

Advertising Standards Authority

NEW ZEALAND ADVERTISING INDUSTRY TURNOVER

(Includes all cash advertising revenue, inclusive of commission when sold via agencies)

DECEMBER 2007 YEAR END

	1998		1999		2000		2001		2002		2003		2004		2005		2006		2007	
	\$ M	%	\$ M	%	\$ M	%	\$ M	%	\$ M	%	\$ M	%	\$ M	%	\$ M	%	\$ M	%	\$ M	%
NEWSPAPERS	543	40.6	566	39.8	596	40.1	606	40.7	628	40.1	689	37.1	790	38.1	830	37.2	810	36.4	826	35.4
TELEVISION	473	35.4	487	34.3	501	33.7	479	32.2	516	33.0	592	31.9	643	31.0	666	29.9	641	28.8	654	28.0
RADIO	170	12.7	178	12.6	190	12.8	196	13.2	203	13.0	224	12.1	247	11.9	256	11.5	269	12.1	274	11.7
MAGAZINES	127	9.5	159	11.2	157	10.6	166	11.1	173	11.0	194	10.4	223	10.7	260	11.7	251	11.3	257	11.0
OUTDOOR	14	1.1	18	1.3	28	1.9	32	2.2	37	2.4	47	2.5	51	2.5	72	3.2	79	3.6	78	3.3
CINEMA	10	0.7	12	0.8	13	0.9	9	0.6	8	0.5	12	0.6	13	0.6	11	0.5	10	0.4	10	0.4
ADDRESSED MAIL											35	1.9	34	1.6	34	1.5	35	1.6	36	1.5
UNADDRESSED MAIL											56	3.1	59	2.8	56	2.5	64	2.9	65	2.8
INTERACTIVE*											8	0.4	15	0.7	44	2.0	65	2.9	135	5.8
TOTAL	1337	100.0	1420	100.0	1485	100.0	1488	100.0	1565	100.0	1857	100.0	2075	100.0	2229	100.0	2224	100.0	2335	100.0

IMPORTANT: Sources and Notes for 2007 figures are attached in a separate word document.

* The basis for collection of interactive revenue has changed. See explanatory notes re year on year comparison.

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Explanatory notes for the year ended 31 December 2007

- Newspapers:** This figure includes all cash revenue, including agency commission, excluding GST from all daily, Sunday and community newspaper titles in New Zealand. The revenue includes display, retail, classified and insert advertising. The figures are sourced from the member newspapers of the Newspaper Publishers' Association of New Zealand and the Community Newspapers Association of New Zealand.
- Television:** This figure includes all cash revenue, including agency commission, excluding GST from free to air (including Prime) and pay television. The figures are independently collected for the New Zealand Television Broadcasters Council and reported to the ASA as a total revenue figure.
- Radio:** This figure includes all cash revenue, including agency commission, excluding GST from members of the Radio Broadcasters Association (RBA). Actual returns comprised 96% of the total radio advertising revenue for 2007. The total also includes an estimate for non-RBA members, iwi and student radio based on direct industry knowledge and projections based on market share. The figure is sourced from the Radio Broadcasters Association.
- Magazines:** This figure includes cash revenue, including agency commission, excluding GST from members of the Magazine Publishers Association (MPA) and an estimate for non-member publications. It does not include revenue from classified advertising. It is estimated that MPA members represent 65% of magazine advertising revenue in New Zealand. The figure is sourced from the Magazine Publishers Association.
- Outdoor:** This figure includes all cash revenue, including agency commission, excluding GST from members of the Outdoor Advertising Association of New Zealand (OAANZ). The revenue data is independently collected and audited for OAANZ. The figure also includes actual returns from five other companies involved in outdoor or ambient advertising.
- Cinema:** This figure includes all cash revenue, including agency commission, excluding GST from the two major companies involved in cinema advertising in New Zealand.
- Addressed Mail:** This figure is an estimate and is drawn from the cost of delivery. The figure is sourced from New Zealand Post.
- Unaddressed Mail:** This figure includes all cash revenue, including agency commission, excluding GST from members of the Letterbox Media Association. These members are Letterbox Channel, Deltarg and PMP Distribution. The revenue recorded is drawn from the cost of delivery. This total represents 95 % of the unaddressed mail advertising revenue in New Zealand.
- Interactive:** This figure is comprised of cash revenue including agency commission, excluding GST. The 2007 figures include General Display Advertising, which includes revenues from Display such as banner advertisements of many different sizes and formats, affiliate marketing programmes, partnerships, sponsorships and emails; Classifieds, which includes revenues from ads placed to buy or sell an item or service and Search & Directories Advertising which includes revenues from online Directories and search engine listings. The figures are supplied via an independently audited process established by the Interactive Advertising Bureau on behalf of the interactive industry. **IMPORTANT NOTE: A year on year comparison of the interactive advertising figures supplied in the ASA media turnover table is not possible as the basis of collection for this information has substantially changed between 2006 and 2007.**