

Analyzing the Australian Media & Advertising Industry

<https://marketpublishers.com/r/A7B2B74C021EN.html>

Date: June 2011

Pages: 100

Price: US\$ 275.00 (Single User License)

ID: A7B2B74C021EN

Abstracts

Major national newspapers in circulation today can trace their origins to publications from the colonial period. Early Australian newspapers serve as an important record of local, state and national events and their pages are a rich source of information about a community's history. According to latest April 2009 reports, the Australian newspaper industry is outperforming its counterparts in the UK and US, with advertising revenues only falling marginally from 2008.

In the advertising scenario, there is a global recession, and it is forecasted that Australia will have a soft 2009, after two strong years of performance. According to market researcher Aegis Media, the advertising industry in Australia will increase 1.7% in 2009. However, with a price inflation of 5.2%, spending will actually drop 3.5%. Only the online sector will mark a real growth of 9.7%, but the figure is cut to 5.7% if price inflation is considered.

The future of the ad industry is not in doubt - things will get better, but only companies that have positioned themselves correctly will be able to capitalize on the upswing. To do this, many firms are looking toward technology as the point of departure for huge returns. The convergence of the Internet with television, the growth of wireless communication, and the increasing use of digital video recorders all offer new avenues and challenges for advertisers. Further consolidation across national borders is also expected as ad firms try to deliver global capabilities in an increasingly competitive market.

Aruvian's R'search's report on Analyzing the Australian Media & Advertising Industry thoroughly explains the Australian advertising industry by establishing a clear demarcation of the industry components and the top spenders as well as the service providers in the global context. This helps the reader understand the industry in a nutshell overlooking the competitive activity in the industry.

The report also builds a mapping of the major advertising segments namely newspapers, magazines, internet advertising, amongst others. In this section, the report explains each of these markets in detail with their commercial characteristics along with the major players which are active in these markets thereby drawing up the overall business picture for advertising in these markets.

The report presents a future outlook for the Australian advertising industry in order to better equip the researcher with the projected growth variants for this industry.

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I. GLOSSARY OF TERMS

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