



Online Advertising Expenditure Report

January to June 2005

*September 5, 2005
Report released by the Audit Bureau of Verification Services
A division of the Audit Bureau of Circulations
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North Sydney NSW 2060*



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Background

Welcome to the sixth Online Advertising Expenditure Report (OAER) the benchmark study of online advertising expenditure in the Australian marketplace conducted by the Audit Bureau of Verification Services (ABVS), a division of the Audit Bureau of Circulations.

The OAER provides an opportunity for media buyers to access reliable and accurate information about the state of current online advertising expenditure increasing advertiser and investor confidence in the sector.

The concept of providing industry based ad expenditure data, which has been verified by an independent, not-for-profit body, was a global first. The report reflects the integrity and maturity of the medium and the willingness of participants to submit their records to the scrutiny of an independent audit.

The report defines the full spectrum of online advertising and delivers an overall picture of the online marketplace in Australia, its diversity and evolving revenue streams through the inclusion of classifieds and search and directory revenue with the more commonly reported general display advertising.

The OAER has been enthusiastically supported by leading Internet publishers and portals recognising the importance of delivering accurate data about the online marketplace.

The decision to undertake audited reporting was based on feedback from the industry, which indicated that using audited actual revenue figures as the basis of the report would provide maximum credibility and therefore present a more accurate presentation of data collected on online advertising.

The feedback from all sectors of the industry on the first OAER has been both positive and pleasing as it takes its place as the industry benchmark on Australian online advertising expenditure.

The OAER provides important information about the status of online advertising in this fast changing media marketplace. This report covers the 2004/2005 financial year with a focus on the six months to June 30, 2005.

We welcome ad 2-one and Ansearch Pty Ltd to the Online Ad Expenditure Report, joining existing participants, carsales.com.au, Fairfax Digital, Max Interactive, News Interactive, ninemsn, Overture Services Australia Pty Limited, Pacific Magazines, Postclick, Primus AOL, realestate.com.au, SEEK, Sensis, 3D interactive, Tempest Media, ACP's Trader Classifieds and Yahoo Australia! & NZ.

Report Format and Methodology

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

- **General 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 and Directories Advertising**, which includes revenues from online directory and search engine listings.

General Advertising is further reported by advertiser industry categories and their share of the total General Advertising pool along with the fastest growing advertiser industry category for the reporting period. Classifieds Advertising also lists the top performing categories for the reporting period. Search and Directories Advertising is reported as a single figure.

Participants of the OAER are required to submit an online ad expenditure return with the ABVS at the end of each quarter. The ABVS conducts an initial audit of all participants' submissions and a further audit of a single quarterly return selected annually at random. An OAER audit verifies the data submitted is a true representation of the participants' activity for the period being audited and that it has been reported in accordance with the requirements of participating in the OAER.

Paramount to the report is the protection of any one participant's revenue and market share. As a result industry category breakdowns will only be referred to where at least three or more 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.

All reported amounts are made up of verified actual data and an estimate of the online expenditure of the Australian market not covered by participants of the report. The estimate is based on industry-wide accepted methods including the use of publicly available data, surveying and modelling.

80-85% of the data in this report is derived from audited sources.

Half Year In Review

Growth in online advertising expenditure continued to light-up the local media landscape with another strong result for the 6 months ended 30 June, 2005.

The first quarter this year grew over the same period last year by 71% comparing favourably with the US market, which grew by 26%. The US result of \$3.6 billion, the highest reported quarter in nine consecutive quarters of growth.

In the UK, online advertising expenditure grew by 60% in the 2004 calendar year to \$1.5 billion which represented 3.9% of all UK adspend, up from its 2003 share of 2.5%.

The start of 2005 was dominated by human tragedy in the form of the Tsunami disaster which caused unprecedented deaths and disaster in our region of the world.

The Roman Catholics mourned the death of Pope John Paul II in April and heralded the reign of his successor, Pope Benedict XVI.

Locally, the Federal Government finally took control of both lower and upper houses of parliament. High on the agenda is the relaxing of media ownership laws and the remaining sale of Telstra, both of which can potentially affect the local online industry.

Executive Summary

Online advertising expenditure in Australia for the 6 months ended June 30, 2005 totalled \$263 million.

This was characterised by growth in all expenditure types in particular Search & Directories ad expenditure.

General Advertising and Classifieds Advertising revenue accounted for 30% and 35% of the total ad expenditure respectively while the Search and Directories advertising category comprised the remaining 35%. Search and Directories was the fastest growing category increasing by 23% for the six months ending June 30, 2005.

The highest spending Advertiser Industry category in General advertising was Finance while Recruitment attracted the highest Classifieds advertising expenditure.

Overall online advertising expenditure was up 61% on the same half-year period in 2004 and up 17% on the second half of 2004.

Online advertising revenue in Australia totalled \$488 million for the 2004/2005 financial year an increase of 63% on 2003/2004.

This was characterised by strong performances from all categories. General and Classifieds revenue accounted for 31% and 35% of the total ad spend respectively, and while the Search and Directories category comprised the remaining 34%. Search and Directories Advertising was also the fastest growing category increasing by 78% on 2003/2004.

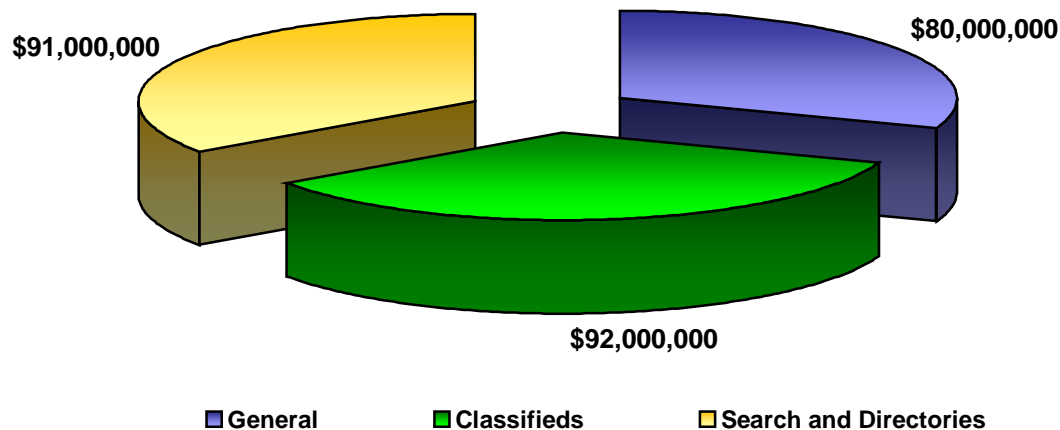
The highest spending Advertiser Industry category in General advertising over the 2004/2005 financial year was Finance. Recruitment attracted the highest Classifieds advertising expenditure for the same period.

Detailed Findings

Overview

Online Ad Expenditure in Australia for the 6 months to June 30, 2005 was \$263,000,000.

Online Ad Expenditure Half-Year - Category Share

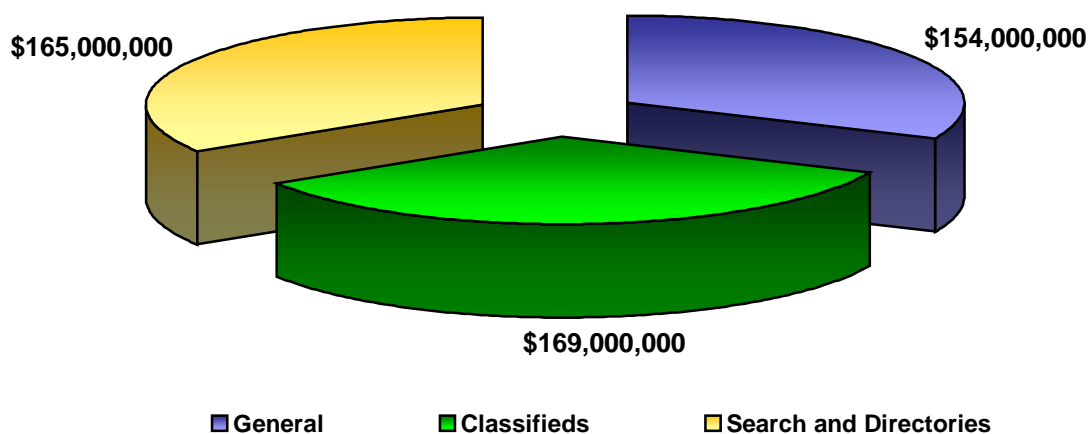


	General	Classifieds	Search and Directories	Total
Jan 05-Jun 05	\$80,000,000	\$92,000,000	\$91,000,000	\$263,000,000
Jul 04-Dec 04	\$74,000,000	\$77,000,000	\$74,000,000	\$225,000,000
Jan 04-Jun 04	\$54,500,000	\$55,000,000	\$53,500,000	\$163,000,000
Jul 03-Dec 03	\$50,201,279	\$47,666,119	\$39,132,602	\$137,000,000
Jan 03-Jun 03	\$30,524,060	\$38,578,175	\$29,897,765	\$99,000,000
Jul 02-Dec 02	\$30,975,930	\$31,997,300	\$27,614,930	\$90,588,160
Jan 02-Jun 02	\$31,024,070	\$28,002,700	\$17,385,070	\$76,411,840

General Advertising and Classifieds Advertising expenditure accounted for 30% and 35% of the total ad expenditure respectively while the Search and Directories Advertising category comprised the remaining 35%.

Online Ad Expenditure in Australia for the 2004/2005 financial year was \$488,000,000.

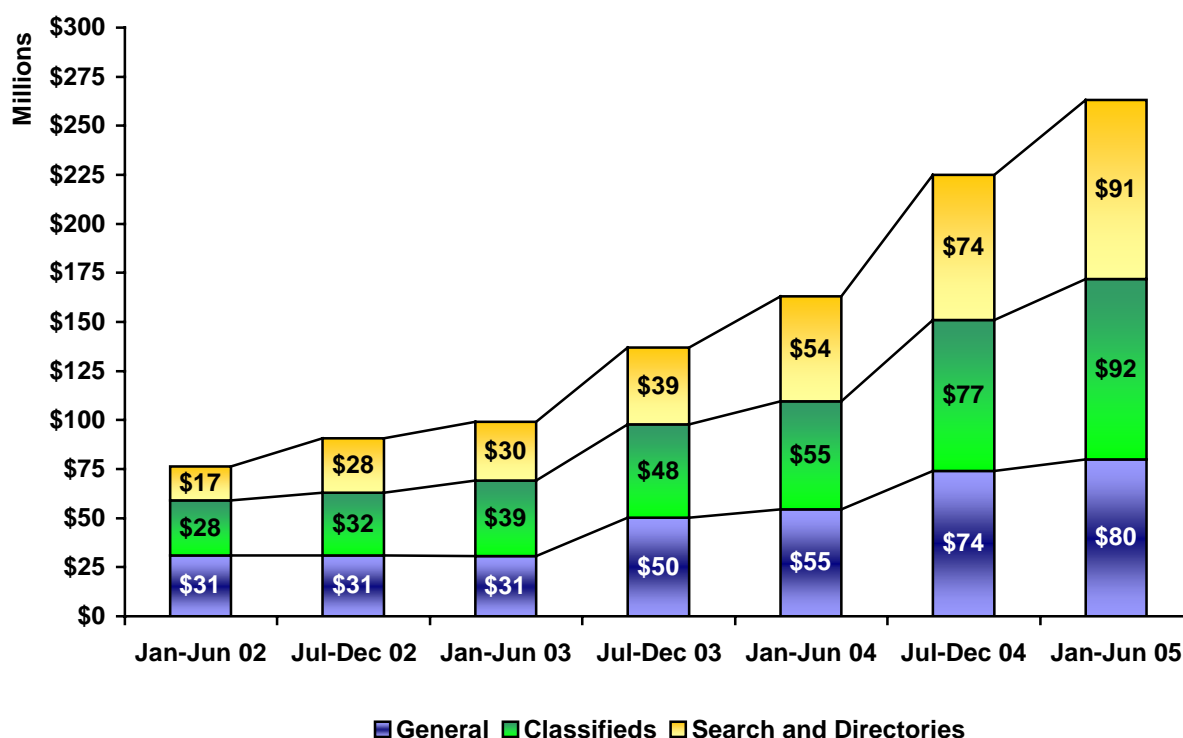
Online Ad Expenditure Financial Year 2004/2005 - Category Share



	General	Classifieds	Search and Directories	Total
2004/2005	\$154,000,000	\$169,000,000	\$165,000,000	\$488,000,000
2003/2004	\$104,701,279	\$102,666,119	\$92,632,602	\$300,000,000
2002/2003	\$61,499,991	\$70,575,475	\$57,512,694	\$189,588,160

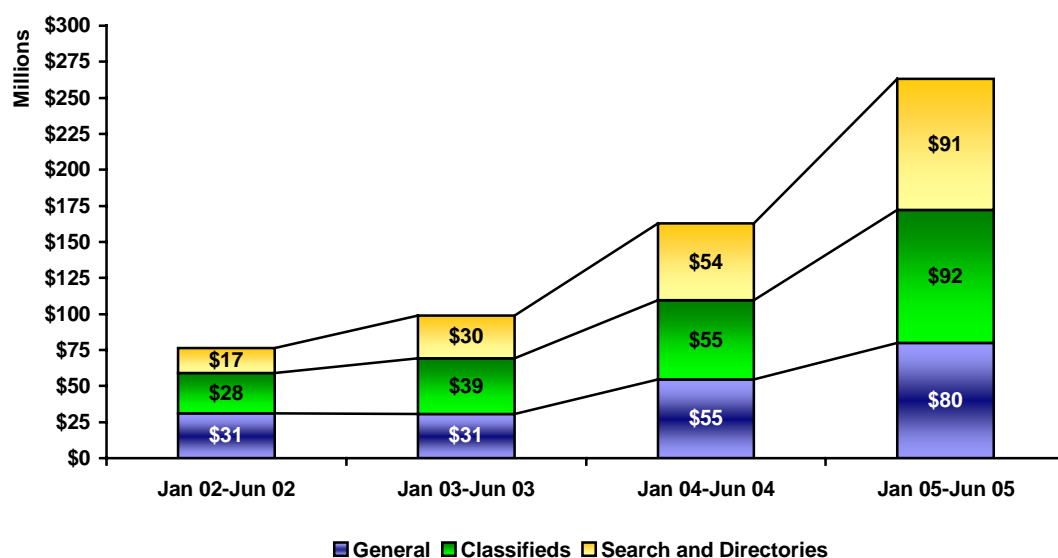
General Advertising and Classifieds Advertising expenditure accounted for 31% and 35% of the total ad expenditure in the 2004/2005 financial year respectively while the Search and Directories Advertising category comprised the remaining 34%.

Total Online Ad Expenditure by Half-Year



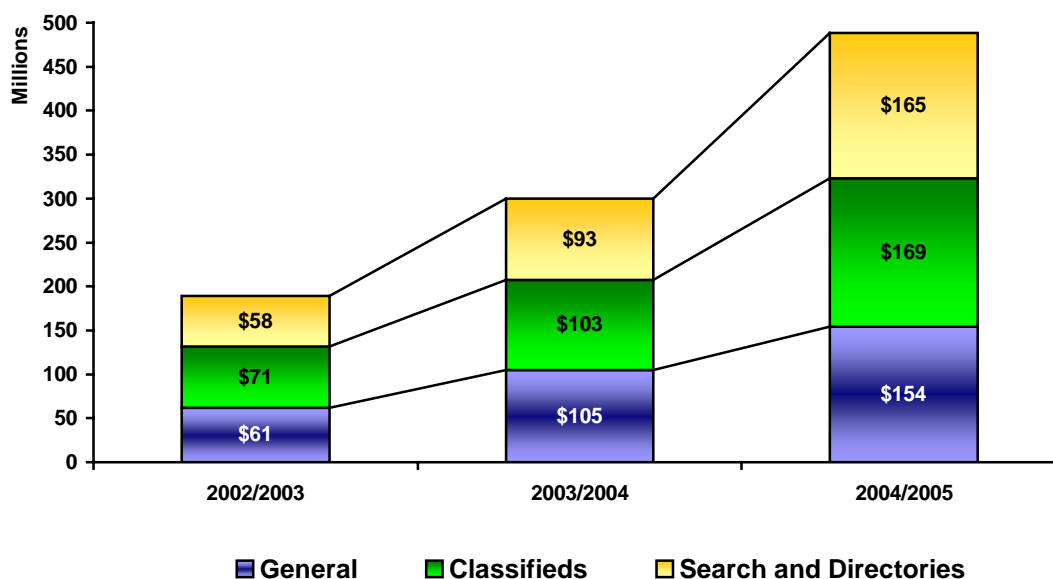
A half-year to half-year comparison reveals overall growth this period of 17%. Contributing to the growth was an increase of 23% in Search & Directories online ad expenditure.

Total Online Ad Expenditure Half-Year to June 30 Comparison

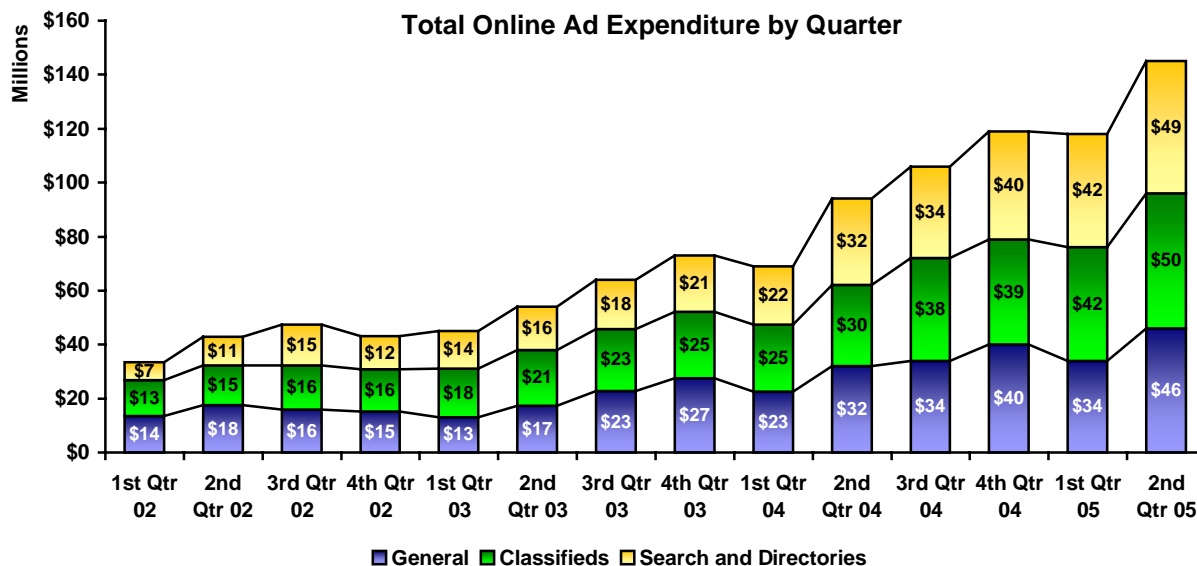


Online ad expenditure in Australia was up 61% on the same half-year period last year. Contributing to the growth were 70% increases in both General and Search and Directories online ad expenditure.

Total Online Ad Expenditure By Financial Year



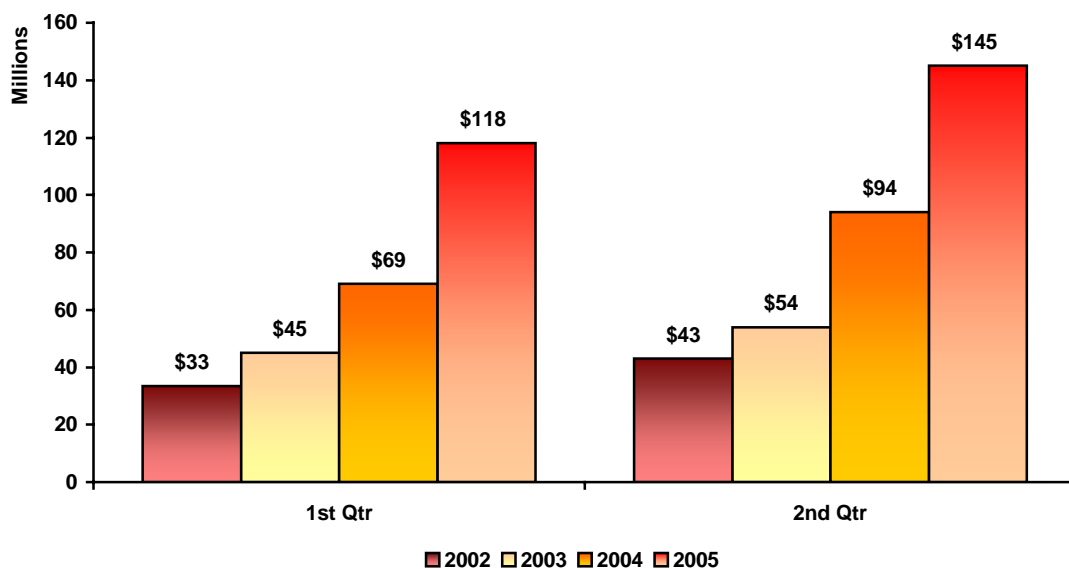
Online Ad Expenditure in Australia for the 12 months to June 30, 2005 was \$488,000,000 an increase of 63% on the 12 months to June 30, 2004.



On a quarterly basis, the 2nd quarter of 2005 was the strongest quarter with the total online ad expenditure in Australia for all categories reaching \$145,000,000, the highest quarterly result since the inception of this report, up 23% on the 1st quarter of 2005 and 54% on the same period last year.

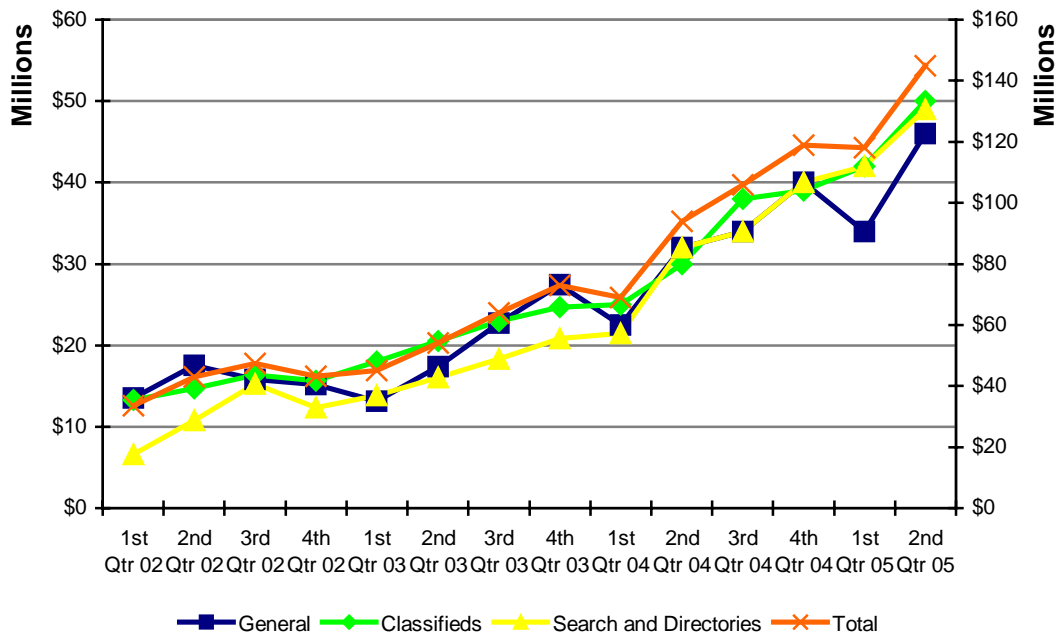
	General	Classifieds	Search and Directories	Total
2nd Qtr 05	\$46,000,000	\$50,000,000	\$49,000,000	\$145,000,000
1st Qtr 05	\$34,000,000	\$42,000,000	\$42,000,000	\$118,000,000
4th Qtr 04	\$40,000,000	\$39,000,000	\$40,000,000	\$119,000,000
3rd Qtr 04	\$34,000,000	\$38,000,000	\$34,000,000	\$106,000,000
2nd Qtr 04	\$32,000,000	\$30,000,000	\$32,000,000	\$94,000,000
1st Qtr 04	\$22,500,000	\$25,000,000	\$21,500,000	\$69,000,000
4th Qtr 03	\$27,479,934	\$24,714,607	\$20,805,459	\$73,000,000
3rd Qtr 03	\$22,721,345	\$22,951,512	\$18,327,143	\$64,000,000
2nd Qtr 03	\$17,391,290	\$20,556,558	\$16,052,152	\$54,000,000
1st Qtr 03	\$13,132,770	\$18,021,617	\$13,845,613	\$45,000,000
4th Qtr 02	\$15,168,016	\$15,640,828	\$12,335,206	\$43,144,050
3rd Qtr 02	\$15,807,914	\$16,356,473	\$15,279,724	\$47,444,111
2nd Qtr 02	\$17,508,741	\$14,685,366	\$10,756,419	\$42,950,526
1st Qtr 02	\$13,515,329	\$13,317,334	\$6,628,651	\$33,461,314

Total Online Ad Expenditure Quarterly Comparison



Total Online ad expenditure in Australia in the 1st quarter of 2005 was up 71% on the same period last year. The 2nd quarter was up 54% on the same period last year.

Total and Category Comparative Trends



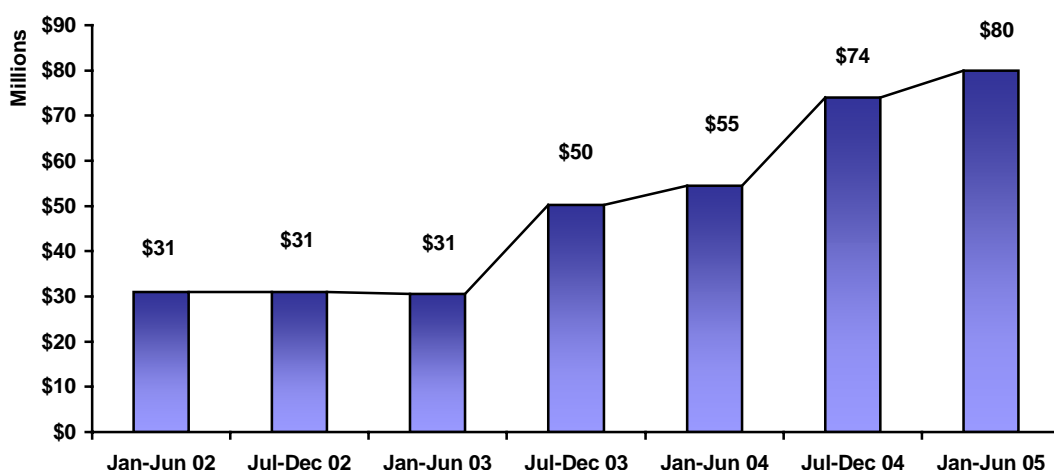
All categories were up during the 2nd quarter of 2005.

General Advertising Expenditure

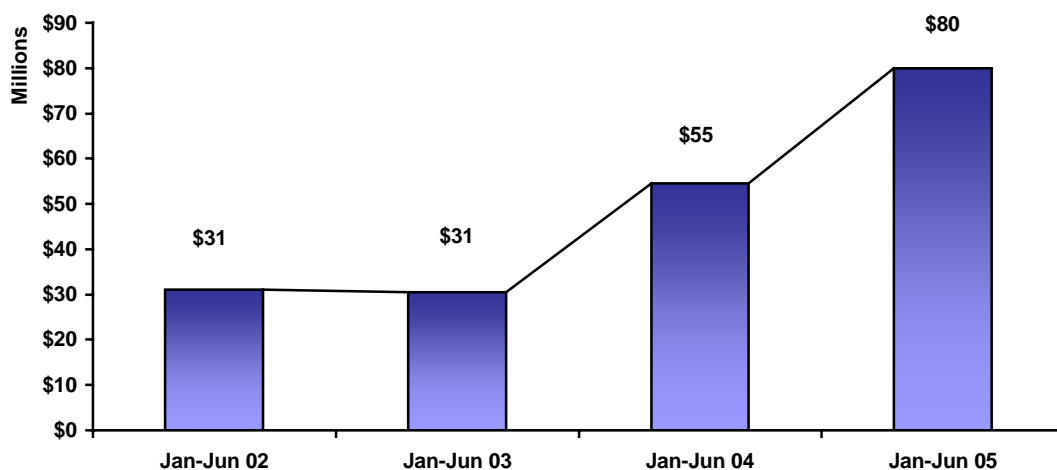
The total online ad expenditure for General Advertising for the 6 months ended June 30, 2005 was \$80,000,000.

	General
Jan 05-Jun 05	\$80,000,000
Jul 04-Dec 04	\$74,000,000
Jan 04-Jun 04	\$54,500,000
Jul 03-Dec 03	\$50,201,279
Jan 03-Jun 03	\$30,524,060
Jul 02-Dec 02	\$30,975,930
Jan 02-Jun 02	\$31,024,070

General Ad Expenditure by Half-Year

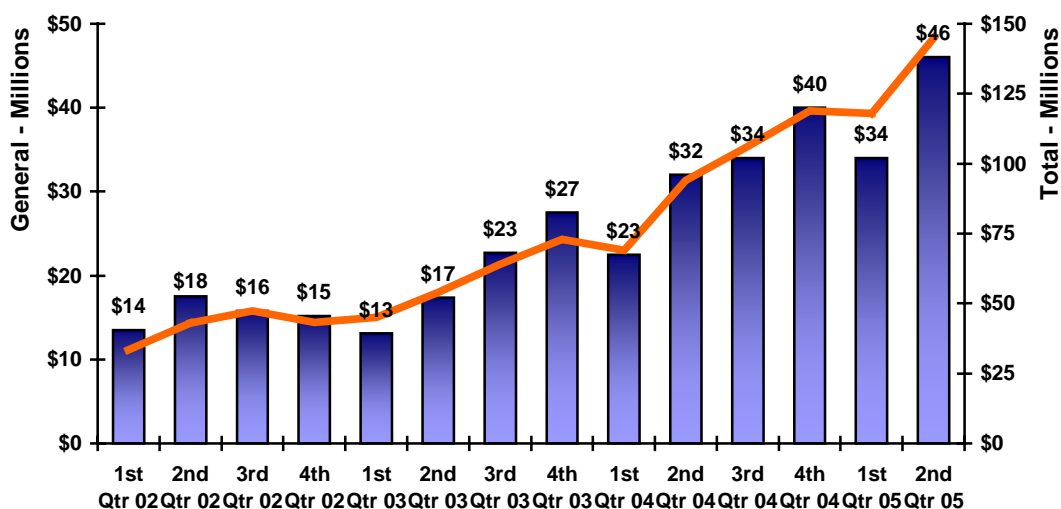


General Ad Expenditure by Half-Year Ended June 30



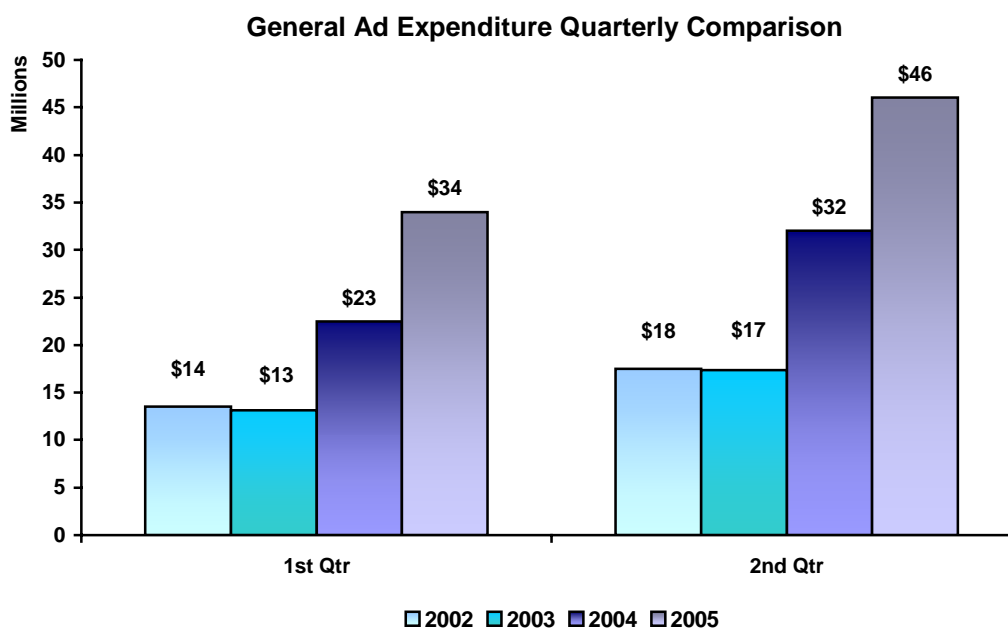
Online ad expenditure for General advertising was up 47% on the same half-year period last year.

General Ad Expenditure by Quarter with Total Online Ad Expenditure Trend



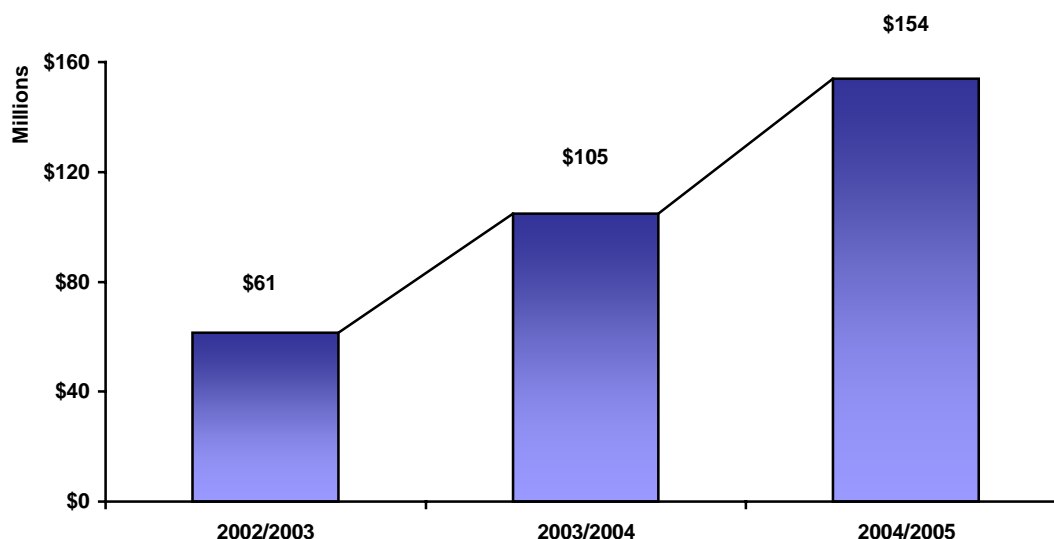
On a quarterly basis, the 2nd quarter of 2005 was the strongest performing quarter during the 6 months ended June 30, 2005, up 35% on the 1st quarter of 2005.

	General
2nd Qtr 05	\$46,000,000
1st Qtr 05	\$34,000,000
4th Qtr 04	\$40,000,000
3rd Qtr 04	\$34,000,000
2nd Qtr 04	\$32,000,000
1st Qtr 04	\$22,500,000
4th Qtr 03	\$27,479,934
3rd Qtr 03	\$22,721,345
2nd Qtr 03	\$17,391,290
1st Qtr 03	\$13,132,770
4th Qtr 02	\$15,168,016
3rd Qtr 02	\$15,807,914
2nd Qtr 02	\$17,508,741
1st Qtr 02	\$13,515,329



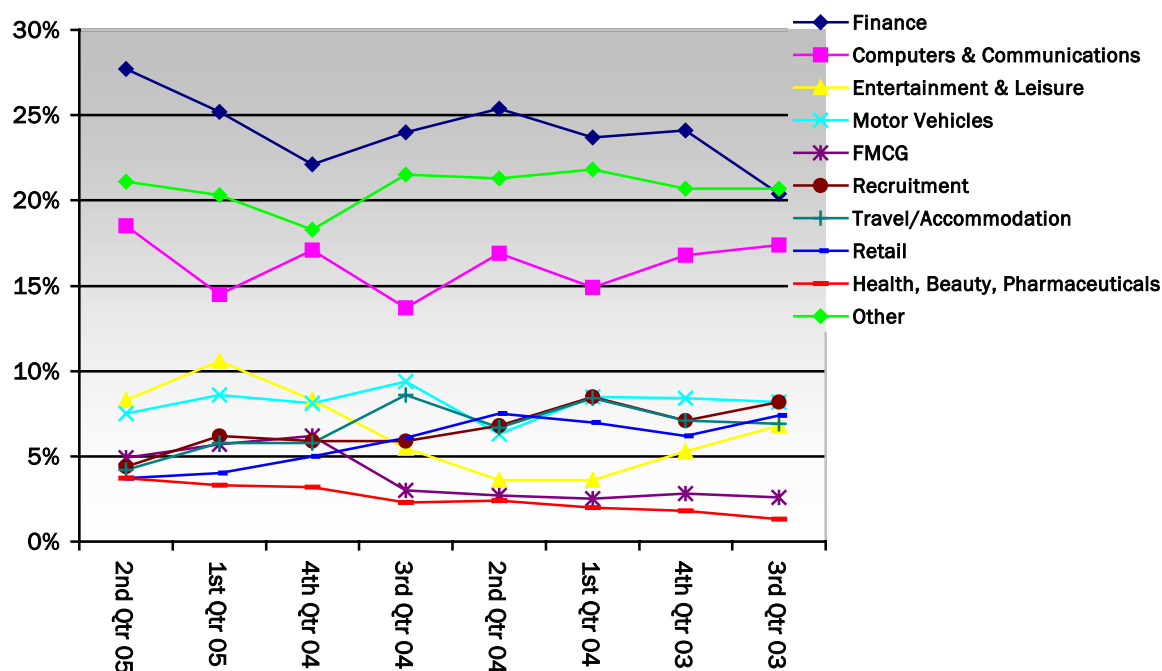
General ad expenditure in Australia in the 1st quarter of 2005 was up 51% on the same period last year. The 2nd quarter was up 44% on the same period last year.

Online ad expenditure for General advertising was up 8% on the second half of 2004.



General Ad Expenditure in Australia for the 12 months to June 30, 2005 was \$154,000,000, an increase of 47% over the 12 months to June 2004.

Advertiser Industry Category Share by Quarter



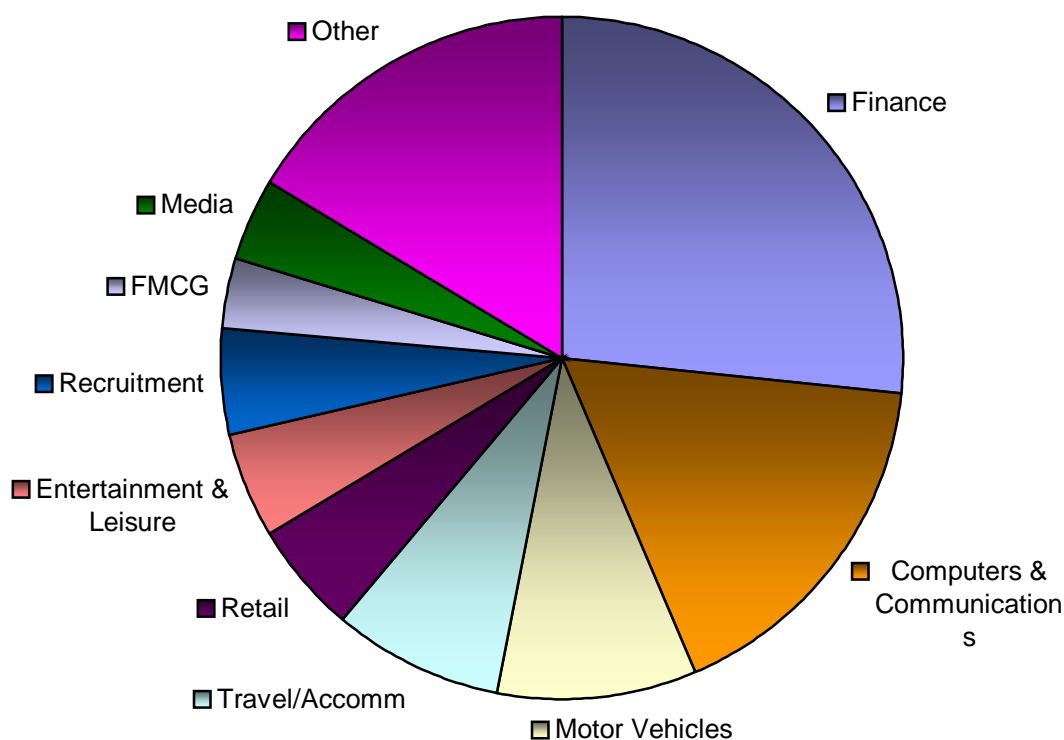
*Other for graphical purposes includes Alcoholic Beverages, Community/Public Service, Home Products & Services, Government, Real Estate, Education & Learning, Insurance, Media, and Office & Business Equipment which appear as separate listings in the above table.

Advertiser Industry Category	2nd Qtr 05	1st Qtr 05	4th Qtr 04	3rd Qtr 04	2nd Qtr 04	1st Qtr 04	4th Qtr 03	3rd Qtr 03
Finance	27.7%	25.2%	22.1%	24.0%	25.4%	23.7%	24.1%	20.4%
Computers & Communications	18.5%	14.5%	17.1%	13.7%	16.9%	14.9%	16.8%	17.4%
Motor Vehicles	8.3%	10.6%	8.1%	9.4%	6.3%	8.5%	8.4%	8.2%
Travel/Accommodation	7.5%	8.6%	5.8%	8.6%	6.7%	8.4%	7.1%	6.9%
Retail	4.9%	5.7%	5.0%	6.1%	7.5%	7.0%	6.2%	7.4%
Entertainment & Leisure	4.4%	6.2%	8.3%	5.5%	3.6%	3.6%	5.3%	6.8%
Recruitment	4.2%	5.8%	5.9%	5.9%	6.8%	8.5%	7.1%	8.2%
Media	3.7%	4.0%	2.0%	2.7%	3.4%	2.0%	4.1%	3.3%
FMCG	3.7%	3.3%	6.2%	3.0%	2.7%	2.5%	2.8%	2.6%
Other	3.7%	4.1%	6.1%	6.6%	3.1%	3.4%	4.1%	4.3%
Government	3.4%	2.5%	1.5%	1.9%	2.3%	2.6%	2.1%	2.6%
Health, Beauty, Pharmaceuticals	2.9%	2.7%	3.2%	2.3%	2.4%	2.0%	1.8%	1.3%
Insurance	2.8%	1.5%	1.5%	1.9%	2.6%	2.9%	2.7%	2.7%
Real Estate	2.1%	2.5%	2.8%	4.1%	4.5%	5.0%	3.5%	3.7%
Community/Public Service	1.1%	1.3%	2.7%	2.7%	1.5%	1.0%	1.3%	1.3%
Education & Learning	0.5%	0.4%	0.8%	0.6%	1.0%	0.8%	0.9%	0.7%
Home Products & Services	0.4%	0.6%	0.6%	0.6%	1.5%	1.2%	1.0%	0.9%
Office & Business Equipment	0.1%	0.2%	0.3%	0.1%	0.1%	0.1%	0.4%	0.5%
Alcoholic Beverages	0.1%	0.2%	0.1%	0.3%	1.3%	2.8%	0.6%	0.7%

On a quarterly basis, Finance continues to dominate the General advertising industry categories having increased its share in the last 12 months from 24.0% to 27.7%.

Computers & Communications grew its share to 18.5% in the 2nd quarter of 2005 from its 13.7% share in the 3rd quarter of 2004.

Advertiser Industry Category Share Half Year to June 30, 2005



*Other for graphical purposes includes Alcoholic Beverages, Community/Public Service, Home Products & Services, Government, Real Estate, Education & Learning, Insurance, Office & Business Equipment and Health, Beauty, Pharmaceuticals which appear as separate listings in the above table.

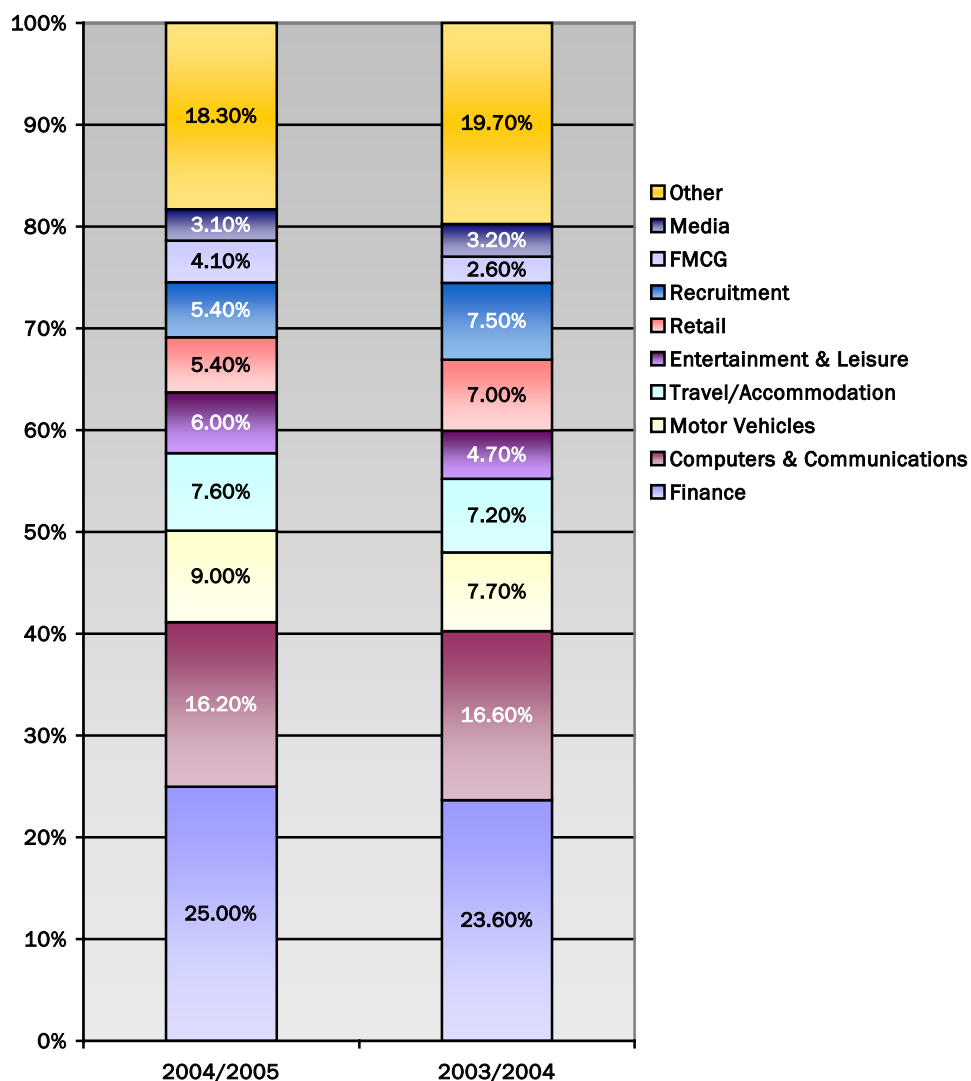
Advertiser Industry Category	Jan - Jun 05	Jul - Dec 04	Jan - Jun 04	Jul - Dec 03	Jan - Jun 03
Finance	26.7%	23.0%	24.7%	22.4%	17.7%
Computers & Communications	16.8%	15.5%	16.1%	17.1%	20.0%
Motor Vehicles	9.3%	8.7%	7.2%	8.3%	12.3%
Travel/Accommodation	8.0%	7.1%	7.4%	7.0%	7.7%
Retail	5.3%	5.5%	7.3%	6.7%	3.3%
Entertainment & Leisure	5.1%	7.0%	3.6%	6.0%	7.2%
Recruitment	4.9%	5.9%	7.5%	7.6%	8.9%
Other	3.8%	6.3%	3.2%	4.2%	3.7%
Media	3.8%	2.3%	2.8%	3.7%	3.1%
FMCG	3.5%	4.7%	2.6%	2.7%	1.8%
Government	3.0%	1.7%	2.4%	2.3%	2.0%
Health, Beauty, Pharmaceuticals	2.8%	2.8%	2.2%	1.6%	3.6%
Insurance	2.2%	1.7%	2.7%	2.7%	1.8%
Real Estate	2.2%	3.4%	4.7%	3.6%	2.7%
Community/Public Service	1.2%	2.7%	1.3%	1.3%	1.4%
Home Products & Services	0.5%	0.6%	1.4%	1.0%	1.1%
Education & Learning	0.5%	0.7%	0.9%	0.8%	0.7%
Office & Business Equipment	0.1%	0.2%	0.1%	0.4%	0.4%
Alcoholic Beverages	0.1%	0.2%	1.9%	0.6%	0.6%

Finance which incorporates Personal Banking and Investment was the highest spending advertiser category in General advertising with 26.7% of the total General ad spend for the 6 months ended June 30, 2005. This is up from its 23.0% share in the second-half of 2004.

Computers and Communications saw its share rose from 15.5% to 16.8% in the first half of 2005.

The fastest growing category with annual ad expenditure of over \$1million is Real Estate which experienced growth of 42.8% during the 6 months ended June 30, 2005.

Advertiser Industry Category Share By Financial Year



*Other for graphical purposes includes Alcoholic Beverages, Community/Public Service, Home Products & Services, Government, Real Estate, Education & Learning, Insurance, Office & Business Equipment and Health, Beauty, Pharmaceuticals which appear as separate listings in the above table.

Advertiser Industry Category	2004/2005	2003/2004
Finance	25.0%	23.6%
Computers & Communications	16.2%	16.6%
Motor Vehicles	9.0%	7.7%
Travel/Accommodation	7.6%	7.2%
Entertainment & Leisure	6.0%	4.8%
Retail	5.4%	7.0%
Recruitment	5.4%	7.5%
Other	5.0%	3.7%
FMCG	4.1%	2.6%
Media	3.1%	3.2%
Health, Beauty, Pharmaceuticals	2.8%	1.9%
Real Estate	2.8%	4.2%
Government	2.4%	2.4%
Insurance	2.0%	2.7%
Community/Public Service	1.9%	1.3%
Education & Learning	0.6%	0.9%
Home Products & Services	0.5%	1.2%
Office & Business Equipment	0.2%	0.2%
Alcoholic Beverages	0.2%	1.3%

Finance was also the highest spending advertiser category in General advertising for the 2004/2005 financial year with 25.0% of the total General ad spend. This is up from its 23.6% in the 2003/2004 financial year.

Computers and Communications saw its share fall slightly from the previous financial year to 16.2%. Motor Vehicles increased its share from 7.7% to 9.0% and Travel and Accommodation rose from 7.2% to 7.6%.

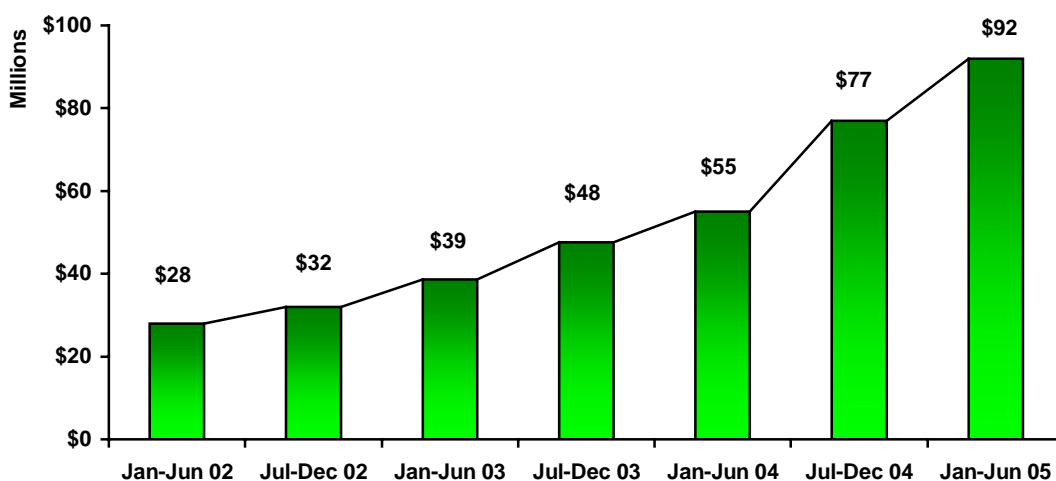
The fastest growing category with annual ad expenditure of over \$2million is Health, Beauty, Pharmaceuticals which exhibited growth at 111.2% during the 2004/2005 financial year.

Classifieds Advertising Expenditure

Total online ad expenditure for Classifieds Advertising for the 6 months ended June 30, 2005 was \$92,000,000.

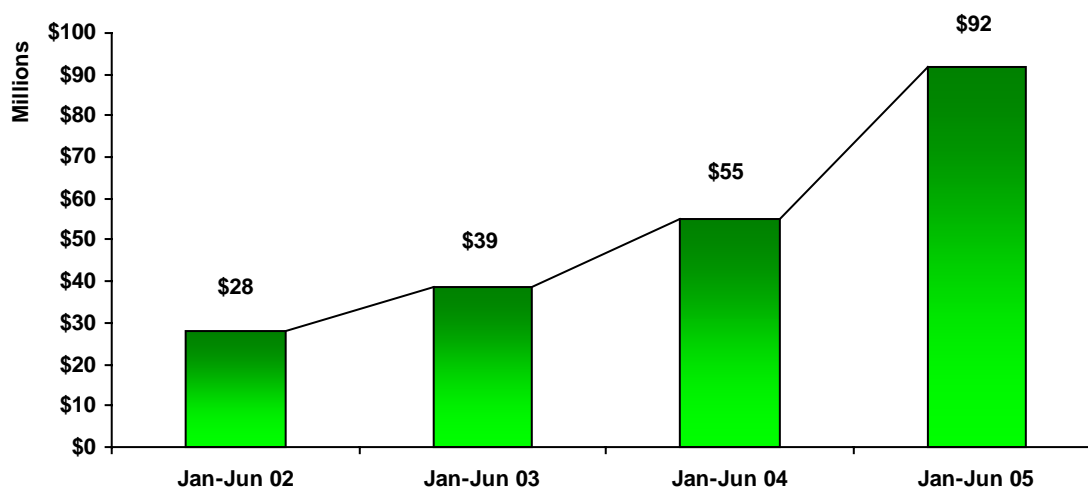
	Classifieds
Jan 05-Jun 05	\$92,000,000
Jul 04-Dec 04	\$77,000,000
Jan 04-Jun 04	\$55,000,000
Jul 03-Dec 03	\$47,666,119
Jan 03-Jun 03	\$38,578,175
Jul 02-Dec 02	\$31,997,300
Jan 02-Jun 02	\$28,002,700

Classifieds Ad Expenditure by Half-Year



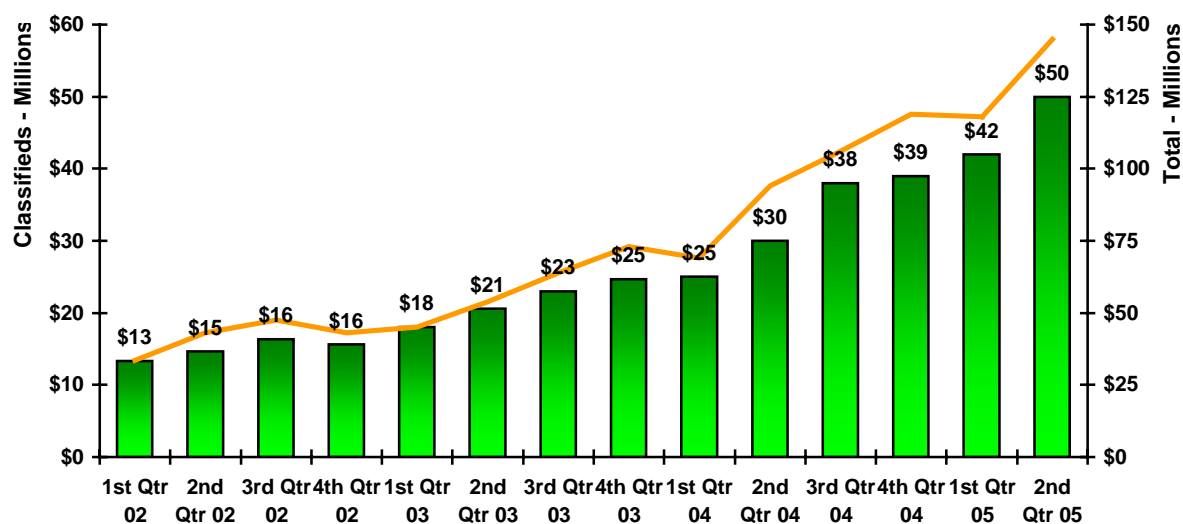
Online ad expenditure for Classifieds advertising was up 20% on the second half of 2004.

Classifieds Ad Expenditure by Half-Year Ended June 30



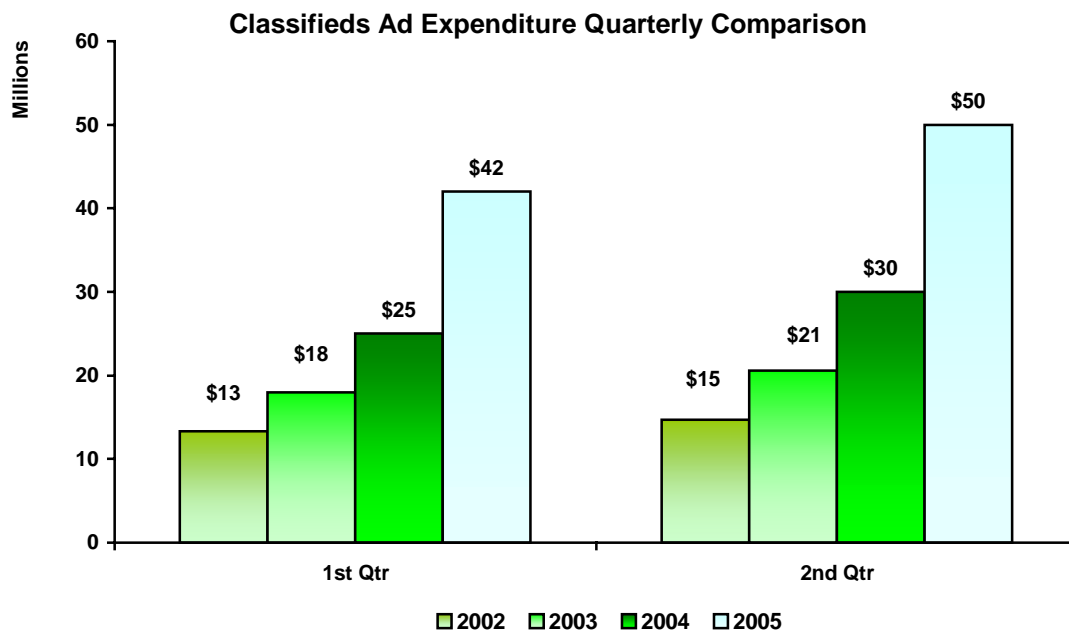
Online ad expenditure for Classifieds advertising was up 67% on the same half-year period last year.

Classifieds Ad Expenditure by Quarter with Total Online Ad Expenditure Trend



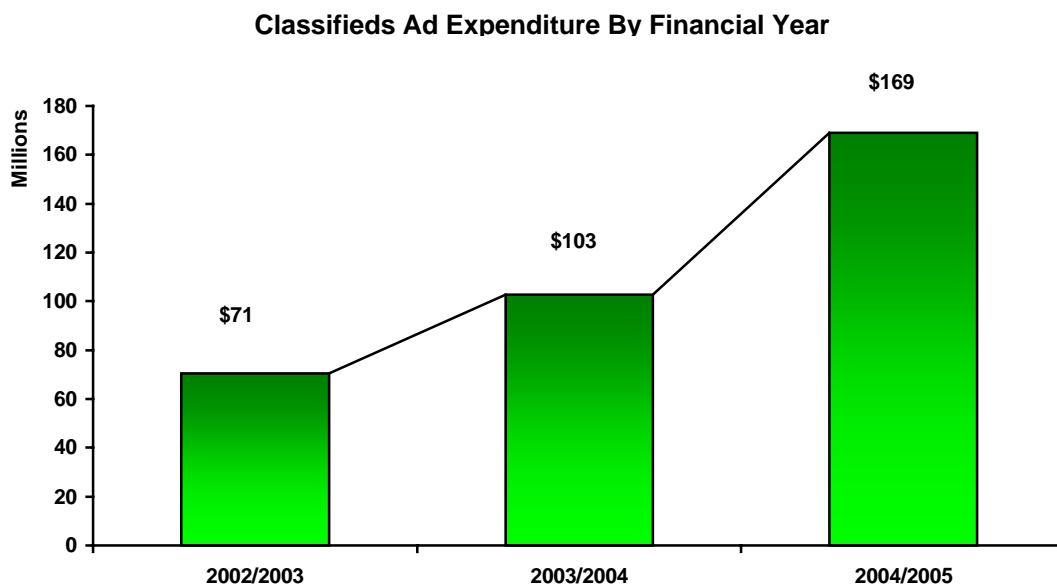
On a quarterly basis, the 2nd quarter totalled \$50,000,000 up 19% on the 1st quarter of 2005.

	Classifieds
2nd Qtr 05	\$50,000,000
1st Qtr 05	\$42,000,000
4th Qtr 04	\$39,000,000
3rd Qtr 04	\$38,000,000
2nd Qtr 04	\$30,000,000
1st Qtr 04	\$25,000,000
4th Qtr 03	\$24,714,607
3rd Qtr 03	\$22,951,512
2nd Qtr 03	\$20,556,558
1st Qtr 03	\$18,021,617
4th Qtr 02	\$15,640,828
3rd Qtr 02	\$16,356,473
2nd Qtr 02	\$14,685,366
1st Qtr 02	\$13,317,334



Classifieds ad expenditure in Australia in the 1st quarter of 2005 was up 68% on the same period last year. The 2nd quarter was up 67% on the same period last year.

Recruitment, Real Estate and Automotive were the leading categories for Classifieds expenditure for the 6 months ended June 30, 2005.



Classifieds Ad Expenditure in Australia for the 12 months to June 30, 2005 was \$169,000,000, an increase of 65% over the 12 months to June 30, 2004.

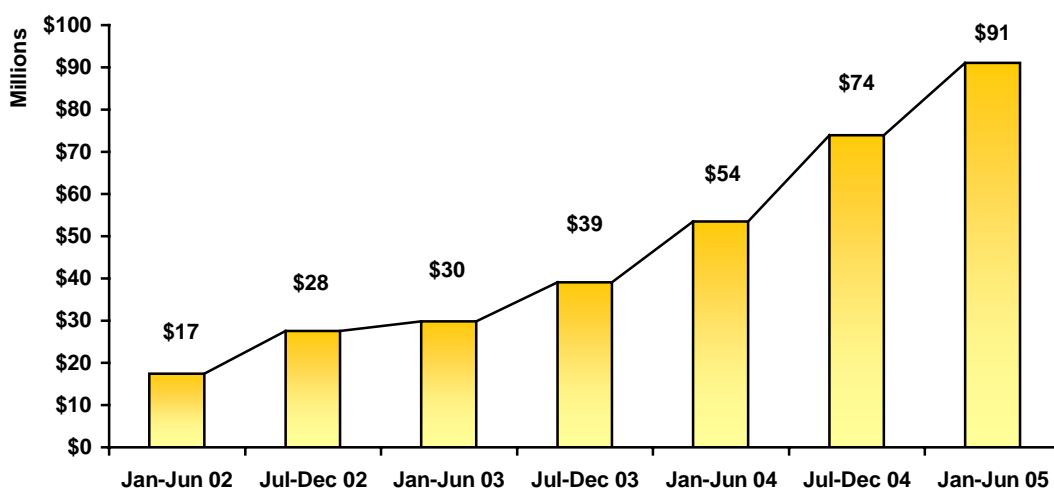
Recruitment, Real Estate and Automotive were the leading categories for Classifieds expenditure for the 2004/2005 financial year.

Search and Directories Advertising Expenditure

Total online ad expenditure for Search and Directories for the 6 months ended June 30, 2005 was \$91,000,000.

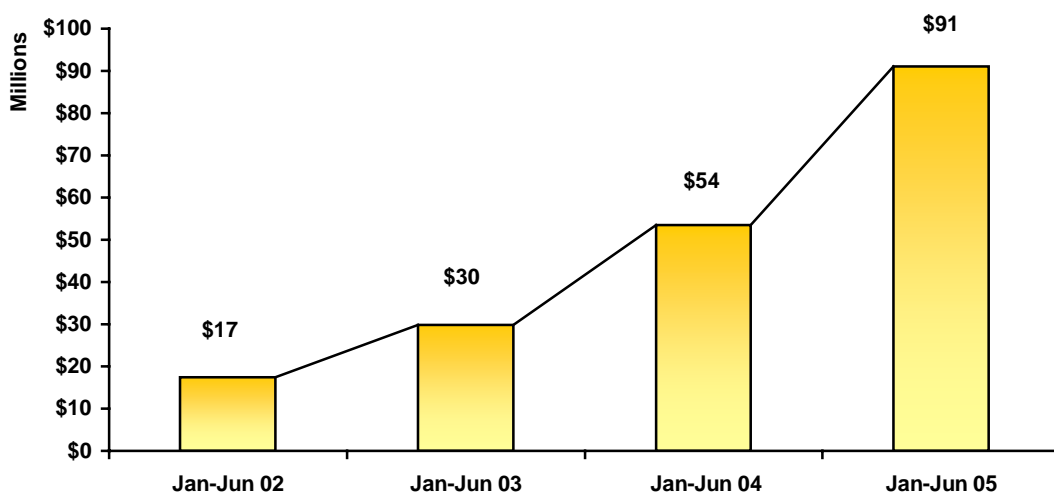
	Search and Directories
Jan 05-Jun 05	\$91,000,000
Jul 04-Dec 04	\$74,000,000
Jan 04-Jun 04	\$53,500,000
Jul 03-Dec 03	\$39,132,602
Jan 03-Jun 03	\$29,897,765
Jul 02-Dec 02	\$27,614,930
Jan 02-Jun 02	\$17,385,070

Search and Directories Ad Expenditure by Half-Year



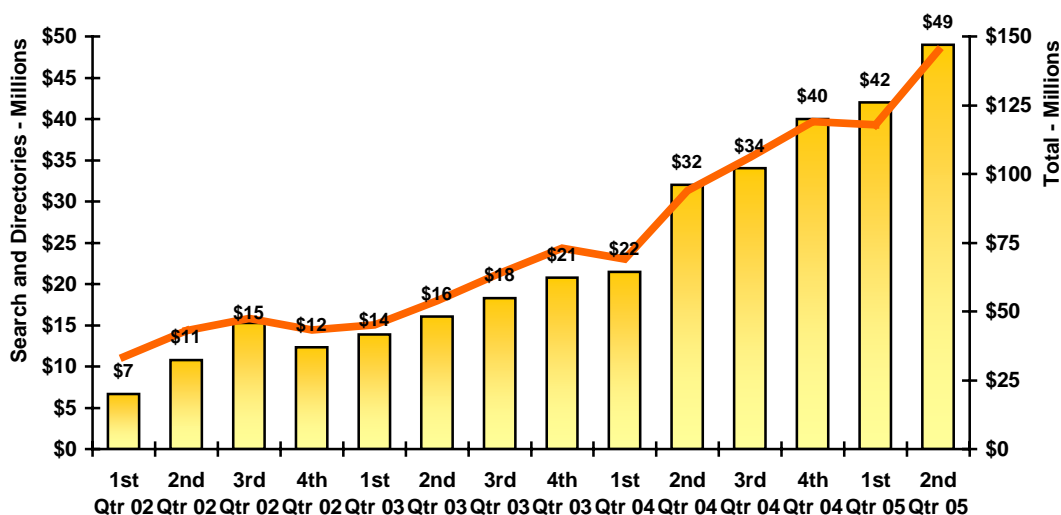
Online ad expenditure for Search and Directories advertising was up 23% on the second half of 2004.

Search and Directories Ad Expenditure by Half-Year Ended June 30



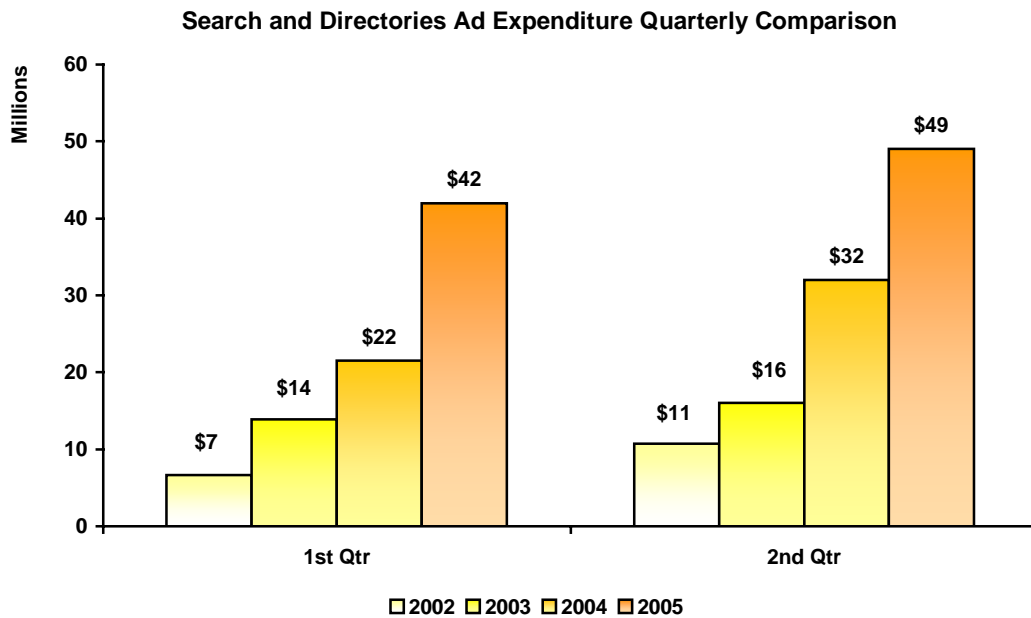
Online ad expenditure for Search and Directories advertising was up 70% on the same half-year period last year.

Search and Directories Ad Expenditure by Quarter with Total Online Ad Expenditure Trend



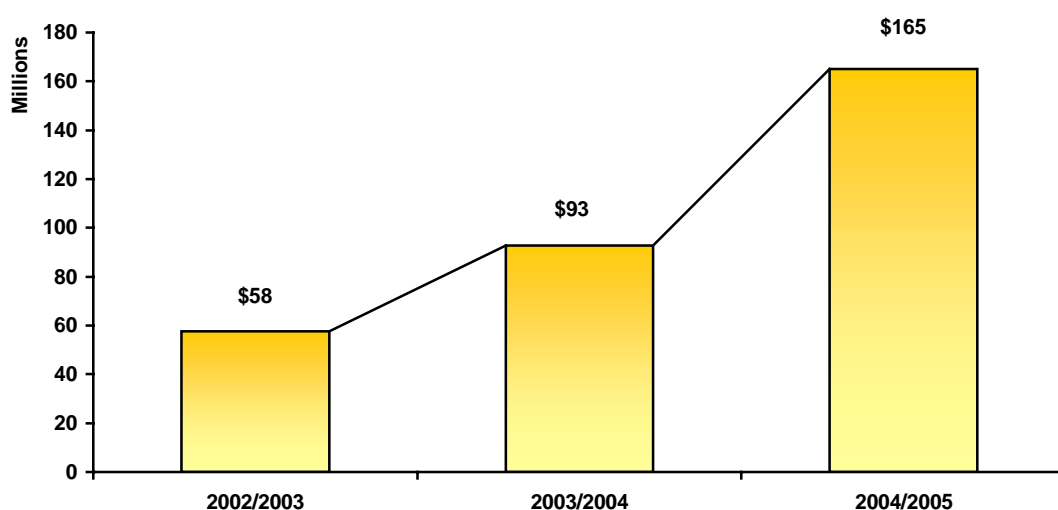
Search & Directories ad expenditure in Australia in the 2nd quarter of 2004 was \$49,000,000 up 17% on the 1st quarter of 2005, which totalled \$42,000,000.

	Search & Dir.
2nd Qtr 05	\$49,000,000
1st Qtr 05	\$42,000,000
4th Qtr 04	\$40,000,000
3rd Qtr 04	\$34,000,000
2nd Qtr 04	\$32,000,000
1st Qtr 04	\$21,500,000
4th Qtr 03	\$20,805,459
3rd Qtr 03	\$18,327,143
2nd Qtr 03	\$16,052,152
1st Qtr 03	\$13,845,613
4th Qtr 02	\$12,335,206
3rd Qtr 02	\$15,279,724
2nd Qtr 02	\$10,756,419
1st Qtr 02	\$6,628,651



Search and Directories ad expenditure in Australia in the 1st quarter of 2005 was up 95% on the same period last year. The 2nd quarter was up 53% on the same period last year.

Search & Directories Ad Expenditure By Financial Year



Search & Directories Ad Expenditure in Australia for the 12 months to June 30, 2005 was \$165,000,000, an increase of 78% over the 12 months to June 30, 2004.

Glossary

Advertising Expenditure Types

General 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/Directories Advertising

Expenditure from online directory or search engine listings.

Please note: e-commerce or transaction based expenditure has not been included in this report.

General 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 & Computers

This pertains to companies involved with the manufacturing, sale and provision of services relating to communication products and computer or information technology products. This includes all software and hardware, telephones (land line and mobile), pager systems, two-way radio services, airtime resellers and internet service providers (ISP), ISP hosting, internet web hosting and companies involved with the retail of communication products.

Community & Public Service

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

Education & Learning

Any company, organisation or institution in either the private or the government sector that provides 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 & Leisure

This category includes any organisation that provides products, services, interactivity and viewing content related to life-style and/or entertainment.

Finance (Personal Banking & Investing)

Any company providing banking products, services or advice on an individual basis through a bank or building society. As well as any company providing investment products, services or advice on a corporate or individual basis. The products, services or advice can relate to and include superannuation products, brokering, stock market tracking and forecasting and consulting services.

FMCG (Fast Moving Consumer Goods)

Any business providing products that are considered supermarket items with short shelf lives.

Government

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

Health, Beauty & Pharmaceuticals

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

Home Products & Services

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

Insurance

Any business either corporate or individual involved with consumer related insurance products or services. This includes motor vehicle insurance, house and house hold contents insurance, life insurance, health insurance, corporate and professional insurance and any banking or finance institution with a registered insurance division.

Media

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

Motor Vehicles

Any business involving the manufacture, servicing or sale of a free wheeling conveyance that is powered by an inbuilt engine. This includes cars, trucks, motorbikes and motorised scooters.

Office & Business Equipment

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

Other

Any business that does not meet the general parameters of any of the preceding definitions.

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

Any business providing products, services and/or information and advice related to the travel and tourism industry.

Participating Members

2

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A

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www.altavista.com.au
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J

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W

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www.whitepages.com.au
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X

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Y

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www.yellowpages.com.au
www.yourguide.com.au

Z

www.zuji.com.au

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