



Digital Landscape

May 2020



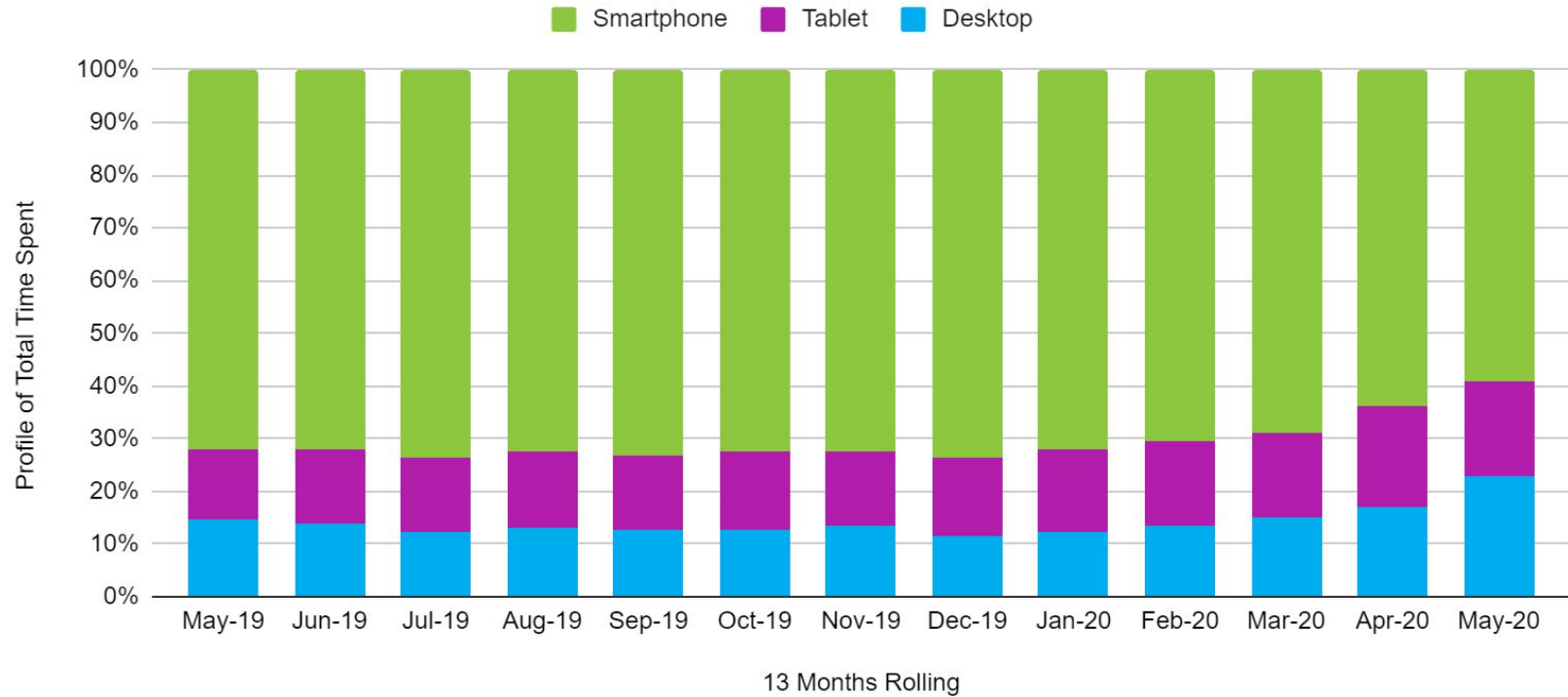
Snapshot

Landscape Overview

Metric	Device	April 2020	May 2020
Unique Audience (000)	Total Platform	18,278	18,278
	Desktop	15,679	15,679
	Smartphone	16,563	16,563
	Tablet	7,434	7,434
Universe Reach (%)	Total Platform	100%	100%
	Desktop	86%	86%
	Smartphone	91%	91%
	Tablet	41%	41%
Time Spent per Person (hh:mm:ss)	Total Platform	125:04:15	96:08:39
	Desktop	32:47:15	31:30:08
	Smartphone	79:19:43	55:11:11
	Tablet	62:55:45	47:43:48

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

Trend - Time Spent by Device - DCR



Age Breakdowns Overview

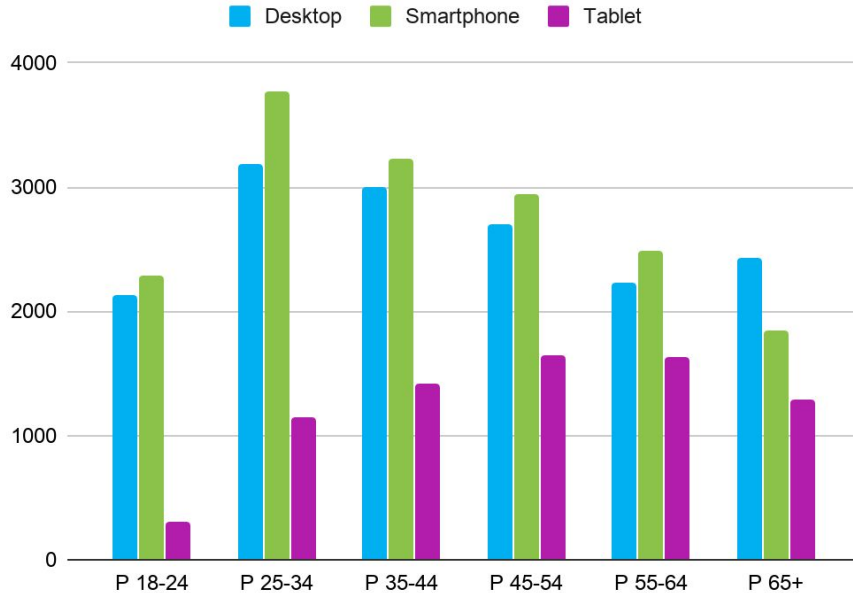
Digital Audience Reach and Time by Demo Overview

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	18,278	2,347	3,803	3,327	3,108	3,108	2,956
	Desktop	15,679	2,136	3,181	2,996	2,708	2,229	2,429
	Smartphone	16,563	2,290	3,772	3,227	2,940	2,490	1,843
	Tablet	7,434	300	1,154	1,414	1,643	1,639	1,284
Profile %	Total Platform	100%	14%	20%	19%	17%	14%	15%
	Desktop	100%	14%	20%	19%	17%	14%	15%
	Smartphone	100%	14%	23%	19%	18%	15%	11%
	Tablet	100%	4%	16%	19%	22%	22%	17%
Time Spent per Person (Text)	Total Platform	96:08:39	79:10:14	108:52:57	119:49:13	105:04:53	105:04:53	67:43:33
	Desktop	31:30:08	20:04:55	31:55:49	32:10:45	39:23:51	34:38:29	28:27:57
	Smartphone	55:11:11	54:28:45	68:13:03	62:14:38	50:51:27	40:57:34	40:29:54
	Tablet	47:43:48	98:13:51	57:08:22	42:48:56	46:14:51	37:03:43	48:24:01

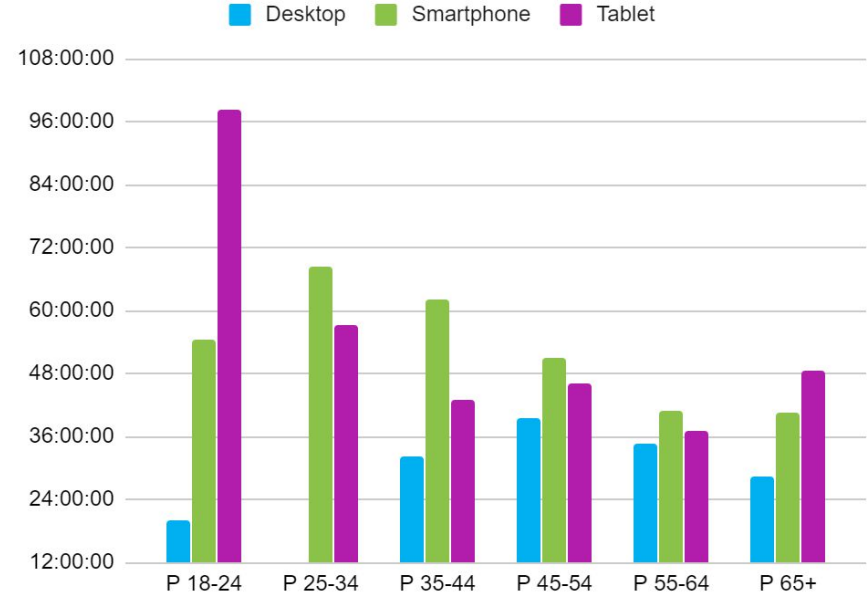
Source: Nielsen Digital Panel, May 2020, Total Platform, Desktop, Tablet, Smartphone, P18+, P18-24, P25-34, P35-44, P45-54, P55-64, P65+, Unique Audience, Profile (Calculated from UA), Time Spent per Person (text).

Digital Audience Reach and Time Demo Overview

Unique Audience



Time Spent per Person

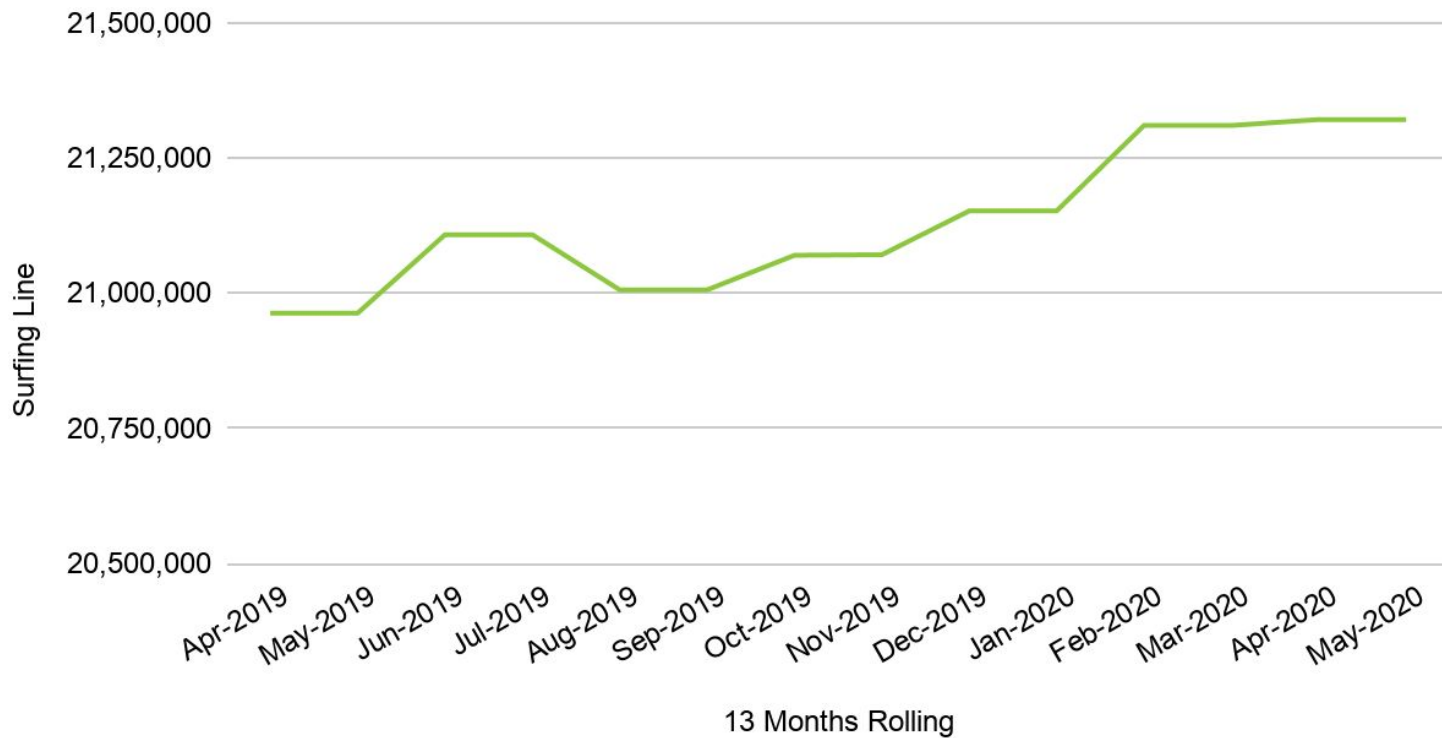


Source: Nielsen Digital Panel, May 2020, Total Platform, Desktop, Tablet, Smartphone, P0-17, P18-24, P25-34, P35-44, P45-54, P55-64, P65+, Unique Audience, Universe Reach %, Time Spent per Person (text).



Surfing Reports

People 2+ Surfing Online



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

Top 15 Brands Surfing Report

People 2+			
Name	UA	Avg Time Spent	Total Time Spent
Google	19,756,806	9:10:33	10,877,282,327
Facebook	17,981,154	16:27:53	17,763,508,753
ABC Online Network*	14,375,410	1:29:49	1,291,355,715
MSN/Outlook/Bing/Skype	14,362,941	3:20:33	2,880,716,976
Instagram	13,245,814	3:03:19	2,428,254,515
Microsoft	12,910,709	1:55:51	1,495,715,221
eBay	12,896,308	1:22:35	1,065,056,907
Apple	12,654,895	1:45:37	1,336,761,341
PayPal	12,309,148	0:09:44	119,969,011
realestate.com.au*	11,947,356	0:46:30	555,690,368
Woolworths	11,116,717	0:23:58	266,445,923
Amazon	10,729,020	1:05:18	700,722,074
Daily Mail Australia*	10,643,478	0:17:50	189,919,742
SWM 7*	10,322,609	0:37:45	389,819,992
nine.com.au*	10,198,732	0:26:38	271,754,876

People 18+			
Name	UA	Avg Time Spent	Total Time Spent
Google	17,899,618	9:57:21	10,692,367,141
Facebook	17,309,812	17:05:12	17,746,151,639
ABC Online Network*	14,026,388	1:29:57	1,261,746,350
MSN/Outlook/Bing/Skype	13,479,045	3:31:49	2,855,230,335
Instagram	13,134,695	3:04:50	2,427,919,686
eBay	12,617,093	1:23:59	1,059,705,729
Apple	12,455,694	1:47:14	1,335,713,806
PayPal	12,241,607	0:09:47	119,770,834
Microsoft	12,195,791	1:55:36	1,410,030,780
realestate.com.au*	11,830,337	0:46:20	548,251,733
Woolworths	10,972,282	0:24:05	264,430,369
Amazon	10,676,347	1:05:35	700,217,701
Daily Mail Australia*	10,472,384	0:17:56	187,892,916
nine.com.au*	10,061,666	0:26:40	268,359,415
SWM 7*	10,047,824	0:36:56	371,151,997

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

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



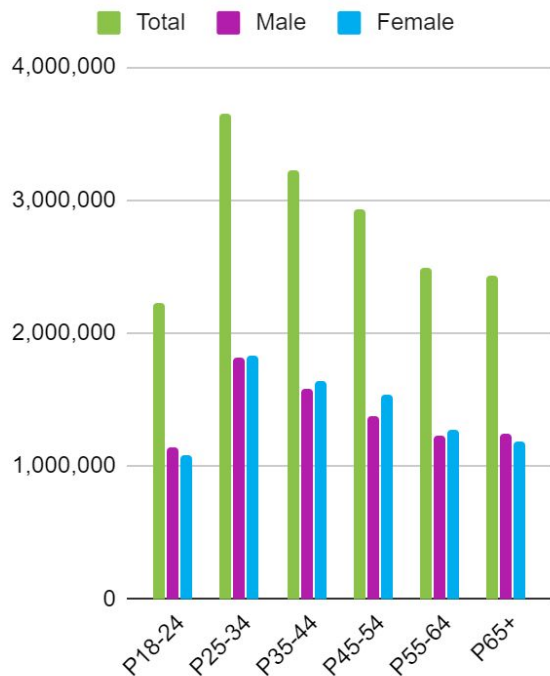
Streaming Video

Streaming Video - Audience, Reach and Time Spent

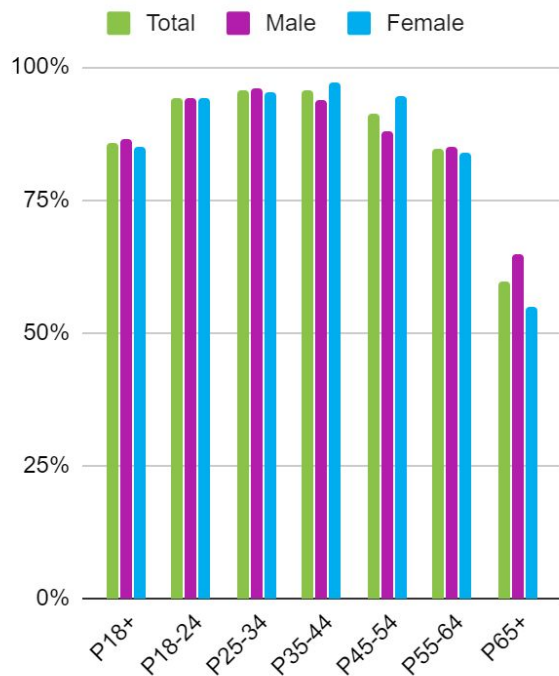
Demo	Unique Audience	Population Reach (%) (ppl 18+)	Average Time Spent (HH:MM:SS)
Total 18+	16,937,058	86%	45:37:35
Total 18 - 24	2,225,406	94%	65:57:27
Total 25 - 34	3,649,399	96%	61:50:15
Total 35 - 44	3,217,217	96%	50:24:48
Total 45 - 54	2,925,126	91%	46:04:09
Total 55 - 64	2,489,725	85%	24:51:25
Total 65+	2,430,185	60%	17:04:19
Total Female 18+	8,555,334	85%	39:35:40
Female 18 - 24	1,084,052	94%	58:23:37
Female 25 - 34	1,827,926	95%	48:43:40
Female 35 - 44	1,642,536	97%	43:59:18
Female 45 - 54	1,543,271	94%	38:53:12
Female 55 - 64	1,267,296	84%	26:26:44
Female 65+	1,190,253	55%	17:18:00
Total Male 18+	8,381,724	86%	51:47:00
Male 18 - 24	1,141,354	94%	73:08:30
Male 25 - 34	1,821,473	96%	74:59:38
Male 35 - 44	1,574,681	94%	57:06:55
Male 45 - 54	1,381,855	88%	54:05:26
Male 55 - 64	1,222,429	85%	23:12:36
Male 65+	1,239,932	65%	16:51:11

Streaming Video - Audience, Reach and Time Spent

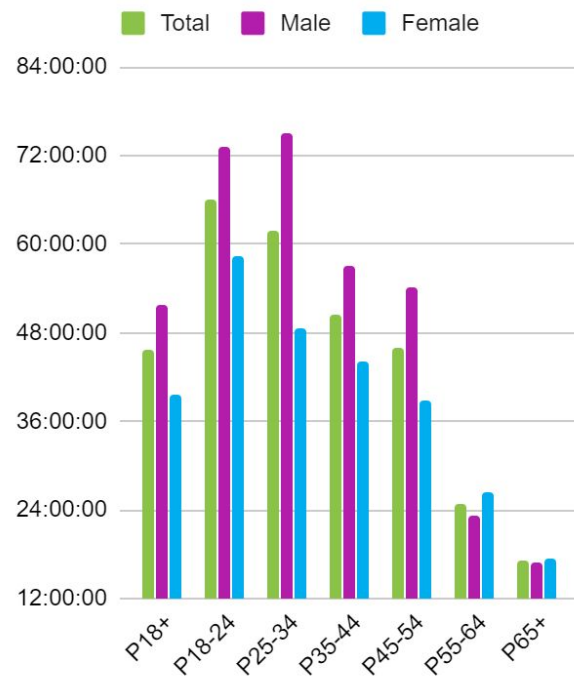
Unique Audience



Population Reach%



Average Time Spent



Top 15 Video Brands - Computer Only - 0 Second

Population Base = 19,774,230

Name	UA	Reach %
Market Total	10,403,936	52.6
YouTube	7,272,027	36.8
Facebook	6,502,747	32.9
Netflix	1,901,840	9.6
news.com.au*	1,841,076	9.3
Twitter	1,525,370	7.7
Pinterest	1,421,413	7.2
ABC Online Network	1,284,067	6.5
Reddit	999,850	5.1
Daily Mail Australia*	899,998	4.6
nine.com.au*	887,536	4.5
Vimeo Websites	842,827	4.3
Instagram	799,000	4.0
smh.com.au	736,227	3.7
Pedestrian Group Network*	723,034	3.7
LinkedIn	719,133	3.6

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

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

Top 15 Video Brands - Tagged - 2 Second Qualified

Population Base = 19,774,230

Name	UA	Reach %
SWM 7	2,742,475	13.9
news.com.au	2,590,269	13.1
nine.com.au	2,334,521	11.8
Daily Mail Australia	1,683,046	8.5
9Now	1,463,019	7.4
Network 10	859,861	4.3
taste.com.au	776,588	3.9
Whimn	464,993	2.4
SBS (Special Broadcasting Service)	427,530	2.2
perthnow	363,222	1.8
Herald Sun	241,531	1.2
The Daily Telegraph	217,496	1.1
couriermail.com.au	209,560	1.1
AdelaideNow	138,310	0.7
weeklytimesnow	129,916	0.7