

Advertising Standards Authority

**NEW ZEALAND ADVERTISING INDUSTRY TURNOVER**

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

**DECEMBER 2006 YEAR END**

	1997		1998		1999		2000		2001		2002		2003		2004		2005		2006	
	\$ M	%	\$ M	%	\$ M	%	\$ M	%	\$ M	%	\$ M	%	\$ M	%	\$ M	%	\$ M	%	\$ M	%
NEWSPAPERS	552	41.1	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
TELEVISION	478	35.5	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
RADIO	165	12.3	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
MAGAZINES	130	9.7	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
OUTDOOR	12	0.9	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
CINEMA	7	0.5	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
ADDRESSED MAIL													35	1.9	34	1.6	34	1.5	35	1.6
UNADDRESSED MAIL													56	3.1	59	2.8	56	2.5	64	2.9
ONLINE													8	0.4	15	0.7	44	2.0	65	2.9
<b>TOTAL</b>	<b>1344</b>	<b>100.0</b>	<b>1337</b>	<b>100.0</b>	<b>1420</b>	<b>100.0</b>	<b>1485</b>	<b>100.0</b>	<b>1488</b>	<b>100.0</b>	<b>1565</b>	<b>100.0</b>	<b>1857</b>	<b>100.0</b>	<b>2075</b>	<b>100.0</b>	<b>2229</b>	<b>100.0</b>	<b>2224</b>	<b>100.0</b>

**IMPORTANT:** See below for sources and notes for 2006 figures.

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## Explanatory notes for the year ended 31 December 2006

- Newspapers:** This figure includes 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 cash revenue, including agency commission, excluding GST from free to air channels (including Prime) and pay television. The figures are independently collected for the New Zealand Television Broadcasters Council and are reported to the ASA as a total revenue figure. Revenue from regional TV stations is not included.
- Radio:** This figure includes cash revenue, including agency commission, excluding GST from members of the Radio Broadcasters Association (RBA). Actual returns comprised 93% of the total radio advertising revenue for 2006. 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 cash revenue, including agency commission, excluding GST from members of the Outdoor Advertising Association of New Zealand (OAANZ). This 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 cash revenue, including agency commission, excluding GST from the two major companies involved in cinema advertising in New Zealand. Please note during 2006 slide advertising in cinemas was phased out.
- Addressed Mail:** This figure is an estimate based on cost of delivery. It does not include business to business and consumer response mail. The figure has been supplied by New Zealand Post.
- Unaddressed Mail:** This figure includes 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.
- Online:** This figure includes cash revenue for display and classified advertising, including agency commission, excluding GST. These figures have been sourced from 13 companies that contributed figures in the 2006 ASA survey. It is important to note that the number of returns contributing to the total online turnover figure has changed each year making year on year comparisons difficult. All companies this year have been asked to include both classified and display advertising revenue. Companies have reported total figures only, no category breakdowns are available. The Interactive Advertising Bureau is currently in the process of establishing an independently audited collection of online advertising revenue on behalf of the interactive industry and it is anticipated that this figure will be reported in the ASA survey in 2007.