



Digital Landscape

January 2020



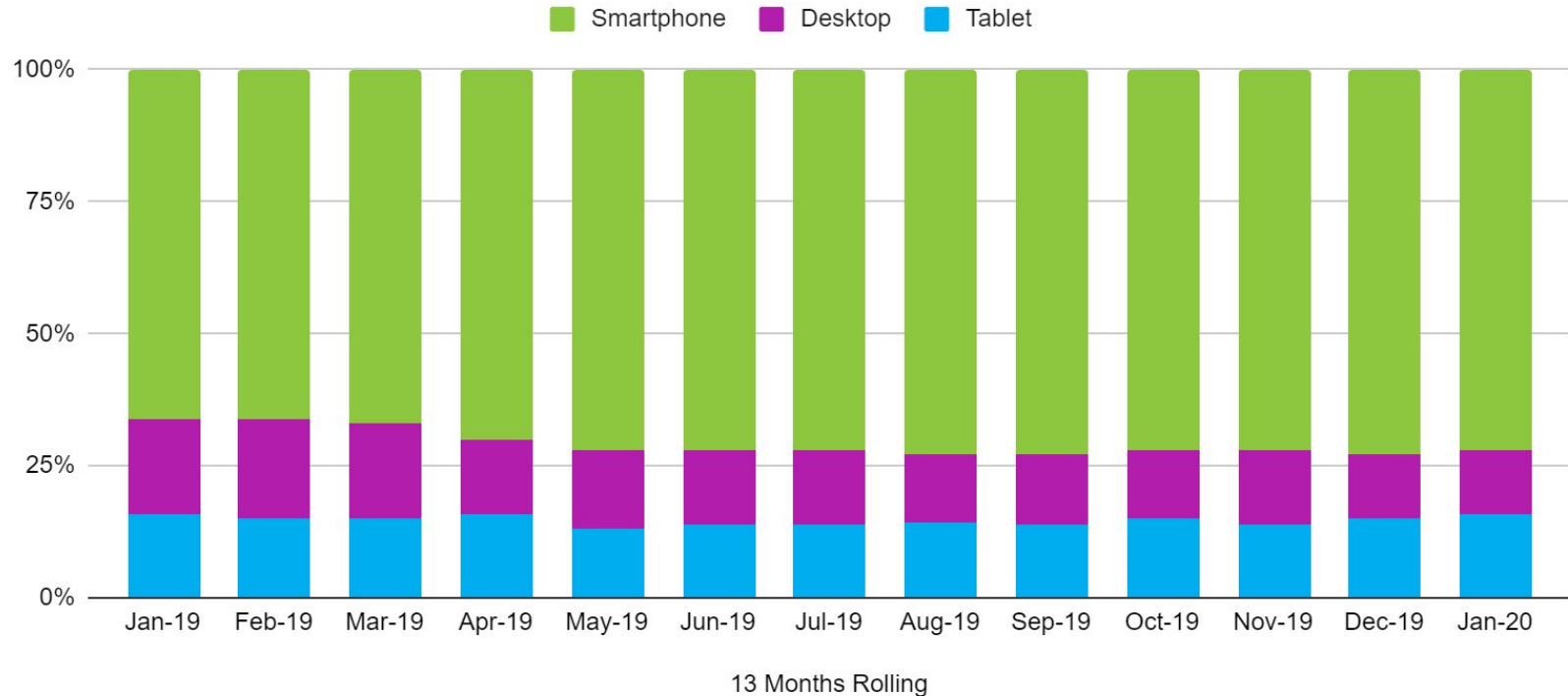
Snapshot

Landscape Overview

Metric	Device	Dec 2019	Jan 2020
Unique Audience (000)	Digital (C/M)	21,152	21,152
	Desktop	18,505	18,505
	Smartphone	16,383	16,383
	Tablet	7,441	7,441
Active Reach (%)	Digital (C/M)	100%	100%
	Desktop	87%	87%
	Smartphone	77%	77%
	Tablet	35%	35%
Time Spent per Person (hh:mm:ss)	Digital (C/M)	105:42:58	108:47:50
	Desktop	20:44:02	21:57:14
	Smartphone	90:04:03	89:56:34
	Tablet	52:25:45	58:05:33

Source: Nielsen Digital Panel, Dec 2019, Jan 2020, Total Platform, Desktop, Tablet, Smartphone, P2+, Unique Audience (000), Active Reach (Calculated from UA), Time Spent per Person (hh:mm:ss).

Trend - Time Spent by Device - DCR



Age Breakdowns Overview

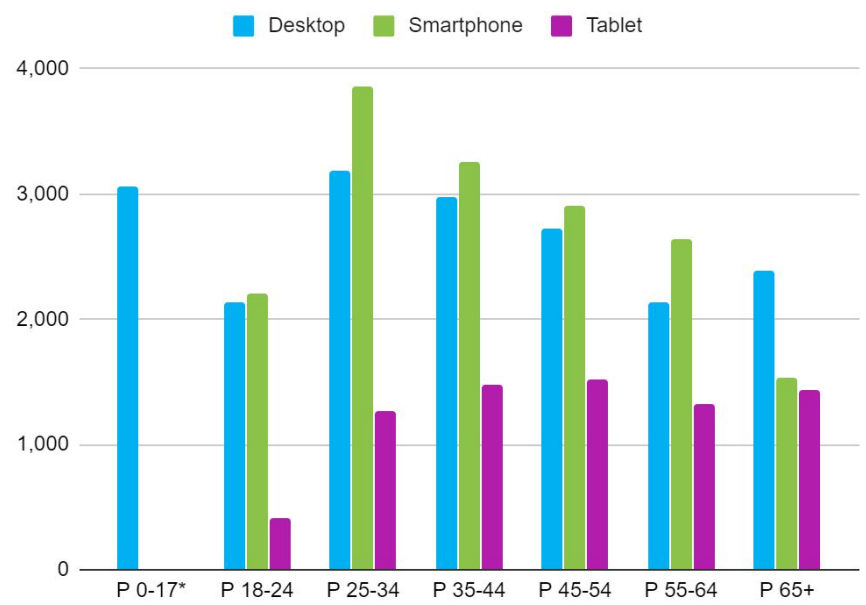
Digital Audience Reach and Time by Demo Overview

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	18,092	2,334	3,760	3,267	3,150	2,684	2,897
	Desktop	15,445	2,131	3,184	2,974	2,721	2,141	2,394
	Smartphone	16,383	2,303	3,724	3,209	2,931	2,344	1,872
	Tablet	7,441	407	1,274	1,482	1,523	1,325	1,430
Profile %	Total Platform	100%	13%	21%	18%	17%	15%	16%
	Desktop	100%	14%	21%	19%	18%	14%	16%
	Smartphone	100%	14%	23%	20%	18%	14%	11%
	Tablet	100%	5%	17%	20%	20%	18%	19%
Time Spent per Person (Text)	Total Platform	126:36:15	91:43:39	124:44:51	155:34:23	156:16:34	113:03:15	104:44:37
	Desktop	25:36:24	20:42:08	20:17:42	27:28:29	28:32:48	29:02:49	28:05:31
	Smartphone	89:56:37	71:18:43	89:57:46	99:16:24	101:44:18	85:23:55	82:17:22
	Tablet	58:17:32	84:27:50	51:00:31	58:57:34	67:06:31	52:13:49	52:52:26

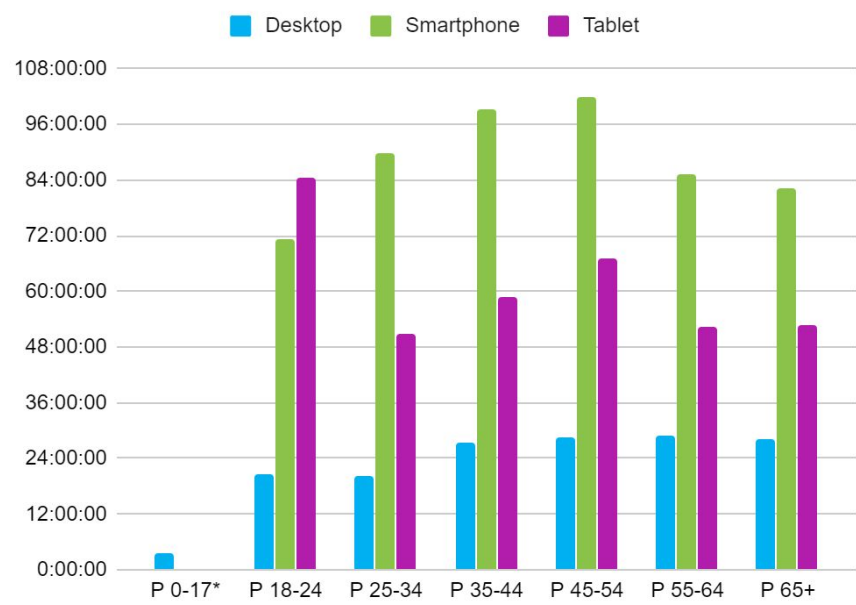
Source: Nielsen Digital Panel, Jan 2020, Total Platform, Desktop, Tablet, Smartphone, P18+, P18-24, P25-34, P35-44, P45-54, P55-64, P65+, Unique Audience, Profile (Calculated from UA), Time Spent per Person (text).

Digital Audience Reach and Time Demo Overview

Unique Audience



Time Spent per Person



Source: Nielsen Digital Panel, Jan 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, Jan 2019 - Jan 2020, Total Platform, People 2+ Market Line

Surfing Report

People 2+			
Name	UA	Avg Time Spent	Total Time Spent
Google	19,829,582	17:18:05	20,584,762,607
Facebook	17,887,900	21:26:37	23,014,946,694
YouTube	16,984,740	25:57:56	26,461,186,126
MSN/Outlook/Bing/Skype	13,730,322	4:58:41	4,101,068,823
Apple	12,889,443	2:08:57	1,662,221,407
Instagram	12,818,218	3:52:00	2,974,032,824
eBay	12,627,932	1:35:08	1,201,456,479
ABC Online Network	12,536,684	1:20:57	1,015,031,371
PayPal	11,878,647	0:10:38	126,479,885
Microsoft	11,319,456	0:56:38	641,230,082
news.com.au	10,502,714	0:33:39	353,539,882
Woolworths	10,128,721	0:21:32	218,269,451
Wikipedia	10,041,272	0:15:04	151,429,085
Amazon	9,755,730	1:24:41	826,224,629
LinkedIn	9,649,899	1:29:07	860,097,106

People 18+			
Name	UA	Avg Time Spent	Total Time Spent
Google	17,836,296	19:12:08	20,549,874,487
Facebook	17,205,635	22:15:53	22,984,742,749
YouTube	16,186,126	26:18:58	25,557,520,260
MSN/Outlook/Bing/Skype	13,094,404	5:12:31	4,092,221,503
Apple	12,729,552	2:10:31	1,661,462,517
Instagram	12,668,679	3:54:30	2,970,822,435
eBay	12,262,865	1:37:48	1,199,445,994
ABC Online Network	12,109,535	1:22:36	1,000,287,390
PayPal	11,799,405	0:10:42	126,412,353
Microsoft	11,053,525	0:57:44	638,270,317
news.com.au	10,310,590	0:33:56	349,885,106
Woolworths	10,041,718	0:21:40	217,676,067
Wikipedia	9,949,798	0:15:09	150,744,590
LinkedIn	9,633,056	1:29:13	859,432,643
Amazon	9,531,247	1:26:36	825,425,770

Source: Digital Content Ratings, Monthly Total, Jan 2020, People 2+, People 18+, Unique Audience, Text, Avg Time Spent, Total Time Spent.

*YouTube reporting is sourced from DCR Monthly Total Video



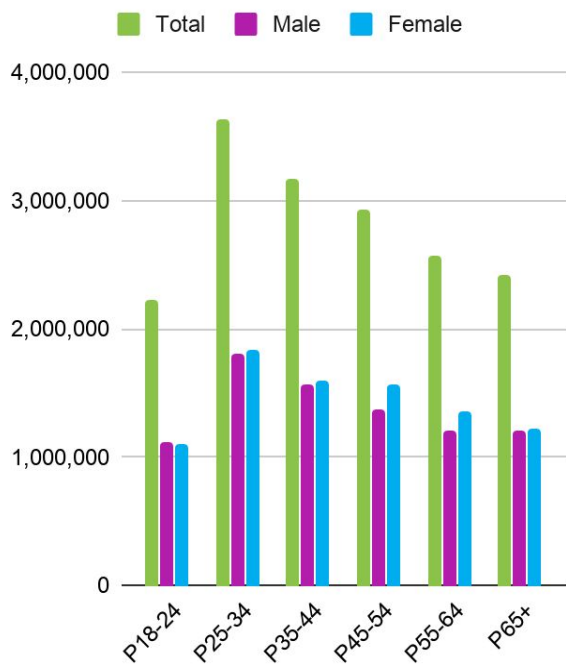
Streaming Video

Streaming Video - Audience, Reach and Time Spent

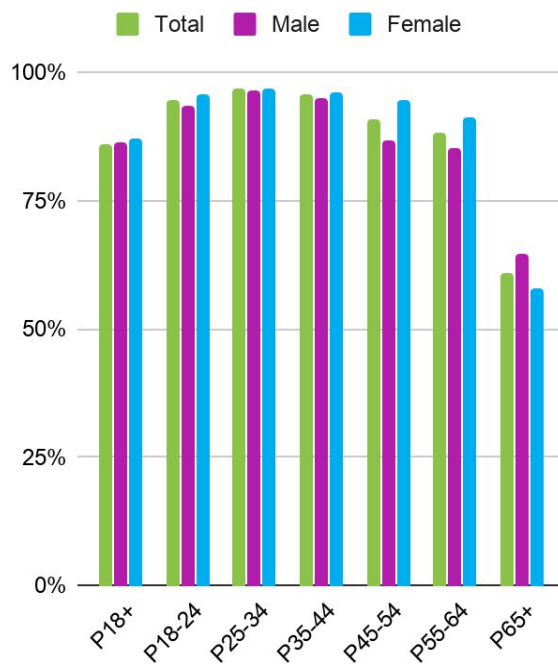
Demo	Unique Audience	Population Reach (%)	Average Time Spent
Total 18+	16,888,355	86%	37:42:52
Total 18 - 24	2,224,910	94.5%	70:58:47
Total 25 - 34	3,636,729	96.7%	43:08:00
Total 35 - 44	3,163,950	95.6%	37:51:40
Total 45 - 54	2,933,646	90.7%	33:36:20
Total 55 - 64	2,574,718	88.3%	20:05:40
Total 65+	2,417,820	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

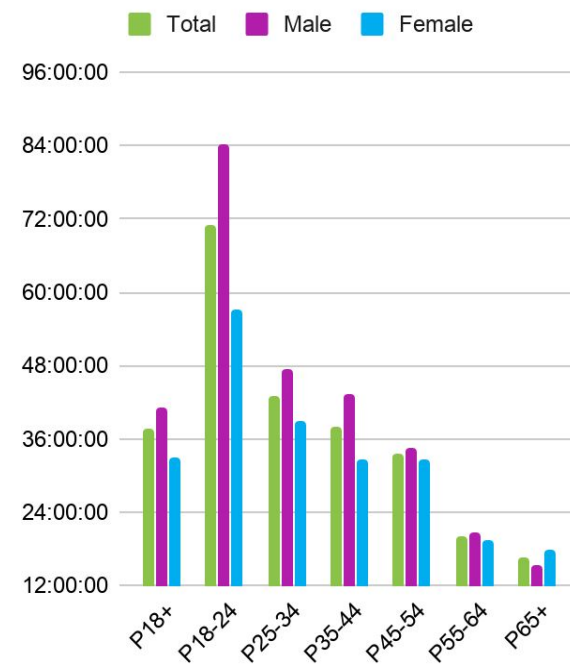
Unique Audience



Population Reach%



Average Time Spent



Streaming Video Report - Total - Computer

Name	UA	Pop Base	Reach %
Market Total	9,930,501	19,538,610	50.8
Facebook	6,390,158	19,538,610	32.7
YouTube	6,389,336	19,538,610	32.7
news.com.au*	2,043,634	19,538,610	10.5
Netflix	1,730,258	19,538,610	8.9
ABC Online Network	1,296,237	19,538,610	6.6
Reddit	891,467	19,538,610	4.6
SBS (Special Broadcasting Service)*	865,592	19,538,610	4.4
Pinterest	855,885	19,538,610	4.4
nine.com.au*	853,322	19,538,610	4.4
Yahoo!	840,411	19,538,610	4.3
Twitter	825,157	19,538,610	4.2
Daily Mail Australia*	748,277	19,538,610	3.8
smh.com.au	660,428	19,538,610	3.4
Instagram	636,373	19,538,610	3.3

Source: Nielsen Digital Content Ratings, Monthly Total, Video, 0 secs, January 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	3,613,721	19,538,610	19
news.com.au	3,349,841	19,538,610	17
nine.com.au	2,823,615	19,538,610	15
Daily Mail Australia	1,591,219	19,538,610	8
9Now	1,417,999	19,538,610	7
Network 10	830,157	19,538,610	4
Whimn	542,312	19,538,610	3
perthnow	453,700	19,538,610	2
taste.com.au	438,807	19,538,610	2
The Daily Telegraph	428,177	19,538,610	2
SBS (Special Broadcasting Service)	371,316	19,538,610	2
Herald Sun	366,026	19,538,610	2
AdelaideNow	308,725	19,538,610	2
couriermail.com.au	300,817	19,538,610	2
The Roar	291,186	19,538,610	2