

SMI LAUNCHES NZ'S FIRST MONTHLY DIGITAL AD FORMAT DATA

Now Providing Actual Spend Detail for Online Video, Native, Display

STANDARD Media Index and its NZ media Agency partners have today launched the first monthly view of Online Video, Display and Native ad spend for the NZ advertising market, providing valuable new insights into this significant media.

SMI's subscribers will now have the first monthly access to ad spending on Online Video advertising, for example, with that total able to be shown across each Digital sector (such as Programmatic, Social and Content Sites) and all 96 Product Categories.

The release of the Digital Ad Format data follows an 18-month collaboration with SMI's NZ's media Agency partners to firstly agree the definitions for each ad format and then to upgrade the payment system so this detail can be specified by the media Agencies when Digital advertising is paid.

Other Ad Formats for which data will now be published each month include Search and Audio with the former mostly representing advertising expenditure on podcasts. And as the data comes directly from the media Agencies' payment system, it represents actual spend rather than the old-fashioned ad spend estimates of the past.

SMI AU/NZ Managing Director Jane Ractliffe said the data provides a new level of visibility for Digital media, enabling media companies to track the evolution of key markets such as online video advertising for the first time, while also providing a valuable benchmark for advertisers.

"Advertisers will for the first time be able to know if they are under or overspending on key media such as online video advertising relative to their immediate competitors. We can now see in the month of February, for example, that the categories spending the most on Video advertising were the Banks, followed by Automotive Brand advertisers and then Retail advertisers," she said.

"At the same time SMI's Agency partners have the detail they need to better inform their Digital media plans by gaining the first insight into video, audio and native advertising expenditure across all Digital sectors."

The new data shows that in NZ the highest proportion of video advertising dollars are traded through the Programmatic market, followed by the Video Sites market and then more general News/Content websites.

"February is the first month that we have been able to release the Digital Ad Format detail but it will become part of our core package as we continue to track the evolution of the Digital media using media Agency payment data," Ractliffe said.

NZ is the third country in which SMI has successfully worked with its media Agency partners to deliver reliable Digital Ad Format ad spend data, with the Australian and US markets also featuring the same detail.

As part of this project, NZ's media Agencies have also agreed to specify the Outdoor Ad Formats of Digital and Static when paying for Outdoor advertising inventory, and SMI hopes to release that detail within two months.

"SMI exists to fill the market's ad spend data gaps so our subscribers and Agency partners have the best possible detail to make informed decisions on media allocation based on reliable data rather than intuition," Ractliffe said.

Examples of the new Digital Ad Format detail are provided over page.

NZ Digital Ad Format Bookings and Shares: Feb 2019

Digital Ad Format	Bookings	Shares
Display	7,566,012	30.7%
Production	5,687,606	23.1%
Search	5,153,494	20.9%
Video	4,112,981	16.7%
Native	899,455	3.7%
Audio	154,320	0.6%
Unassigned	1,035,899	4.2%
Total	24,609,866	100.00%

SMI NZ: Ten Largest Categories: Video Ad Format

Product Category	Product Sub Category	Feb-19
Banking	Banks/Credit Unions/Lending Agencies	367,236
Automotive Brand	Motor Vehicles	359,571
Retail	Discount Stores/Online Retailers	183,817
	Supermarkets/Liquor/Convenience Stores	143,012
	Department Stores	9,096
Retail Total		335,925
Airlines/Travel Agents	Airlines	248,178
	Travel Agents/Websites	66,800
Airlines/Travel Agents Total		314,979
Utilities/Fuel/Energy	Electricity/Water Services	141,991
	Fuel/Oil Suppliers	131,968
Utilities/Fuel/Energy Total		273,958
Alcoholic Beverages	Beer/Ale/Cider	213,325
	Liquor/Spirits	9,020
Alcoholic Beverages Total		222,345
Restaurants	Quick Serve Restaurants	212,868
	Casual/Upscale Dining/Cafes	3,556
Restaurants Total		216,424
Specialty Retailers	Specialty Retailers	205,627
Communications	Home/Residential/Internet Providers	141,877
	Mobile Networks	57,777
Communications Total		199,654
Cosmetics/Toiletries/Personal Care	Personal Hygiene/Shaving	115,938
	Oral Care	35,687
	Cosmetics/Fragrances	19,171
	Skin Care	11,418
	Hair Care	3,187
Cosmetics/Toiletries/Personal Care Total		185,400
Total		4,112,981

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[About Standard Media Index](#)

Standard Media Index (SMI) was established in 2009 in Sydney and has offices in New York, London and Madrid. SMI partners with leading global media buying agencies to provide independent, accurate and timely advertising expenditure data to its clients to facilitate informed analysis of the media sector and product category expenditure. Data is sourced directly from advertising agencies' billing systems and then aggregated to show the combined picture of media Agency ad spend across all major media, media sectors, 40 product categories and 126 Digital product categories. It allows subscribers to monitor and analyse key data points that can be actioned to grow share and make better investment decisions. SMI provides the only clear picture on how ad dollars are being spent. Its Australian data covers more than 90% of all Agency spend and SMI works with media Agencies in more than 15 global markets.

au.standardmediaindex.com/