



CONSUMER CONFIDENCE
SEPT – 101.4 (UP 0.4)



UNEMPLOYMENT RATE
SEPT 5.6% (DOWN 0.1%)



RBA CASH RATE
SEPT – 1.5% (FLAT)



AUD – USD EXCHANGE RATE
SEPT .75% (DOWN 0.1c)

65% OF LISTENERS LIKELY TO BUY AFTER HEARING AD IN A PODCAST, IAB TO BRING IN GUIDELINES FOR PODCAST ADVERTISING



Mumbrella: The Interactive Advertising Bureau and Edison Research today have released new stats on how consumers listen to podcasts and respond to audio-based advertisements. The new report gives marketers a peek at sentiment about podcast advertising from a poll of roughly 1,000 listeners. Currently, advertisers can see how many people download a podcast but don't know how long people spend listening or whether they skip over the ads.

Per the report, 65% of listeners said podcast ads increase purchase intent whilst another 45% said that they're likely to visit an advertiser's website after hearing an audio promo. Another 42% said they would consider a new product or service after hearing a plug for a brand, whilst 37% use podcast ads to help research brands. The IAB is soon releasing the stats in conjunction with its second annual Podcast Upfront event in New York.

While podcasts have been around for more than a decade the last two years has seen a resurgence for them led by US hit shows like *Serial* and *This American Life*, with content creators increasingly keen to monetise the increased listenership. The peak body for digital advertising in Australia, IAB, is set to create a set of guidelines for measurement of podcasts as advertisers here increasingly look to exploit the burgeoning medium. It will define things like downloads and delivered ads in a bid to bring some rigour to the measurement of the medium.

From an Australian-made perspective, Fairfax Media is diving into the investigative podcasting space with the launch of a six-part special investigative podcast 'Phoebe's Fall'. The series details a new investigation into the life and death of 24 yr old Phoebe Handsjuk in Melbourne in 2010. Michael Bachelard, series executive producer and investigations editor, said the story "really deserved telling in a way that text in a straight news story or in a feature or Good Weekend feature wouldn't be able to do". On why podcasts have seen a rise in popularity recently, Bachelard says, "The way you communicate with people on a podcast is quite different from another medium. There's nothing between you and the listener. The word people most often use when describing a podcast is intimate because with headphones on you have the voices inside your head and that creates a really deep engagement in a story."

SNAPCHAT AD REVENUES TO REACH ALMOST \$1B IN 2017, CHANGES ITS NAME... AND IS SET TO LAUNCH SPECTACLES



A new report out from analysts at eMarketer is forecasting explosive growth for Snapchat's ad revenue by next year. The firm estimates the mobile social application will generate \$366.69 million in 2016, but that figure will grow

to \$935.46 million by 2017 – a jump it attributes to Snapchat's ability to reach younger millennials, a wider ad portfolio, and ad targeting improvements.

Snapchat has grown its ad business significantly this year, with new products like Snapchat Partners, its advertising API which allowed Snapchat ads to be sold by third parties. eMarketer also cited a broader portfolio with a wider array of video ads, as well as more sponsored geo-filters and sponsored lenses. The challenge for Snapchat now is to convince advertisers it can offer a better return on investment than other networks.

In other news, Snapchat is losing the "chat". The company has been renamed Snap Inc. the Wall St Journal reported last week.

That's not all, the company will also release video-recording sunglasses called Spectacles shortly. They contain a 115-degree angle lens that will allow the wearer to record up to 30 seconds of video and will cost \$129.99. Supplies will be limited though and they'll come in a one-size-fits-all variant of three colours. Of course you'll be able to post your videos directly to your Snap app.

<https://www.youtube.com/watch?v=XqkOFLBSJR8>



The news suggests Snap is stepping up the fight against Facebook, its chief rival. Facebook purchased Oculus Rift in 2014. Spectacles are a much smaller deal, but they prove

that Snap Inc. is prepared to move beyond its social-sharing app and into hardware.

NEW SURVEY REVEALS AUSTRALIA'S BIGGEST TV LIKES AND DISLIKES



Junkee: For the second year in a row, respondents in TV Tonight's audience survey have ranked keeping the ABC and SBS free from government influence as their number one concern. The annual survey offers an interesting snapshot of

the nation's viewing habits with more than a thousand people polled. In addition to the general consensus that politicians should keep their grubby mitts off the country's public broadcasters, the biggest concerns related to the accuracy of the electronic programming guide and a desire to see shows running on time. Importantly though, perhaps as a result of these scheduling concerns, 50% said they now regularly use a streaming service (up from 41% last year). Other issues included the completion (or lack thereof) of the NBN, getting more live sport in HD, banning gambling ads and reducing the number of tweets that flash across the screen during a broadcast.

Conversely, most respondents said that shutting down illegal piracy was of little concern.

ANTI-ADVERTISING CATS BECOME AN AD FOR CATS



A shadowy new art group called “Glimpse” began this project a few months ago. With the support of more than 600 Kickstarter backers, they raised about \$30,000 to buy up all the ad space and completely redecorate the Clapham

Common subway station. As you ride into the station, you still see a normal parade of ads. But then you get to the platform, walk up the stairs and hit the escalators — and everything’s gone completely feline. A corridor of curious cats opens before you. When asked why, James Turner the man behind the project said “I think we wanted to imagine a world where public spaces were designed to make you feel good, and where they reflected what’s really important in our lives, which is friends and families and experiences, rather than the stuff you can buy in the shops.”

Trouble is, it was essentially an ad campaign anyway — they partnered with a cat adoption agency. But still... kudos for the original idea!

https://youtu.be/unNXayxcT_w

DAILY MAIL LAUNCHES ‘GLOBAL FIRST’ VIDEO WALLPAPER AD UNIT



Daily Mail Australia has launched what it says is a world first video ad unit that turns static desktop wallpaper units into rolling video, allowing an advertiser to dominate a publisher site. The ad unit takes the wallpaper unit (often criticised as garish) to the next level.

The format is designed for desktop and tablet but there is also a mobile extension. Says Mason Rook, Daily Mail Australia commercial director, “clients are trying to get more impact and move their videos away from the 30-second pre-roll. As everyone moves to a programmatic space, the opportunity to move to something that is really impactful and can get that cut through that brings a brand to life is something we were really passionate about.”

AUSTRALIAN TV WAS 60 YEARS OLD NEXT WEEK



Nine Network kicked things off with Bruce Gyngell making the opening remarks: “Good evening, and welcome to television” to usher in the new era of viewing. Viewing habits may have changed, but one thing remains steadfast — and that is that television remains at the cultural heart of society. Every day, 13 million Australians tune into commercial free-to-air television. And watching TV on a TV still accounts for more than 80% of our screen time.

FACEBOOK ADMITS IT VASTLY OVERESTIMATED VIDEO VIEW LENGTHS



Social media giant Facebook has admitted it has been overestimating the length of video views on its platform by as much as 80%, according to a report in the Wall Street Journal.

The paper cites a letter sent to Publicis Media in the US which admits the site had “overestimated average time spent watching videos by between 60% and 80%”.

On Friday David Fischer, the vice president of business and marketing partnerships, wrote a post explaining how the network had bungled the calculation for average view duration, and apologising to partners.

“About a month ago, we found an error in the way we calculate one of the video metrics on our dashboard — average duration of video viewed.

The metric should have reflected the total time spent watching a video divided by the total number of people who played the video.

But it didn’t — it reflected the total time spent watching a video divided by only the number of “views” of a video (that is, when the video was watched for three or more seconds). And so the miscalculation overstated this metric. While this is only one of the many metrics marketers look at, we take any mistake seriously.”

While Facebook had previously only measured video views of three seconds or longer which inflated the average viewing time, it will now measure views of all lengths, which is likely to see average view times tumble.

The error may have led marketers and media companies to overestimate the performance of their Facebook videos, and potentially skewed the amount of money they spent with the platform compared to other sites and types of content they posted to it.

It has been called “careless and unfortunate” by agencies and serves to highlight the need for third party measurement across all digital channels.

The way Facebook charges advertisers is on a cost per view metric — for every video that is viewed for more than three seconds. So although it doesn’t affect the costs incurred by advertisers, it would have impacted planning and buying decisions as well as how it was reported.

An example shared with AdNews explains the error like this: A brand’s video has played on Facebook for a total of five million seconds during a campaign.

During that period two million people started to watch the video, only 750,000 of those watched more than three seconds. Facebook had been calculating the average view time based on just people who have watched beyond three seconds — not the total number people who started watching the video. The difference is significant — in the above example the reported average view time would be 6.6 seconds and not 2.5 seconds.

SOUNDCLOUD TAKES AIM AT AUSTRALIAN MARKET – LET'S BRANDS IN



It's already got 175 million global users but now music platform SoundCloud is taking aim at the Australian landscape as it brings its streaming offering to the local market, with the service also opening itself up to local advertisers. Called SoundCloud Go, the service is a premium version of its traditional offering,

which allows users to create playlists, follow artists, engage with stations and of course play songs in full and ad free. Go users will be able to listen to verified artists as well as the original content which the platform is known for.

Globally, SoundCloud has worked with the likes of Nestle and Jaguar, but it hasn't yet revealed who's onboard with the offering just yet here in Australia.

When it comes to the types of advertising that will now be supporting the free version of SoundCloud locally, audio advertising, mobile interstitials, promoted tracks, creator partnerships as well as native content will feature. The average listener is right in that sought after sweet spot of millennials, 18-34.

GOOGLE IN FRESH BID TO CONQUER MESSAGING SPACE WITH ALLO



Google will attempt to leave behind its chequered past in the messaging space in a launch that will see it go head-to-head with iMessage, What's App and Facebook Messenger. The tech giant is on the verge of unveiling

Google Allo, a smart messaging App that will incorporate artificial intelligence and provide marketers with another way to reach consumers. Allo will enable users to search and make reservations through Google Assistant while in the app, while text and image messages will be analysed and responses suggested based on conversation history. It will launch in combination with a new Google phone called Pixel, which is almost certain to have Allo pre-loaded.

GA CAN NOW SUMMARISE YOUR DATA WITH AUTOMATED INSIGHTS

TechCrunch: Google's making it easier for Google Analytics users to find the important trends in their data. The change is already live in the GA app for iOS and Android, where, in the Assistant screen, you should now see automatically generated insights. For example, if your website or app had a sudden jump in new users, GA will highlight that, and tell you where those users came from.

This is information that Google Analytics was already tracking, but now it's being surfaced in a quick-to-read card format. So businesses don't click around to different pages to find the information, and they're less likely to overlook important changes in the data.



Senior Director of Product Management Babak Pahlavan said that for larger companies that have a data analyst or team of analysts, these insights should help them "scale up." And for smaller businesses that can't afford their own analysts, this approach can "bring that same sort of possibility of having these analysts accessible to them and bring in insights that otherwise you would miss."

NEWS CORP DIGITAL NETWORK TO LAUNCH WOMEN'S CONTENT PLATFORM

News Corp's digital network, News DNA, will launch a female digital platform in 2017 led by former Pacific Magazines editor Felicity Harley.

Harley joins News DNA as the editor of the new website set to launch alongside the content platform, which will be unveiled in the first quarter of 2017.

Digital women's media is a competitive slot, with pureplays like Mamamia dominating the space, alongside traditional titles such as Famous and Dolly who have refocused resources to serve digital demand. In the recent AMAA audit results women's magazines took the hardest fall, with Cosmopolitan down more than 40% year-on-year. With women's magazines flailing, the move to digital in this category could be beneficial for News Corp if they can combat the competition.

GOOGLE TARGETS INTRUSIVE INTERSTITIALS IN CHANGES TO MOBILE SEARCH RANKINGS

Mumbrella: Google is set to target publishers' use of intrusive interstitial ads from January 2017, with pages where content is obscured by an interstitial set to be punished in the mobile search rankings.

The changes, announced in a Google blog this week, will see the "mobile-friendly" label on searches removed after the search engine giant found that 85% of all pages in the mobile search results now meet Google's mobile search criteria. "To keep search results uncluttered, we'll be removing the label, although the mobile-friendly criteria will continue to be a ranking signal," Google's blog reads.

However, while Google said the majority of pages "now have text and content on the page that is readable without zooming" the company said it has seen "many examples where these pages show intrusive interstitials to users".

"While the underlying content is present on the page and available to be indexed by Google, content may be visually obscured by an interstitial. This can frustrate users because they are unable to easily access the content that they were expecting when they tapped on the search result," Google said.

Google said that a pop-up that covers the main content, displaying a standalone interstitial that the user has to dismiss before accessing content or using a layout where the above-the-fold portion of the page appears similar to a standalone interstitial are ways publishers can make content less accessible to a user.



Google provided examples of interstitials that it does not consider intrusive: interstitials that appear to be in response to a legal obligation, such as for cookie usage or for age verification. Login dialogs on sites where content is not publicly indexable. For example, this would include private content such as email or un-indexable content that is behind a paywall. Banners that use a reasonable amount of screen space and are easily dismissible. For example, the app install banners provided by Safari and Chrome are examples of banners that use a reasonable amount of screen space.

As of January 10, 2017, pages where content is not easily accessible to a user on the transition from the mobile search results may not rank as highly.

McCANN AUSTRALIA CLEANS UP AT THE SPIKES 2016



McCann Australia brought home a total of 11 Spikes, a gold, four silvers and six bronze – a great result from the team's collective 18 shortlists and also a first, having every Australian office in the running (Melbourne, Sydney and Queensland) on the night. The gold spike was awarded for McCann Melbourne's work on the Melbourne International Film Festival for 'The Emotional

Trailer' campaign, taking the top gong in the Data Visualisation category.

The silver of the evening came for McCann Melbourne's 'Free Puppies Forever' campaign for Vision Australia under the PR – Audience Targeting and Engagement category, and the silvers just kept on coming, with another two for McCann Melbourne's 'The Emotional Trailer' for the Melbourne International Film Festival (in 'Use of Technology', 'Ambient Use of Digital Technology' and Use of New Technology categories. And a fourth silver came in for the Melbourne office's work on the 'Free Puppies Forever' campaign for Vision Australia.

The night ended on a high with no less than five bronze gongs for McCann Melbourne's work on the Melbourne International Film Festival's 'The Emotional Trailer' campaign, winning in the Digital, Digital Craft, Media and Outdoor categories.

DAVID GYNGELL AND ANDREW DENTON TO LAUNCH NEW CHAT SHOW ON 9



Reports former Nine boss David Gyngell is happy playing dad and counting his large payout seem to be untrue with reports this morning he's developing his own chat show and has pitched it to his former employer Network Nine.

According to *The Australian*, Gyngell has joined forces with Andrew Denton to develop a "multi-series agreement" said to be similar to ABC's popular *Enough Rope* format.

However, the article does note that the idea is still in the development stage and nothing official has been signed. It is understood that Nine think very highly of Denton despite his work primarily appearing on the ABC.

POSITIVITY PUMP – CHEVY REWARDS POSITIVITY ON SOCIAL MEDIA



Contagious: To launch its global campaign, Find New Roads, Chevrolet created a digital campaign to evaluate people's positivity on social media.

The microsite, developed by The Martin Agency and McCann, uses IBM's Watson supercomputer to analyse people's social posts.

<https://www.youtube.com/watch?v=vKd9Oq9xgzA>

First, users have to sign up on the microsite with their Facebook or Twitter accounts. The platform then gathers their most recent posts and uses IBM Watson's Alchemy API in order to estimate people's positivity score. IBM's supercomputer also applies linguistic analytics and personality theory which results in a detailed social personality summary for each user.

In the end, Chevy recommends an experience based on the users' social personas. For example, users who have good outlook on life and crave community might be prompted to throw a party, start a book club or begin carpooling with colleagues.

BAUER'S COSMOPOLITAN MAG CIRCULATION PLUMMETS AGAIN



Bauer Media's prospects continue to look troubled despite making necessary cuts to its magazine portfolio this year, with Cosmopolitan seeing its print circulation for the first half of the year plummet to below 50,000. In the first six months of last year Cosmo was shifting, on average, 77,181 copies a month and is now down to 43,299, according to the newest Audit Bureau of Circulation figures.

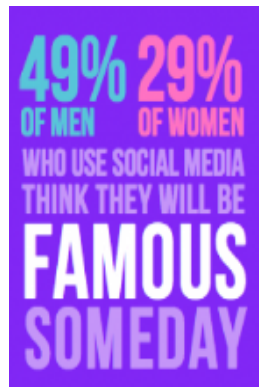
Cosmopolitan was the magazine Bauer Media was attempting to protect with the closure of rival Cleo, with the belief that the two titles were cannibalising each other. It is a disastrous result for the magazine considering Bauer Media's Cleo was given the chop when it sat at a circulation of 42,212.

STUDY: 50% OF MEN ON SOCIAL MEDIA THINK THEY'LL BE FAMOUS

B&T: Almost half of all men who use social media believe they will be famous one day – but less than a third of women think the same.

That's just one of the findings from independent research of more than 2,500 social media users aged between 15 and 45, commissioned by digital entertainment company MSM. The study, conducted by Hub Entertainment Research, found that:

- More than half (57%) of social media users think they're usually the first to discover cool new things.
- 46% of social media users have "posting a video that goes viral" on their bucket list.
- Clips from TV shows are the favourite video content of choice for social media users, followed by music videos and amateur performance videos.
- 49% of men who use social media think that they will become famous one day, compared to just 29% of women.



MILLENNIALS BEST SET TO BENEFIT FROM VR

B&T: You may have already seen the Oculus Rift, or the ads for the upcoming PlayStation VR. They look cool enough and the games will be great, but this space is missing something.

The biggest benefits in VR aren't in flying a spaceship or watching a movie. The biggest breakthroughs will come when savvy entrepreneurs start realising how putting people in different virtual environments can create sustainable, profitable businesses.

The best part? The people best positioned to create those businesses are probably teenagers. They're the early adopters, and because they're growing up with this tech, they're going to think of new ways to take VR outside of games. We're already seeing VR take off outside gaming. Filmmakers in Hollywood are figuring out how they can create interactive blockbusters (imagine watching a superhero movie as the fight goes on around you), and Qantas trialled VR headsets on flights last year. Imagine being 32,000 feet in the air and being immersed somewhere else – maybe even the destination you're flying to. It'll go a long way in helping those nervous flyers.



Virtual reality is just the beginning. Augmented reality is going to change how we interact with the world, and don't just think about clunky headsets, think about contact lenses and how this tech will interact in the future. Augmented reality is a real view of the world, with information laid on top of it – like video, graphics or GPS information. Imagine looking around the street, but with a pair of glasses or contact lenses, being able to view information about your area in real time. Perhaps you could view reviews of local cafes or restaurants.

The best part of all this? Virtual reality technology is becoming cheaper. With the Oculus Rift and upcoming PlayStation VR headsets costing around or under \$1,000 each, coming up with some easy money for this type of purchase isn't an impossible endeavour.

BUZZFEED TASTY EXPANDS EMPIRE TO AUSTRALIAN ADVERTISERS



BuzzFeed is expanding its video empire, opening up its Tasty channel to Australian advertisers as it celebrates its one year anniversary launching in 2015 ad a Facebook-only cooking channel.

The channel, with content created out of the US, has more than 70 million likes on Facebook, building on the global appetite for food content that has exploded over social media. Previously, BuzzFeed Tasty has worked with US brands including Nestlé and Purina. Now, Australian brands have the opportunity to advertise through the popular video content.

Nestlé advertised its Butter Fingers products through Tasty in March this year and the video drove more search results for the brand than any other marketing this year, including its Super Bowl ad.

2UE OFFICIALLY LAUNCHES NATIVE-DRIVEN TALKING LIFESTYLE FORMAT



Macquarie Media station 2UE has officially launched its new Talking Lifestyle format which will be heavily supported by branded content.

The station kicked off the new format with an interview featuring its top rating weekend presenters George and Paul and incoming talent, Sunrise host David Koch, who will present a weekend money show.

The new format has already come in for criticism from some listeners, however on air on Saturday George and Paul described a lot of the speculation around the new format as "wrong". On air, George and Paul said "there has been a lot of talk about it in the media. A lot of the talk about it has actually been wrong, it's not one long commercial," they said. National executive producer Michael Thompson said the new format was a pioneering concept that would anchor segments around lifestyle categories rather than focusing solely on personalities. "2UE Talking Lifestyle is a first for Australian radio," Thompson said.

HOW STAN PLANS TO 'FLIP THE NETFLIX MODEL UPSIDE DOWN'



In a short space of time, Stan has risen from relative obscurity to become the dominant Australian player in the increasingly competitive SVOD market.

The joint venture between Nine Entertainment Co and Fairfax Media now reaches more than 1.3 million active individuals in over 550,000 households. This makes it the second-largest SVOD service after Netflix, which is reported to have at least 1.7 million households subscribing, according to Roy Morgan figures.

However, what makes Stan an exciting proposition compared to its rivals, is that it's growth began moderately and is now accelerating.

"We are signing up double the number of people on a daily basis as what we were 12 months ago," Stan chief executive Mike Sneesby says. "Netflix joined the market with a very big brand, so you expect big brands to accelerate quickly and then plateau. We've done exactly the opposite – we launched a new brand and product 18 months ago and now it is a household name. We are 100% up in our daily activations as at the same time last year, our growth is accelerating."

Such is the optimism at Stan that executives have their eyes on much bigger targets than winning Australian market share. The goal is to flip the Netflix model to become a genuine Australian production powerhouse that makes a sizeable chunk of its revenue by exporting Stan originals overseas.

This has already begun happening with Wolf Creek, with the show being sold and distributed to markets across the Americas and Europe, offsetting much of its production costs and providing a valuable revenue stream to supplement the money made from subscriptions.

YOUTUBE VIEWS SKYROCKET LED BY MOBILE



Viewing time on YouTube by Australian audiences has jumped by 40% over the past year, it was revealed at YouTube Brandcast upfront presentations last week.

YouTube saw mobile viewing time lift by 55% as audiences grew more accustomed to watching video on the run. More than 50% of all YouTube viewing time is now on mobile, according to the figures.

The brand said its influence with consumers was continuing to grow with 72% of people saying they watched a YouTube video at least weekly, while 70% said it was now their preferred video viewing platform.

Google MD A/NZ Jason Pellegrino said YouTube was now reaching 81% of high-income earners, 73% of main grocery buyers and 73% of light TV viewers.

The MD made a strong pitch to advertisers to move more of their budgets into YouTube, saying that an ad on TV and then YouTube was more effective than an ad run twice on TV. "In today's media landscape, we believe no one platform or channel can capture all audiences, all the time," Pellegrino said.

THE AUSTRALIAN LAUNCHES ON APPLE NEWS' NEW SUBSCRIPTION SERVICE



National broadsheet The Australian has started making its content available through Apple News' newly-launched subscription service.

An update in Apple's latest software iOS 10 allows brands to put subscription-only content into its news service.

While Apple News launched last October locally The Australian has not been using the service for its news.

WHERE NEXT FOR THE 30 SEC TVC?

In 1987, the average Australian watched three hours of TV a day and here we are in 2016 and the average amount of TV watched by Australians is still three hours.



Most advertisers are finding that there is still no better way of reaching an engaged audience en masse. The free-to-air television networks have not been resting on their laurels over the last decade though, they have been some of the largest investors and innovators in the digital space.

Catch-up TV online, TV-owned news sites and apps all mean that watching telly is no longer simply a matter of plonking yourself on the couch and reaching for the remote – and the opportunities for brands to reach audiences across platforms is huge.

According to OZTAM and Nielsen's Australian Multi-screen report, as of Q1 of this year, Australian homes have an average of 6.4 screens each – up from 6.1 a year ago and 5.4 in Q1 2012.

Ultimately, marketing is all about brands conveying the right message, at the right time, to the right audience.

Brands (or their agencies) are now excelling at this online. And there is a myriad of digital technology available enabling advertisers to track their customers online and communicate with them in real-time, at the right time with a relevant and personalised message.

The challenge for free-to-air has always been building an accurate picture of the audience and then also targeting them. It's easier with subscription TV as you have a lot more data

on your customers, but unlike the US, in which subscription television has massively segmented the market, 70% of the Australian population watch free-to-air.

TubeMogul Australia/NZ MD Sam Smith claims that TV advertising in Australia is far more sophisticated than it gets credit for and "is the first market globally to implement a programmatic solution for free-to-air television."

Got questions? Contact McCann Melbourne: jane.walsh@mccann.com or McCann Sydney: lyndell.sawyer@mccann.com



Programmatic TV is on the cards for all the major networks next year. Channel Seven and SBS (powered by TubeMogul) are already selling inventory access programmatically across TV, digital and mobile.

At present, TV-heavy viewers are receiving a higher frequency of ads. As we start to reach an environment where adverts are served across devices, Smith argues that we should “start to see less bombarding of certain individuals with ads and a more even spread and reach. It will be easier for advertisers to find their audience and also provide a better viewing experience for audiences who aren’t being hammered with the same ad.”

AD FAIL CORNER



The social media backlash over this insensitively created ‘9/11 Mattress Sale’ has been EPIC. In the video for Miracle Mattress, customers are encouraged to “remember 9/11” and “get any size mattress for a twin price”.

At the end of the clip, store employees scream and fall backward into two stacks of mattresses. Said employee then turns to the camera and says, “we’ll never forget.” Obviously, the video sparked widespread outrage, and Miracle Mattress removed it from its Facebook timeline. The owner posted an apology, but the damage has been done. The store has closed its doors for the time being.

IN SHORT...



Seven’s Australia’s Cheapest Weddings pulled due to low ratings



Yahoo data hacked - 500 million account details stolen



Nine acquires CarAdvice to fuel growth in digital business



iHeartRadio Unveils New Subscription Services



TubeMogul launches Native Advertising

READY, SET, PLAY – THE MOBILE VIDEO REVOLUTION

Not so long ago, YouTube was synonymous with online video, and vice versa. Not anymore. Growth in video consumption and creation has been both instigated and fed by new platforms, environments and innovations across a wide scope. And the rapid growth in mobile online video viewing is opening up a wealth of new advertising opportunities, which constitutes little short of a mobile advertising revolution.



Two factors are driving this. The first is the rapid and well-documented rise in video consumption online – largely stimulated by the likes of YouTube, Netflix, Snapchat, Facebook Video and live video services like Periscope and Facebook Live. Cisco recently forecast video to account for 80% of global internet traffic by 2019.

The second is that video is now a format that is not restricted to the confines of the home or office. It is omnipresent – we watch it in the car, on the subway train, we show our friends at the bar that video of the news anchor swearing live on air. The increasing proportion of online video is now being viewed by consumers via mobile. Mobile phones and tablets now account for 46% of all video viewing globally.

Rapid growth in mobile advertising is being fuelled by better targeting capabilities, more and more innovative video inventory and greater focus on optimising video content for mobile consumption – making it enjoyable without sound, for example and developing video experience innovations such as 360 degree film.

Programmatic is a further emerging theme with latest estimates now suggesting that 54% of worldwide mobile display-related advertising will be traded programmatically by 2018.

LATEST RADIO RATINGS: SMOOTH DRIVES IT HOME, ROVE & SAM GAIN SHARE

It’s the sixth radio ratings of the year and yet again Nova’s Smooth FM has managed to not only retain the number one slot in drive in Sydney, but it has also increased its share by 1.2 percentage points. This makes it the city’s most listened to drive time show – sitting pretty at an 11.3% audience share.



In the Sydney market ABC 702 was again in second place, having edged up its 9.9% audience share to a 10.6% share. In third spot is 2GB with 9.6%. Nova’s Kate, Tim & Marty show was the fourth most listened to show in drive time with a 9.3% share, having marginally increased its listeners by 0.2 percentage points.

Looking at who ruled the breakfast slot, after 2GB’s Alan Jones with a 16.2% audience share and ABC 702’s 11.9% audience share, the FM breakfast’s show to rule the roost is again Australian Radio Network’s (ARN) Kyle and Jackie O.

In Melbourne Hamish & Andy continue to reign supreme in the FM drive slot with an 11% audience share, but the battle for second place has heated up.

Nova’s Kate, Tim and Mary clung onto second spot with an 8.1% audience share after shedding 0.7 points between 10 July and 17 September.

In Adelaide ARN’s Mix102.3 is still the most listened to station with the KIIS Network keeping its tight hold on the state. Nova remains the dominant player in the Sunshine State, despite seeing its audience dip slightly overall. SCA has taken top honours in Perth, with its station Mix94.5 taking out the top spot in the total people, breakfast and drive.

Got questions? Contact McCann Melbourne: jane.walsh@mccann.com or McCann Sydney: lyndell.sawyer@mccann.com

