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KEY TAKEAWAYS

20.9 MILLION AUSTRALIANS WERE ONLINE THIS MONTH

92.6% of adult Australians were browsing online

16.9 MILLION ADULT AUSTRALIANS WERE STREAMING THIS MONTH

86.8% of adult Australians were streaming online

TIME SPENT ONLINE HAS GROWN ON SMARTPHONE

Total time spent on smartphone by adult Australians has grown to 63.7%

1. Source: Nielsen Digital Content Planning, December 2020, Text, Digital (C/M), People 2+, Unique Audience, Universe Reach %.
2. Source: Nielsen Digital Content Ratings, Video, December 2020, People 18+, UA, Universe Reach, Panel + Census
AUDIENCE AND DEVICE BEHAVIOUR
TREND OF TOTAL ONLINE AUDIENCES

18.2M
Number of Australian adults browsing online

19.7M
The Universe of potential online Australians adults

92.3%
Of Australians adults browsing online

Source: Nielsen Digital Content Planning, December 2020, Text, Digital (C/M), People 18+, Unique Audience, Universe, Reach %.
Note: Mobile data does not capture Persons 0-17

Source: Digital Content Planning, January 2020 - December 2020, Text, Digital (C/M), People 18+, Unique Audience.
HOW MANY ADULT AUSTRALIANS ARE REACHED ONLINE

92% on any digital device
Over 9 in 10 adult Australians (92%) or 18,252,000 Australian audiences can be reached online on any digital devices.¹

79% on computer
Nearly 4 in 5 adult Australians (79%) or 15,626,000 Australian audiences can be reached online on computer device.²

87% on mobile
Nearly 9 in 10 adult Australians (87%) or 17,163,000 Australian audiences can be reached online on mobile device.³

¹ Source: Nielsen Digital Content Planning, December 2020, Text, Digital (C/M), P18+, Unique Audience, Universe Reach %,
² Source: Nielsen Digital Content Planning, December 2020, Text, Computer, P18+, Unique Audience, Universe Reach %,
³ Source: Nielsen Digital Content Planning, December 2020, Text, Mobile, P18+, Unique Audience, Universe Reach %,

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TREND OF TIME SPENT ONLINE

63.7% of adult Australians online time is spent on Smartphone

15.9% of adult Australians online time is spent on Tablet

20.4% of adult Australians online time is spent on computer

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1. Source: Nielsen Digital Content Ratings, Monthly Total, Dec 2020, Smartphone, P18+, % of Total Time Spent, Text.
2. Source: Nielsen Digital Content Ratings, Monthly Total, Dec 2020, Tablet, P18+, % of Total Time Spent, Text.
3. Source: Nielsen Digital Content Ratings, Monthly Total, Dec 2020, Desktop, P18+, % of Total Time Spent, Text.
HOW MUCH TIME ARE ADULT AUSTRALIANS SPENDING ONLINE

93hrs per person on any device
Australian adults spend a total of 1.7 billion hours on any digital device, which averages to 93hrs 43mins per person in a month.¹

24hrs per person on computer
Australian adults spend a total of 382 million hours on computer devices, which averages to 24hrs 26mins per person in a month.²

77hrs per person on mobile
Australian adults spend a total of 1.3 billion hours on any mobile devices, which averages to 77hrs 25mins per person in a month.³

¹ Source: Nielsen Digital Content Planning, December 2020, Text, Digital (C/M), P18+, Total Time Spent, Time Spent per Person (text).
² Source: Nielsen Digital Content Planning, December 2020, Text, Computer, P18+, Total Time Spent, Time Spent per Person (text).
³ Source: Nielsen Digital Content Planning, December 2020, Text, Mobile, P18+, Total Time Spent, Time Spent per Person (text).

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DEVICE OWNERSHIP IN AUSTRALIA

89% of Australians own a Computer

90% of Australians own a Smartphone

58% of Australians own a Tablet

Source: IAB Australia, Enumeration Survey, September - December 2020, People 14+, Device Ownership & Trends

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SURFING ADULT AUDIENCE BEHAVIOUR BY AGE GROUPS

UNIQUE AUDIENCE

[Bar chart showing unique audience by age group for digital (C/M), computer, and mobile.]


TIME SPENT PER PERSON

[Bar chart showing time spent per person by age group for digital (C/M), computer, and mobile.]

HOW ADULT AUDIENCES USE THEIR MOBILES? BROWSING SITES OR APPS

AUDIENCES USING MOBILE

Source: Digital Content Planning, December 2020, P18+, Mobile, Browser, App, Unique Audience.

TIME SPENT PER PERSON ON MOBILE

SURFING AND STREAMING BEHAVIOUR
WHERE ARE ADULT AUDIENCES SPENDING THEIR ONLINE TIME?

17.1M Adult Australians consumed news content, spending on average about 2:23:22 hours per person.\(^1\)

12.4M Adult Australians consumed sport content, spending on average about 1:15:32 hours per person.\(^2\)

12.5M Adult Australians consumed lifestyle content, spending on average about 27:06 minutes per person.\(^3\)

10.16M Adults Australians consumed lifestyle content, spending on about average 08:31 minutes per person.\(^4\)

14.0M Adult Australians consumed real estate content, spending on average 45:07 minutes per person.\(^5\)

11.5M Adult Australians consumed auto content, spending on average about 28:46 minutes per person.\(^6\)

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2. Source: Nielsen Digital Content Planning, December 2020, Text, Digital (C/M), Person 18+, Sports subcategory, UA, Time Spent per Person.
4. Source: Nielsen Digital Content Planning, December 2020, Text, Digital (C/M), Person 18+, Multi-category Family & Lifestyles subcategory, UA, Time spent per Person.
5. Source: Nielsen Digital Content Planning, December 2020, Text, Digital (C/M), Person 18+, Real Estate/Apartments subcategory, UA, Times Spent per Person.
# TOP TEN MEDIA OWNERS - ALL CATEGORIES

<table>
<thead>
<tr>
<th>Parent Level Entity Name</th>
<th>Unique Audience (000s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google</td>
<td>18,045</td>
</tr>
<tr>
<td>Facebook</td>
<td>17,540</td>
</tr>
<tr>
<td>Microsoft</td>
<td>16,347</td>
</tr>
<tr>
<td>News Corp Australia</td>
<td>16,039</td>
</tr>
<tr>
<td>Nine Entertainment Co</td>
<td>15,119</td>
</tr>
<tr>
<td>eBay</td>
<td>14,709</td>
</tr>
<tr>
<td>Australian Federal Gov.</td>
<td>14,669</td>
</tr>
<tr>
<td>Woolworths</td>
<td>13,698</td>
</tr>
<tr>
<td>Australian Broadcasting Corporation</td>
<td>12,818</td>
</tr>
<tr>
<td>Coles Group</td>
<td>12,757</td>
</tr>
</tbody>
</table>

Source: Nielsen Digital Content Planning, December 2020, People 18+, Digital (C/M), Text, All Parents, Unique Audience
## TOP BRANDS ADULT AUDIENCES ARE BROWSING - ALL CATEGORIES

<table>
<thead>
<tr>
<th>Brand Level Entity Name</th>
<th>Unique Audience</th>
<th>Avg Time Spent (hh:mm:ss)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google</td>
<td>✧ 17,982,793</td>
<td>⇧ 8:50:12</td>
</tr>
<tr>
<td>Facebook</td>
<td>✧ 17,379,925</td>
<td>⇧ 17:01:15</td>
</tr>
<tr>
<td>MSN/Outlook/Bing/Skype</td>
<td>⇧ 13,542,492</td>
<td>⇧ 2:50:42</td>
</tr>
<tr>
<td>Instagram</td>
<td>⇧ 13,432,572</td>
<td>⇧ 3:44:18</td>
</tr>
<tr>
<td>eBay</td>
<td>⇧ 12,990,767</td>
<td>⇧ 1:11:40</td>
</tr>
<tr>
<td>ABC Online Network</td>
<td>⇧ 12,801,240</td>
<td>⇧ 1:08:12</td>
</tr>
<tr>
<td>Microsoft</td>
<td>⇧ 12,566,143</td>
<td>⇧ 1:30:11</td>
</tr>
<tr>
<td>Apple</td>
<td>⇧ 12,193,951</td>
<td>⇧ 2:10:08</td>
</tr>
<tr>
<td>PayPal</td>
<td>⇧ 12,109,433</td>
<td>⇧ 0:07:51</td>
</tr>
<tr>
<td>Woolworths</td>
<td>⇧ 12,078,003</td>
<td>⇧ 0:35:03</td>
</tr>
</tbody>
</table>

*Brands marked with an asterisk represent metrics from tagged methodology.
✧✧ Indicates UA MoM growth or decline greater than 0.5% | ✧ Indicates UA MoM growth or decline of less than 0.5%.
Source: Digital Content Ratings, Monthly Total, Text, December 2020, People 18+, Unique Audience, Avg Time Spent.
STREAMING ADULT AUDIENCE BEHAVIOUR BY AGE GROUPS

POPULATION BASE | 19,538,610

16,951,773 or 86.8% of adult Australians were streaming online.

Source: Nielsen Digital Content Ratings, Video, December 2020, People 18+, Universe, UA, Universe Reach, Panel + Census

UNIQUE AUDIENCE

Source: Nielsen Digital Content Ratings, Video, December 2020, People 18+, Unique Audience, Panel + Census

TIME SPENT PER PERSON

Source: Nielsen Digital Content Ratings, Video, December 2020, People 18+, Avg Time Spent, Panel + Census

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TOP STREAMING BRANDS WITH GREATEST VIDEO CONSUMPTION

Chart displays the top brands for tagged with the Nielsen SDK and 2 secs qualifier for people 2+, ranked by total time spent.

<table>
<thead>
<tr>
<th>Brand Level Entity Name</th>
<th>Total Time Spent (hours)</th>
</tr>
</thead>
<tbody>
<tr>
<td>YouTube</td>
<td>✷ 458,843,636</td>
</tr>
<tr>
<td>SWM 7</td>
<td>⇩ 2,910,545</td>
</tr>
<tr>
<td>9Now</td>
<td>⇩ 2,861,116</td>
</tr>
<tr>
<td>Network 10</td>
<td>⇩ 438,074</td>
</tr>
<tr>
<td>nine.com.au</td>
<td>⇩ 388,230</td>
</tr>
<tr>
<td>news.com.au</td>
<td>⇩ 387,724</td>
</tr>
<tr>
<td>Daily Mail Australia</td>
<td>✷ 355,923</td>
</tr>
<tr>
<td>taste.com.au</td>
<td>✷ 37,514</td>
</tr>
<tr>
<td>perthnow</td>
<td>✷ 22,679</td>
</tr>
<tr>
<td>Herald Sun</td>
<td>⇩ 11,696</td>
</tr>
</tbody>
</table>

.annotated_text_0=root.INFO.Urls to.votes.top-Streamings-brands-with-greatest-video-consumption

 indica.Indicates UA MoM growth or decline greater than 1% | indica.Indicates UA MoM growth or decline of less than 1%.

Source: Nielsen Digital Content Ratings, Monthly Tagged, Video, 2 secs Qualifier, Total Ad Supported, December 2020, People 2+, Digital (C/M), Total Time Spent (minutes).

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