlery, china, storage); household cleaning products (i.e. any product used in cleaning any area of the home including laundry products); household furnishings for the home not covered by household electrical (eg. beds, floor covers, occasional furniture, soft furnishings; home heating - includes all home heating or cooling products and services and retail), and gardening (including garden furniture, BBQs, tools, plants, equipment and retail).

Investment, Finance, and Banking

Any company/financial institution providing banking and/or investment products, services or advice; from banks to bonds, credit cards to travellers cheques.

Insurance

Any business either corporate or individual involved with insurance-related products or services. This includes motor vehicle insurance, house and household contents insurance, life insurance, health insurance, corporate and professional insurance, and brokers.

Leisure, Entertainment and Media

This category includes any organisation that provides goods and services related to lifestyle and/or entertainment, or consumed in leisure time, e.g. venues, events, sports, music, movies, boating, games of chance, fitness centres, dedicated retail. Also includes any business related to mass communication i.e. mediums such as television, radio, newspapers, magazines, websites and cinema.

Real Estate

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

Retail

This category includes major retailers such as department stores and discounters and warehouses. Also includes fast food, restaurants and other food outlets, shopping centres, bookstores, as well as direct response (eg. Chrisco Christmas Club), function centres and support services, hair and beauty salons, craft shops, TV/video rental and servicing and other specialist stores not already excluded.

Note: The Retail category excludes:

Supermarkets and foodstores (covered under Food & Beverages); agricultural trading societies and laboratories, automotive dealers, retail liquor, clothing and footwear retail, computer retail, gardening centres and retailers, home improvement retail, furnishing and flooring retail, home heating retail, industrial contractor retail, music and entertainment (DVD/video etc) stores, office retail, chemists, real estate agents, telecommunications retail and travel agents.

Telecommunication

All aspects of telephony. This includes telephone hardware, accessories and services, mobile phone hardware accessories and services, telecommunications retail, corporate, and connectivity including service plans and packages.

Travel and Accommodation

Any business providing products, services and/or information and advice related to the travel and tourism industry. Any travel services including carriers, accommodation, tours, destinations and retail (eg. travel agents).

Other

Any business that does not meet the general parameters of any of the preceding definitions. This may include clothing/accessories covering all areas of clothing, footwear and accessories including retail; agricultural (covering services, animal remedies and veterinary, chemicals, buildings and equipment and retail); industrial (including products, machinery, equipment, tools and retail); smoking (including all smoking products and anti-smoking products and organisations); transportation (covering commercial transportation services), and miscellaneous including pet products.

Classified Advertising Revenue Categories

There are five categories for Classified advertising as follows:

Automotive

Any classified advertising related to the automotive sector including vehicles (cars and motorbikes), equipment, retail (car dealers), parts and accessories, servicing.

Personals

Any classified advertising related to personal advertising including dating sites, services offered, births, deaths and marriages, sundry personal announcements etc.

Real Estate

Any classified advertising relating to the buying, selling, leasing or rental of any form of real estate property or services including residential and commercial.

Recruitment

Any classified advertising relating to the recruitment industry including situations vacant, or job-seeker advertisements, contract services etc.

Other

Any classified advertising that does not fall into the categories listed above.

Appendix 6 - Contacts

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About IAB New Zealand

IAB New Zealand (IABNZ) represents New Zealand's fast-growing, exciting and dynamic interactive advertising industry. IABNZ is an affiliate of the international network of IAB offices in 26 countries.

IABNZ works with its members to help identify the best roles for interactive advertising, engage customers and build brands.

Members of IABNZ include media owners, ad agencies, and web development shops through to research and measurement, ad-serving companies and ISPs. In short, anyone involved in interactive advertising from individual bloggers hosting ads to the world's largest media players and agencies.

IABNZ's mission is to drive awareness and usage of interactive media, and to play a central advocacy role in protecting and enhancing the interests of our members and their clients.

For more information, please visit IABNZ's website - www.iab.org.nz

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PricewaterhouseCoopers (www.pwc.com) provides industry-focused assurance, tax and advisory services to build public trust and enhance value for its clients and their stakeholders.

More than 154,000 people in 153 countries across our network share their thinking, experience and solutions to develop fresh perspectives and practical advice.

"PricewaterhouseCoopers" refers to the network of member firms of PricewaterhouseCoopers International Limited, each of which is a separate and independent legal entity.

For more information about PricewaterhouseCoopers and how we may be able to help you, please contact one of the PricewaterhouseCoopers team listed in Appendix 6 – Contacts.

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