

AD REVENUE 2H FY2018

\$4.3bn Digital Ad Market

Digital represented 53.7% of Total Australian Ad Market (\$8.0bn) in 2H FY18. Total Digital Ad Spend in FY18 ended on \$8.5bn, up 11% on FY17.

Video

Fastest Growing – now 8% of total ad market – up 44% on 2H FY17

Mobile

Now 24% of total ad market – up 39% 2H FY18 v 2H FY17

