



How-To:

Video Advertising for Brands

Introduction

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DOLLAR SHAVE CLUB

SHAVE TIME. SHAVE MONEY.

Dollar Shave Club is Coming to Australia!

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We're American, You're Australian. In the name of light, let's join forces and fight evil. Enter your email address and we'll send you a special launch discount when we're live.

GO

powered by **launchrock**

Link to video:

<http://www.youtube.com/watch?v=ZUG9qYTJMsI>

Online video ad expenditure as a percentage of online display expenditure – US, UK & AU



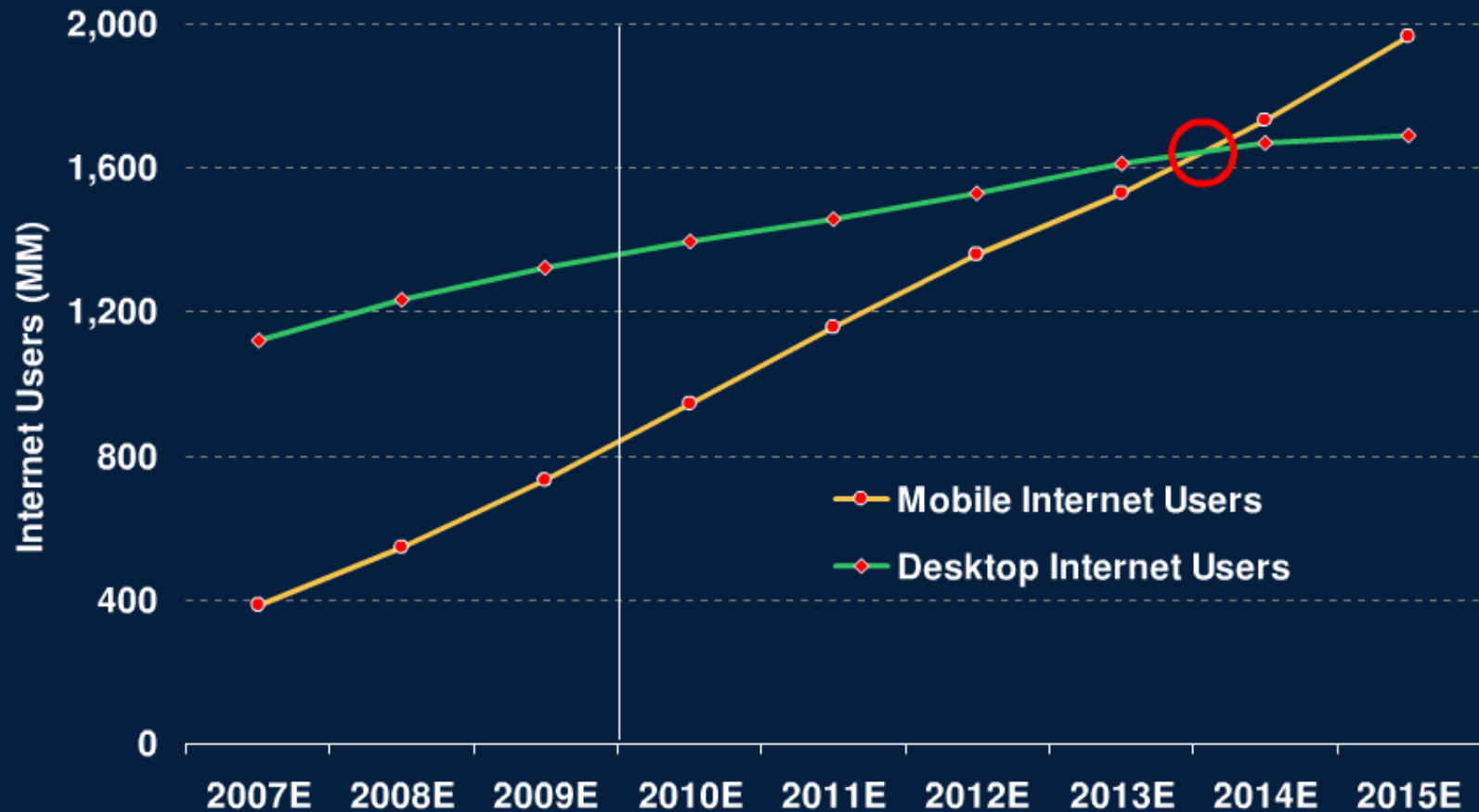
	US	UK	AU
6 mths to June 2012	\$1b	£70m	\$42m
Increase yr on yr	14%	43%	27%
% of total online ad ex	6%	2.3%	2.6%
% of online display ad ex	15%	12%	10%

AU advertising industry stats 2013 to 2016*

2013		2016	CAGR
\$13.9b	Total advertising market	\$15b	2.8%
\$3.4b	Total online advertising	\$4.8b	12.0%
\$1.6b	Search & directories	\$2.6b	13.2%
\$900m	General Display	\$1.2b	8.3%
\$104m	Online video advertising	\$280m	39%**
\$70m	Mobile advertising	\$300m	46.0%
\$3.2b	Total free to air TV advertising	\$3.5b	1.8%
\$3.2b	Total newspaper advertising	\$2.8b	- 5.1%
24%	Online advertising share	33%	
26%	Free TV share	25%	
25%	Newspapers share	20%	

Mobile Users > Desktop Internet Users Within 5 Years

Global Mobile vs. Desktop Internet User Projection, 2007 – 2015E





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7,397,044

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59,627 likes, 453 dislikes