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Advertising hasn't changed but delivery has, says Facebook; Media

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Forget "social" and concentrate on what has always made advertisements successful - relevance - **Facebook** global head of travel Lee McCabe says.

Facebook is challenging traditional media businesses, such as newspapers and television networks, for **advertising** revenue. In the three months to the end of 2015, the social media giant brought in \$US5.6 billion (\$7.44 billion) in **advertising** sales revenue, a 57 per cent increase on the previous corresponding period. Eighty per cent of that revenue came from mobile **advertising**.

Interestingly, as **Facebook** guns for **advertising** dollars from traditional players, it was the biggest new spender on television **advertising** in Britain in 2015. **Facebook** contributed £10.8 million (\$20.9 million) in **advertising** revenue - the most of the 877 new advertisers or those returning to TV after not spending for at least five years.

Travel **advertising** is one of the social media network's fastest-growing categories for the company and its one it's keen to promote.

On a recent trip to Australia, Mr McCabe told Fairfax Media businesses that were **advertising** well on **Facebook** were forgetting the word "social".

However, he refused to say how much travel **advertising** had increased or what percentage it is of total **advertising** revenue.

Travel clients in Australia using **Facebook** included Qantas, Tourism Australia, Flight Centre and globally companies like Expedia, Priceline and Skyscanner, as well as large airlines and hotel chains, he said.

M&C Saatchi social content director Candice Juniper said **Facebook** offered targeting capabilities that were attractive to certain industries, brands, campaigns or strategies, but it should not be the sole platform.

"We always look at it as a piece of a bigger whole," Ms Juniper said.

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