



For immediate release

Contact:
 Tony Boyte
 Senior Analyst
 Nielsen//NetRatings – New Zealand
 Ph: +64 (9) 970 4143
 tony.boyte@netratings.com

New Zealand Online Display Advertising Activity Reported for the First Time

Nielsen//NetRatings Launches AdRelevance in New Zealand

Auckland, 23 August 2007 — Nielsen//NetRatings, the global standard for internet audience measurement and analysis, today launched its AdRelevance service in New Zealand, disclosing much anticipated intelligence on the country's online display advertising activity for the first time.

The first publicly released AdRelevance insights for the New Zealand market reveal that 1,051 advertising campaigns were run during the month of July 2007. (See Table 1) These campaigns consisted of 2,260 banners run by 532 advertisers. Total ad impressions for the month reached 1.58 billion, equating to nearly a quarter of Australian ad impressions (6.85 billion) for the same period.

Advertisers	532
Campaigns	1,051
Banners	2,260
Ad Impressions	1.58 billion
Average number of campaigns per advertiser	1.98
Average number of banners per campaign	2.15

Source: Nielsen//NetRatings' AdRelevance, New Zealand; excludes in-house ads

Allan Dib, Managing Director Pacific for Nielsen//NetRatings, comments: "The amount of ad impressions in New Zealand is very encouraging, considering we estimate the Australian internet population to be about five times the size of New Zealand. This highlights how well-timed the release of AdRelevance into the New Zealand market is."

After much market anticipation, Nielsen//NetRatings launched its AdRelevance service last night at a function titled 'AdRelevance – New Zealand's Barometer of the Online Advertising Market' and took the opportunity to demonstrate the ways in which data from the service can be used to study research intelligence on online display advertising activity.



Some of the highlights presented during that function include:

Leading Online Display Advertising Sectors

For July 2007, New Zealand's Government/Political category was the top sector with 256 million ad impressions followed by Automotive/Manufacturers and Media/Internet. (See Table 2)

Rank	Sector	Ad impressions
1	Government/Political	256,143,000
2	Automotive / Manufacturers	152,287,000
3	Media / Internet	119,432,000
4	Retail / Online Multi-Category E-Commerce	113,285,000
5	Travel & Accommodation	93,639,000
6	Finance / Insurance & Superannuation	79,084,000
7	Search Engines & Directories	66,836,000
8	FMCG / Beverages - non-alcoholic	64,422,000
9	Communications / ISPs	62,360,000
10	Finance / Credit Cards	48,329,000

Source: Nielsen//NetRatings' AdRelevance, New Zealand; excludes in-house ads

Online Display Advertising Leaders

Overall, Black Diamond Technologies (Mitsubishi Electric) showed the highest display advertising activity online with 24 campaigns consisting of 58 banners in the month of July, followed by Amazon and Air New Zealand with 23 and 16 campaigns respectively. (See Table 3)

Rank	Advertiser	Campaigns	Banners
1	Black Diamond Technologies	24	58
2	Amazon	23	23
3	Air New Zealand	16	29
4	Ferrit NZ	16	26
5	Seek	14	70
6	Bank of New Zealand	14	41
7	New Zealand Retirement Commission	14	27
8	Telecom New Zealand	13	44
9	ANZ National Bank	13	49
10	AMI Insurance	12	65

Source: Nielsen//NetRatings' AdRelevance, New Zealand – Ranked by number of campaigns; excludes in-house ads

The leading publisher channels in the online display market for July were sellmefree.co.nz (joint venture ACP Media and APN News & Media) with 116 campaigns consisting of 66 advertisers and 267 banners. APN News & Media's nzherald.co.nz/news and nzherald.co.nz/sport came in second and third with 79 and 64 campaigns respectively. (See Table 4)



Table 4: New Zealand's Top Online Display Advertising Publishers, July 2007

	Sites	Campaigns	Advertisers	Banners
1	ACP Media - sellmefree.co.nz	116	66	267
2	APN - nzherald.co.nz/news	79	58	210
3	APN - nzherald.co.nz/sport	64	44	155
4	Fairfax - stuff.co.nz/business	62	39	85
5	Fairfax - stuff.co.nz/travel	54	35	71
6	Fairfax - stuff.co.nz/news	52	33	64
7	APN - nzherald.co.nz/homepage	49	34	130
8	NZ City - nzdating.com	48	17	65
9	APN - nzherald.co.nz/entertainment	47	33	119
10	ID Limited - throng.co.nz	47	15	68

Source: Nielsen//NetRatings' AdRelevance, New Zealand – Ranked by number of campaigns; excludes in-house ads

Allan Dib explains that AdRelevance has been so much anticipated by online industry players in New Zealand because the service offers unique, not previously available online advertising intelligence; “AdRelevance supports the full online ad planning, management and evaluation process. It delivers ad occurrence, impressions and the ad creatives that enable clients to better understand online campaign performance. In addition, AdRelevance distributes real-time email alerts that provide clients with tactical information on competitive and market activity.”

Dib emphasizes, “We strongly believe that the introduction of the service in New Zealand will make an enormous contribution to the development of the country’s online advertising market. It is an essential tool for online ad planning and buying, client prospecting, competitive information and post-campaign evaluation.”

So what is AdRelevance?

AdRelevance is an online advertising tracking system based on spidering technology and a team of advertising categorisers employed by NetRatings. It gives detailed insight into which companies and brands are advertising online, which websites are running campaigns and what type of advertising, creative content, duration and frequency those campaigns entail.

And how does it work?

AdRelevance’s spiders behave as if they are New Zealand internet users surfing the web. They continuously visit hundreds of commercial sites and search the HTML information for click counters, which indicate that an advertisement is present on the page. The spiders examine the creative and register it in the database, meaning an updated version is available every day. Dedicated NetRatings processing staff process the data in order to categorise and summarise it for final presentation to the market.

What are the benefits?

Online visitors in New Zealand represent an appealing audience for advertisers and their advertising agencies who can use AdRelevance to see where, what and when their competitors are advertising online and optimise their own campaigns accordingly. In addition, website owners who offer online advertising space can understand through AdRelevance what advertising is running on competitive sites and which advertisers and sectors are most active, which enables targeted sales efforts and will lead to maximized ROI.



Editor's note: Please source all information to Nielsen//NetRatings

About Nielsen//NetRatings

Nielsen//NetRatings is the global standard for internet audience measurement and analysis, and is the industry's premier source for online advertising intelligence with its SiteCensus, Market Intelligence, AdIntelligence and Custom Research services. Covering 70 percent of the world's internet usage, the Nielsen//NetRatings services offer syndicated internet and digital media research reports and custom-tailored data to help companies gain valuable insight into their business. For more information, please visit www.nielsen-netratings.co.nz.