

AD REVENUE CY2018

\$8.8B Digital Ad Market

Digital represented 53.2% of Total Australian Ad Market (\$16.6B). Total Digital Ad Spend in CY18 ended on \$8.8B, up 12% on CY17.

Video

Fastest Growing – now 8% of total ad market – up 26% on CY17.

Mobile

Now 25% of total ad market – up 35% on CY17.

