



Digital Landscape

March 2020



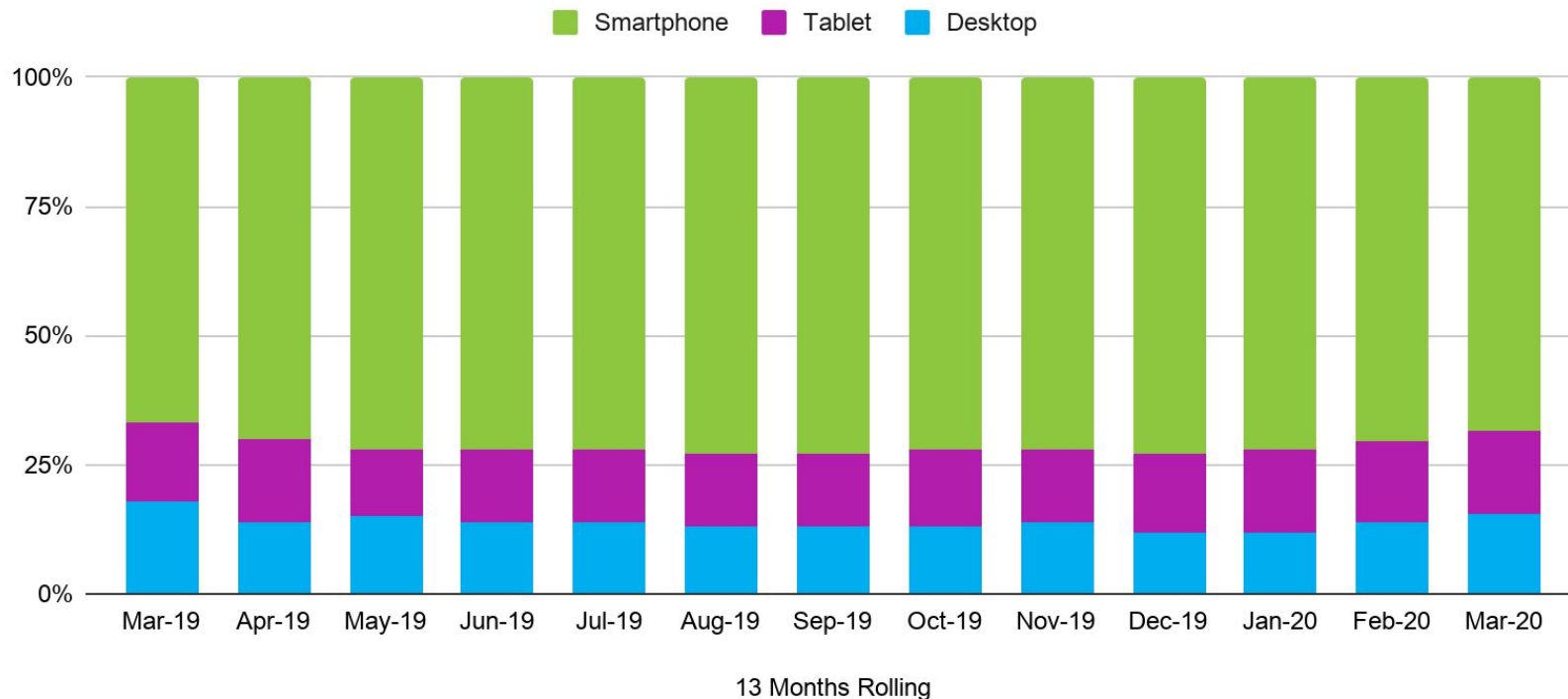
Snapshot

Landscape Overview

Metric	Device	Feb-2020	Mar-2020
Unique Audience (000)	Total Platform	21,310	21,310
	Desktop	18,656	18,656
	Smartphone	16,570	16,570
	Tablet	7,449	7,449
Active Reach (%)	Total Platform	100%	100%
	Desktop	88%	88%
	Smartphone	78%	78%
	Tablet	35%	35%
Time Spent per Person (hh:mm:ss)	Total Platform	90:49:40	102:29:23
	Desktop	20:17:06	23:15:45
	Smartphone	72:18:43	81:13:02
	Tablet	48:48:53	55:00:57

Source: Nielsen Digital Panel, Feb 2020, March 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, March 2019 - Mar 2020, Desktop, Smartphone, Tablet, P 2+, % of Total Time Spent, Text

Age Breakdowns Overview

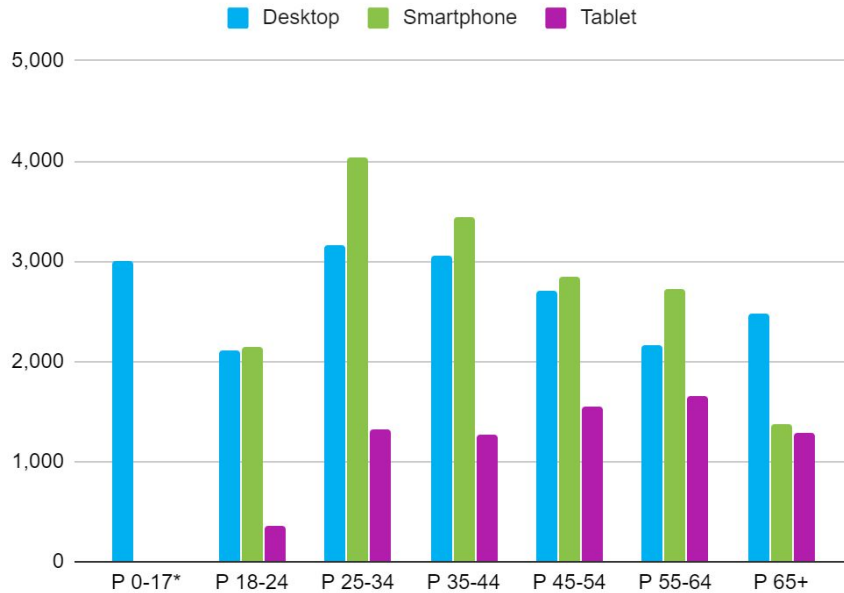
Digital Audience Reach and Time by Demo Overview

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	2,106	3,157	3,058	2,700	2,154	2,472
	Smartphone	16,570	2,353	3,805	3,297	2,901	2,454	1,759
	Tablet	7,449	362	1,323	1,273	1,547	1,653	1,291
Profile %	Total Platform	100%	13%	20%	20%	17%	14%	16%
	Desktop	100%	13%	20%	20%	17%	14%	16%
	Smartphone	100%	14%	23%	20%	18%	15%	11%
	Tablet	100%	5%	18%	17%	21%	22%	17%
Time Spent per Person (Text)	Total Platform	118:51:07	87:53:38	136:56:25	148:02:05	134:51:16	100:51:18	87:06:26
	Desktop	27:09:29	18:14:44	27:13:03	24:42:26	35:14:27	29:21:04	26:58:04
	Smartphone	81:13:02	64:02:15	94:30:25	87:23:11	84:57:49	66:00:36	75:54:48
	Tablet	55:00:57	97:48:57	70:15:06	47:15:33	57:11:59	39:13:22	52:38:25

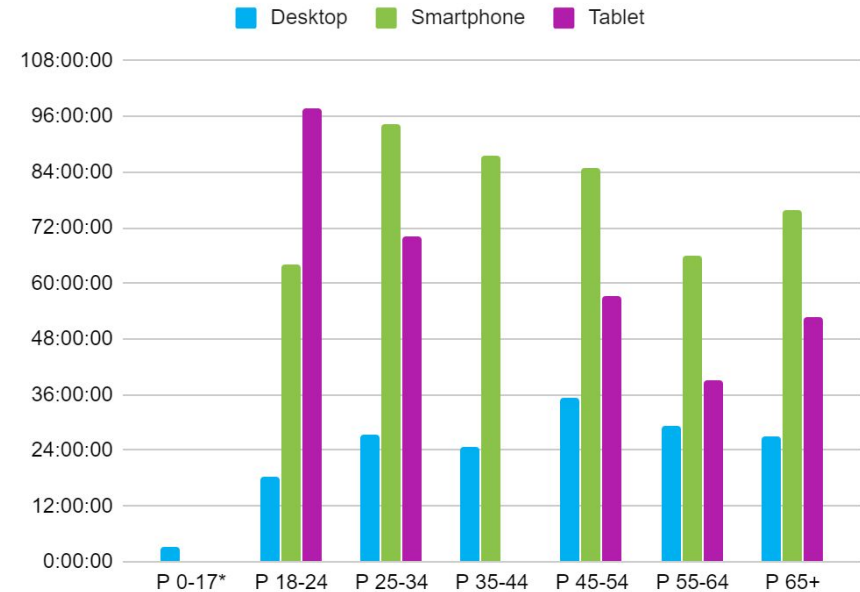
Source: Nielsen Digital Panel, March 2020, Total Platform, Desktop, Tablet, Smartphone, P18+, P18-24, P25-34, P35-44, P45-54, P55-64, P65+, Unique Audience, Profile (Calculated from UA), Time Spent per Person (text).

Digital Audience Reach and Time Demo Overview

Unique Audience



Time Spent per Person



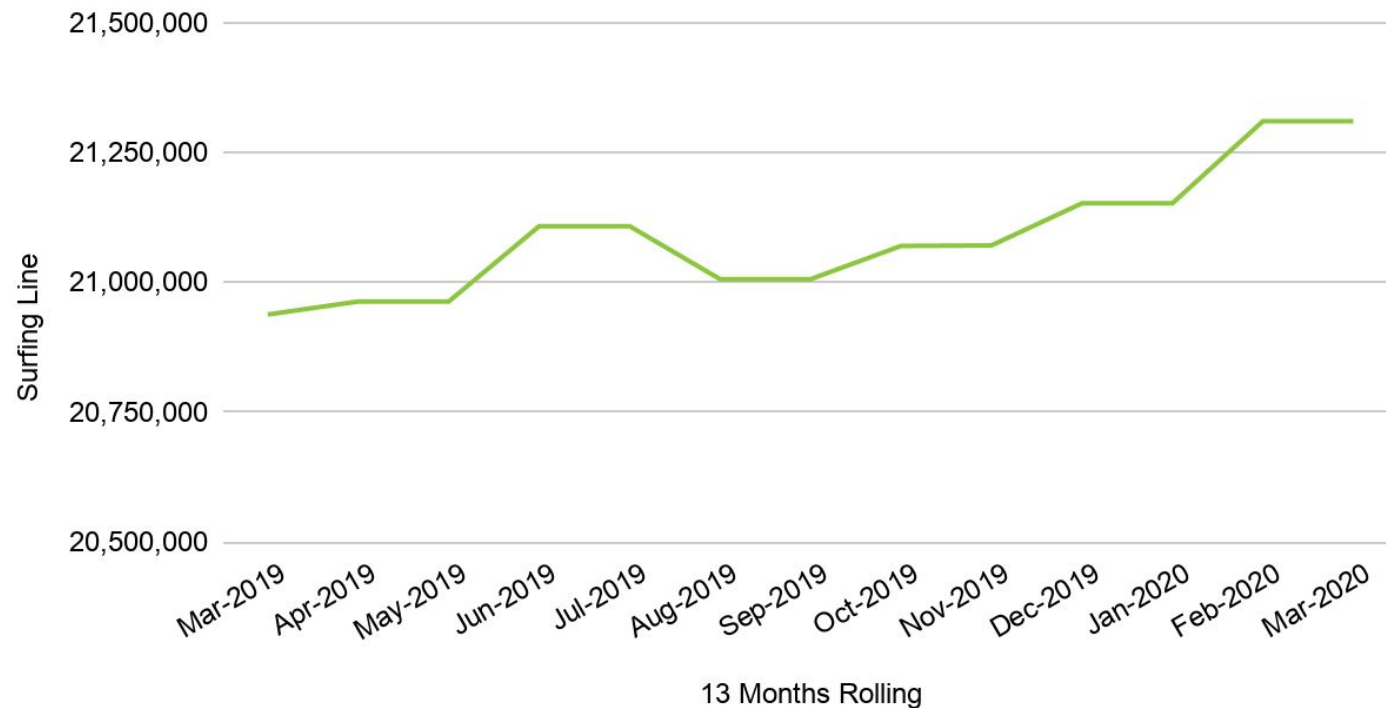
Source: Nielsen Digital Panel, March 2020, Total Platform, Desktop, Tablet, Smartphone, P0-17, P18-24, P25-34, P35-44, P45-54, P55-64, P65+, Unique Audience, Universe Reach %, Time Spent per Person (text).

* Persons 0-17 does not include mobile data.



Surfing Reports

People 2+ Surfing Online



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

Surfing Report

People 2+			
Name	UA	Avg Time Spent	Total Time Spent
Google	20,067,489	13:10:51	15,870,589,219
Facebook	18,072,067	23:00:14	24,943,680,288
ABC Online Network	16,102,116	1:27:57	1,416,270,775
MSN/Outlook/Bing/Skype	14,546,356	4:37:42	4,039,728,600
Instagram	13,209,975	3:40:56	2,918,727,779
eBay	12,938,528	1:25:04	1,100,786,660
Microsoft	12,911,830	1:10:09	905,769,848
Apple	12,703,230	2:10:08	1,653,275,174
SWM 7	12,687,329	0:28:31	361,982,297
PayPal	12,366,610	0:12:49	158,682,161
news.com.au	12,277,882	0:42:19	519,763,368
The Guardian	11,608,748	0:19:35	227,424,103
Daily Mail Australia	11,586,651	0:18:07	209,920,374
nine.com.au	11,560,179	0:28:57	334,681,054
smh.com.au	11,193,495	0:21:10	237,033,648

People 18+			
Name	UA	Avg Time Spent	Total Time Spent
Google	17,955,845	14:37:01	15,747,695,301
Facebook	17,340,679	23:57:27	24,926,610,173
ABC Online Network	15,714,875	1:28:50	1,396,175,755
MSN/Outlook/Bing/Skype	13,787,739	4:52:11	4,028,720,703
Instagram	13,182,091	3:41:23	2,918,484,357
Apple	12,683,497	2:10:20	1,653,205,121
eBay	12,565,047	1:27:25	1,098,441,327
Microsoft	12,305,913	1:10:36	868,864,061
SWM 7	12,295,378	0:28:14	347,285,848
PayPal	12,267,704	0:12:54	158,329,137
news.com.au	12,158,495	0:42:16	514,054,715
nine.com.au	11,399,598	0:29:00	330,692,957
Daily Mail Australia	11,369,171	0:18:16	207,839,866
The Guardian	11,318,612	0:19:47	224,030,380
smh.com.au	11,067,353	0:21:15	235,261,184

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

*YouTube reporting is sourced from DCR Monthly Total Video



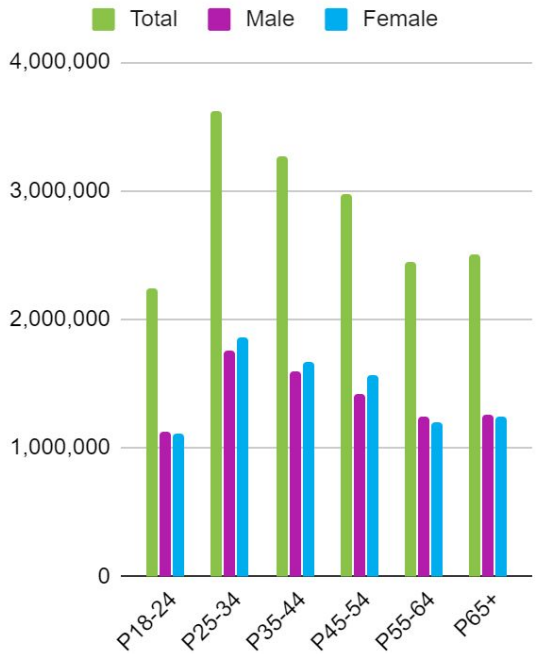
Streaming Video

Streaming Video - Audience, Reach and Time Spent

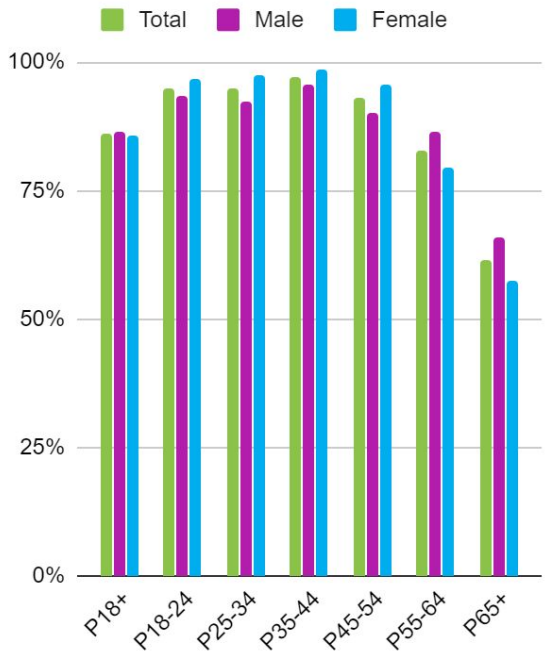
Demo	Unique Audience	Population Reach (%) (ppl 18+)	Average Time Spent
Total 18+	17,050,303	86%	38:28:18
Total 18 - 24	2,242,347	95%	50:17:25
Total 25 - 34	3,617,965	95%	51:59:02
Total 35 - 44	3,268,378	97%	47:11:06
Total 45 - 54	2,978,598	93%	33:32:46
Total 55 - 64	2,441,669	83%	22:56:23
Total 65+	2,501,346	61%	17:58:27
Total Female 18+	8,646,151	86%	34:16:49
Female 18 - 24	1,111,479	97%	37:09:32
Female 25 - 34	1,865,177	97%	43:00:35
Female 35 - 44	1,666,953	99%	44:55:43
Female 45 - 54	1,561,512	96%	33:41:21
Female 55 - 64	1,198,482	79%	21:12:20
Female 65+	1,242,548	57%	17:40:12
Total Male 18+	8,404,152	87%	42:47:02
Male 18 - 24	1,130,868	93%	63:11:47
Male 25 - 34	1,752,788	92%	61:32:01
Male 35 - 44	1,601,425	96%	49:32:02
Male 45 - 54	1,417,086	90%	33:23:18
Male 55 - 64	1,243,187	87%	24:36:42
Male 65+	1,258,798	66%	18:16:27

Streaming Video - Audience, Reach and Time Spent

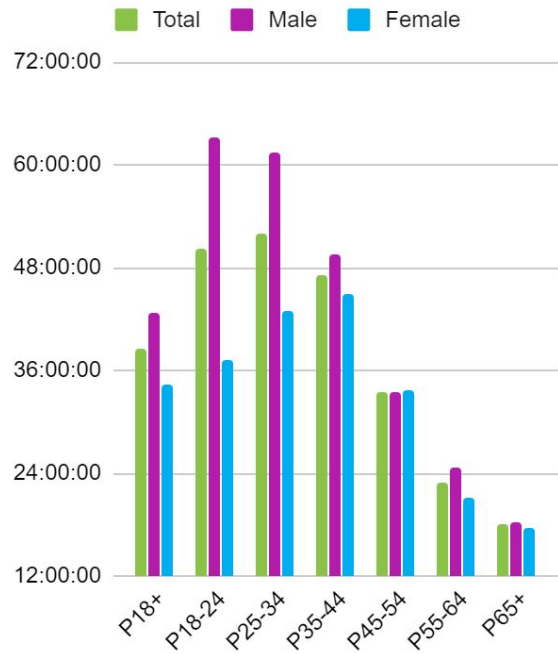
Unique Audience



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, March 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 %
news.com.au	3,870,336	19,774,230	19.6
nine.com.au	3,264,016	19,774,230	16.5
SWM 7	3,144,382	19,774,230	15.9
9Now	1,899,814	19,774,230	9.6
Daily Mail Australia	1,757,115	19,774,230	8.9
Network 10	1,647,618	19,774,230	8.3
Whimn	624,431	19,774,230	3.2
taste.com.au	534,685	19,774,230	2.7
The Daily Telegraph	460,951	19,774,230	2.3
SBS (Special Broadcasting Service)	429,740	19,774,230	2.2
Herald Sun	397,398	19,774,230	2.0
AdelaideNow	382,504	19,774,230	1.9
perthnow	365,161	19,774,230	1.8
couriermail.com.au	296,932	19,774,230	1.5
The West Australian	131,279	19,774,230	0.7