

## **carsales welcomes Nielsen digital audience measurement solution** *True view of Australian automotive digital market overdue*

31 March, 2016

Carsales.com Limited (carsales) today welcomed the launch of the world leading digital audience measurement, Digital Ratings (Monthly). Carsales director of marketing, Kellie Cordner was delighted the new ratings will give a true representation of the market.

“This is a great step forward for the industry and is testament to the hard work of Nielsen and the IAB. Having a clear understanding of the market is a win-win for all concerned,” said Cordner.

The digital measurement solution gives the market a first look at Australia’s total digital audience, unduplicated, across PC, smartphone and tablet for both web browsers and apps.

In February 2016, close to five million Australians engaged with an automotive publisher via a digital device. While PC’s were the most likely method for engagement with over 3.2 million people and carsales.com.au accounting for a significant proportion of total audience engagement with nearly 2 million unique people visiting, there is clear movement to apps and mobile. The automotive category lift was driven by Carsales’ mobile app, a locally developed ad supported app driving significant audiences on mobile screens.

Growth in the automotive market is being driven by non-PC devices and due to continued investment and innovation with its award winning apps, the carsales.com.au website and apps are almost double that of the nearest competitor (89% more audience than Gumtree Automotive Websites, 2.5X bigger than carsGuide, 4.6X bigger than CarAdvice).

“In terms of total unique audience, the carsales share accounts for 41% of our competitive market set which is extremely pleasing and is great news for consumers, dealers, manufacturers and advertisers,” said Cordner.

When assessing internal metrics, Cordner added, “We are seeing the move to mobile and apps across our sites with over 64% of customers using mobile and apps to search for a car on carsales.com.au. These results, combined with Nielsen’s information, confirms we have 50% of the smartphone automotive market and is testament to the strength of our award winning apps”.

“It is vital that companies give the consumer choice, which is why we invest heavily in providing a range of ways to access our sites. For example we are the only player in our market with a tablet app. Choice and ease of access are vital to our continued market leadership,” said Cordner.

Cordner predicted that the new ratings would help to stop misrepresentation in the market over audience sizes.

“No longer will companies be able to fudge the numbers and confuse the market. Clarity in the market is vital so that advertisers and agencies have a clear understanding of the state of the digital market,” said Cordner.

## AUTOMOTIVE INFORMATION – DEVICE BREAKDOWN (WEB & APP)

DEVICE	UNIQUE AUDIENCE (000)	TIME PER PERSON (HH:MM:SS)
Computer	3,215	00:42:51
Smartphone	1,376	00:51:45
Tablet	772	00:28:16
Total Audience	4,830	00:47:47

Source: Nielsen Digital Ratings (Monthly) – February 2016; Computer (Pp; 2+), Smartphone and Tablet (Ppl 18+)

## TOTAL AUDIENCE – TOP 5 AUTOMOTIVE INFORMATION BRANDS (WEB & APP)

ENTITY	UNIQUE AUDIENCE (000)	TIME PER PERSON (HH:MM:SS)
carsales.com.au	1,981	00:53:50
Gumtree Automotive Websites	1,048	00:39:32
carsGuide.com.au	764	00:09:06
Drive.com.au	630	00:05:49
CarAdvice	426	00:18:09

Source: Nielsen Digital Ratings (Monthly) – February 2016; Computer (Pp; 2+), Smartphone and Tablet (Ppl 18+)

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### About carsales.com Ltd

carsales.com Ltd (ASX: CAR) is the largest online automotive, motorcycle and marine classifieds business in Australia. Attracting more Australians interested in buying or selling cars, motorcycles, trucks, caravans and boats than any other classified group of websites. The carsales network of websites includes carsales.com.au, Australia's number one automotive classified website, motoring.com.au, bikesales.com.au, boatsales.com.au, RedBook.com.au as well as leading caravan, truck and machinery classified websites. Together with its subsidiaries employing more than 700 people in Australia.

In addition to its Australian operations carsales develops world leading technology and advertising solutions that drive its business around the world. The carsales network has operations across the Asia Pacific region and has interests in leading automotive classified businesses in Brazil, Mexico, Chile, South Korea, Malaysia, Indonesia and Thailand.