



PROGRAMMATIC SUMMIT / 2019

7TH MARCH / ICC SYDNEY



Digital Fact Pack



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#Programmatic19

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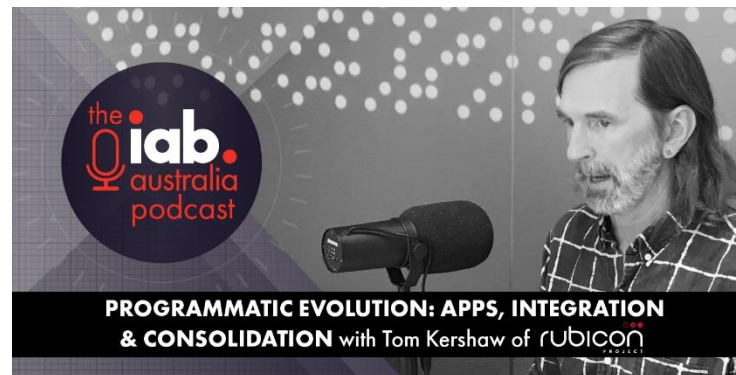
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IAB AUSTRALIA PODCAST

Want to deep dive programmatic topics with the experts? Check out the latest Programmatic Podcasts from IAB Australia.

Listen at iabaustralia.com.au



AUDIO ADVERTISING STATE OF THE NATION

1. **87%** of media buyers used streaming digital audio in 2018, up from **84%** in 2017.
2. Regular podcast advertising investment has **increased from 14% to 20%** in the last 12 months.
3. Nearly all radio buyers are expecting to execute a cross platform campaign in 2019 and **70%** of all media buyers intend to invest in cross platform (broadcast & digital) opportunities from radio networks.

87% USED STREAMING AUDIO ADVERTISING IN 2018 



6 IN 10 USE PODCAST ADVERTISING

ANOTHER **1/4** INTEND TO USE PODCASTS IN 2019 

PRIORITIES FOR THE INDUSTRY IN 2019

1. Measurement – cross platform & cross media
2. Demonstrating effectiveness
3. Education on programmatic audio
4. Continue to showcase creative



[IAB members can download the Audio Advertising: State of the Nation report on our website. Infographic available as a free download.](#)

VAST 4.1

This revision includes updates that addresses most of the gaps identified in VAST 4.0. The Digital Video Technical Standards Working Group expects VAST 4.1 to be the first version of VAST4 to be widely adopted. The following are highlights of the changes introduced in VAST 4.1:

- Verification via Open Measurement
- SSAI workflow and reporting enhancements
- Ad Request macros
- Closed Caption delivery
- DAAST (audio delivery)
- Deprecating VPAID

Updates for Improved Ad Verification, Ad Creative Measurement, Server-Side Ad Insertion and Integration of Audio Advertising

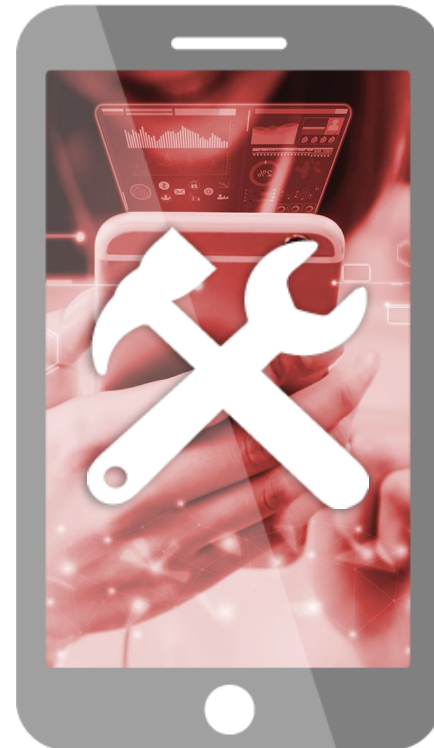


For more details, please [download the VAST 4.1 specification](#) from our website.

OPEN MEASUREMENT SDK

The Open Measurement Software Development Kit (OM SDK) is designed to facilitate third-party viewability and verification measurement for ads served to mobile app environments without requiring multiple ad verification service providers' (Measurement Providers) Software Development Kit (SDK).

Find out [more about the OM SDK](#) on our website.



**OPEN MEASUREMENT
SDK AVAILABLE FOR
DOWNLOAD:
A SINGLE SDK SOLVES
MOBILE APP
MEASUREMENT
CHALLENGES**

AUSTRALIAN DIGITAL AD PRACTICES ●●●

The Australian Digital Advertising Practices have been created specifically for advertisers in Australia to facilitate better relationships with agencies, publishers and digital platforms, and to foster shared responsibilities for digital ad spends and outcomes.

The Practices are the direct result of the AANA, IAB and MFA working to build trust and instil confidence in the digital advertising value chain.

[Download the Practices here.](#)



The following operating principles guide the approach we've taken and the content of the Australian Digital Advertising Practices.

1. CHAMPION THE CONSUMER EXPERIENCE

A better user experience will lift key quality metrics and overall campaign effectiveness.

2. EDUCATE TO INSPIRE CHANGE

Through best practice education, communication and a clear understanding of metrics, we seek to inspire change. We cannot force or mandate it.

3. SHARED OWNERSHIP AND RESPONSIBILITY

All participants in the value chain need to take responsibility for their own knowledge and understanding. Shared ownership and responsibility are imperative.

4. EVERY VALUE CHAIN IS UNIQUE

Each advertiser's needs are different. The approach to improving the value chain needs to be optimised for each advertiser's needs and partner arrangements. The advertiser must be accountable for their individual value chain.

5. FAIR VALUE FOR OUTCOMES DELIVERED.

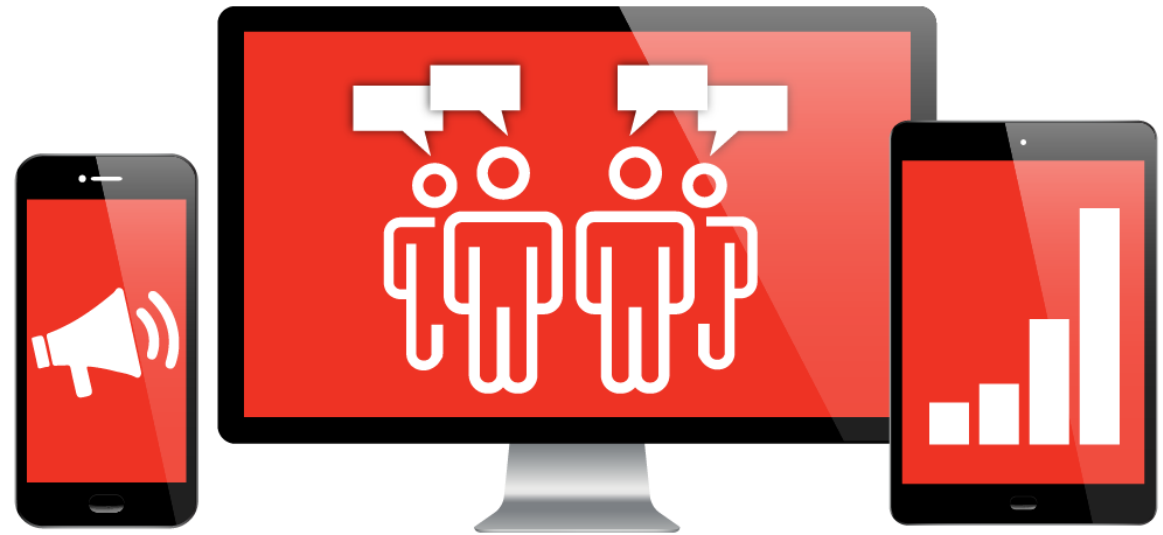
Value is created through quality and price, therefore, adopting best practices to deliver better outcomes may cost more.

FUTURE OF MEASUREMENT TOWN HALL

IAB Australia is reviewing the digital and cross-media measurement landscape. We invite stakeholders in the industry to share their views on current challenges and priorities in providing marketers and agencies with more confidence in assessing their digital brand advertising investments.

The information collected in this survey will be used to prioritise industry measurement projects for 2019 and beyond.

DIGITAL BRAND ADVERTISING & MEASUREMENT SURVEY



Survey participants will be eligible to win one of two IAB Australia MeasureUp conference tickets. [Take the survey here.](#)

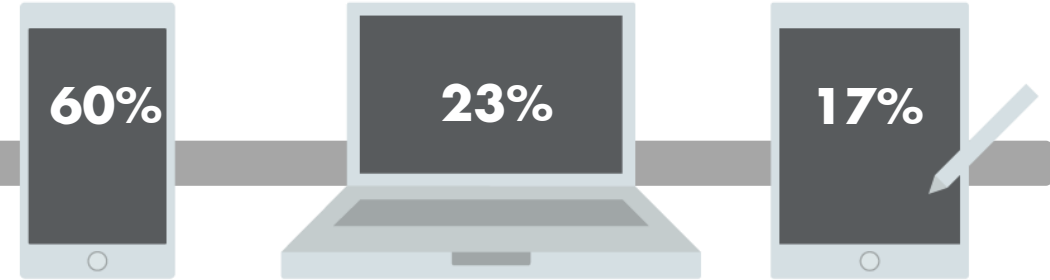
DIGITAL AUDIENCE

Time Online Per Month



Age	Time
18+	94hr 23min
18-24	106hr 46min
25-34	109hr 29min
35-44	95hr 37min
45-54	92hr 04min
55-64	95hr 42min
65+	64hr 08min

DEVICE SHARE OF TIME



20.7M Australians online in November 2018

19.5M Australians online each day

15.8M Australians online on their mobile daily

89% Australians have a smartphone

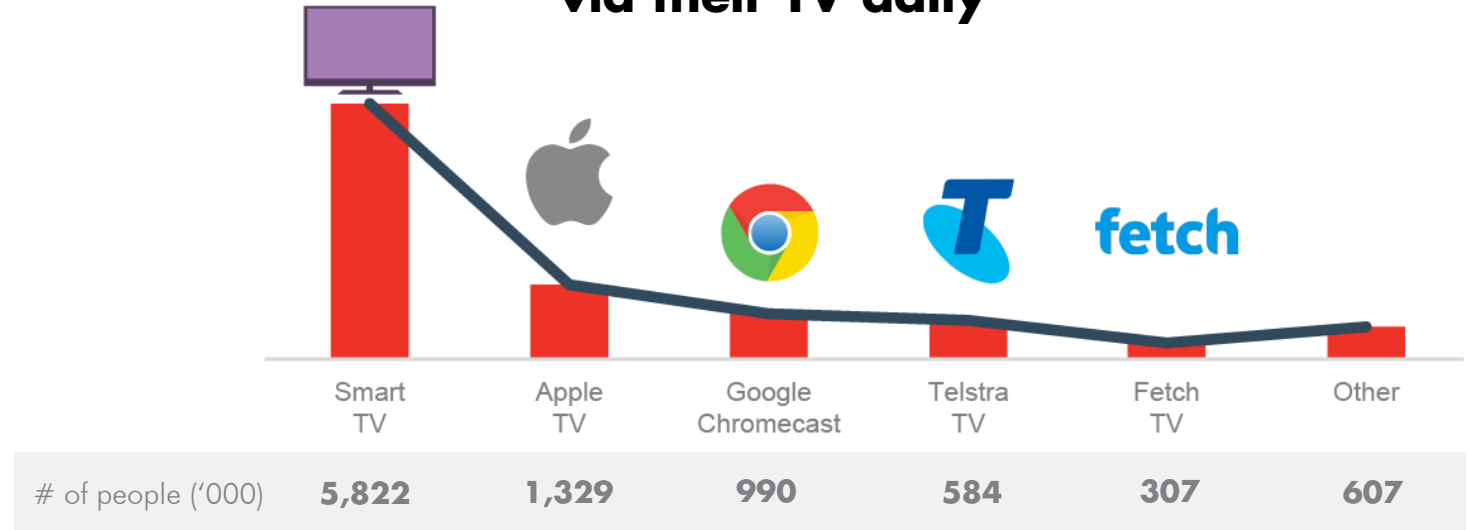
DEVICE OWNERSHIP



PEOPLE 14+	('000)	%
Smartphone ownership	18,219	89%
iOS	9,886	48%
Android	8,026	39%
Other OS	307	2%
Own more than 1 smartphone	1,617	8%
Daily use of internet on smartphone	15,773	77%

PEOPLE 14+	('000)	%
Tablet ownership	11,085	54%
iPad	7,860	38%
Android tablet	3,225	16%
Use iPad daily	4,344	21%
Use Android tablet daily	1,464	7%

4.9M Australians access internet content via their TV daily



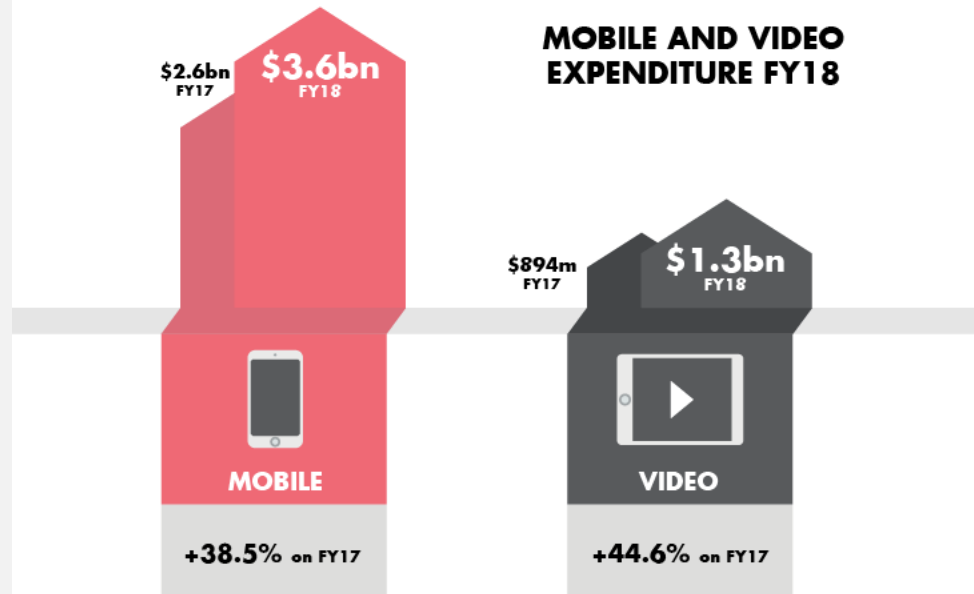
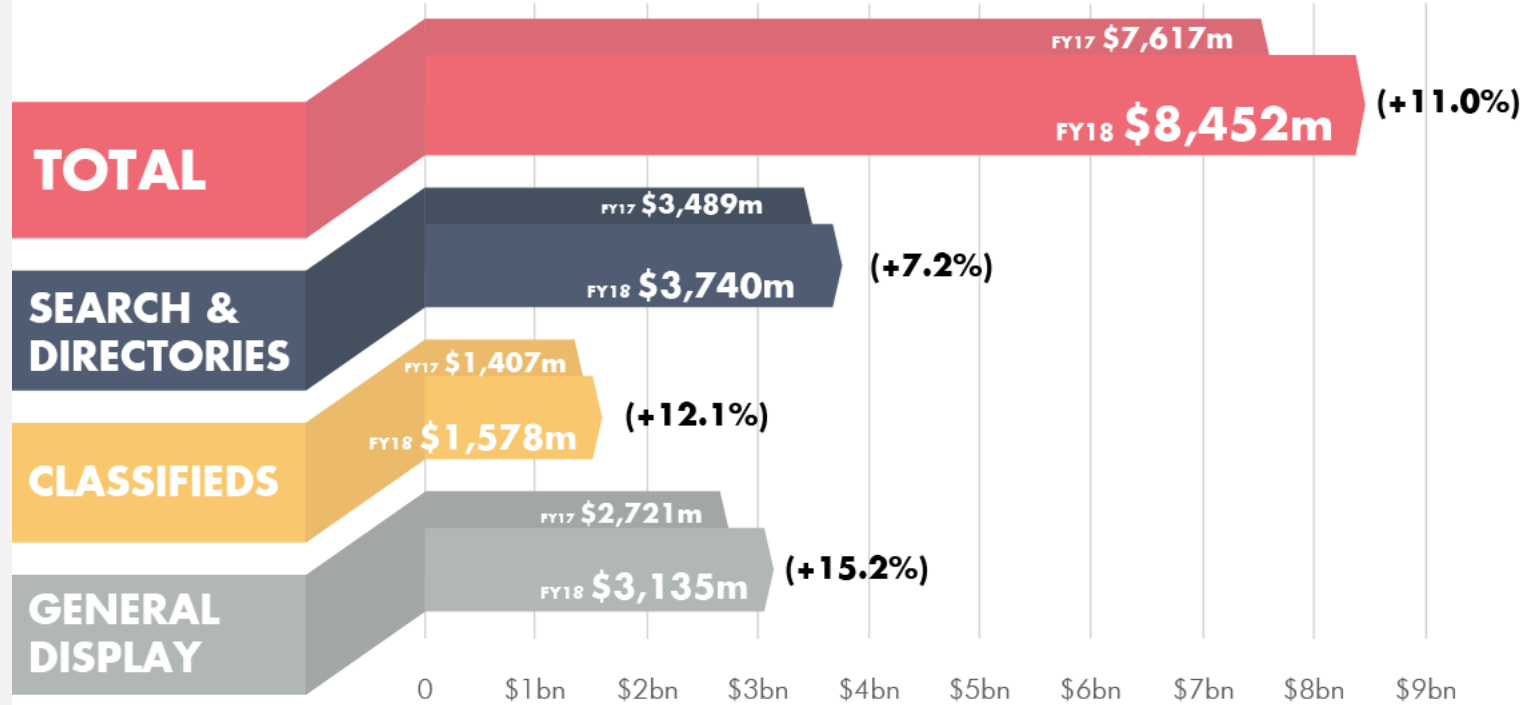
Half of Connected TV viewers mostly or always watch with someone else

HOW IS THE CONTENT VIEWED?	% of CONNECTED TV VIEWERS
Always viewing alone	9%
Mostly viewing alone	15%
Viewing with another household member about half the time	27%
Mostly viewing with another household member	35%
Always viewing with another household member	12%

ONLINE ADVERTISING EXPENDITURE REPORT FY2018

1. \$3.6B spent on **Mobile** advertising in FY2018, up 38.5% year on year.
2. \$1.3bn spent on **Video** advertising in FY18, up 44.6% on FY17
3. **Mobile** made up 54% of total General Display in FY18
4. **Video** advertising represented 38% of the display market.
5. **Automotive** followed by **Real Estate** are the two largest advertiser industry categories for display

Source: IAB/PwC Australia Online Ad Expenditure Report FY2018



TOP ADVERTISER INDUSTRY CATEGORIES FOR DISPLAY



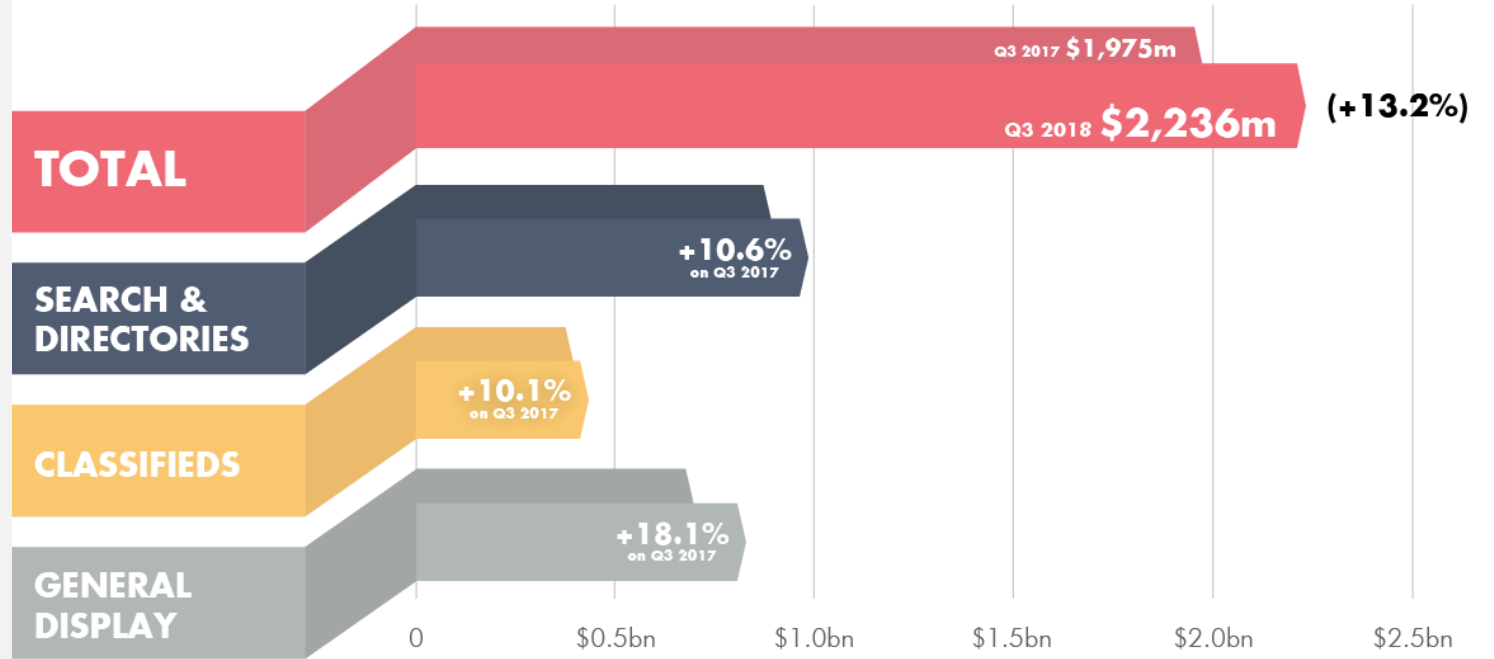
- #1 Auto
- #2 Real Estate
- #3 Retail

ONLINE ADVERTISING EXPENDITURE REPORT Q3 2018

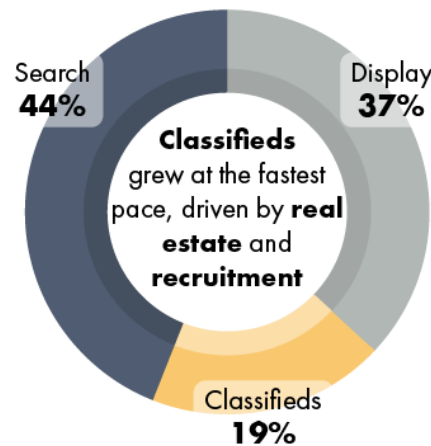
1. Digital advertising revenue hit **\$2.2 billion** for the September quarter 2018, representing a **13.2%** increase year-on-year.
2. Search and Directories continues to represent the largest proportion of the online advertising market in Australia at **44% (\$983.2m)** for Q3 – with General Display at **37% (\$822.8m)** and Classifieds at **19% (\$429.7m)**

[The latest Expenditure Report is due next week. Be sure to check back for the insights, report and infographic.](#)

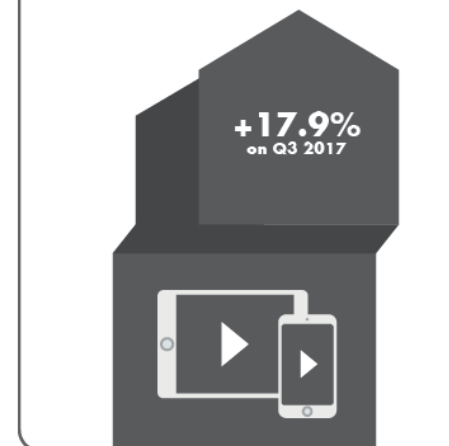
Source: IAB/PwC Australia Online Ad Expenditure Report Q3 2018



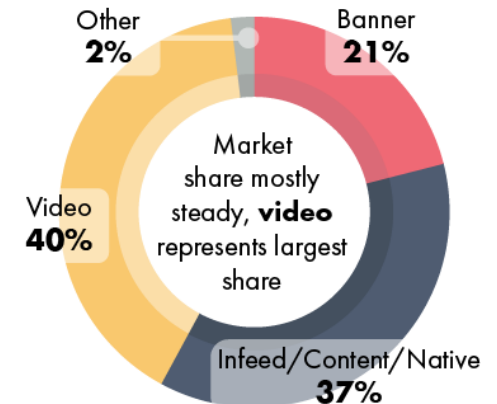
ONLINE ADVERTISING CATEGORY SHARE



VIDEO ADVERTISING EXPENDITURE



DISPLAY ADVERTISING FORMAT BREAKDOWN



AD REVENUE 2H FY2018

\$4.3B Digital Ad Market

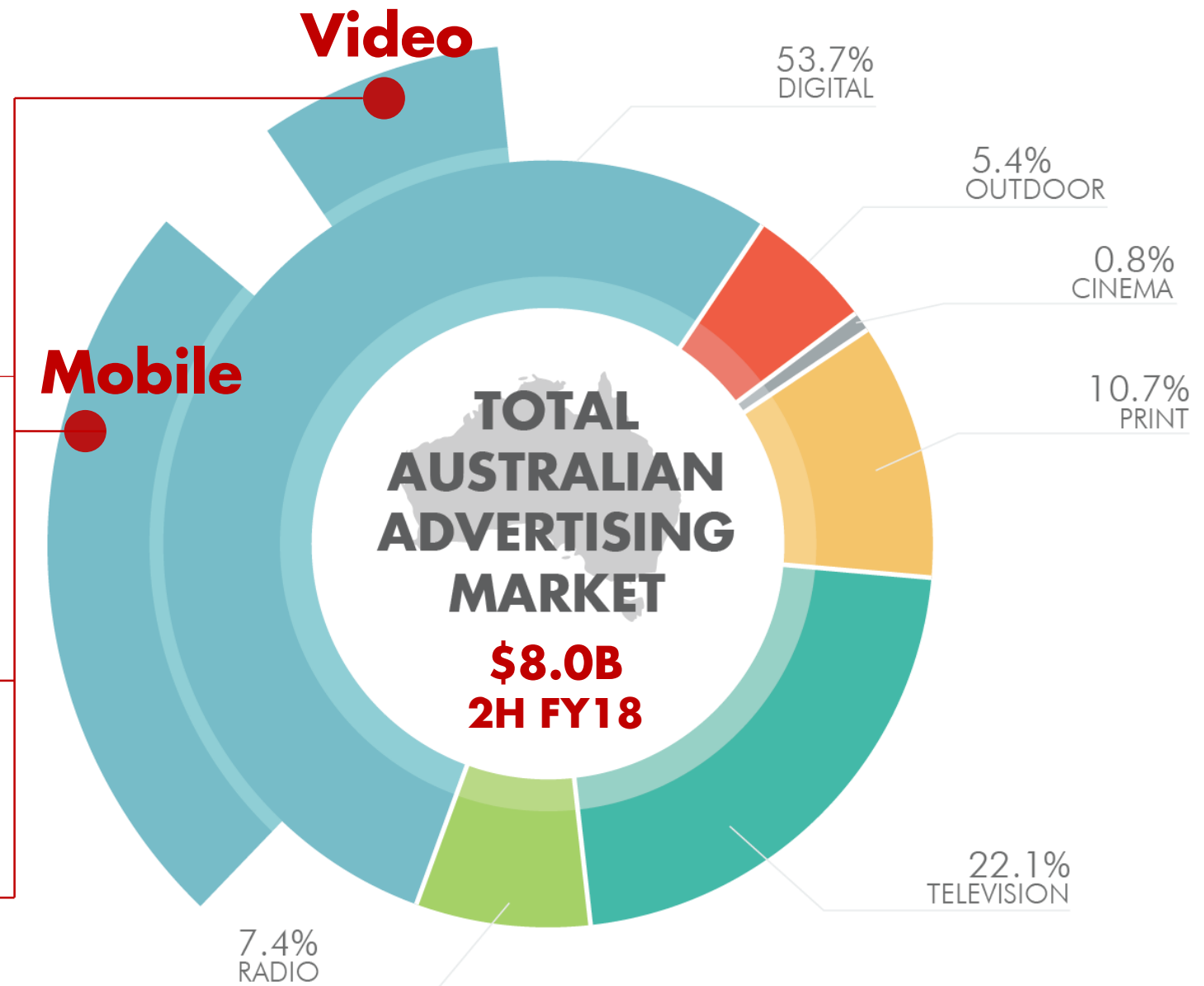
Digital represented 53.7% of Total Australian Ad Market (\$8.0B) in 2H FY18. Total Digital Ad Spend in FY18 ended on \$8.5B, up 11% on FY17.

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



ADS.TXT INITIATIVE

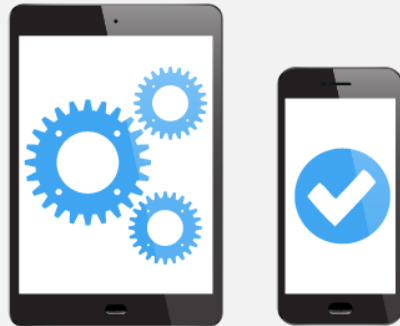
ads.txt stands for Authorised Digital Sellers and is a simple, flexible and secure method that publishers and authorised partners can use to publicly declare the companies they have sanctioned to sell their digital inventory.

How does ads.txt work?

ads.txt is a secure, text-file based mechanism for publishers and authorised partners to publicly declare the companies that they have sanctioned to sell their digital inventory.

As of August 2018, 91% of Australian domains offering display ads to programmatic buyers have implemented ads.txt.

Increasing Transparency and Trust in Programmatic Advertising



Mass adoption of ads.txt stands to benefit publishers, technology vendors, agencies and clients – helping increase trust and transparency in the digital ecosystem. Find out more about the [technical details](#), [adoption](#), and [advocacy](#) of ads.txt on our website.

BRAND SAFETY

1. Brand Safety applies to ALL media channels
2. Brand Safety means different things to different brands and categories
3. Publisher content is more varied than ever
4. Marketers need to step up, digital techies need to simplify
5. Actual Australian data on brand safety is critical
6. Keep sight of the consumer

INVALID TRAFFIC/AD FRAUD



Valid human traffic by platform

94.5%



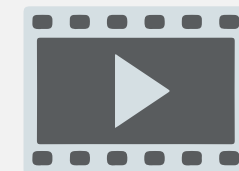
Mobile

94.7%



Desktop

98.0%



Video

AUCTION MECHANICS

The Auction Mechanics handbook provides an update on Header Bidding, explains various bidding strategies, and gives practical advice to both buyers and sellers. It also suggests best practices for the industry to align on so we can work together towards greater levels of trust.

To see the full list of principles and best practices and more, [IAB members can download the Auction Mechanics handbook on our website.](#)

1. ENFORCING AUCTION TYPE CLARITY

Not knowing whether the auction is 1st or 2nd price is confusing for buyers

2. PROCESS TRANSPARENCY FOR ALL PARTICIPANTS

Making the exchange vendors responsible for the declaration of the auction type

3. ESTABLISHING TRUST WITH TRADERS

Vendors providing buyers and sellers with full clarity on bidding strategies

4. FIGHTING FRAUD VIA STANDARDS

Widespread collaboration and adoption of solutions, such as ads.txt, to fight ad fraud



CREATIVE RESOURCES

In digital, creative can sometimes come second to reach, frequency and targeting. We have rounded up our latest creative including:

- Advertising Creative Guidelines, updated for HTML5
- Creativity in Video Whitepaper
- Video Ad Volume: Loudness Guidelines
- Native Advertising Playbook
- Audio Creative: Best Examples
- The Role of Creative in Digital Advertising Effectiveness
- Digital Advertising Glossaries

Designed to fully embrace creative in digital advertising in all shapes, sizes and formats



For more details, [visit the IAB Creative Resources page](#) on our website.



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