

Betiquette

Sports Betting Awareness

Post Campaign Report

19th January 2018



Department
of Industry
& Consumer
Affairs
Liquor & Gaming

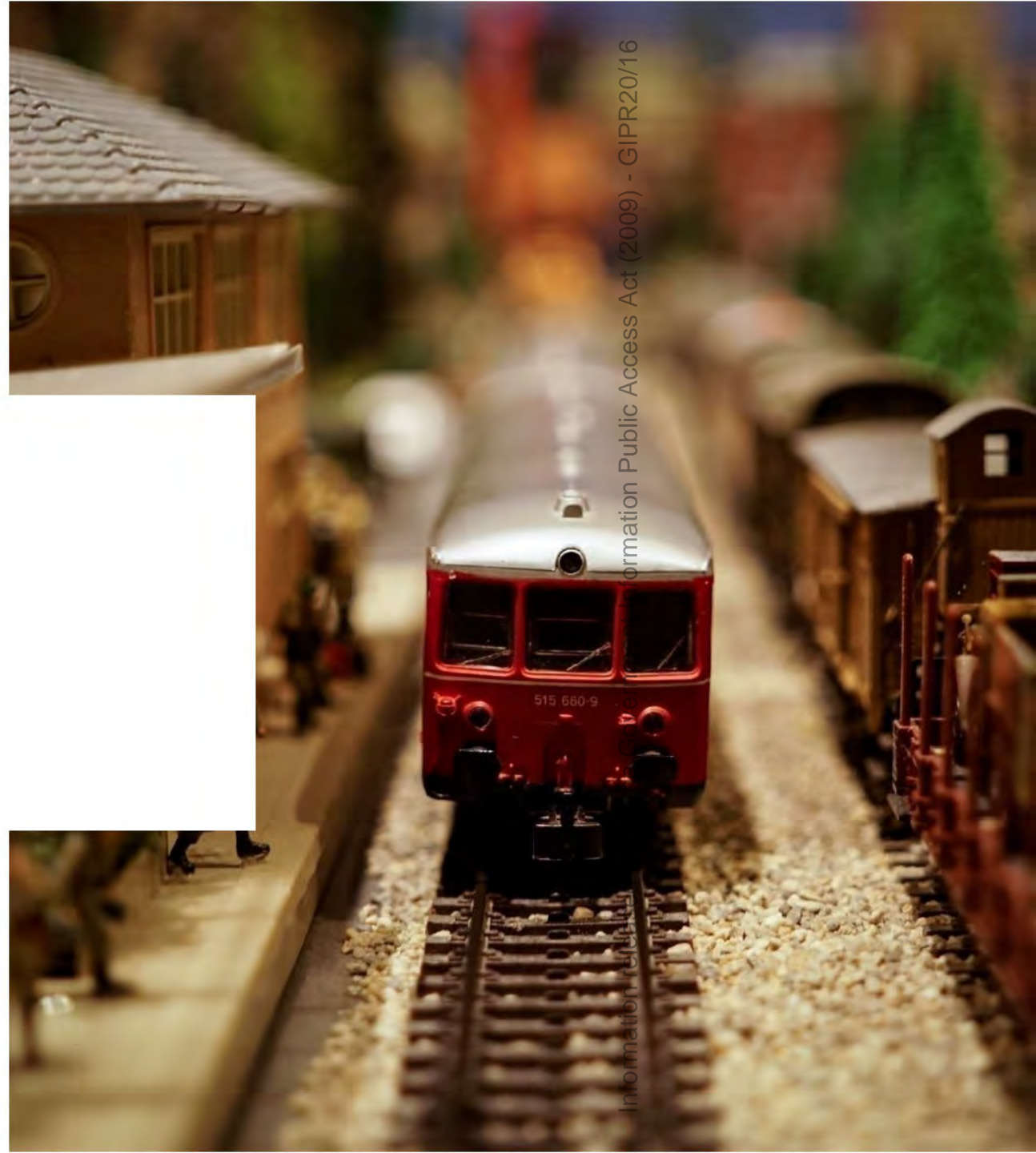
Agenda.

**Campaign
Overview.**

**Channel
Executions.**

**Campaign
Value
Summary.**

Campaign Overview.



Information Public Access Act (2009) - GIPR20/16

Information Public Access Act (2009) - GIPR20/16

The Objectives Of Our Campaign.

1

Promote responsible and informed gambling behaviours to young men aged between 18-35 (and wider NSW)

2

Demonstrate the 'tipping point' where normal/ leisure gambling becomes an issue

3

Normalise responses to sports betting 'in the moment' (pausing to think, stopping or encouraging friends)

Connections Ecosystem.





Information released under the Government Information Access Act (2009) - GIPR20/16

Campaign Dates.

w/c 3/09/2017 - w/c
3/12/2017

Markets.

Metro and Regional

Activity.

- Metro Radio
- Out of Home
- Online Video
- Digital Display
- Digital Mobile
- Digital Social
- CALD Social


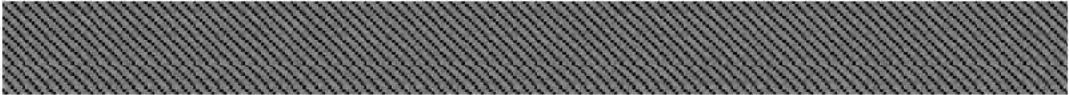
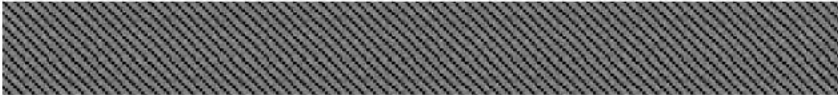
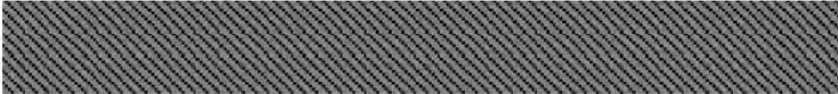
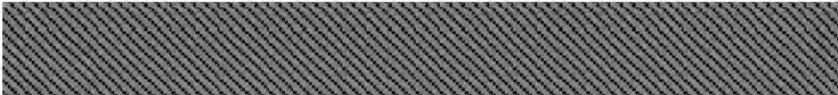
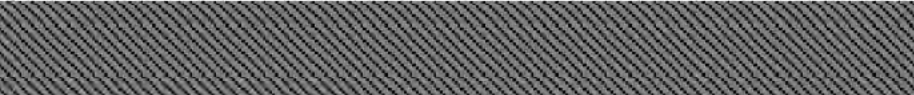
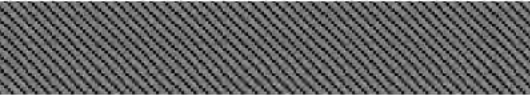
Target Audience.

Males 18-35

Campaign Goals.

Disrupt the conversation led by betting advertisers by demonstrating to young males specific examples of how to show good Betiquette in pre-, during and post-game moments.

Campaign Overview.

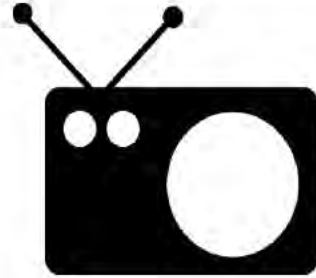
CHANNEL	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	BUDGET	%	
	3 10 17 24	1 8 15 22 29	5 12 19 26	3 10 17 24			
Radio					\$61,210	14%	
Out of Home					\$64,347	15%	
Online Video					\$75,320	18%	
Digital Display					\$54,800	13%	
Digital Mobile					\$69,000	16%	
Digital Social					\$67,500	16%	
CALD Social						\$35,500	8%
TOTAL					\$427,677	100%	

Channel Summary.



Screens

- 15" & 30" Pre-rolls



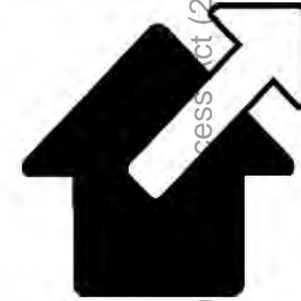
Radio

- 15" & 30" Pre-records running Grill Team, DSL NRL and AFL commercials



Digital

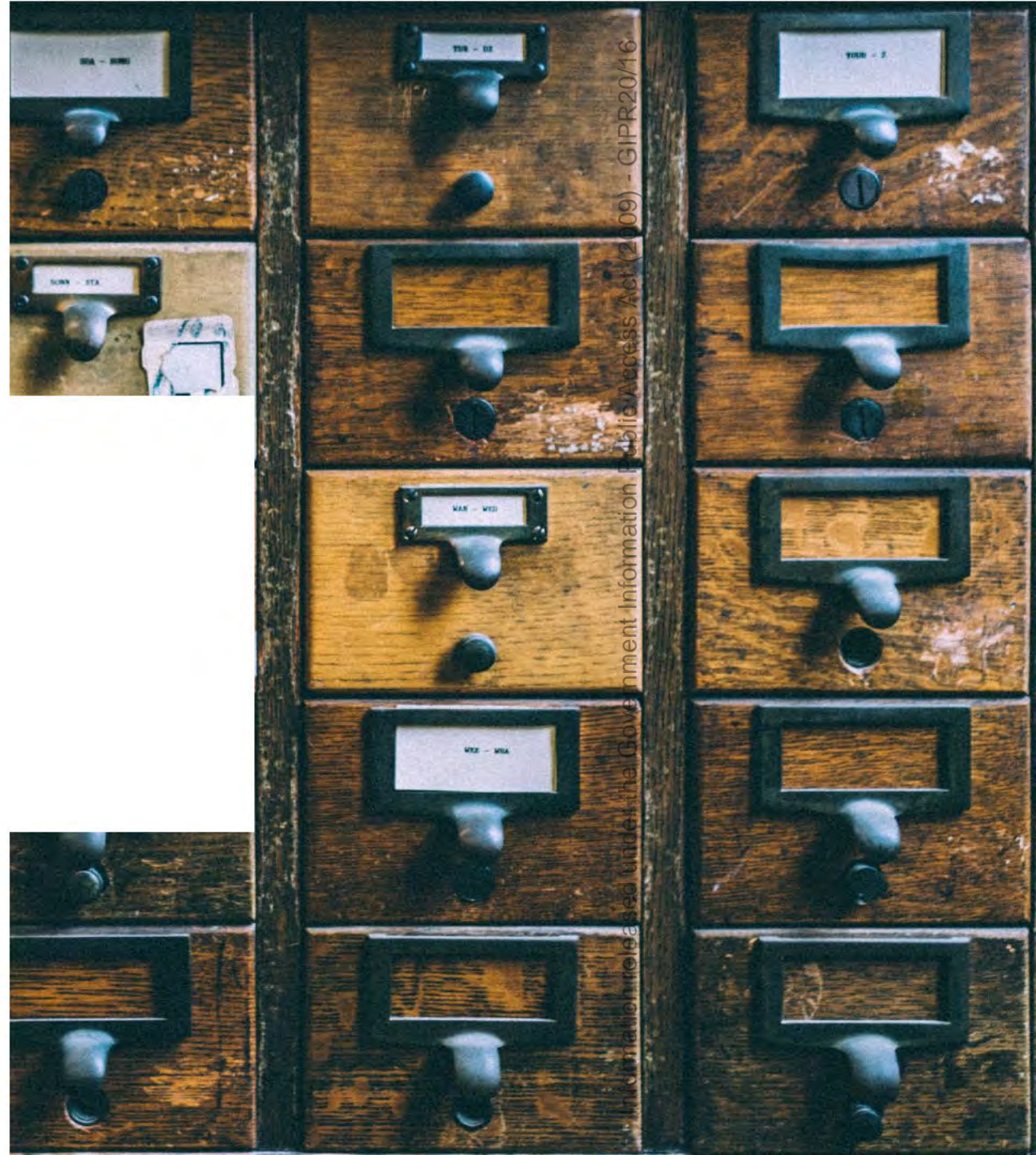
- 300x250 & 728x90 display banners
- Rich media, 15" pre-roll and display mobile banners.
- Facebook link, video and photo ads & Snapchat
- Arabic, Mandarin, Cantonese and Vietnamese CALD social activity.



Out of Home

- Convenience A3 & A4 panels, and take away cards.
- Digital Screens in Pubs (which include a TAB or pokies)
- ATM Screens and receipts

Channel Executions.



RADIO

Radio.

Objectives

- Define “Betiquette” amongst M18-35 and disrupt the conversation across sporting moments.

Strategy

- Activity within the Grill Team and Dead Set Legends - heavy sport content so high relevancy of the message.
- Strong presence across both the NRL & AFL broadcasts - capturing consumers when they are most engaged.

Planned Activity

- Flighting during the NRL & AFL games and spring carnival season.
- Reach 255,000 (30.5%) Males 18-39 + Average Frequency 18.1 Times

Metro Radio Executions.



Peer Pressure 30"

2MMM

SCA



**Chasing Your
Losses 30"**

2MMM

SCA



Bonus Bet Alert 30"

2MMM

SCA



**Distracted by push
notifications 15"**

2MMM

SCA



Piddled to punt 15"

2MMM

SCA

Radio Results.

Network	Market	Program	Format	Booked Spots	Delivered Spots	Contract Bonus	Negotiated Bonus	Bonus value
SCA	Metro	NRL	15" Pre-record	42	42	39	9	\$16,752
		AFL	15" Pre-record	12	12			
		Grill Team	15" Pre-record	28	25			
		DSL	15" Pre-record	28	28	27	7	\$14,620
		Grill Team	30" Pre-record	28	28			
		DSL	30" Pre-record	28	28			
				166	163	65	17	\$31,372

Across Metro Radio we negotiated **82** bonus spots valued at **\$31,372**.



OUT OF HOME

Out of Home.

Objectives

- Introduce the Betiquette campaign to M18-35 during points of behaviour.

Strategy

- Encouraging Betiquette around sports betting environments
- Display the Betiquette message across ATM welcome screens, processing screens & receipt footers

Planned Activity

- Activity in Pub environments:
 - 432 Pub Bathroom panels paired with 350 Takeaway cards
 - 140 Digital Screens in Pubs (which include a TAB or pokies)
 - 605 Pub ATMs and receipts

OOH Executions.



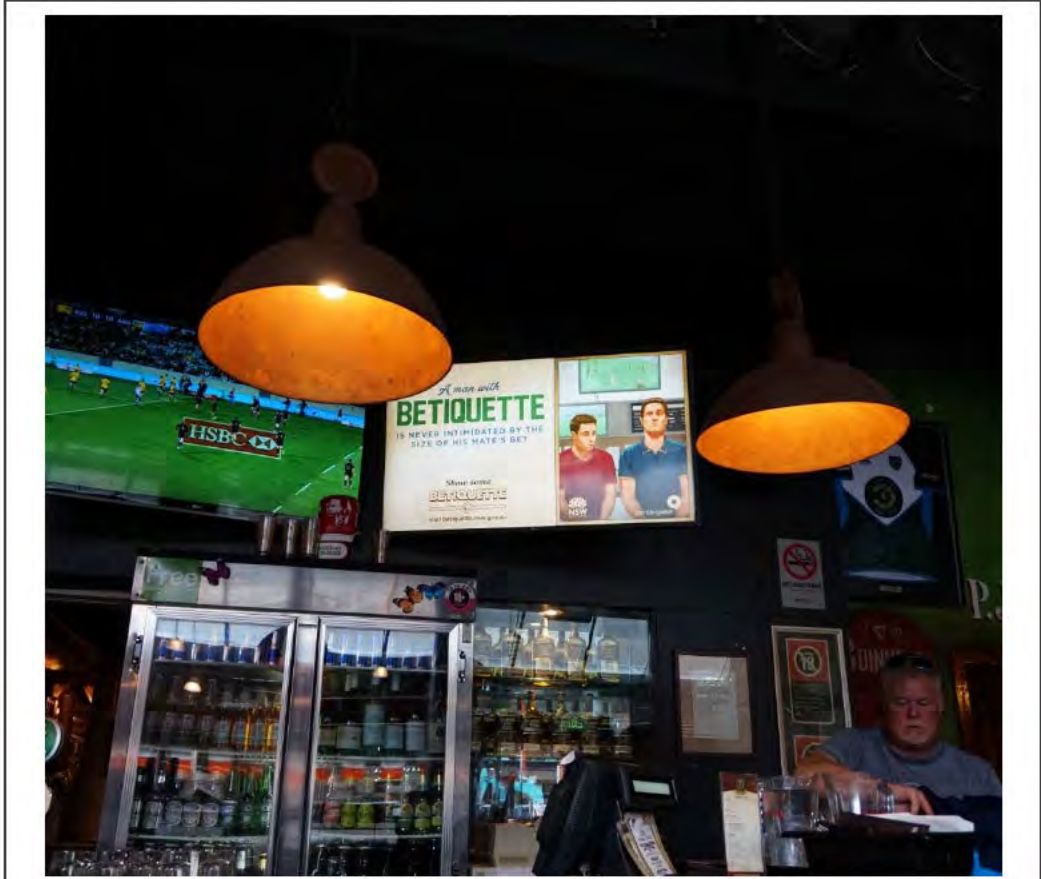
Conads - A4 Panels & Take Away Cards



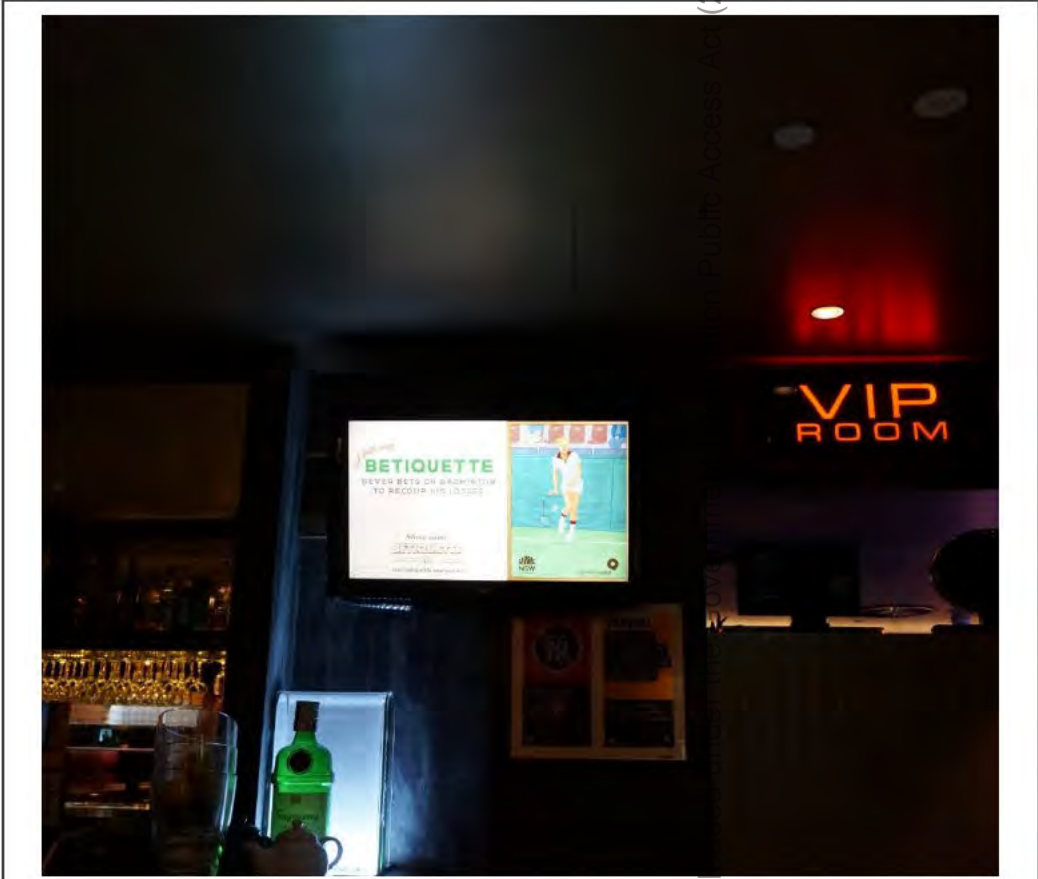
Conads - A4 Panels & Take Away Cards

OOH Executions.

(2009) - GIPR20/16



oOh! Locate - Digital Screens - Jackson on George



oOh! Locate - Digital Screens - Le Pub

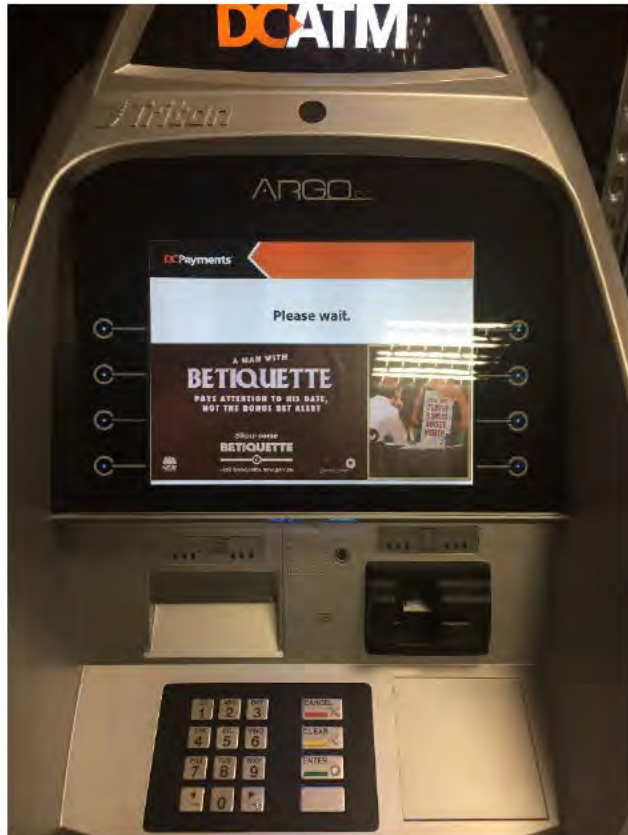
Information re

OOH Executions.



NonStop - A3 Panels

OOH Executions.



AT Media - ATM Screens



AT Media - Receipt

OOH Results.

Publisher	Panel Type	Booked Panels	Delivered Panels	Contract Bonus	Negotiated Bonus	Bonus Value
Conads	A4 Panels	222	222	24	51	\$4,787
	Take Away Cards	90	90	0	9	\$41
oOh! Locate	Digital Screens in Pubs	212 (Plays)	212 (Plays)	-	30 (Plays)	\$3,910
NonStop	A3 Panels	210	210	165	-	\$11,550
	Take Away Cards	240	240	-	-	-
AT Media	ATM Screens and Receipt	400	400	205	-	\$3,075
		1374	1374	394	120	\$23,363

For Out of Home we negotiated **514** bonus panels valued at **\$23,363**.



DIGITAL VIDEO

Online Video.

Objectives

- Drive awareness of Betiquette via engaging video content to Males 18 - 35

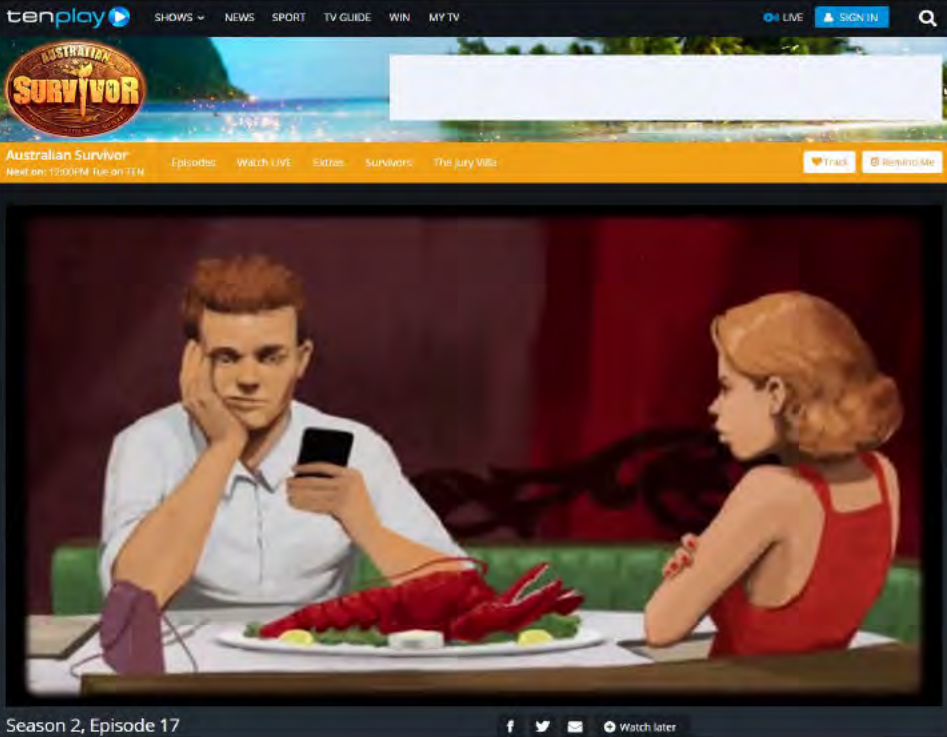
Strategy

- Align ourselves with contextual environments including sports, arts and entertainment.
- Implement data segments to identify people who engage with gambling behaviours.
- Premium environments to capture highly engaged consumers.

Planned KPIs


- Impressions/ Views
- Completion rate of 70%

Cadreon Online Video Executions.



The screenshot shows the Tenplay website interface. At the top, there is a navigation bar with 'tenplay' logo and links for 'SHOWS', 'NEWS', 'SPORT', 'TV GUIDE', 'WIN', and 'MY TV'. A 'LIVE' indicator and a 'SIGN IN' button are also present. Below the navigation is a banner for 'AUSTRALIAN SURVIVOR' with a scenic background. Underneath, there is a sub-header for 'Australian Survivor' with options for 'Episodes', 'Watch LIVE', 'Series', 'Survivors', and 'The Jury Vote'. The main content area features a video player showing a scene from 'Australian Survivor' Season 2, Episode 17. The scene depicts a man in a white shirt sitting at a table with a woman in a red dress, looking at a smartphone. A large red lobster is on the table. Below the video player, there are social media icons for Facebook, Twitter, and Email, and a 'Watch later' button. The text 'Season 2, Episode 17' is visible at the bottom left of the video player.


Tenplay - Date



The screenshot shows the Yahoo7 Sport website. The top navigation bar includes 'YAHOO!7' logo and links for 'News', 'PLUS7', 'TV', 'Finance', 'Sport', 'Lifestyle', 'Entertainment', 'Travel', and 'Weather'. Below this is a 'SPORT' section with links for 'AFL', 'NRL', 'TENNIS', 'CRICKET', 'FOOTBALL', 'RUGBY', 'VIDEO', and 'MORE SPORTS'. The main headline reads 'Stev's Sting: Tom Lonergan on track to play on Friday'. Below the headline, there is a sub-headline 'Mark Stevens with the latest on Tom Lonergan.' and social media sharing options for Facebook, Twitter, and Email. The video player shows a man in a green and white V-neck sweater and a dark cap, sitting at a desk and looking at a computer screen. He is holding a piece of paper and has a fist raised in a celebratory gesture. The text 'Information released under the Government Information Public Access Act (2009) - GIPR20/16' is visible vertically on the right side of the page.

Yahoo7 - Sport - Kebar

Cadreon YouTube Executions.



Introducing Betiquette
Gambling Help NSW

Epiphone EJ200 CE mastermusic
145,530 views


Tomasz X
Published on Dec 13, 2012
Test opinie gitary Epiphone EJ200 CE

45 Comments

Up next

- Epiphone EJ-200ce Acoustic Guitar Demo
- Mix - Epiphone EJ200 CE mastermusic
- I love my new Epiphone EJ-200 CE/N electro-acoustic guitar
- Gibson vs Epiphone - J-200 Standard and the EJ-200CE
- The Police - Every Breath You Take (Luciano Belgrado Cover)

Interest Targeting - Desktop
30 seconds Video



Juventus vs Real Madrid 1-4 - UHD 4k UCL Final 2017 - Full Highlights (English Commentary)
GugaTV - 4,975,858 views

Up next

- Barcelona vs Real Madrid 1-3 - Super Cup 2017 - Full Highlights...

Topic Targeting - Mobile
30 seconds Video

Cadreon Online Video Results.

Delivered Impressions

789,915

vs 773,087 Planned Impressions

Delivered CPM

\$45.98

vs Planned CPM OF \$47.00

Completion Rate

72%

Benchmark of 70%

- Catch up TV delivered a strong completion rate of 84.45%. This is due to the nature of catch up TV and its non skip environment
- During the campaign we introduced app targeting across catch up TV and a dedicated whitelist. These placements achieved great results delivering completion rates of 95% and 79% respectively.
- The delivered CTR was 1.23% (vs benchmark of 0.05-0.08%). This proves our audience was highly engaged with the creative across these platforms.
- Contextual targeting delivered a 77% completion rate
 - Categories included: Sport, Fitness and Arts & Entertainment.

Cadreon YouTube Results.

Delivered Views

331,897

vs 325,000 Planned Views

Delivered CPV

\$0.12

vs Planned CPV OF \$0.12

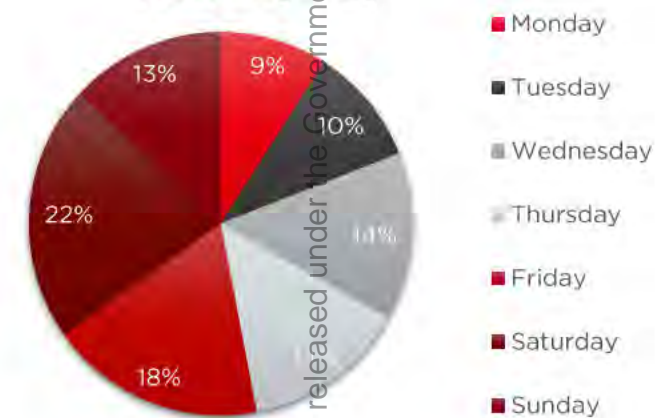
Completion Rate

41%

Benchmark of 29.6%

- Best performing keyword groups across our YouTube activity were football, soccer, basketball and cricket. This shows that people who were interested in this type of content were more likely to engage with our ad.
- Interest targeting was our best performing strategy, delivering 54% of our total views. The main interests we saw aligning with this audiences were cricket enthusiasts & soccer
- Saturday was the best performing day of the week, delivering the highest volume of clicks, showing our audience was most engaged with our Betiquette content on the weekends.

Views By Day





Learnings.

- We saw great performance across Catch Up TV in particular across mobile. Therefore, we optimised budgets towards this strategy.
- In regards to creative length, 15s delivered the highest completion rate vs. 30s (74% vs. 70%)
- Across YouTube, interest targeting was the best performing strategy, in terms of relevancy, delivering the highest volume of views (54%).

Recommendations.

- We saw strong engagement across our audience strategies. However we were unable to shift budget into this segment due to limited volume. Moving forward we suggest building out this segments with additional data.
- Based on the strong performance we saw across YouTube we recommend investing more money in this platform.
- Running shorter creative (15") only would assist in increasing view rates especially among the younger audience.

DIGITAL DISPLAY



Information released under the Freedom of Information Act

Digital Display

Objectives

- Implement relevant data strategies to drive engagement and encourage click through

Strategy

- Prospecting
- Contextual & data targeting (PMP deals & AMP data)
- Retargeting

Planned KPIs

- Planned total of 8,203,846 Impressions
- Click through rate of 0.05%

Cadreon Display Executions.

The screenshot shows the homepage of The Australian website. At the top, there is a navigation bar with the site name and a search icon. Below this is a dark red banner for 'BETIQUETTE' with a 'LEARN SOME' button and the NSW logo. The main headline is '2017 Newspaper of the Year THE AUSTRALIAN 50% off your first 12 weeks*'. The primary article is 'Formula One: Hamilton takes record 69th pole', featuring a photo of Lewis Hamilton celebrating. To the right of the article is a Toyota advertisement for 'Advanced safety technology at no extra cost'. Below the main article, there is a 'MORE SPORT' section with a link to 'Vale Dean Mervin'. At the bottom of the screenshot, a grey bar contains the text 'Theaustralian.com.au'.

The screenshot shows a music video player on the Nine.com.au website. The video player has a green progress bar and shows '1 / 20' of the video. Below the player, there is a text description: 'The latest single from Guy Sebastian's upcoming album, Conscious. Guy Sebastian has dropped his latest music video and it looks like an exciting new era for the much-loved Australian Idol alum.' Below the text is a dark red banner for 'BETIQUETTE' with a 'LEARN SOME' button and the NSW logo. At the bottom of the screenshot, a grey bar contains the text 'Nine.com.au'.

Cadreon Display Results.

Delivered Impressions

7,375,740

vs Planned 8,403,846

Delivered CPM

\$7.43

vs Planned CPM OF \$7.00

CTR %

0.07%

Benchmark of 0.03 - 0.05%

- Our best performing strategies in regards to engagement was our data/audience targeting. This strategy delivered the strongest results due to the rich data segments that qualify this audience.
- Prospecting delivered the highest reach for our display activity. This is our broader category targeting that delivered 45% of our total impressions. This approach allows us to test and learn with audiences that don't fit into our main strategies.



Learnings.

- The 300x250 creative achieved the strongest results, delivering a CTR of 0.08% vs. the 728x90 which delivered a CTR of 0.04%.
- Our handpicked data targeting strategies (Gambling & Betting, Footy & Spring Carnival, Males 18-35), delivered the best CTR. However we were restricted by volume and unable to up weight this tactic.
- Mobile and Tablet were the best performing devices delivering a 0.1% and 0.08% CTR respectively. Desktop delivered a 0.03% CTR, which proved our audience to be more engaged with our content when on portable devices.

Recommendations.

- Similar to video, implementing audience strategies was a strong approach that delivered strong engagement. Moving forward, we would look to expand these segments further.
- Introducing more creative sizes will allow us to have access to more inventory and implement a stronger test and learn approach. E.g. 160x600 & 300x600

A hand holding a smartphone against a dark background with colorful bokeh lights. The phone's screen is the central focus, displaying the text 'DIGITAL MOBILE'. The bokeh lights are in shades of pink, orange, and blue. The phone is held in a way that the screen is slightly tilted. There are four white corner brackets around the text.

DIGITAL MOBILE

Mobile

Objectives

- To target our key audiences while on the go, within relevant environments.
- Be front of mind when betting behaviour is prevalent

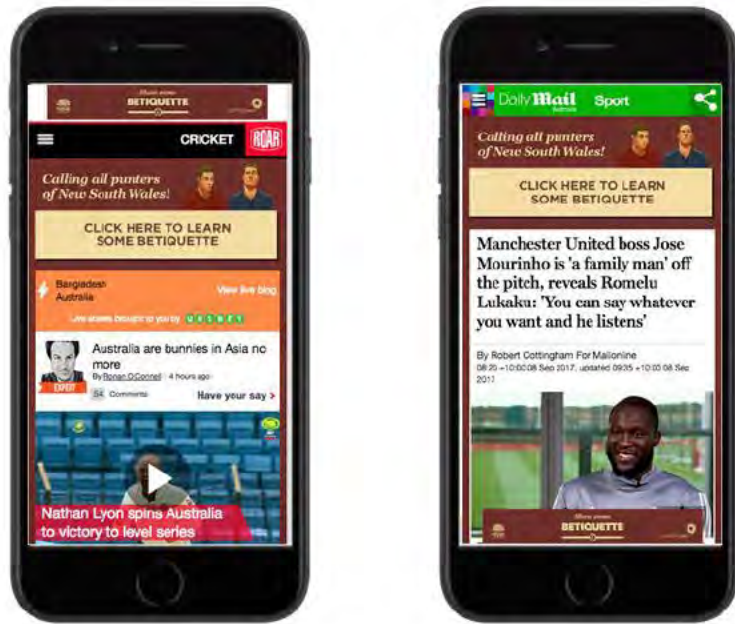
Strategy

- TV Sync our 'Betiquette' ad with competitors.
- Geo-fencing stadiums, TABs, RSL clubs and pubs
- App Verify - sports/ gambling apps.
- Maximise engagement with our audience by running rich media ad units.

Planned KPIs

- Planned total of 2,355,470 Impressions
- CTR of 0.30%

Ansible Mobile Executions.

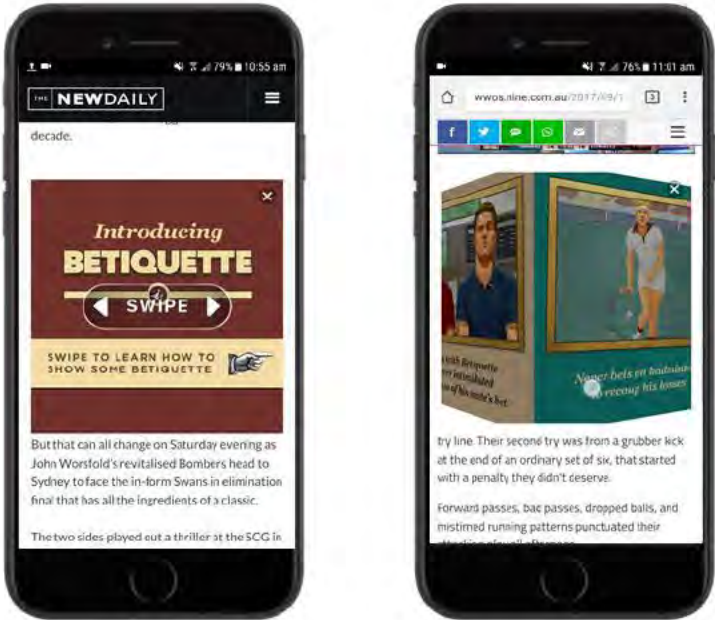


Premium Inventory - SuperSkin

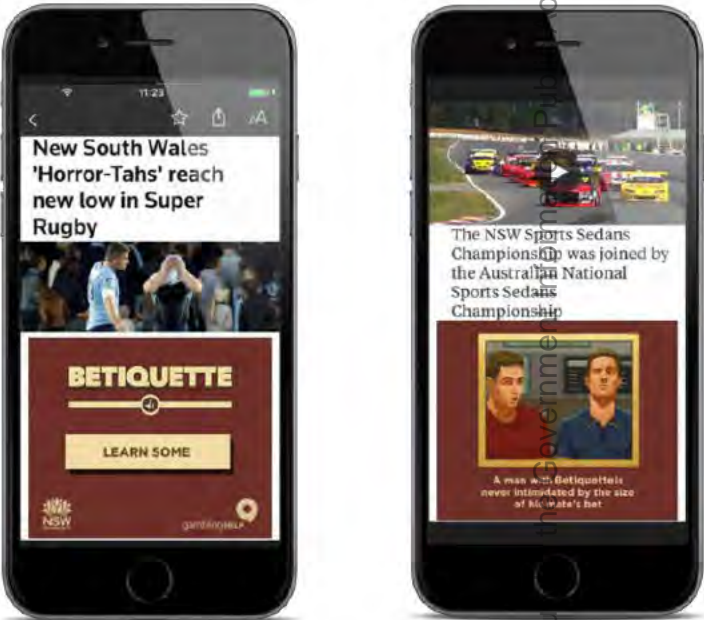


Premium Inventory - SidePush

Ansible Mobile Executions.



WideSpace- Swipe Cube



Smart GEO / TV Sync - Standard Banners

Ansible Mobile Results.

Delivered Impressions

2,382,965

vs Planned 2,355,470

Delivered CPC

\$3.21

vs Planned CPC OF \$9.77

Click Through Rate

0.90%

Benchmark of 0.30%

- Our rich media units delivered the highest engagement rates, delivering a combined CTR of 1.4%. This is due to the impactful unit built specifically for mobile.
- Our contextual targeting strategy delivered the highest engagement across mobile resulting in a 0.7% CTR. This proved that the NRL & Fox Sports audience aligned perfectly with our campaign message.
- Similar to results seen across video, weekends delivered stronger engagement rates vs. week days. This is likely down to social consumer behaviours around alcohol and betting habits.
- TV sync was our top performing tactic across our standard mobile activity.



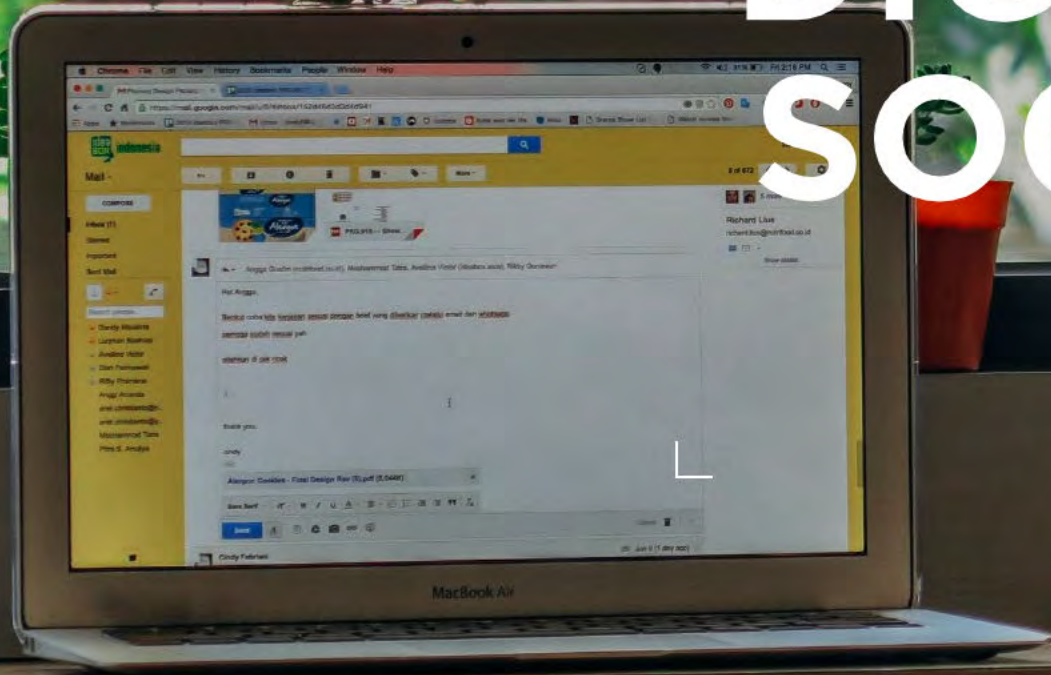
Learnings.

- Across the variety of rich media units that ran during this campaign, the SuperSkin & Cube drove the strongest engagement.
- In regards to performance by day part, we saw higher engagement rates in the morning and again in the late evening (approx. 10pm) across Saturdays & Sundays.
- The strongest performing category was Sport. It received the highest engagement rate, viewability and average time in view.

Recommendations.

- Activate time targeting across rich media formats to drive increased engagements during peak times. This can ensure we are targeting our audience when they are the most engaged.
- Our TV Sync activity proved successful and should be continued in future campaigns.
- Concentrate on aligning with sport & entertainment categories, in particular NRL & Fox sports.

DIGITAL SOCIAL



Public Access Act (2009) © 2016
Infor

Social.

Objectives

- Drive mass reach & social conversation via engaging content

Strategy

- Multiple Facebook executions across video & page post ads
- Targeting a mix of interest segments including Sport, bar & pubs. TAB/ sportsbet.com customers
- Snapchat - broader audience targeting Males 18- 35 interested in sports

Planned KPIs

- Cost per view - \$0.10
- Engagement rate - 1%

Social Video Results.

	Views	CPV	Impressions
TAB Customers	125,369	\$0.09	346,133
Bar & Pub Goers	49,949	\$0.09	129,515
Live Sport	26,458	\$0.10	79,035
Top Buyers	28,315	\$0.09	69,960
Total	230,091	\$0.09	624,643

Four videos ran over the course of the campaign with our TAB audience driving the majority of views at a cost efficient CPV of \$0.09.

Video ads delivered a strong 20% completion rate and a engagement rate of 37%

Top Performing Post

Betiquette - a NSW Government initiative
Sponsored

More focused on your bet than your date? Remember, your phone won't keep you warm at night.

How to bet with etiquette.

Learn some Betiquette, today!

[Learn More](#)

Our Date creative delivered a total of 105,994 at a CPV of just \$0.09 vs. our KPI of \$0.10.

Social Link Ads.

	Clicks	CPC	CTR
TAB Customers	2,798	\$3.04	1.0%
Bar & Pub Goers	1,268	\$3.23	1.0%
Live Sport	569	\$3.49	0.9%
Top Buyers	528	\$3.76	0.9%
Total	5,163	\$3.76	1.0%

Link ads were used to drive users to the Betiquette website where they could learn more about the campaign. 5,163 clicks were generated with TAB Customers driving the lowest CPC and highest CTR.

Top Performing Post



Croatia was our best performing creative delivering a CTR of 1.1% at a CPC of \$3.04. This indicated our audience's interest with the content as they clicked through to learn more.

Social Photo Ads.

	Engagements	CPE	ER
TAB Customers	6,222	\$1.35	2.0%
Bar & Pub Goers	1,422	\$1.60	1.7%
Live Sport	828	\$2.13	1.3%
Top Buyers	977	\$1.80	1.7%
Total	9,449	\$1.50	1.8%

Image ads were used to drive engagement with campaign messaging amongst our audience with overall CPE delivered at \$1.50. TAB Customers were responsible for the most cost efficient CPE at \$1.35.

Top Performing Post



Glamorous Bet generated the most engagements at 4,710 with a 1.6% engagement rate. This post also delivered the most cost efficient CPE at \$1.42.

Snapchat.



Snapchat was used to push out a vertical video content, driving awareness amongst users who may not be active on Facebook. This platform drove stronger results than Facebook with CPV delivering 2c lower. CPM was also more competitive at just \$5.06 with a completion rate of 16%

Top Performing Post

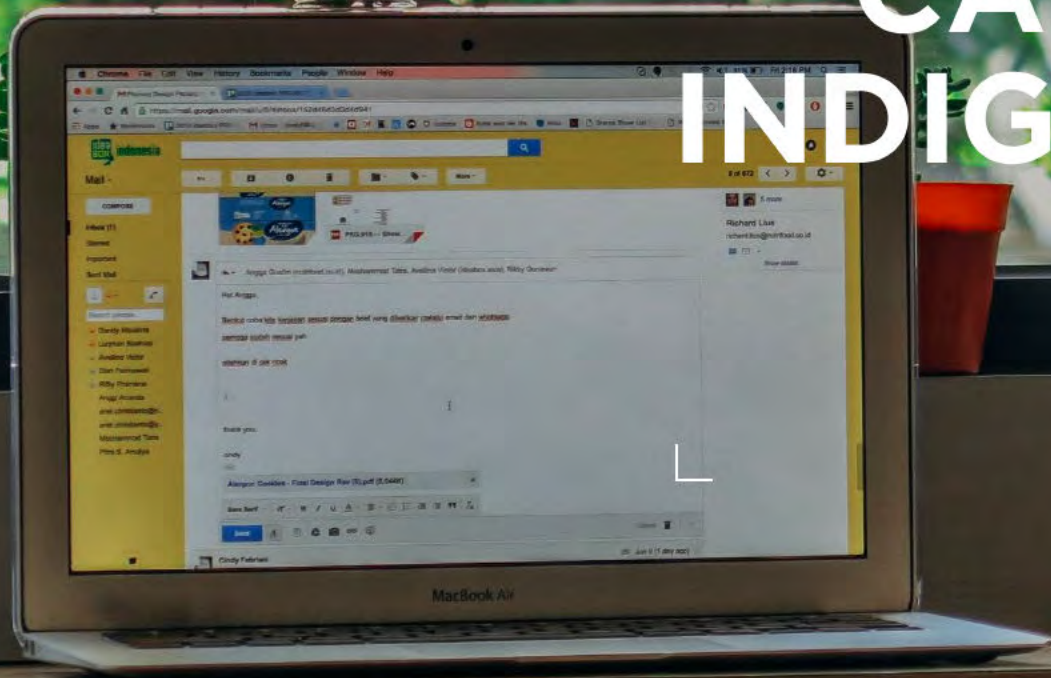




Learnings & Recommendations

- Video content was successful in driving mass awareness of the campaign with both platforms driving cost efficient views. In future activity, we'd recommend launching with video content to ensure campaign messaging is top of mind before pushing out image or link ad content.
- We'd recommend further testing with Snapchat / vertical video as this was the strongest piece of content across the campaign, driving a CPV of just \$0.07.
- TAB Customers delivered the most cost efficient results across all formats
- Costs increased in Burst 2 as creative was repeated to the same audiences. In future activity, we'd recommend refreshing creative to reduce fatigue in performance.

CALD & INDIGENOUS



Public Access Act (2009) - Copyright 2016
Information Commissioner

CALD & Indigenous Social.

Objectives

- Drive social conversation via engaging content within CALD and Indigenous communities.

Strategy

- Multiple Facebook link ads
- Using Facebook & Weibo to identify the users language and serve specific creative to engage with CALD audiences
- Interest targeting for Indigenous audiences

Planned KPIs

- Planned total of 357,273 Impressions
- CTR benchmark of 0.80%

Identity CALD Social Weibo Results




- iPhones made up of the majority of devices at 80.59%, followed by Androids at 13.47%.
- The top performing demo was 19-25 Males delivering 55.48% of impressions, followed by 26-35 at 32.19%.


Top Performing Post



Identity CALD & Indigenous Social Executions.

 **Betiquette - a NSW Government initiative**
October 9, 2017 · 🌐

Are your mob sick of you hitting them up for cash to punt?



Show some Betiquette
Learn how to stay in control of your gambling

[HTTP://WWW.BETIQUETTE.NSW.GOV.AU](http://www.betiquette.nsw.gov.au) [Learn More](#)

Indigenous - Link Ad - Betting within financial means

 **Betiquette - a NSW Government initiative**
October 9, 2017 · 🌐

賭博是否影響您供養家庭的能力?
[See Translation](#)



有節制賭博
學會控制自己的賭博行為

[HTTP://WWW.BETIQUETTE.NSW.GOV.AU](http://www.betiquette.nsw.gov.au) [Learn More](#)

Traditional Chinese - Link Ad - Betting within financial means 2

Identity CALD & Indigenous Social Executions.

 **Betiquette - a NSW Government initiative** October 9, 2017 · 🌐


您是不是匆忙下注，然后又后悔？
See Translation



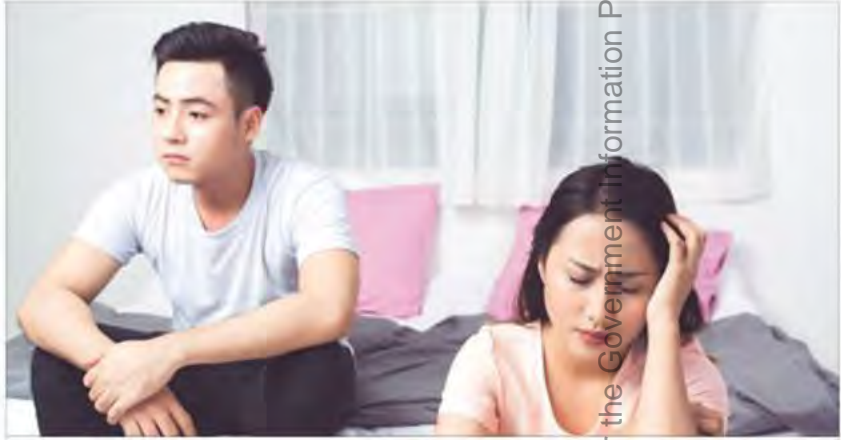
有节制赌博
学会控制自己的赌博行为

[HTTP://WWW.BETIQUETTE.NSW.GOV.AU](http://www.betiquette.nsw.gov.au) [Learn More](#)

Simplified Chinese - Link Ad - Betting with a plan

 **Betiquette - a NSW Government initiative** October 11, 2017 · 🌐

Sự cờ bạc của bạn có ảnh hưởng tới khả năng nuôi dưỡng gia đình của bạn không?
See Translation



Phải biết tự kiềm chế khi cờ bạc
Học cách kiểm chế tính cờ bạc của mình

[HTTP://WWW.BETIQUETTE.NSW.GOV.AU](http://www.betiquette.nsw.gov.au) [Learn More](#)

Vietnamese - Link Ad - Betting within financial means 2

Identity CALD & Indigenous Social Results.

Delivered Impressions

551,211

vs Planned 357,273 Impressions

Delivered CPC

\$5.04

vs Planned CPC OF \$6.34

Click Through Rate

0.92%

Benchmark of 0.80%

- CALD Facebook activity delivered 551,211 impressions and reached a total of 188,771 people.
- Indigenous posts delivered a CTR of 0.44% and achieved an engagement rate of 0.09%
- In terms of creative type, Vietnamese betting was the best performing overall, delivering a CTR of 1.46% and a low CPC of \$3.13

Campaign Value Summary.



Value Delivery.

CHANNEL	MEDIA INVESTMENT	ADDED VALUE	%
Radio	\$60,142	\$31,372	52%
Out of Home	\$64,347	\$23,363	36%
Online Video	\$75,320	-	-
Digital Display	\$54,800	-	-
Digital Mobile	\$69,000	-	-
Digital Social	\$66,270	-	-
CALD Social	\$35,500	-	-
TOTAL	\$425,379	\$54,735	13%

• All amounts do not include media levy, production costs, ad serving and monitoring costs.

Key Campaign Learnings & Recommendations

Increase investment across YouTube and implement test strategies for 2018.

Up weight investment in Social as media metrics & Orima research has shown this channel to be highly successful.

Align with sport partnerships across online platforms and radio.

Thank you.



Department
of Industry
Liquor & Gaming

Appendix.

Cadreon Online Video Results

Publisher	Strategy/Targeting	Duration	Impressions	Clicks	CTR	25% Completion	50% Completion	75% Completion	Completions	Completion Rate	CPM	Spend
Cadreon	Prospecting	15s	36,707	580	1.58%	35,546	33,060	31,919	31,510	85.84%	\$21.39	\$785.24
		15s	838	1	0.12%	605	522	467	355	42.36%	\$27.44	\$22.99
		30s	89,969	1,297	1.44%	75,534	69,851	62,963	54,612	60.70%	\$27.48	\$2,472.02
		30s	71,114	930	1.31%	64,246	61,333	59,338	57,423	80.75%	\$27.05	\$1,923.33
			198,628	2,808	1.41%	175,931	164,766	154,687	143,900	72.45%	\$26.20	\$5,203.59
	Contextual	15s	47,497	595	1.25%	43,952	42,750	41,697	40,997	86.51%	\$28.63	\$1,359.87
		30s	169,513	907	0.54%	147,242	139,230	132,130	126,322	74.52%	\$27.09	\$4,591.65
			217,010	1,502	0.69%	191,194	181,980	173,827	167,319	77.10%	\$27.43	\$5,951.52
	Catch Up TV	15s	67,306	419	0.62%	63,113	60,666	58,837	57,349	85.21%	\$114.50	\$7,706.33
		30s	82,442	693	0.84%	76,219	73,156	70,698	68,659	83.28%	\$128.19	\$10,568.61
		15s	16,277	378	2.32%	15,865	15,348	14,619	14,198	87.23%	\$75.27	\$1,225.14
			166,025	1,490	0.90%	155,197	149,170	144,154	140,206	84.45%	\$117.45	\$19,500.09
Audience Targeting	15s	88,621	772	0.87%	51,171	48,854	46,922	45,211	51.02%	\$27.52	\$2,438.94	
	30s	119,631	166	0.14%	95,158	85,998	78,248	69,091	57.75%	\$26.97	\$3,225.86	
		208,252	3,918	1.88%	456,723	433,192	413,478	114,302	54.89%	\$27.20	\$5,664.80	
TOTAL		789,915	9,718	1.23%	979,045	929,108	886,146	565,727	71.82%	\$45.98	\$36,320.00	

Cadreon YouTube Results

Publisher	Duration	Impressions	Views	Clicks	25%	50%	75%	Completions	Completion Rate	View Rate
Youtube Trueview	Introducing Bettiquite 30"	802,784	331,897	358	68.47%	51.62%	45.22%	328,579	40.93%	41.34%
TOTAL		802,784	331,897	358	68.47%	51.62%	45.22%	328,579	40.93%	41.34%

Publisher	Targeting	Impressions	Views	Clicks	25%	50%	75%	Completions	Completion Rate	View Rate
Youtube Trueview	Keyword	70,493	31,526	39	71.19%	55.47%	48.87%	31,412	44.56%	44.72%
Youtube Trueview	Topics	303,312	120,831	88	67.74%	50.03%	43.89%	120,718	39.80%	39.84%
Youtube Trueview	Interests	428,979	179,540	231	68.54%	52.10%	45.56%	176,439	41.13%	39.84%
TOTAL		802,784	331,897	358	68.47%	51.62%	45.22%	328,579	40.93%	41.34%

Cadreon Display Results.

Publisher	Strategy/Targeting	Placement	Size	Impressions	Clicks	CTR	CPC	CPM	Spend
Cadreon	Prospecting	Leaderboard	728x90	287,689	149	0.05%	\$9.92	\$5.14	\$1,477.35
		MREC	300x250	2,866,406	2,938	0.10%	\$8.20	\$8.40	\$24,086.18
				3,154,095	3,087	0.10%	\$8.28	\$8.10	\$25,563.53
	Retargeting	Leaderboard	728x90	78,829	33	0.04%	\$40.21	\$16.83	\$1,327.03
		MREC	300x250	372,861	286	0.08%	\$25.47	\$19.54	\$7,284.70
				451,690	319	0.07%	\$27.00	\$19.07	\$8,611.73
	Contextual	Leaderboard	728x90	2,141,772	747	0.03%	\$12.61	\$4.40	\$9,418.73
		MREC	300x250	1,495,789	739	0.05%	\$11.72	\$5.79	\$8,659.15
				3,637,561	1,486	0.04%	\$12.17	\$4.97	\$18,077.88
	Audience Targeting	Leaderboard	728x90	4,386	9	0.21%	\$6.99	\$14.35	\$62.94
		Leaderboard	728x90	1,816	5	0.28%	\$5.11	\$14.06	\$25.54
		Leaderboard	728x90	40,048	12	0.03%	\$70.23	\$21.04	\$842.76
		MREC	300x250	78,513	33	0.04%	\$46.37	\$19.49	\$1,530.25
		MREC	300x250	5,619	12	0.21%	\$5.95	\$12.71	\$71.42
		MREC	300x250	2,012	11	0.55%	\$1.27	\$6.94	\$13.95
			132,394	82	0.06%	\$31.06	\$19.24	\$2,546.86	
TOTAL				7,375,740	4,974	0.07%	\$11.02	\$7.43	\$54,800.00

Ansible Mobile Results.

Publisher	Category	Targeting	Handset Targeting	Creative Size	Impressions	Clicks	CTR	Completions	Completion Rate	CPCV	CPC	
Ansible	Rich	Contextual target; M18-35 across entertainment & sport sites; overlay lotame sports + lotame gambling; Overlay Grapeshot sports	Mobile	SuperSkin V2	535,135	3251	0.61%					\$5.30
		Run of nrl.com + Fox Sports m.sites; M18-35	Mobile	Side Push	320486	11968	3.73%					\$1.08
		Widespace targeting; M18-35 + brand impact study	Mobile	3D Swipe	334,905	1,394	0.42%					\$9.66
					1,190,526	16,613	1.40%					\$16.03
	Video	Behavioural location targeting; Casinos, RSLs, League clubs, and Pubs; M18-35	Mobile	15" Pre-roll	652,842	583	0.09%	584,293	89.50%	\$0.02	\$22.62	
					652,842	583	0.09%	584,293	89.50%	\$0.02	\$22.62	
Display	TV Sync (Commercials) conquering William Hill, Sport's Bet, Ladbrokes	Mobile	30, 320x50, 300	539,597	4305	0.80%					\$3.03	
				539,597	4,305	0.80%					\$3.03	
TOTAL				2,382,965	21,501	0.90%	584,293	89.50%	\$0.12	\$41.69		

Society Social Results.

Targeting Breakdown - Video Ads

Video Ad	Spend	Reach	Impressions	Video Views	CPV	Compl. Views	CR	Engagements	ER	Reactions	Comments	Shares	CPM
TAB Customers	\$10,982.15	210,062	346,133	125,369	\$0.09	26,139	21%	126,069	36.4%	187	43	25	\$31.73
Bar & Pub Goers	\$4,453.13	86,376	129,515	49,949	\$0.09	9,590	19%	50,209	38.8%	59	24	8	\$34.38
Live Sport	\$2,537.50	49,524	79,035	26,458	\$0.10	4,970	19%	26,600	33.7%	36	10	3	\$32.11
Top Buyers	\$2,537.45	41,623	69,960	28,315	\$0.09	5,073	18%	28,424	40.6%	19	5	3	\$36.27
Grand Total	\$20,510.23	216,089	624,643	230,091	\$0.09	45,772	20%	231,302	37.0%	301	82	39	\$32.84

Creative Performance - Video Ads

Video Ad	Spend	Reach	Impressions	Video Views	CPV	Compl. Views	CR	Engagements	ER	Reactions	Comments	Shares	CPM
Betiquette Video 1	\$3,010.50	70,331	104,893	36,927	\$0.08	7,737	21%	37,145	35.4%	63	18	9	\$28.70
Betiquette Video 2	\$9,056.15	146,978	251,813	105,994	\$0.09	18,465	17%	106,422	42.3%	63	34	11	\$35.96
Betiquette Video 3	\$2,019.58	53,084	81,377	22,049	\$0.09	5,564	25%	22,231	27.3%	83	12	12	\$24.82
Betiquette Video 4	\$6,424.00	117,192	186,560	65,121	\$0.10	14,006	22%	65,504	35.1%	92	18	7	\$34.43
Grand Total	\$20,510.23	216,089	624,643	230,091	\$0.09	45,772	20%	231,302	37.0%	301	82	39	\$32.84

Completion Rate

Ad Name	Video Views	Views to 25%	CR	Views to 50%	CR	Views to 75%	CR	Compl. Views	CR
Betiquette Video 1	36,927	29,284	79%	14,020	38%	9,990	27%	7,737	21%
Betiquette Video 2	105,994	83,602	79%	41,344	39%	26,579	25%	18,465	17%
Betiquette Video 3	22,049	16,981	77%	9,024	41%	6,748	31%	5,564	25%
Betiquette Video 4	65,121	50,619	78%	26,525	41%	19,095	29%	14,006	22%
Grand Total	230,091	180,486	78%	90,913	40%	62,412	27%	45,772	20%

Targeting Breakdown - Video Ads

Ad Name	Spend	Reach	Impressions	Clicks	CPC	CTR	Engagements	ER	Reactions	Comments	Shares	CPM
TAB Customers	\$8,518.21	159,361	281,351	2,798	\$3.04	1.0%	2,984	1.1%	65	58	12	\$30.28
Bar & Pub Goers	\$4,099.16	76,036	124,208	1,268	\$3.23	1.0%	1,348	1.1%	23	31	2	\$33.00
Live Sport	\$1,983.71	39,790	60,972	569	\$3.49	0.9%	618	1.0%	16	22	1	\$32.53
Top Buyers	\$1,985.67	35,301	57,788	528	\$3.76	0.9%	562	1.0%	11	11	1	\$34.36
Grand Total	\$16,586.75	75,053	524,319	5,163	\$3.21	1.0%	5,512	1.1%	115	122	16	\$31.63

Creative Performance - Link Ads

Ad Name	Spend	Reach	Impressions	Clicks	CPC	CTR	Engagements	ER	Reactions	Comments	Shares	CPM
Silly Sports	\$5,081.09	97,579	162,881	1,376	\$3.69	0.8%	1,522	0.9%	46	64	5	\$31.20
Dipping into Other Accounts	\$9,941.79	183,065	312,550	3,429	\$2.90	1.1%	3,590	1.1%	57	48	9	\$31.81
Notifications	\$1,563.87	29,844	48,888	358	\$4.37	0.7%	400	0.8%	12	10	2	\$31.99
Grand Total	\$16,586.75	75,053	524,319	5,163	\$3.21	1.0%	5,512	1.1%	115	122	16	\$31.63

Targeting Breakdown - Photo Ads

Ad Name	Spend	Reach	Impressions	Engagements	CPE	ER	Reactions	Comments	Shares	CPM
TAB Customers	\$8,374.92	201,839	314,727	6,222	\$1.35	2.0%	2,028	536	204	\$26.61
Bar & Pub Goers	\$2,277.01	60,297	84,094	1,422	\$1.60	1.7%	349	145	16	\$27.08
Live Sport	\$1,764.23	47,014	64,524	828	\$2.13	1.3%	148	113	11	\$27.34
Top Buyers	\$1,757.76	43,671	57,196	977	\$1.80	1.7%	293	94	25	\$30.73
Grand Total	\$14,173.92	90,166	520,541	9,449	\$1.50	1.8%	2,818	888	256	\$27.23

Creative Performance - Photo Ads

Ad Name	Spend	Reach	Impressions	Engagements	CPE	ER	Reactions	Comments	Shares	CPM
Under The Influence	\$4,008.45	72,390	102,795	2,673	\$1.50	2.6%	1,416	128	175	\$38.99
Glamorous Bet	\$6,711.47	182,549	286,670	4,710	\$1.42	1.6%	865	483	52	\$23.41
Peer Pressure	\$3,454.00	97,882	131,076	2,066	\$1.67	1.6%	537	277	29	\$26.35
Grand Total	\$14,173.92	90,166	520,541	9,449	\$1.50	1.8%	2,818	888	256	\$27.23

Snapchat

Video Ad	Spend	Reach	Impressions	Video Views	CPV	Compl. Views	CR	CPM
PPV1	\$15,000.00	367,987	2,961,691	203,407	\$0.07	32,058	16%	\$5.06
Grand Total	\$15,000.00	367,987	2,961,691	203,407	\$0.07	32,058	16%	\$5.06

Identity CALD Social Results.

Site	Ad Placement	Ad Format	Booked Imps	Delivered Imps	Total Spend	Planned CPM	CPM	clicks	CTR%	Shares	Comments	Likes
Weibo	Newsfeed	Text + image	689,655	689,687	\$10,000.00	\$ 14.50	\$14.50	351	0.05%	12	43	56
Total			689,655	689,687	\$10,000.00	\$ 14.50	\$14.50	351	0.05%	12	43	56
LinkAd segment	Reach	Impressions	Clicks (All)	Link Clicks	CTR %	Spend	CPC	Post Reactions	Page Likes	Post Comments	Post Shares	Engagement Rate
In-Language												
Cantonese/Trad Chinese - Ad 1	11580	27827	462	345	1.24%	\$ 1,294.48	\$ 3.75	10	4	2	0	0.06%
Cantonese/Trad Chinese - Ad 2	10436	20951	432	251	1.20%	\$ 1,002.45	\$ 3.99	16	4	1	2	0.11%
Cantonese/Trad Chinese - Ad 3	19958	63327	1,153	660	1.04%	\$ 2,869.73	\$ 4.35	29	5	15	4	0.08%
Mandarin/Simp Chinese - Ad 1	11047	26583	629	375	1.41%	\$ 1,358.08	\$ 3.62	15	8	7	4	0.13%
Mandarin/Simp Chinese - Ad 2	11543	28270	467	353	1.25%	\$ 1,771.07	\$ 5.02	24	4	0	3	0.11%
Mandarin/Simp Chinese - Ad 3	12884	40864	707	467	1.14%	\$ 2,037.52	\$ 4.36	20	3	1	10	0.08%
Vietnamese - Ad 2	28730	66284	1,699	968	1.46%	\$ 3,026.51	\$ 3.13	52	5	19	18	0.14%
Vietnamese - Ad 3	20756	43918	978	615	1.40%	\$ 2,140.17	\$ 3.48	39	8	7	1	0.13%
Total	126,934	318,024	6,527	4,034	1.27%	\$ 15,500.00	\$ 3.84	205	41	52	42	0.11%
Indigenous												
Indigenous - Ad 1	17989	48803	655	231	0.47%	\$ 2,379.78	\$10.30	13	8	15	1	0.08%
Indigenous - Ad 2	9774	50443	461	233	0.46%	\$ 2,225.44	\$ 9.55	17	10	1	6	0.07%
Indigenous - Ad 3	34074	133941	1,919	566	0.42%	\$ 5,394.78	\$ 9.53	54	44	27	6	0.10%
Total	61,837	233,187	3,035	1,030	0.44%	\$10,000.00	\$ 9.71	84	62	43	13	0.09%
Campaign Total	188,771	551,211	9,562	5,064	0.92%	\$ 25,500.00	\$ 5.04	289	103	95	55	0.10%