

**From:** s 22 (SYD-UMW)  
**To:** s 22  
**Cc:** s 22 (CAN-UMW); s 22 (SYD-UMW); s 22 (SYD-UMW); s 22 (SYD-MGL); s 22 (SYD-UMW); s 22 (SYD-UMW)  
**Subject:** RE: MEDIA PRESENTATIONS CHEAT SHEETS - DAY 3  
**Date:** Friday, 18 November 2022 8:39:21 AM  
**Attachments:** [image001.png](#)  
[Day 3 2023.pdf](#)

Day 3



s 22  
 s 22  
 D s 22 | M s 22 | E s 22 @umww.com

Australia Media Agency of the Year (GOLD 2021)

Festival of Media APAC (GOLD 2022)

Effies Australia (GOLD 2022)

campaign



UM operates on Gad ga country. We acknowledge the Gad ga people as the Trad tiona Owners of the Sydney and we work on. We pay our respects to Gad ga Eora E ders past, present and future. We are committed to a positive future for the Aboriginal and Torres Strait s ander community.

Signature artwork by Jasmine Sar n, and purchased by PG as part of our [Reconciliation Act on Plan](#)

IN THE EVENT OF A STATE, FEDERAL OR BY ELECTORAL, AUSTRALIAN GOVERNMENT BOOKINGS MAY BE CANCELLED OR DEFERRED WITHOUT PENALTY

**From:** s 22 (SYD-UMW)  
**Sent:** Friday, 18 November 2022 8:37 AM  
**To:** s 22 @finance.gov.au>; s 22 @finance.gov.au>  
**Cc:** s 22 @umww.com>; s 22 @umww.com>; s 22 @umww.com>; s 22 @magnaglobal.com>; s 22 @umww.com>; s 22 @umww.com>  
**Subject:** MEDIA PRESENTATIONS CHEAT SHEETS - DAY 1

Dear s 22,

Please find attached the cheat sheets for day 1 of our media presentations next week.

Days 2 and 3 will follow in separate emails.

Rest assured however, we will have all of these printed and in folders for you to have on hand here in Sydney.

Just wanted to send early for your perusal before the presentations commence.

Will have a latest rate tracker to you later today also.

Look forward to seeing you on Monday.

Kind regards,

s 22



s 22  
s 22

D s 22 | M s 22 | E s 22 @umwww.com

Australia Media Agency  
of the Year (GOLD 2021)  
campaign

Festival of Media  
APAC (GOLD 2022)

Effies Australia  
(GOLD 2022)



M operates on Gad ga' country. We acknowledge the Gad ga' people as the Traditional Owners of the Sydney and we work on. We pay our respects to Gad ga' Eora Elders past, present and future. We are committed to a positive future for the Aboriginal and Torres Strait Islander community.

Signature artwork by Jasmine Sarin, and purchased by PG as part of our [Reconciliation Act on Plan](#)

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AUSTRALIAN GOVERNMENT MEDIA RESPONSE MEETING TIMETABLE



Australian Government

30 minutes	<b>Monday November 21st</b>	<b>Tuesday November 22nd</b>	<b>Wednesday November 23rd</b>	<b>Monday November 28th</b>
45 minutes	UM Sydney	UM Sydney	UM Sydney	Canberra
60 minutes	(8.45am - 5.20pm)	(8.45am - 5.20pm)	(8.45am - 5.10pm)	(9.00am - 3.35pm)

Attendees	CAB: s 22	CAB: s 22	CAB: s 22	CAB: s 22
	UM: s 22	UM: s 22	UM: s 22	UM: s 22

8.30am				
8.35am				
8.40am				
8.45am	Discussion on logistics, meeting notes, roles & responsibilities...	Day Briefing	Day Briefing	
8.50am	Day Briefing	Pre Discussion	Pre Discussion	
8.55am	Pre Discussion	s 22	Pre Discussion	
9.00am	s 22		s 22	
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5.20pm	Day Close	Day Close	Day Close	
5.25pm				
5.30pm				



# Australian Government

## AUSTRALIAN GOVERNMENT 2023 MEDIA RATES NEGOTIATION



**Day 3: Wednesday 23<sup>rd</sup> November**

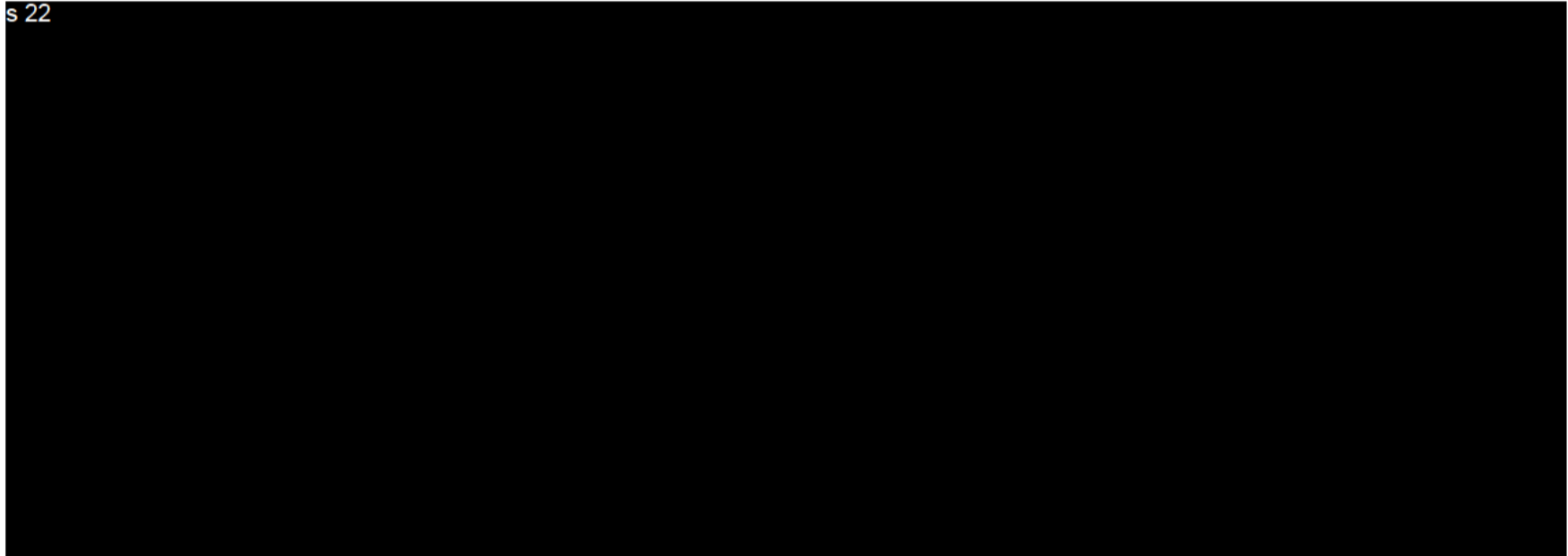


Australian Government

# AUSTRALIAN GOVERNMENT 2023 MEDIA RATES NEGOTIATION

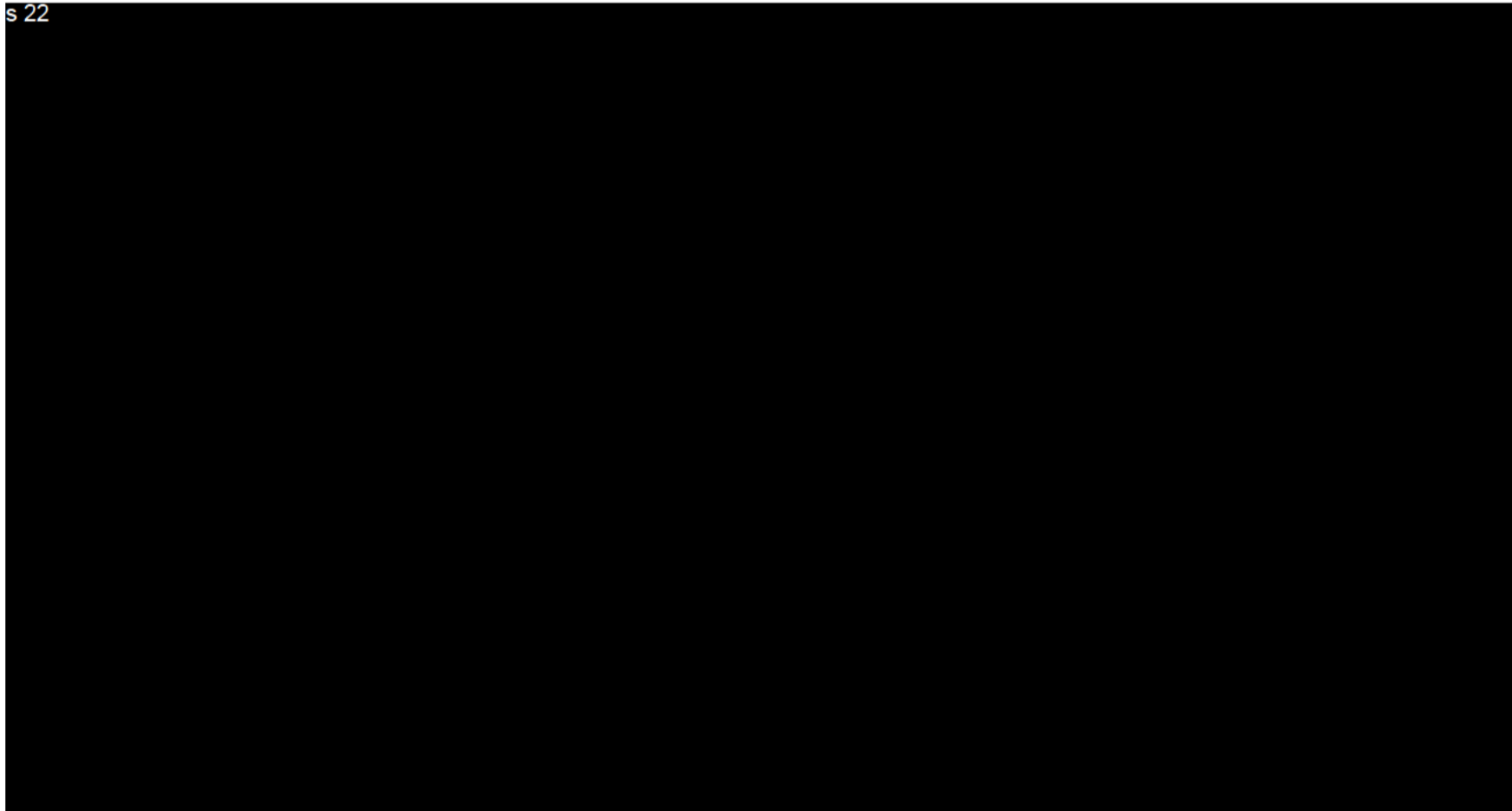
**Day 3: Wednesday 23<sup>rd</sup> November**

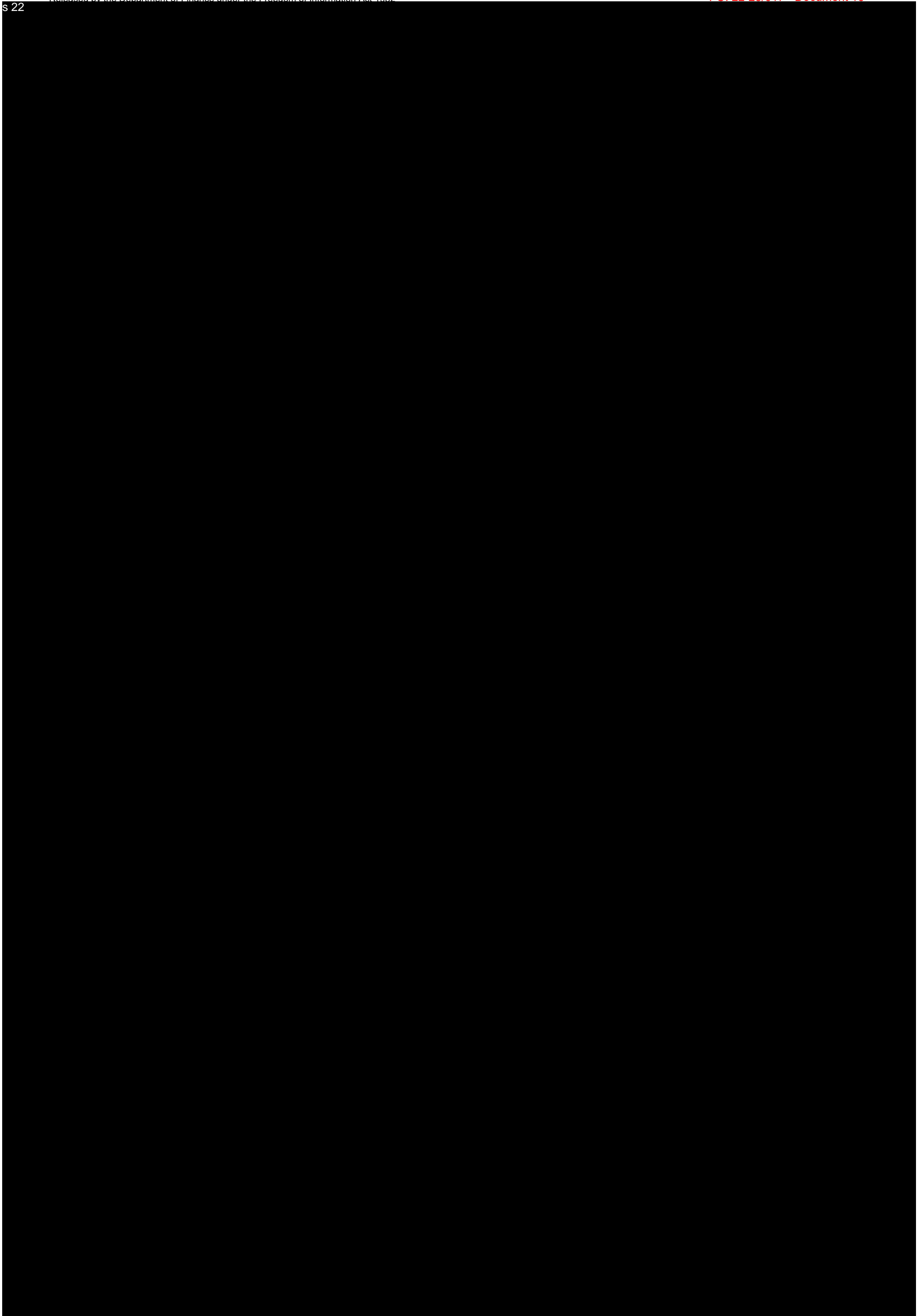
s 22



**TikTok**

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# TikTok (Digital)

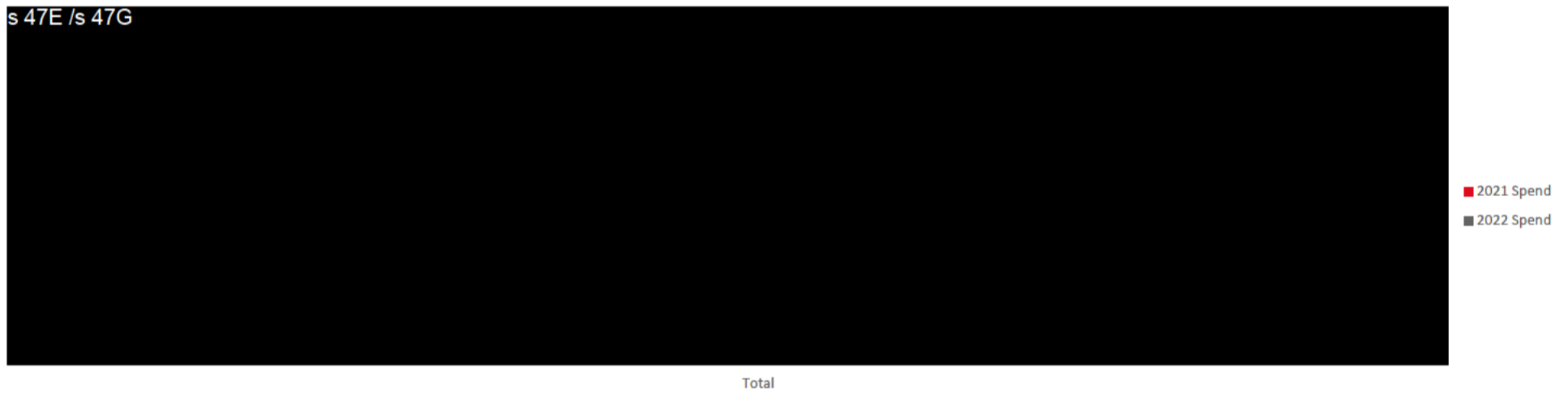
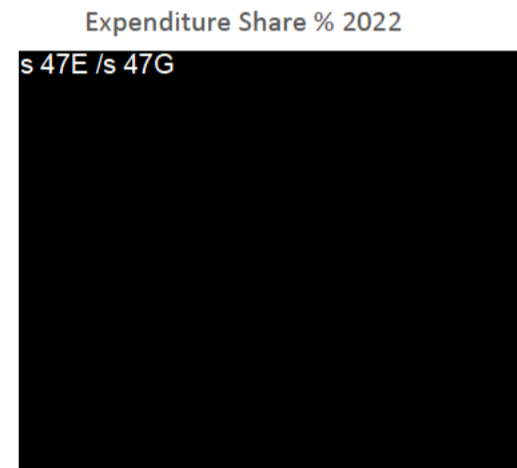
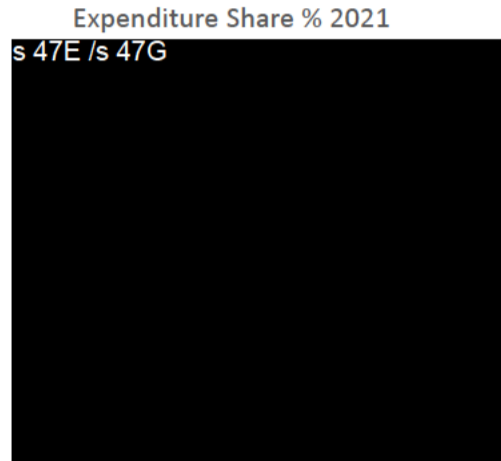
Current Rate Position		Current CPM movement	
Biddable	n/a	Biddable	n/a

## ATTENDEES

s 22	General Manager	s 22	Head of Partnerships
	Industry Lead Government		Head of Agency
	Client Solutions Manager		

## NETWORK EXPENDITURE\*

Year	Total
2021 Spend	s 47E /s 47G
2022 Spend	
Spend Change	
YOY% Difference	



2022 spend is based on Jan-Oct actuals and Nov-Dec forecasts.

## NETWORK PERFORMANCE

Year	Average Unique Audience
2021	1,644,000
2022	2,629,000
Audience Change	985,000
YOY % Difference	60%

Source: Roy Morgan Single Source Australia

## COMMENTARY

As of this year, TikTok has reported over one billion daily active users and is one of the most downloaded apps in the world with the fifth highest active monthly users.

In Australia, TikTok has a reported 8.9 million monthly users . Over 52.9 billion videos are viewed on the platform monthly. 42% of audiences are aged between 18-24, 34% between 25-34, 14% are 35-44 and 10% are 45+. The platform skews towards females (61%) .

TikTok's audience is smaller in comparison to Facebook's 17.6 million or Instagram's 13.5 million. However, according to TikTok internal data, users spend more time on TikTok compared to all other social media platforms. Users spend on average 90+ minutes daily on TikTok compared to 68 mins daily on YouTube or 57 minutes daily on Facebook . TikTok's average session duration is also higher than all other social media platforms at 7:20 mins. Engagement is what makes the platform unique and valuable to advertisers.

The Australian Government has run one pilot campaign across TikTok for Australian Eggs. s 47E /s 47G

TikTok were also recognised in the Mediabrands' Media Responsibility Index report for their improvement in safety measures across the platform including screen time management, privacy protected parental controls, swift enforcement and appeals and improved transparency reporting.

# TikTok (Digital)

Current Rate Position		Current CPM movement	
Biddable	n/a	Biddable	n/a

## HISTORICAL RATE POSITION

Master Media Agency	Year	YOY Rate Change
Rate positions are not available		N/A

## EXPENDITURE HISTORY

Year	Spend	YOY Change %
2021	s 47E / s 47G	
2022		

2022 spend is based on Jan-Oct actuals and Nov-Dec forecasts.

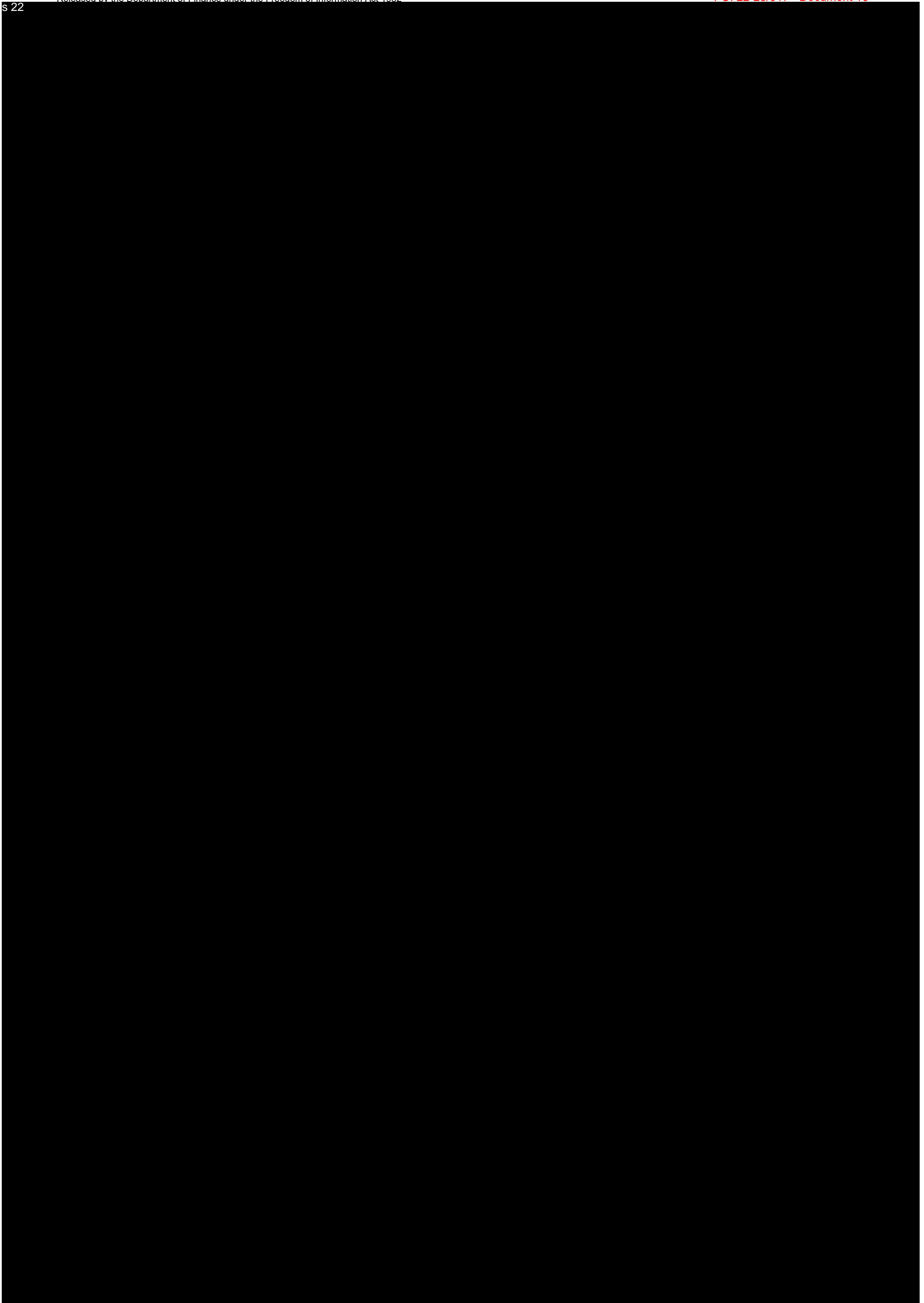


## CAMPAIGNS 2022 YTD

Client	Spend
Australian Eggs	s 47E / s 47G

s 22

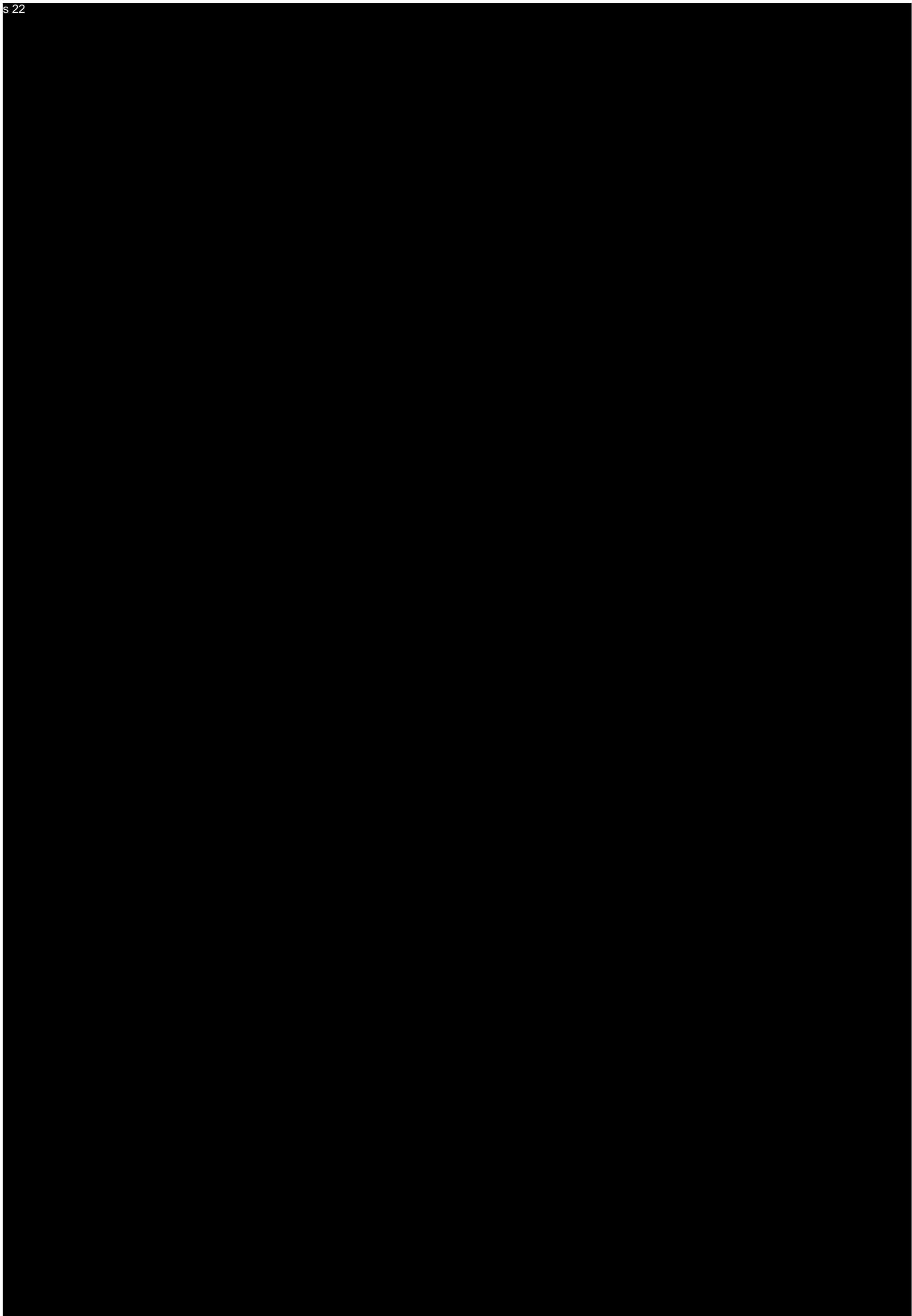




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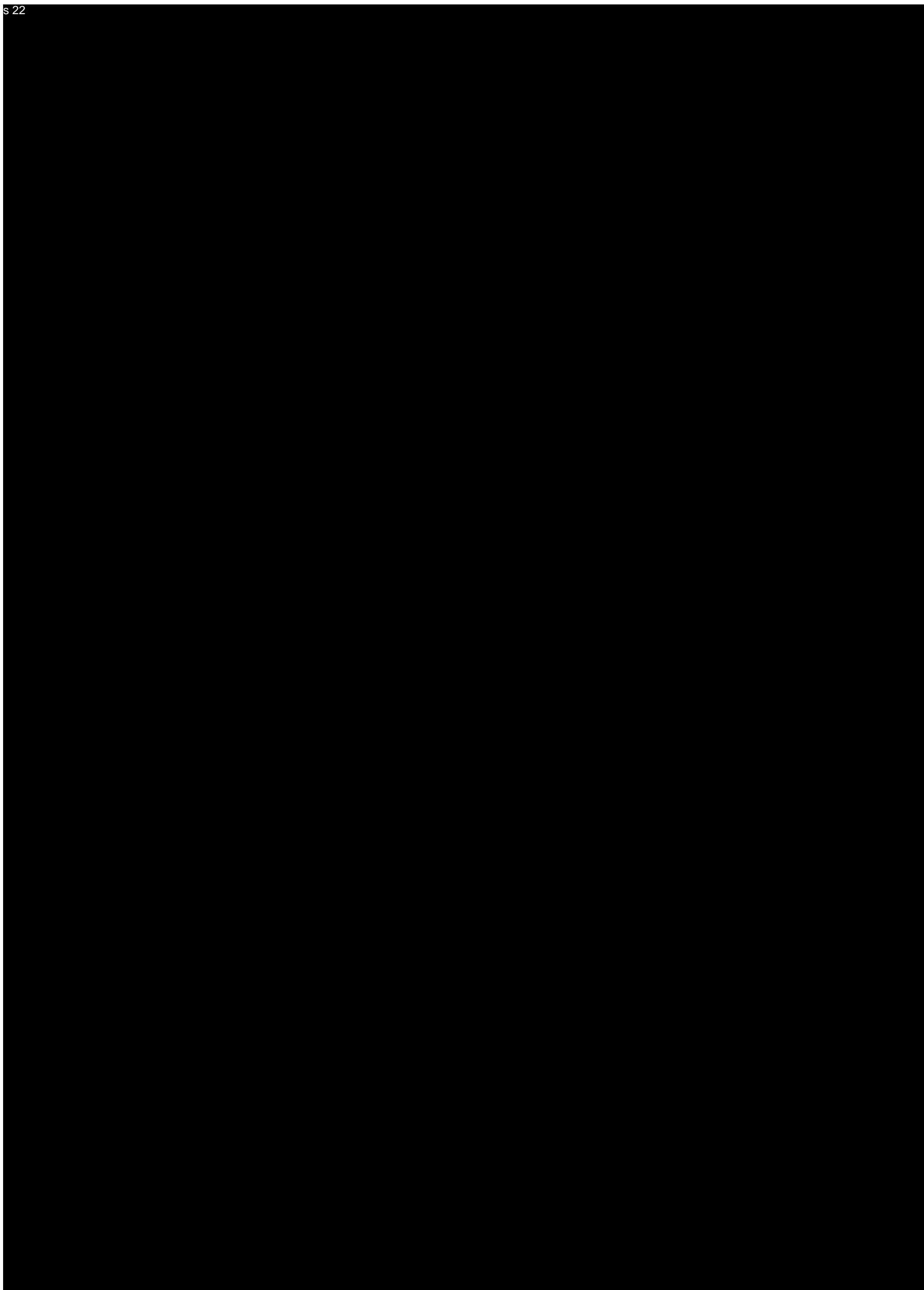






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