



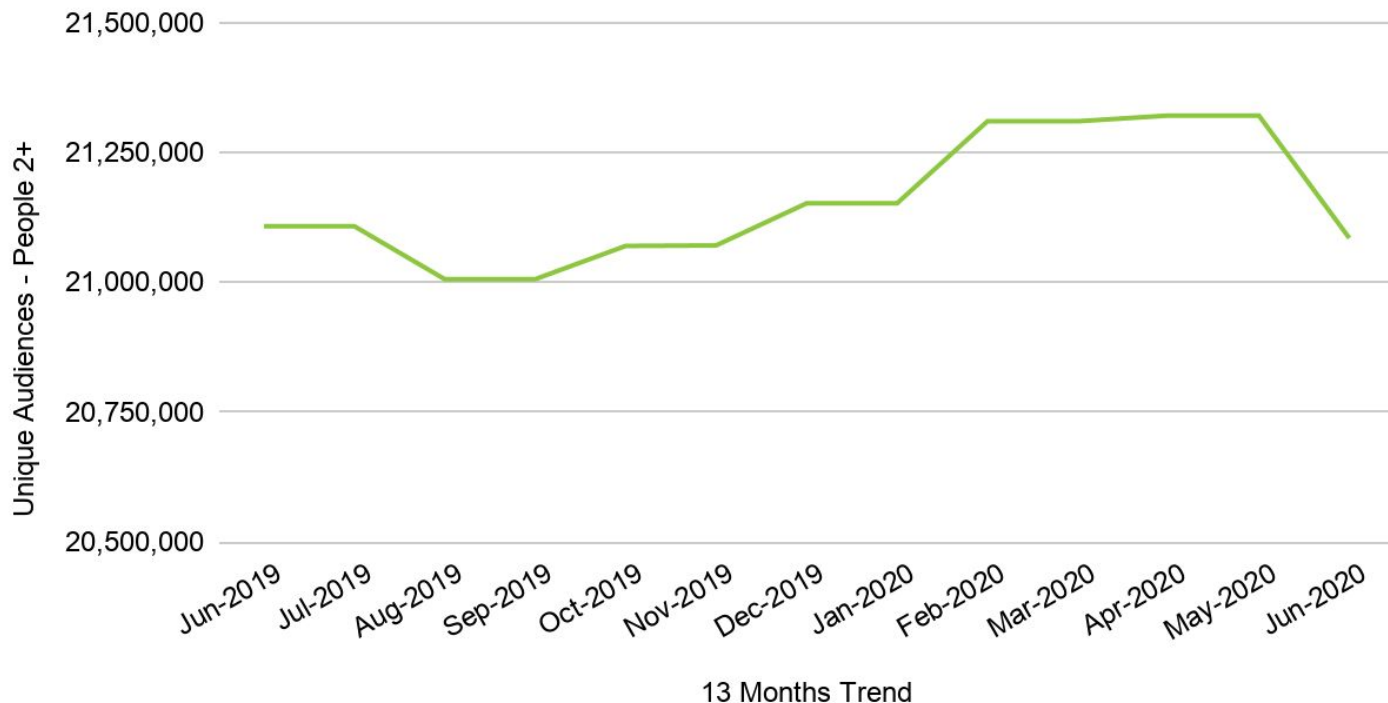
# Digital Landscape

June 2020



# Snapshot

# Total Website Audiences - People 2+

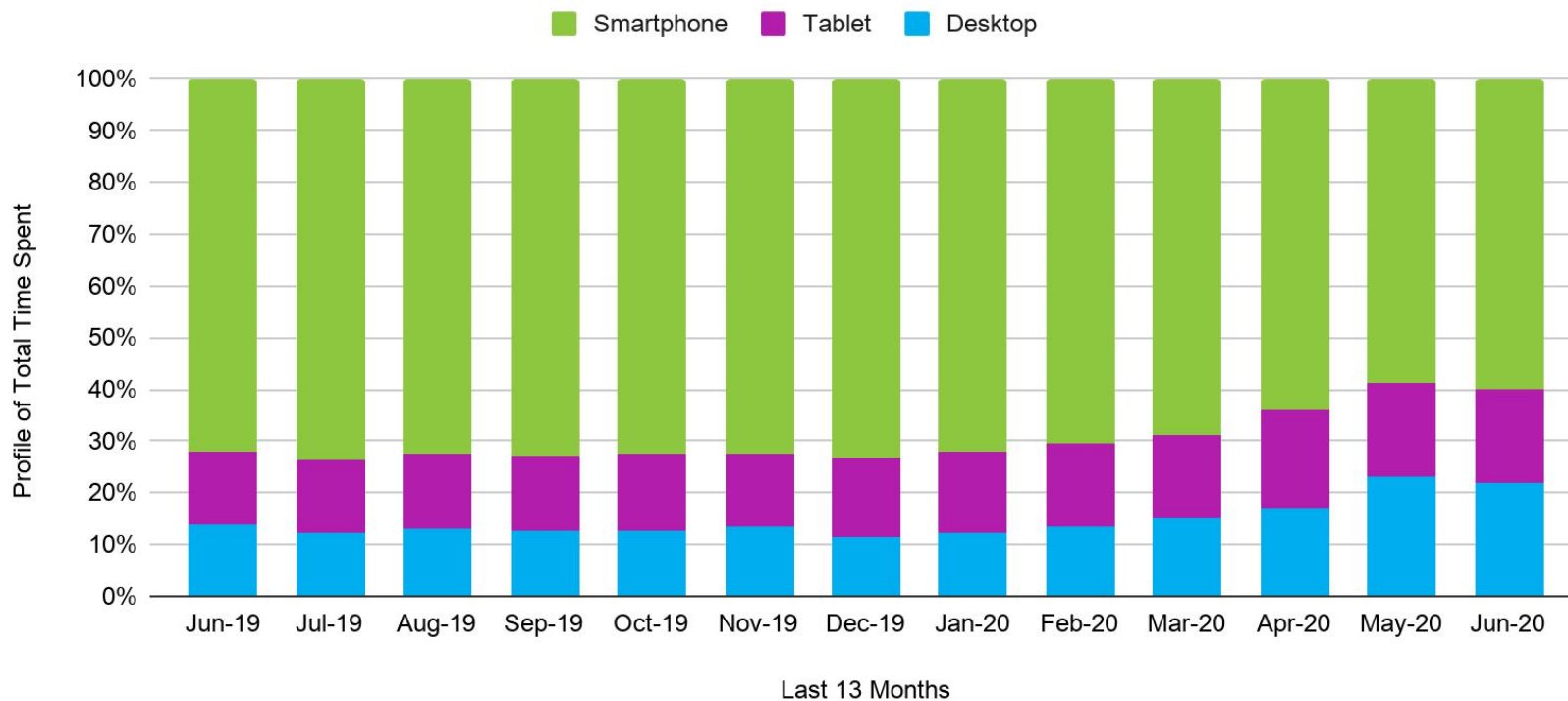


# Landscape Overview

Metric	Device	May 2020	June 2020
<b>Unique Audience (000)</b>	<b>Total Platform</b>	<b>18,278</b>	<b>18,269</b>
	Desktop	15,679	15,706
	Smartphone	16,563	16,527
	Tablet	7,434	7,445
<b>Universe Reach (%)</b>	<b>Total Platform</b>	<b>100%</b>	<b>100%</b>
	Desktop	86%	86%
	Smartphone	91%	90%
	Tablet	41%	41%
<b>Time Spent per Person (hh:mm:ss)</b>	<b>Total Platform</b>	<b>96:08:39</b>	<b>97:22:43</b>
	Desktop	31:30:08	29:31:08
	Smartphone	55:11:11	58:03:47
	Tablet	47:43:48	38:25:02

Source: Nielsen Digital Panel, May 2020, June 2020, Total Platform, Desktop, Smartphone, Tablet, P 18+, Unique Audience (000), Active Reach (Calculated from UA), Time Spent per Person (hh:mm:ss).

# Trend - Proportion of Time Spent by Device



# Age Breakdowns Overview

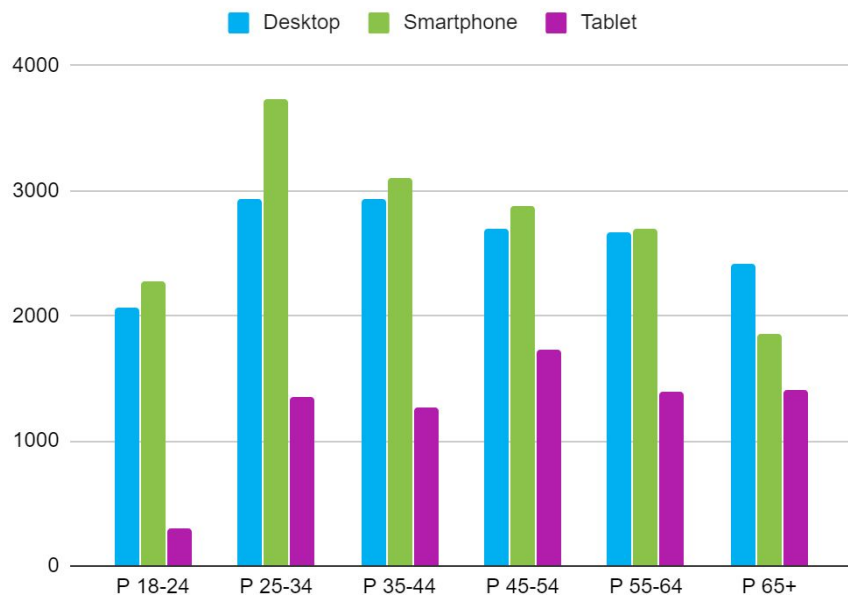
# Digital Reach and Engagement by Demographic

Data Type	Device	P 18+	P 18-24	P 25-34	P 35-44	P 45-54	P 55-64	P 65+
Unique Audience (000s)	<b>Total Platform</b>	<b>18,269</b>	<b>2,349</b>	<b>3,806</b>	<b>3,324</b>	<b>3,102</b>	<b>2,733</b>	<b>2,955</b>
	Desktop	15,706	2,062	2,929	2,934	2,693	2,673	2,416
	Smartphone	16,527	2,271	3,734	3,096	2,874	2,701	1,852
	Tablet	7,445	296	1,356	1,266	1,728	1,393	1,404
Profile % of Unique Audiences	<b>Total Platform</b>	<b>100%</b>	<b>13%</b>	<b>19%</b>	<b>19%</b>	<b>17%</b>	<b>17%</b>	<b>15%</b>
	Desktop	100%	13%	19%	19%	17%	17%	15%
	Smartphone	100%	14%	23%	19%	17%	16%	11%
	Tablet	100%	4%	18%	17%	23%	19%	19%
Time Spent per Person (Text) HH:MM:SS	<b>Total Platform</b>	<b>97:22:43</b>	<b>88:35:37</b>	<b>112:46:27</b>	<b>111:44:59</b>	<b>108:27:45</b>	<b>86:03:58</b>	<b>67:11:40</b>
	Desktop	29:31:08	19:55:11	29:53:46	30:27:11	39:59:53	26:42:27	27:33:02
	Smartphone	58:03:47	61:09:46	73:42:14	66:18:52	53:18:21	38:46:24	40:28:43
	Tablet	48:25:02	77:57:52	56:37:11	47:46:35	40:37:39	46:30:42	46:19:36

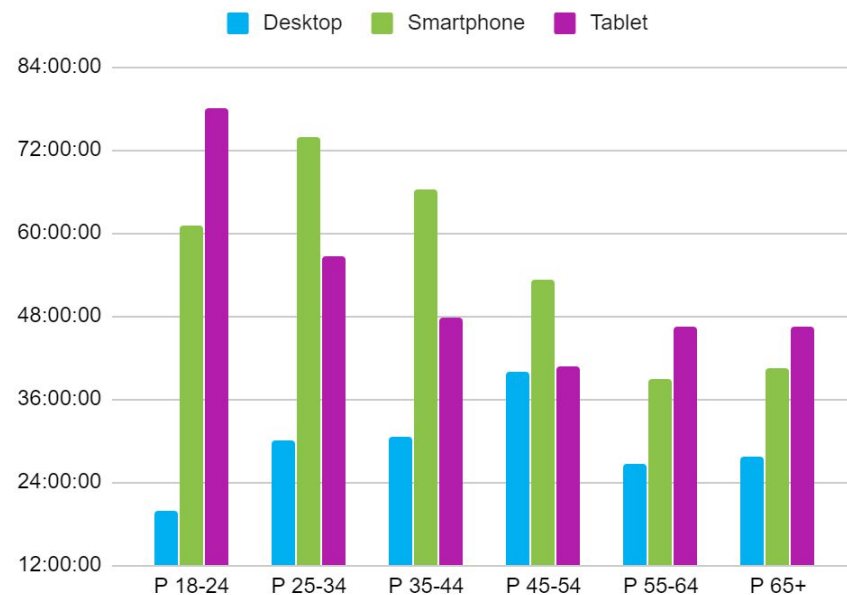
Source: Nielsen Digital Panel, June 2020, Total Platform, Desktop, Tablet, Smartphone, P18+, P18-24, P25-34, P35-44, P45-54, P55-64, P65+, Unique Audience, Profile (Calculated from UA), Time Spent per Person (text).

# Digital Audience and Engagement by Demo and Device

## Unique Audience



## Time Spent per Person



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





# Website Report

# Top 15 Brands by Reach

People 2+			
Name	UA	Avg Time Spent	Total Time Spent
Google	19,621,568	8:58:33	10,567,518,357
Facebook	17,596,438	16:38:46	17,575,000,983
MSN/Outlook/Bing/Skype	14,110,665	2:59:39	2,535,088,910
ABC Online Network*	13,878,495	1:21:50	1,135,741,380
eBay	13,067,334	1:19:22	1,037,174,884
Instagram	13,001,234	3:19:15	2,590,521,393
Microsoft	12,677,425	1:37:52	1,240,795,805
PayPal	12,383,352	0:09:58	123,545,299
Apple	12,222,223	2:03:28	1,509,093,657
realestate.com.au*	11,940,894	0:47:46	570,550,894
Woolworths	10,788,661	0:25:41	277,225,302
Amazon	10,285,141	1:11:31	735,561,827
SWM 7*	10,237,037	0:39:47	407,278,938
LinkedIn	10,210,710	1:12:07	736,464,365
Daily Mail Australia*	10,152,341	0:17:14	174,959,209

People 18+			
Name	UA	Avg Time Spent	Total Time Spent
Google	17,940,044	9:45:22	10,501,511,415
Facebook	17,206,669	17:00:49	17,565,071,338
ABC Online Network*	13,672,161	1:21:55	1,120,006,535
MSN/Outlook/Bing/Skype	13,372,560	3:08:35	2,521,950,049
Instagram	12,937,476	3:20:13	2,590,357,403
eBay	12,871,174	1:20:25	1,035,264,420
PayPal	12,318,701	0:10:01	123,445,098
Apple	12,158,116	2:04:04	1,508,572,493
Microsoft	12,092,945	1:41:28	1,227,184,045
realestate.com.au*	11,836,120	0:47:31	562,506,771
Woolworths	10,659,975	0:25:27	271,442,960
Amazon	10,254,188	1:11:42	735,355,352
LinkedIn	10,144,955	1:12:22	734,319,126
Daily Mail Australia*	10,000,556	0:17:16	172,842,078
SWM 7*	9,939,446	0:38:35	383,633,486

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

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



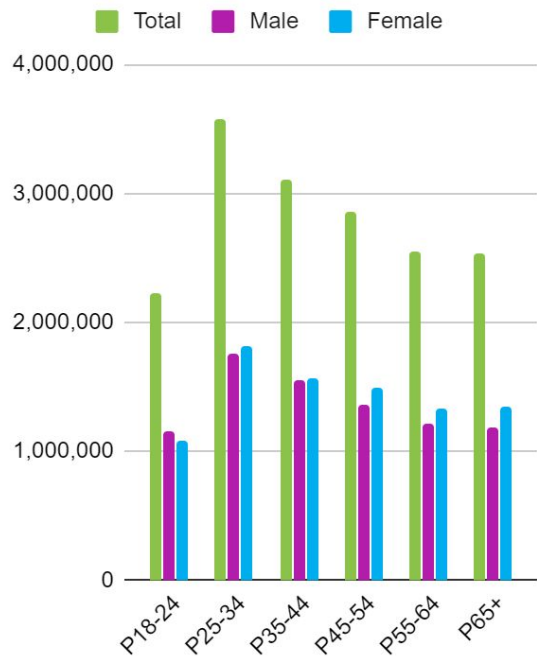
# Video Report

# Video Audience and Engagement Demographics

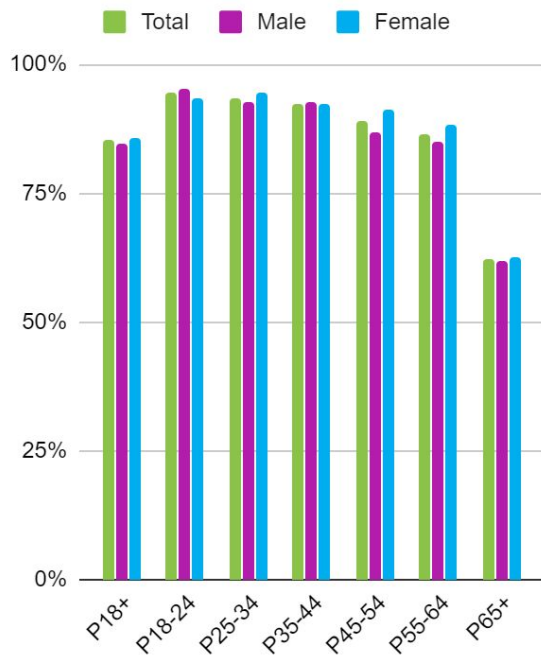
Demo	Unique Audience	Population Reach (%) (ppl 18+)	Average Time Spent (HH:MM:SS)
<b>Total 18+</b>	<b>16,847,405</b>	<b>85%</b>	<b>40:10:49</b>
Total 18 - 24	2,227,650	94%	61:20:12
Total 25 - 34	3,570,830	94%	55:08:58
Total 35 - 44	3,111,371	92%	41:51:52
Total 45 - 54	2,855,855	89%	45:13:06
Total 55 - 64	2,549,402	87%	20:32:27
Total 65+	2,532,297	62%	12:28:56
<b>Total Female 18+</b>	<b>8,616,996</b>	<b>86%</b>	<b>36:44:38</b>
Female 18 - 24	1,076,543	94%	67:29:46
Female 25 - 34	1,808,353	94%	46:04:32
Female 35 - 44	1,559,535	92%	43:58:05
Female 45 - 54	1,489,610	91%	35:30:28
Female 55 - 64	1,330,842	88%	17:09:52
Female 65+	1,352,113	62%	12:04:48
<b>Total Male 18+</b>	<b>8,230,409</b>	<b>85%</b>	<b>43:46:41</b>
Male 18 - 24	1,151,107	95%	55:34:34
Male 25 - 34	1,762,477	93%	64:27:35
Male 35 - 44	1,551,836	93%	39:45:02
Male 45 - 54	1,366,245	87%	55:48:20
Male 55 - 64	1,218,560	85%	24:13:42
Male 65+	1,180,184	62%	12:56:35

# Video Audience and Engagement by Gender

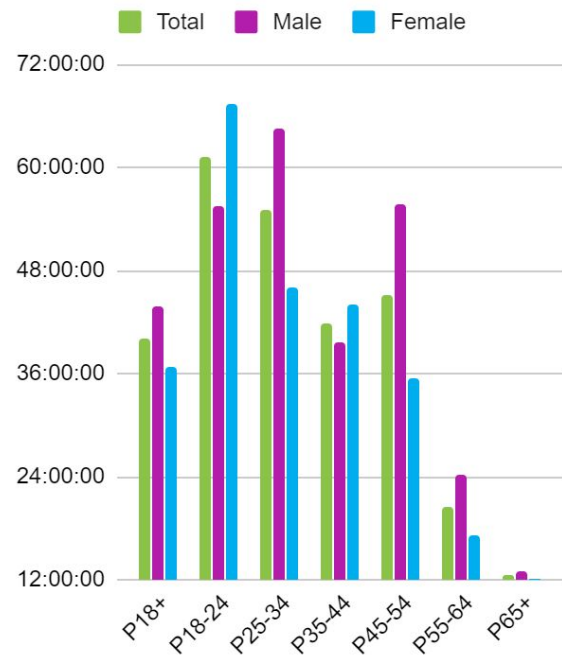
## Unique Audience



## Population Reach%



## Average Time Spent



# Top 15 Video Brands (unqualified)

## Desktop consumption of video

Population Base = 19,774,230

Name	UA	Reach %
Market Total	10,208,156	51.6
YouTube	7,150,303	36.2
Facebook	6,320,567	32.0
news.com.au	1,797,691	9.1
Netflix	1,739,929	8.8
Twitter	1,474,706	7.5
Pinterest	1,303,145	6.6
ABC Online Network	1,265,100	6.4
Reddit	870,167	4.4
Yahoo!	822,557	4.2
LinkedIn	820,234	4.1
nine.com.au	818,335	4.1
Daily Mail Australia	773,750	3.9
Pedestrian Group Network	683,266	3.5
Vimeo Websites	677,120	3.4
9Now	621,334	3.1

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

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

# Top 15 Video Brands (IAB Endorsed 2 second qualified)

## Brands tagged with the Nielsen SDK

Population Base = 19,774,230

Name	UA	Reach %
SWM 7	2,888,727	14.6
news.com.au	2,642,231	13.4
nine.com.au	2,113,231	10.7
Daily Mail Australia	1,526,357	7.7
9Now	1,359,974	6.9
taste.com.au	642,777	3.3
SBS (Special Broadcasting Service)	409,410	2.1
Whimn	345,921	1.7
Network 10	304,299	1.5
perthnow	290,421	1.5
couriermail.com.au	189,988	1.0
Herald Sun	185,065	0.9
The Daily Telegraph	163,061	0.8
AdelaideNow	143,456	0.7
The West Australian	119,683	0.6