



Digital Landscape

February 2020



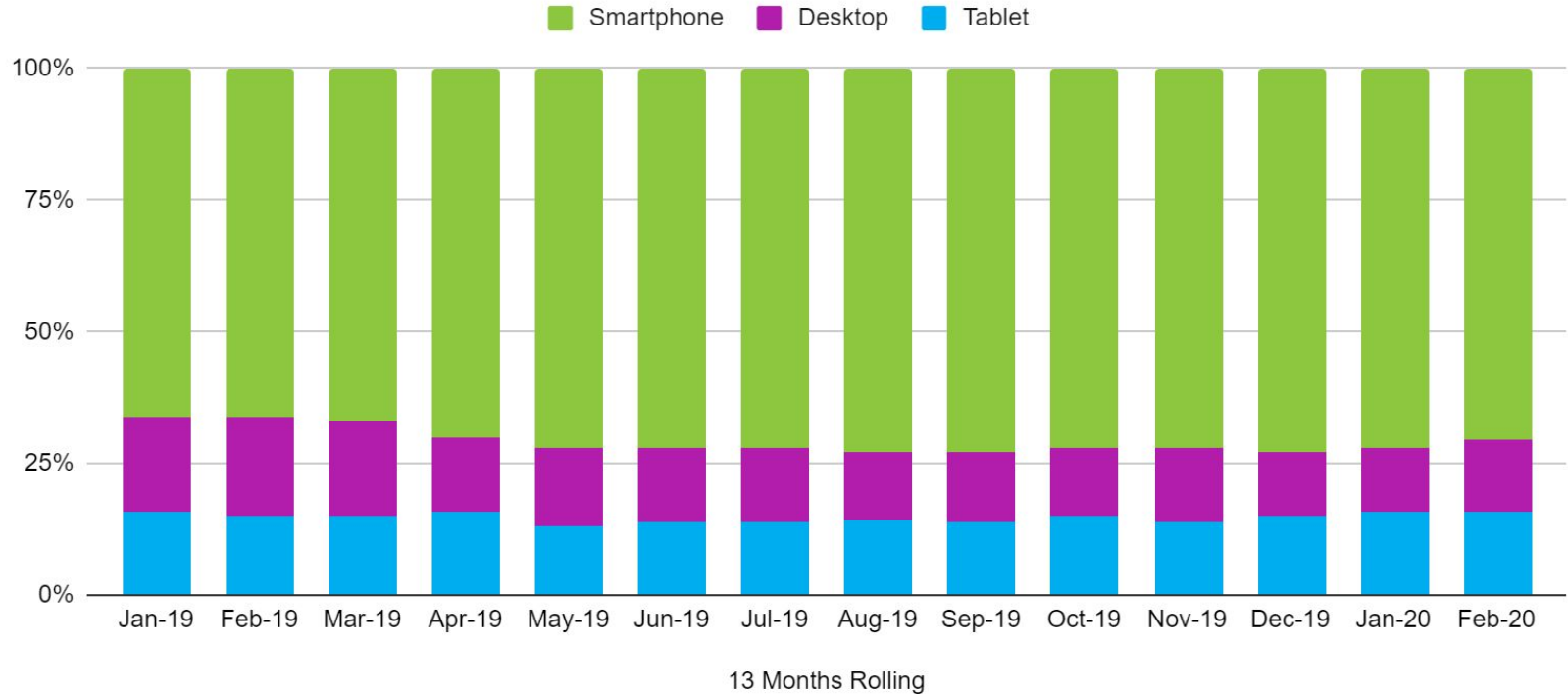
Snapshot

Landscape Overview

Metric	Device	Jan-2020	Feb-2020
Unique Audience (000)	Digital (C/M)	21,152	21,310
	Desktop	18,505	18,656
	Smartphone	16,383	16,570
	Tablet	7,441	7,449
Active Reach (%)	Digital (C/M)	100%	100%
	Desktop	87%	88%
	Smartphone	77%	78%
	Tablet	35%	35%
Time Spent per Person (hh:mm:ss)	Digital (C/M)	108:47:50	90:49:40
	Desktop	21:57:14	20:17:06
	Smartphone	89:56:34	72:18:43
	Tablet	58:05:33	48:48:53

Source: Nielsen Digital Panel, Jan 2020, Feb 2020, Total Platform, Desktop, Smartphone, Tablet, P2+, Unique Audience (000), Active Reach (Calculated from UA), Time Spent per Person (hh:mm:ss).

Trend - Time Spent by Device - DCR



Source: Nielsen Digital Content Ratings, Monthly Total, Jan 2019 - Feb 2020, Desktop, Smartphone, Tablet, P 2+, % of Total Time Spent, Text

Age Breakdowns Overview

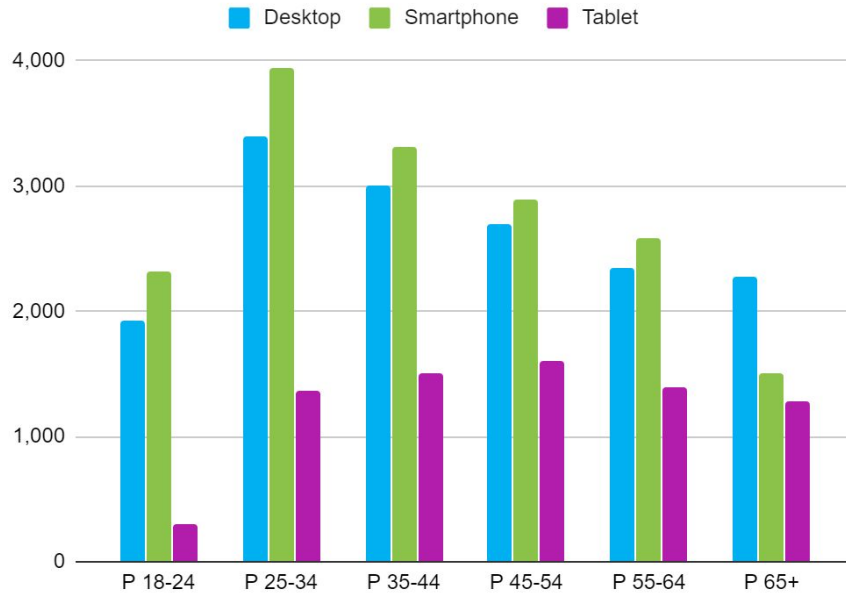
Digital Audience Reach and Time by Demo Overview

Data Type	Device	P 18+	P 18-24	P 25-34	P 35-44	P 45-54	P 55-64	P 65+
Unique Audience	Total Platform	18,300	2,353	3,813	3,332	3,115	2,716	2,972
	Desktop	15,646	1,931	3,392	2,998	2,700	2,344	2,281
	Smartphone	16,570	2,313	3,813	3,320	2,904	2,463	1,757
	Tablet	7,449	304	1,360	1,499	1,599	1,399	1,288
Profile %	Total Platform	100%	13%	21%	18%	17%	15%	16%
	Desktop	100%	12%	22%	19%	17%	15%	15%
	Smartphone	100%	14%	23%	20%	18%	15%	11%
	Tablet	100%	4%	18%	20%	21%	19%	17%
Time Spent per Person (Text)	Total Platform	105:15:33	82:51:47	104:05:13	131:29:27	121:53:22	103:45:04	79:01:37
	Desktop	23:39:39	22:28:55	19:08:11	26:13:02	27:00:23	22:41:43	25:03:33
	Smartphone	72:18:43	59:11:44	68:14:18	78:06:30	83:00:33	72:09:21	70:01:28
	Tablet	48:48:53	80:59:43	64:04:38	35:49:12	50:59:20	41:43:09	44:10:57

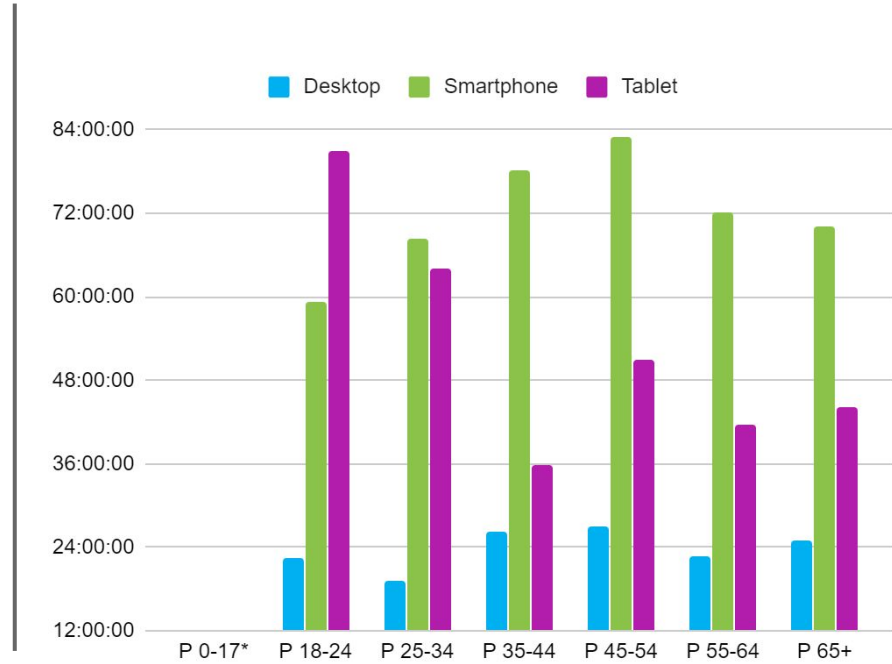
Source: Nielsen Digital Panel, Feb 2020, Total Platform, Desktop, Tablet, Smartphone, P18+, P18-24, P25-34, P35-44, P45-54, P55-64, P65+, Unique Audience, Profile (Calculated from UA), Time Spent per Person (text).

Digital Audience Reach and Time Demo Overview

Unique Audience



Time Spent per Person



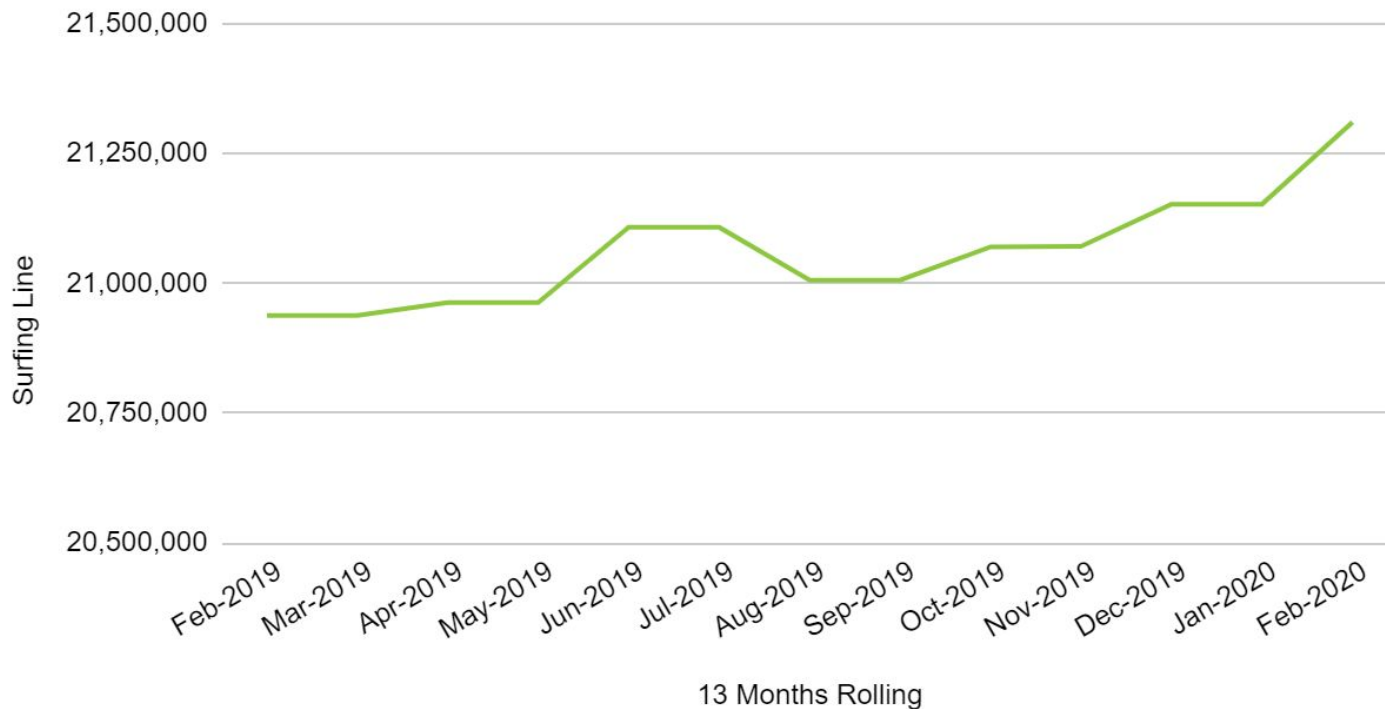
Source: Nielsen Digital Panel, Feb 2020, Total Platform, Desktop, Tablet, Smartphone, P0-17, P18-24, P25-34, P35-44, P45-54, P55-64, P65+, Unique Audience, Universe Reach %, Time Spent per Person (text).

* Persons 0-17 does not include mobile data.



Surfing Reports

People 2+ Surfing Online



Source: Nielsen Digital Panel, Monthly Total, Text, Feb 2019 - Feb 2020, Digital (C/M), People 2+ Market Line

Surfing Report

People 2+			
Name	UA	Avg Time Spent	Total Time Spent
Google	19,848,439	13:40:46	16,291,203,606
Facebook	17,837,239	18:39:42	19,972,379,884
YouTube	17,068,585	23:05:53	23,655,150,362
MSN/Outlook/Bing/Skype	13,681,073	4:55:39	4,044,846,450
Apple	12,866,475	1:59:17	1,534,854,537
Instagram	12,684,785	3:37:53	2,764,000,687
eBay	12,605,107	1:29:37	1,129,694,442
PayPal	12,094,593	0:09:31	115,109,629
Microsoft	11,551,875	1:07:37	781,266,772
ABC Online Network	11,333,137	1:18:02	884,466,592
Woolworths	10,376,298	0:19:47	205,325,529
Wikipedia	10,187,717	0:14:00	142,669,437
LinkedIn	9,762,158	1:15:48	740,053,674
realestate.com.au	9,634,420	0:46:34	448,667,709
news.com.au	9,348,648	0:36:05	337,483,439

People 18+			
Name	UA	Avg Time Spent	Total Time Spent
Google	17,943,703	15:04:14	16,225,558,846
YouTube	16,204,525	23:52:30	23,213,035,282
Facebook	17,278,479	19:15:20	19,962,616,731
MSN/Outlook/Bing/Skype	12,995,336	5:10:42	4,037,669,825
Apple	12,763,377	2:00:13	1,534,537,028
Instagram	12,579,558	3:39:33	2,761,947,509
eBay	12,221,372	1:31:56	1,123,728,567
PayPal	11,957,707	0:09:35	114,630,946
Microsoft	11,265,747	1:08:45	774,538,814
ABC Online Network	10,981,388	1:19:29	872,997,444
Woolworths	10,298,974	0:19:53	204,886,013
Wikipedia	9,957,687	0:14:15	141,942,109
LinkedIn	9,737,846	1:15:58	739,859,176
realestate.com.au	9,463,425	0:46:50	443,213,459
news.com.au	9,174,848	0:36:24	333,989,057

Source: Digital Content Ratings, Monthly Total, Text, Feb 2020, People 2+, People 13+, Unique Audience, Avg Time Spent, Total Time Spent.

*YouTube reporting is sourced from DCR Monthly Total Video



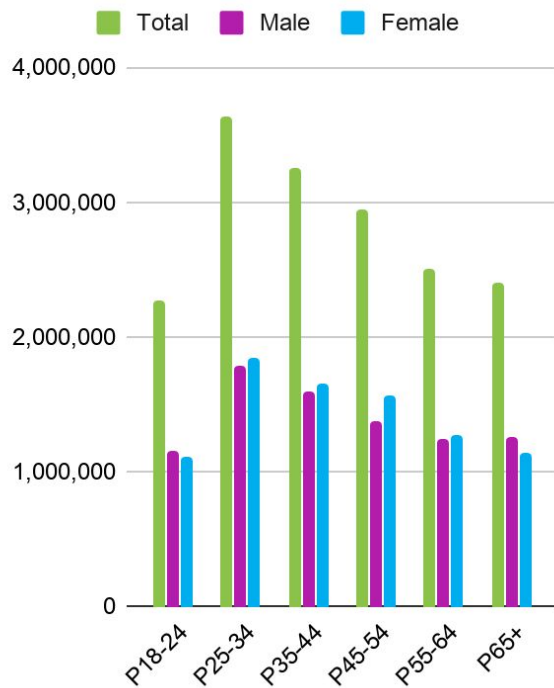
Streaming Video

Streaming Video - Audience, Reach and Time Spent

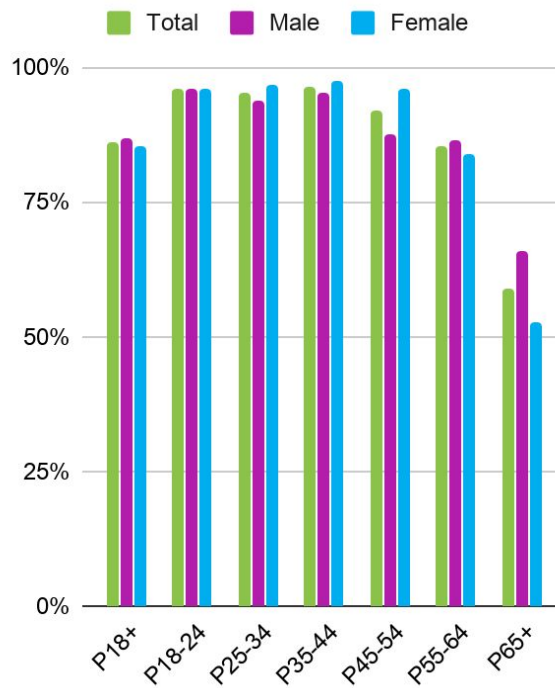
Demo	Unique Audience	Population Reach (%)	Average Time Spent
Total 18+	16,888,355	86%	37:42:52
Total 18 - 24	2,224,910	94.5%	70:58:47
Total 25 - 34	3,636,729	96.7%	43:08:00
Total 35 - 44	3,163,950	95.6%	37:51:40
Total 45 - 54	2,933,646	90.7%	33:36:20
Total 55 - 64	2,574,718	88.3%	20:05:40
Total 65+	2,417,820	61.0%	16:42:54
Total Female 18+	8,663,869	87.1%	32:57:32
Female 18 - 24	1,099,710	95.6%	57:17:19
Female 25 - 34	1,829,763	96.8%	38:46:58
Female 35 - 44	1,598,064	96.2%	32:35:06
Female 45 - 54	1,560,162	94.5%	32:47:02
Female 55 - 64	1,359,606	91.1%	19:27:09
Female 65+	1,216,564	57.8%	18:00:58
Total Male 18+	8,287,904	86.4%	40:59:43
Male 18 - 24	1,125,200	93.5%	84:21:38
Male 25 - 34	1,806,966	96.6%	47:32:19
Male 35 - 44	1,565,886	94.9%	43:14:45
Male 45 - 54	1,373,484	86.7%	34:32:20
Male 55 - 64	1,215,112	85.4%	20:48:47
Male 65+	1,201,256	64.7%	15:23:50

Streaming Video - Audience, Reach and Time Spent

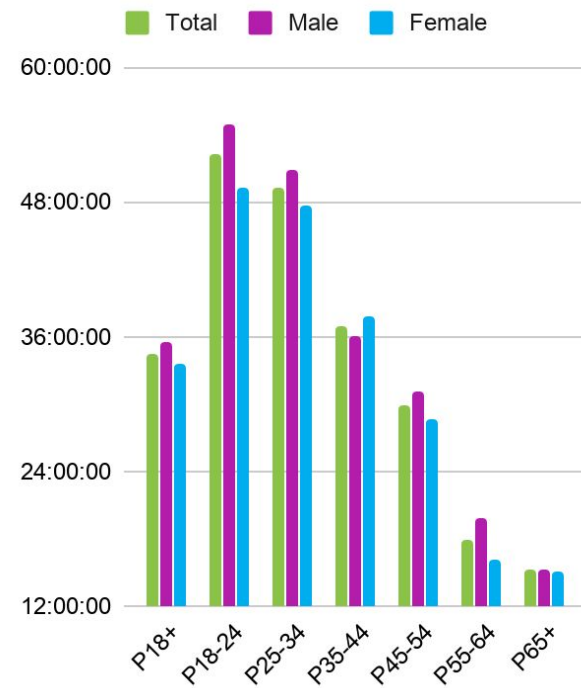
Unique Audience



Population Reach%



Average Time Spent



Streaming Video Report - Total - Computer

Name	UA	Pop Base	Reach %
Market Total	10,010,479	19,774,230	50.6
Facebook	6,300,756	19,774,230	31.9
YouTube	6,283,189	19,774,230	31.8
news.com.au*	1,740,628	19,774,230	8.8
Netflix	1,602,615	19,774,230	8.1
ABC Online Network	975,781	19,774,230	4.9
Pinterest	952,349	19,774,230	4.8
Yahoo!	888,471	19,774,230	4.5
9Now*	812,255	19,774,230	4.1
smh.com.au	766,276	19,774,230	3.9
Daily Mail Australia*	719,233	19,774,230	3.6
Reddit	710,274	19,774,230	3.6
nine.com.au*	699,436	19,774,230	3.5
Instagram	629,777	19,774,230	3.2
SBS (Special Broadcasting Service)*	623,930	19,774,230	3.2

Source: Nielsen Digital Content Ratings, Monthly Total, Video, 0 secs Qualifier, February 2020, People 18+, Computer, Unique Audience, Population Base, Reach %

*Brands marked with an asterisk represent metrics from tagged methodology.

Streaming Video Report - Tagged - 2 secs

Name	UA	Pop Base	Reach %
SWM 7	3,491,937	19,774,230	18
news.com.au	2,689,535	19,774,230	14
nine.com.au	1,936,015	19,774,230	10
9Now	1,904,222	19,774,230	10
Daily Mail Australia	1,431,763	19,774,230	7
Network 10	1,238,902	19,774,230	6
Whimn	587,609	19,774,230	3
taste.com.au	431,831	19,774,230	2
SBS (Special Broadcasting Service)	404,486	19,774,230	2
perthnow	387,648	19,774,230	2
The Daily Telegraph	303,779	19,774,230	2
couriermail.com.au	275,778	19,774,230	1
AdelaideNow	165,451	19,774,230	1
Herald Sun	161,710	19,774,230	1
THE AUSTRALIAN	115,625	19,774,230	1