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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 Â£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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