

Discover your edge

Friday, 30 May 2014

Google, Seven Network, Nine Network, NOVA and Facebook: how does your brand compare?

Roy Morgan Research is pleased to announce that the freshly launched *AdNews Media Benchmark Study 2014* is now available for purchase. Roy Morgan Research was commissioned by AdNews to undertake the study, an annual report into Australia's media and advertising industry based on views from media agencies, owners and other media players across the country.

Providing a comprehensive analysis of the media industry's best and brightest performers, its biggest issues and most exciting (and worrying) trends, the report allows media companies to benchmark themselves against their competitors and colleagues, and compare their thoughts and opinions against those of their peers and clients.

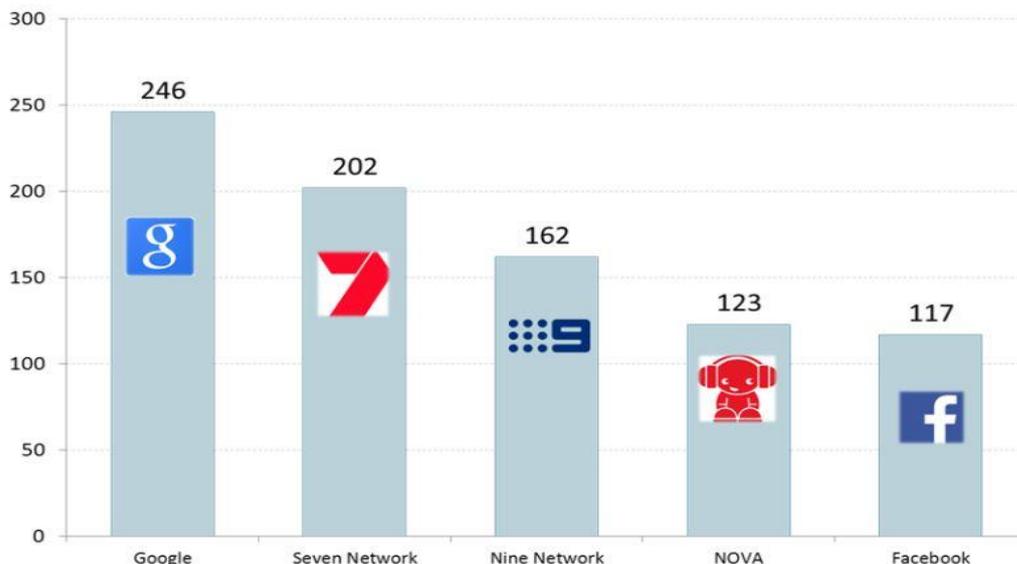
Taking in both media sales and agency perspectives, the Benchmark Study reveals the biggest issues and trends expected in the next 12 months, the dynamics of media and agency relations, and much more.

Credit where credit's due

The report also reveals Australia's top media brands and agencies, as rated by their peers.

On one hand, we asked agencies to rate media brands on their professionalism and performance, using a three-tier ranking system. The overall winner was the brand with the highest total score. For the first time, Google romped it in with top spot for Best Media Brand.

Best Media Brand: Top 5 by Overall Score



Likewise, Agencies were rated by their media sales peers across four areas: Knowledge, Communication, Collaboration, and Negotiation. Though there was no overall winner, UM certainly reigned supreme in three of the four categories, closely followed by OMD and Mediacom.

Media Sales Ranking of Best Media Agencies

Rank	Knowledge	Communication	Collaboration	Negotiation
1	UM	UM	UM	Mediacom
2	Mediacom	OMD	OMD	UM
3	OMD	Mediacom	Mediacom	OMD
4	Carat	Carat	Mindshare	Carat
5	Mindshare	lkon	Carat	lkon

Get yours today

Find out more about the *AdNews Media Benchmark Study 2014* [in our Online Store](#), and download your own copy immediately for just \$750.

Howard Seccombe, Head of Client Services, Roy Morgan Research, says:

“Now in its second year, the AdNews Media Benchmark Study is fast becoming the measure of excellence and benchmark for improvement in the media industry.

“It provides the media and advertising industry with critical insight into the health of media sales as a career, and also the industry as a whole. What are the key issues for marketers and media agencies now and into the future? Which media channels are faring best in this ever-changing market? Which companies are getting it most right?”

“Roy Morgan Research is delighted to be partnered with AdNews on this important and revealing annual study.”

For comments or more information please contact:

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Related research findings

Learn more about the [AdNews Media Benchmark Study 2014](#) or explore our extensive range of [Media and Communication profiles](#) in our Online Store.

About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in New Zealand, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years' experience in collecting objective, independent information on consumers.

In Australia, Roy Morgan Research is considered to be the authoritative source of information on financial behaviour, readership, voting intentions and consumer confidence. Roy Morgan Research is a

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specialist in recontact customised surveys which provide invaluable and effective qualitative and quantitative information regarding customers and target markets.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

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