PRESENTATION TO LINA
NEW REVENUE STREAMS

04 APRIL 2025

INTRODUCING A NEW REVENUE STREAM FOR PUBLISHERS

AN OPPORTUNITY FOR PUBLISHERS TO PARTICIPATE IN DIGITAL OUT OF HOME (DOOH) MEDIA

UTILISING THE IN-STORE FOOTPRINT OF EXISTING CLIENTS, PUBLISHERS ARE ABLE TO CREATE THEIR OWN DIGITAL SCREEN NETWORKS

PUBLISHERS CAN SELL INVENTORY
ON THE SCREENS AND DISPLAY
NEWS REAL-TIME

EFFICIENCY

Partnering with third party programmatic providers and all other providers, Mercato makes it easy and seamless to trade in real-time.

Achieving audience targets on time and budget, programmatically and traditionally, as part of a media schedule and flighting.

REVENUE MODELS

1. DIRECT

Flat Rates $ CPM

2. PROGRAMMATIC

Integrated (MDS) $

M.

THE MERCATO DIFFERENCE – TABLETS

SMALL FORMAT SCREENS MEAN QUICK DISPATCH, SIMPLE INSTALLATION AND AN INSTANT MEDIA NETWORK.

1 **POST**

2 **PLUG**

3 **PLAY**

THE MERCATO DIFFERENCE – CONVERTER KITS

SIMPLE INSTALLATION AND AN INSTANT MEDIA NETWORK UTILISING YOUR EXISTING DISPLAY IN ANY FORMAT.

1 POST

2 CONNECT

3 PLAY

SEAMLESS HARDWARE INTEGRATION

Mercato's Converter Kit enables seamless integration to existing screen hardware.

Once powered on the Converter Kit automatically links screens to the Mercato dashboard enabling immediate control.

Converter kits are simply plug and play, no need for technical installation.

MERCATO SCREEN CONVERTER KIT

1 — 2 — 3

POST   CONNECT   PLUG & PLAY

REAL-TIME REPORTING

With the ever growing need to deliver brands instant campaign information, MDS dispatches and updates material within seconds and provides custom reports that can be exported in csv format using chosen criteria including start and end date, postcode, store, department or simply run across an entire client campaign.

TIME & DAY   **POSTCODE**   **CATEGORY**   **REGION**

M.

THANK YOU

Jonas Jaanimagi
Technology Lead

our purpose.

grow sustainable and diverse investment in digital advertising australia

data & privacy
The digital advertising industry provides a significant data driven value proposition for both consumers and marketers. With the loss of identifiers and increased privacy regulation, IAB Australia is supporting businesses in the digital advertising industry to find new ways of operating businesses, addressing customers and complying with local and global legislation.

sustainability
The digital advertising industry needs to reduce its environmental impact by identifying a path to a net zero future. Through collaboration, agreed measurement and industry action plans, IAB Australia will be a driving force to enable this future.

measurement & effectiveness
The continued evolution of transparent and effective measurement is vital to the digital advertising ecosystem. With changes to ad formats, privacy requirements and buy-side measurement expectations, IAB Australia plays a key role in providing guidance on measurement methodologies and frameworks to ensure greater trust in digital advertising practices.

transparency
Transparency and the ongoing development and adoption of technical standards are critical for driving the growth of the ad-supported digital economy and instilling marketers with confidence and trust in their digital advertising investments.

preparing the industry for the future
The digital advertising ecosystem is a key driver in Australia's economy. It facilitates the delivery of free online content, products and services to all Australians, fosters business growth, supports 450,000 jobs and contributes $94 billion to GDP. IAB Australia actively promotes industry innovation, effectiveness and diversity to ensure the industry's prosperity.

how?

promotion & advocacy

research & insights

events & community

education & mentoring

standards & best practice

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recent releases.

november 2023
iab australia affiliate knowledge series 3
affiliate & partnership marketing - budgeting best practice

australian ecommerce
The changing shape of the local ecommerce and retail marketing landscape
wave 3 | 2023

2023
data collaboration platforms explainer

iab training

2023
marketing measurement innovation series

july 2023
digital advertising & ad tech industry talent review.

q&a article
search marketing skills

iab submission privacy act review report 2022

2023
retail media glossary of terms
iab retail media working group

june | 2023
digital ad fraud handbook

one pagers on video environments
• social
• bvod
• svod/avod
• short form content
• short form editorial
• fast channels
• live

ad tech matters.
summary of recent updates to industry standards
open to all
jonas jaanimagi
technology lead | iab australia

Total internet advertising market 2024

$16.4 billion

Internet advertising market growth 2024 vs 2023

+11.1%

Search and directories
$7.2bn +10.1% on 2023

Search represents 44% of the total Australian internet advertising market in 2024

Video
$4.5bn +19.6% on 2023

Video advertising continues to outperform the broader display advertising market in 2024

Classifieds
$2.6bn +8.3% on 2023

Classifieds expenditure grows in 2024, driven by growth in the real estate sub-sector

Display (excluding Video)
$2.0bn +1.7% on 2023

Non-video display advertising returns to growth, driven by growth of global players
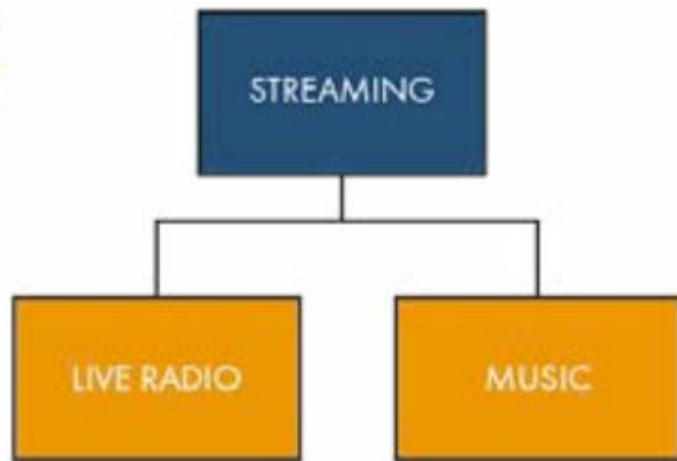
Audio
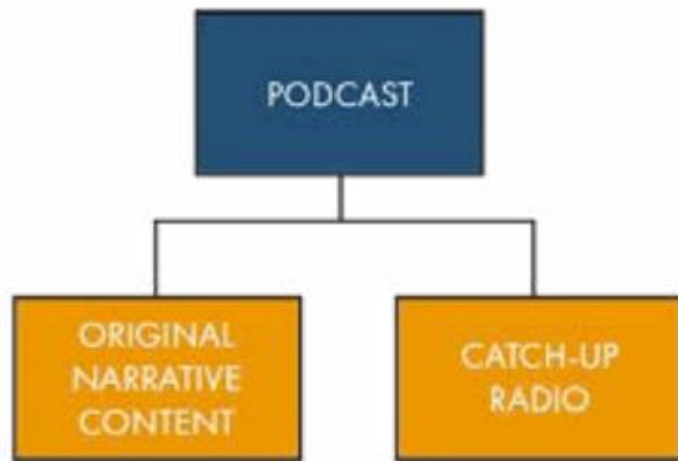**$313m** +17.8% on 2023

Internet audio advertising expenditure represents 4.8% of the general display advertising market (including video) in 2024

DIGITAL AUDIO ADVERTISING OPPORTUNITIES

Streamed audio is delivered over a continuous connection between the audio source and the listener.

Podcast is a digital audio file downloaded via internet connection and can be played now or saved for later.

video ad format matrix

pre-roll

ACM ESPN CarExpert fetch KARGO

carsales | mediahouse Domain Group DAILYMOTION

News Corp Australia FOXTEL media INTERPLAY MEDIA NETFLIX

Nine 7+ Paramount prime Spotify

SBS ONDEMAND REA Group twitch YouTube

can also be bought programmatically through ad tech vendors

video with companion ads

KARGO

SAMSUNG Ads

Spotify

Woolworths Group

YouTube

can also be bought programmatically through ad tech vendors

in-article video

ACM CarExpert

ESPN DAILYMOTION

DRIVE News Corp Australia

Domain Group FOXTEL media KARGO

INTERPLAY MEDIA Nine

7 NEWS Woolworths Group

can also be bought programmatically through ad tech vendors

accompanying content *(formerly outstream)*

ACM CarExpert Domain Group DRIVE FOXTEL media

carsales | mediahouse KARGO

interstitial *(formerly outstream)*

Domain Group FOXTEL media News Corp Australia

standalone / no content *(formerly outstream)*

ACM CarExpert carsales | mediahouse

FOXTEL media News Corp Australia

can also be bought programmatically through ad tech vendors

high impact formats across CTV

DAILYMOTION fetch firetv Google TV

Microsoft Nine prime Paramount 7+

SAMSUNG Ads SBS ONDEMAND

twitch Teads YouTube

can also be bought programmatically through ad tech vendors

Data Assets
What You Collect and Use via Properties

Demo	Geo	Contextual	Interest	Behavioral	Identity	Consent

Data Relationships
How You Collect & Match Data

0-Party	1st-Party	2nd-Party	3rd-Party
Shared directly by consumer	Collected with consumer consent as needed	Added via direct connection to another org's 1P data	Collected without direct relationship with consumers

Identifiers
How Data is Obtained/Matched

1st-Party Identifiers	3rd-Party & Personal Information Identifiers
UUIDs, 1P Cookies, IDFV, Local Storage	Email, Phone, Address, 3P Cookies, IDFA/GAID Device / IP / User Agent

image source: ThinkMedium

Stage 0	Stage 1	Stage 2	Stage 3
Data collection for normal operations	Use cases for internal data monetization	Use cases for external data monetization	Next-level data product
Day-to-day business as a driver for data collection Slow but substantial growth of structured data	Internal monetization of collected data Sales & Marketing are main drivers for collecting more data	Initial data monetization with external use POCs and lack of processes or organizations for external monetization	Well-defined data products (and prices) Tools and processes in place for external data monetization

reaching shoppers at the point of purchase
is seen as a key advertiser opportunity in retail media

Since the previous survey in 2023, there has been a switch of the top 2 drivers for retail media. In 2023, the opportunity of partnering with retailers for access to their first-party data was ranked #1 (48%) with reaching shoppers at point of purchase ranked #2 (37%).

opportunities advertisers and agencies see in partnering with retailers on retail media activities

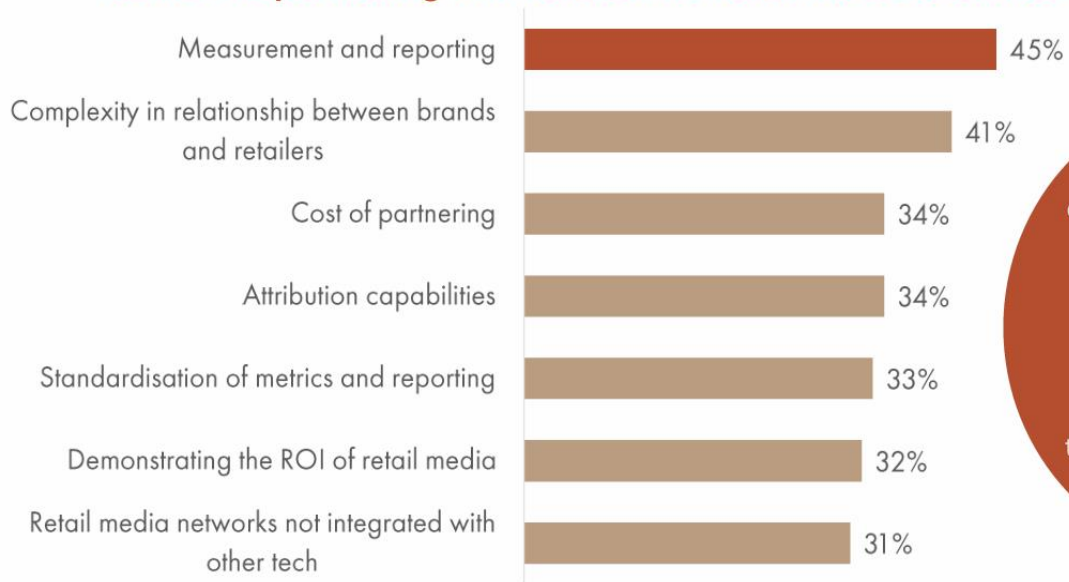| Opportunity	%
Reach shoppers at the point of purchase	56%
Access to retailer first-party data	52%
Influencing customers across entire purchase funnel	47%
Data to reach new consumers in emerging channels	42%
Efficiency of targeting audiences based on deterministic data	42%
Access to retailer marketing partnerships	32%
Improve consumer experience	30%
Extend trade relationships	29%
Closed loop attribution	27%
Granular product level attribution reporting	27%
Access to privacy compliant advertising	20%
Access to a brand safe environment for advertising	19%

Similarly, in Europe, access to retailer first-party data (87%) and reaching shoppers at point of sale (74%) are the top two retail media investment opportunities cited by buyers. *

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retail media

addressing challenges in measurement and managing relationships are needed to drive further investment in retail media

The list of barriers in this year's survey has been updated, however in previous survey retail media networks not being integrated with other tech was the top barrier to partnering with retailers (37%). Measurement related barriers have increased over the last year. IAB Australia has started to address this barrier with its 'Australian Retail Media Measurement Principles and Guidance'.

barriers to partnering with retailers for retail media activities

Barrier	Percentage
Measurement and reporting	45%
Complexity in relationship between brands and retailers	41%
Cost of partnering	34%
Attribution capabilities	34%
Standardisation of metrics and reporting	33%
Demonstrating the ROI of retail media	32%
Retail media networks not integrated with other tech	31%

In Europe, barriers are centered on fragmentation of retail media networks (58%) and the lack of standardisation (58%). Attribution measurement (78%) and media measurement (73%) are the top two areas that buyers cite as most in need of standardisation.*

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Main Areas of Reform

- Development of a Children's Online Privacy Code
- Inclusion of technical and organisational measures as required reasonable steps to protect PI under APP11
- New mechanism to prescribe countries as having substantially similar protections to allow cross border disclosure
- Streamlined information sharing regime during a data breach
- New tiered penalty regime and enhanced court powers
- Requirements to include details of automated decision making in privacy policies

Other Reform

- New Ministerial power to make (temporary or otherwise) APP codes
- More targeted emergency declaration requirements
- New OAIC power to conduct public inquiries
- New OAIC determination power to provide support after breach
- New investigative and monitoring requirements

Privacy and Other Legislation Amendment Bill 2024
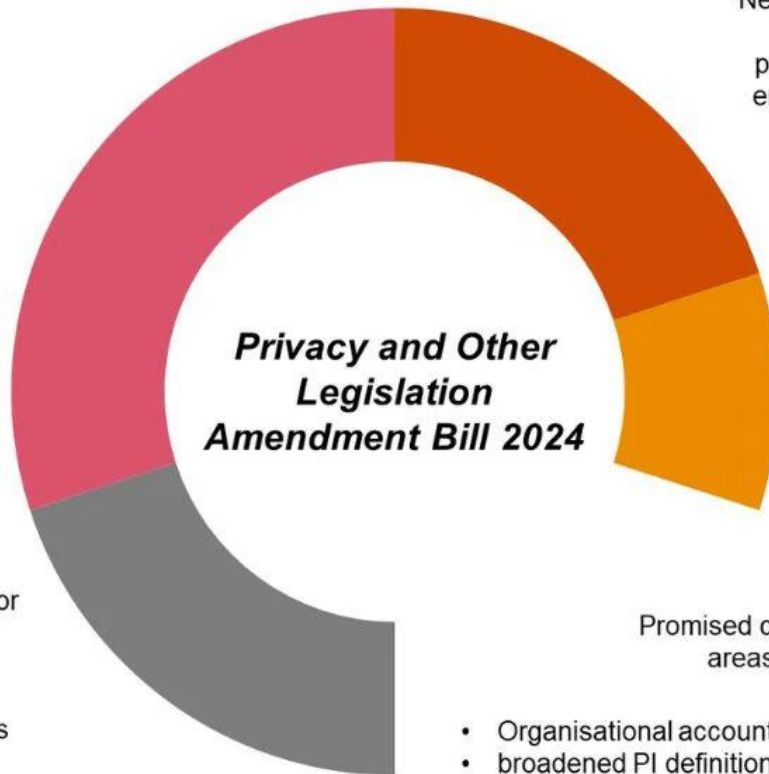
New Statutory Tort

New cause of action for individuals as a statutory tort for serious invasions of privacy, except against journalists, law enforcement bodies, and where in the public interest

Doxxing

Criminalising people's use of personal data in manner that is menacing or harassing to an individual
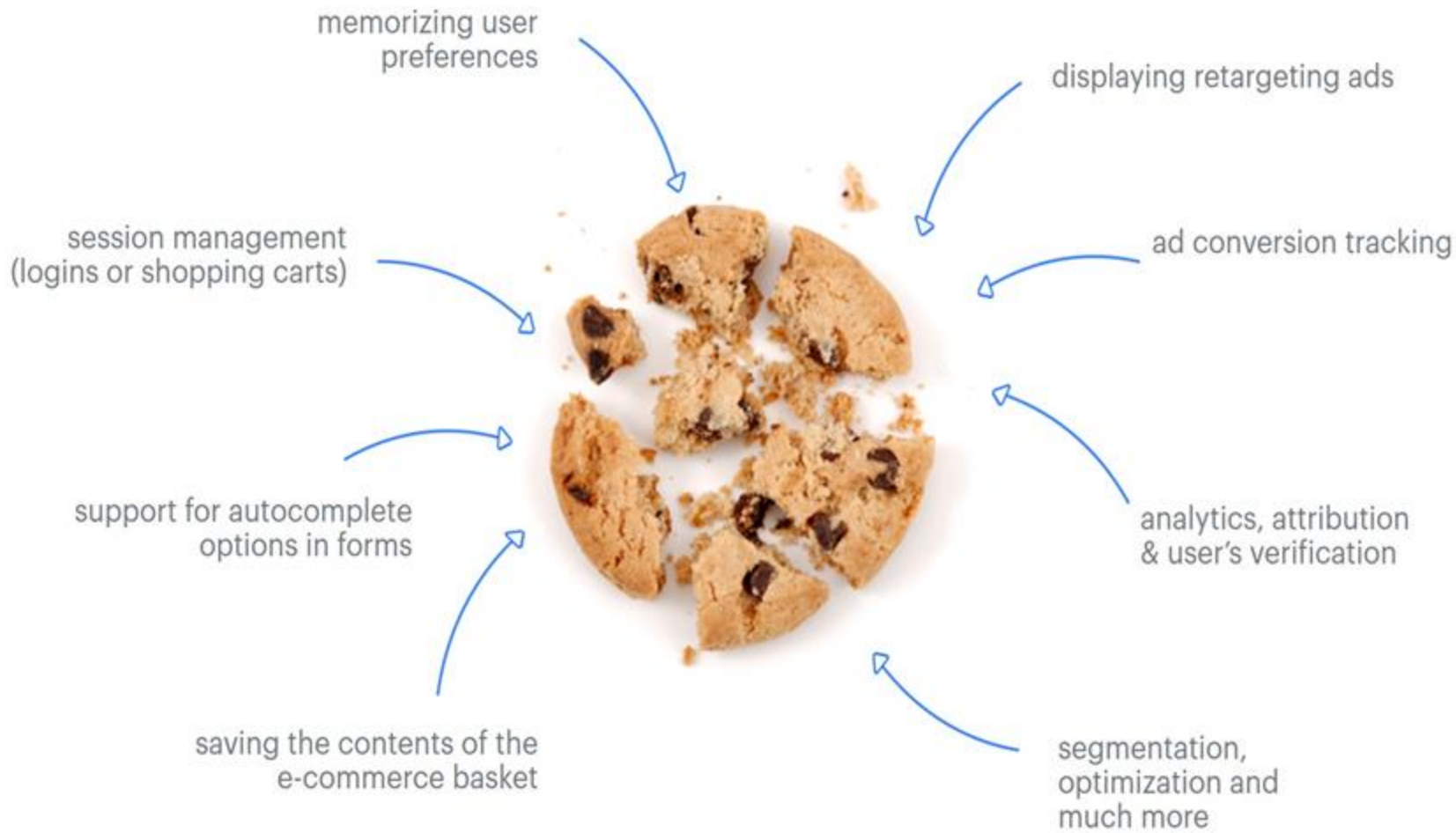
Not included...

Promised consultation on future reform for other areas agreed to by Government including:

- Organisational accountability
- broadened PI definition
- amendments of small business and employee records exemption
- mandatory privacy officers
- enhanced consent

- 72-hour notification
- 'fair and reasonable' test
- direct right of action;
- opt-out of direct marketing
- more detailed privacy policies
- mandatory privacy impact assessments

THE END OF THIRD-PARTY COOKIES IS NIGH

memorizing user preferences

displaying retargeting ads

session management (logins or shopping carts)

ad conversion tracking

support for autocomplete options in forms

analytics, attribution & user's verification

saving the contents of the e-commerce basket

segmentation, optimization and much more

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