



iab. australia

Introduction

IAB Awards – HURRY!

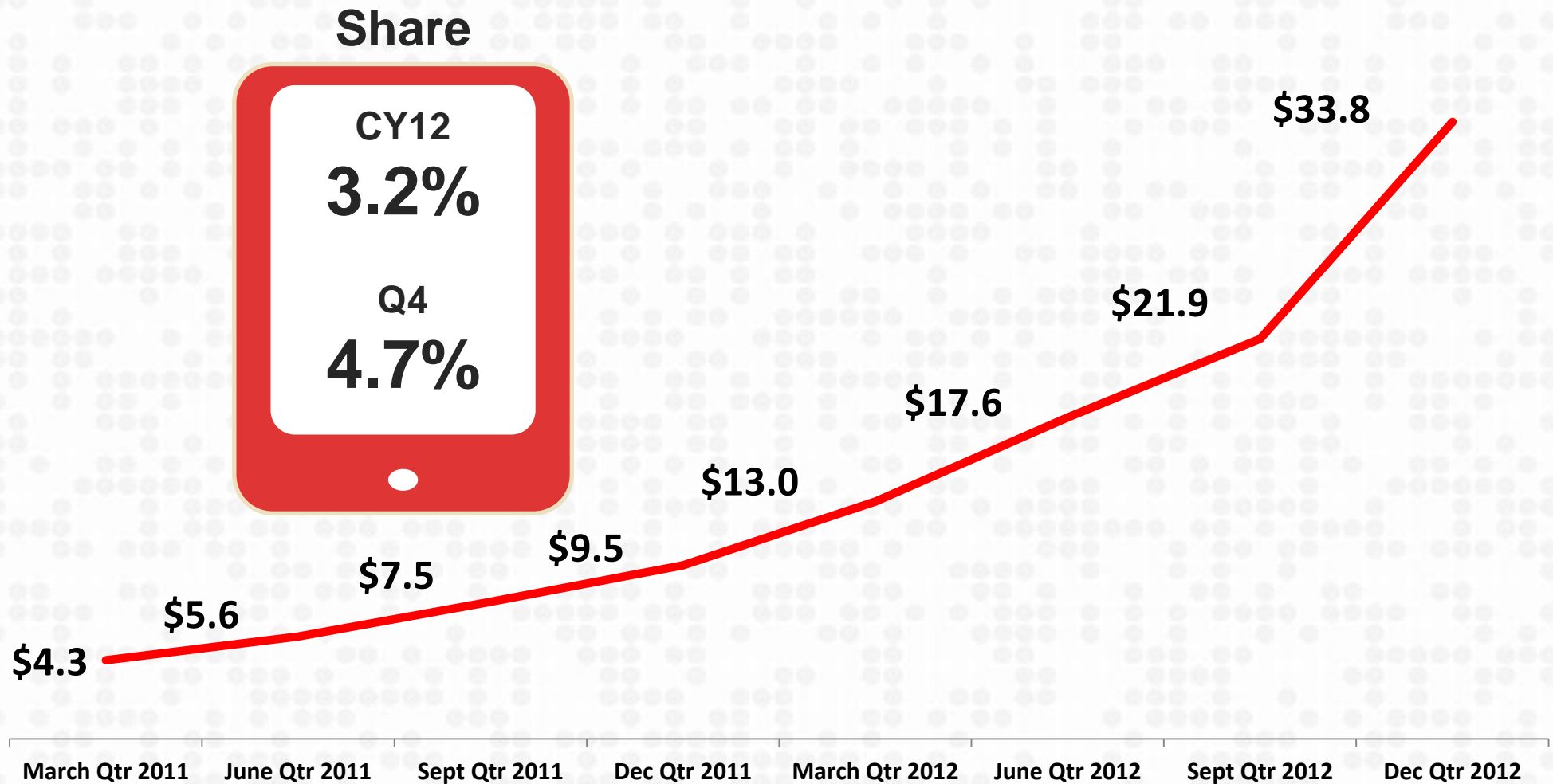
- The online advertising industry's pre-eminent annual awards for creativity and effectiveness in Australia
- 14 categories
- Awards Ceremony for over 600 people on 11 July
- **Entries close midnight 11 April**
- Tickets on sale now

IAB Training – Mobile Fundamentals

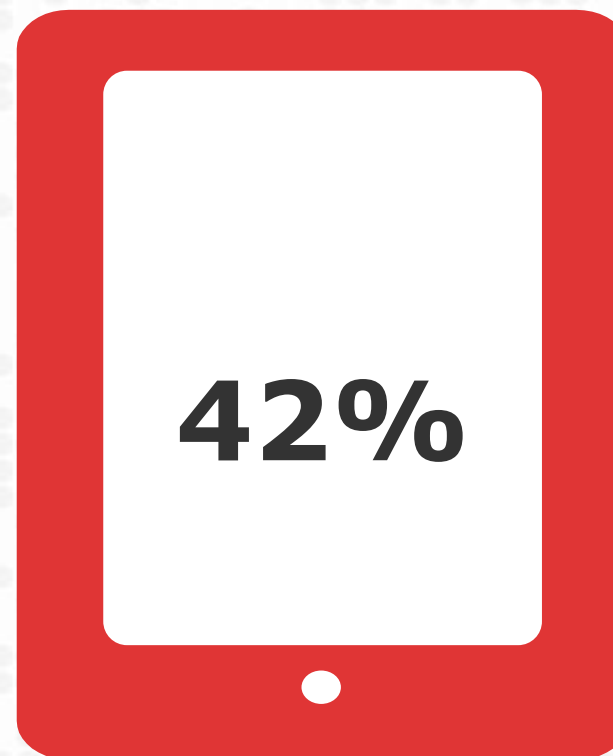


- 1 day training session - **April 17th** (session nearly sold out)
- Small group, hands-on, practical training
- Covers everything from mobile sites, apps and display advertising to developing mobile and tablet strategy, audience insights and brand engagement
- Taught by industry expert Marc Fine

Mobile - \$86.2m CY12



Device share



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