

Digital Advertising Spend Sources

	What does it cover?	When is it released?	Methodology	Notes	Website
IAB/PwC Online Advertising Expenditure Report (OAER)	Digital revenues - display, search and classifieds revenue from all buying sources (agency & direct). Includes reporting on mobile and digital video revenue.	Quarterly approximately 2 months after end of financial quarter.	Revenue data publisher members of IAB Australia submitted to auditors PwC and modelled data for publishers unable to report local revenue (incl. Google & Facebook).	<ul style="list-style-type: none"> • Full report free for IAB Australia members only. • Similar reports published by many of the other 43 IAB international offices however there are some methodological & definition differences in different markets. 	https://www.iabaustralia.com.au/
CEASA (Commercial Economic Advisory Service of Australia)	All major paid media channels (digital, TV, print, radio, outdoor, cinema).	Bi-annually – 1st half of the year (Jan-Jun) released in September, 2nd half of the year (Jul-Dec) released in April.	Collated revenue figures from authorised industry body sources. Digital based on IAB/PwC OAER data.	<ul style="list-style-type: none"> • AVOD revenue from FTA TV & STV players reported in both the TV & digital lines. Duplication is removed from the market total. 	http://users.tpg.com.au/ceasa/index.html
PwC Outlook	All major paid media channels revenue estimates including 5 year projection	Annually in June.	Range of industry sources and modelled projections. IAB/PwC OAER is the base for current digital data for Australia	<ul style="list-style-type: none"> • Same model used for regional and global markets. 	http://www.pwc.com.au/entertainment-and-media.html
SMI (Standard Media Index)	Major media agency spend (excluding all IPG Mediabrands agencies incl. UM, Initiative, Cadreon, Ansible). Does not include any direct advertiser spend.	Monthly – 15th of the following month with incomplete data – digital data for this release is only interim and should not be used to assess market performance. Second release with additional late booking data at the end of the following month.	Expenditure data sourced from agency booking systems.	<ul style="list-style-type: none"> • Does not include any direct advertising revenue & IPG Mediabrands spend which underestimates all digital categories but particularly search, social & classifieds. • Publisher revenue bought via exchanges is not allocated to publishers thus underestimating many publishers revenue. • Interim digital data should not be used. 	http://www.standardmediaindex.com/
Nielsen AdEx	Key display media ad revenue. Relationship with Pathmatics for digital tracking. Does not include in-app or social activity. Ad creatives also collected.	Monthly.	Spot monitoring of creative, ad spend extrapolated based on rate card and estimated inventory yield.	<ul style="list-style-type: none"> • Excludes search, classifieds, social and in-app digital inventory. 	http://www.nielsen.com/au/en/solutions/measurement/advertising-expenditure.html