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KEY TAKEAWAYS

20.9 MILLION AUSTRALIAN WERE ONLINE THIS MONTH

92.6% of adult Australians were browsing online\(^1\)

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17 MILLION AUSTRALIAN WERE STREAMING THIS MONTH

87.5% of the potential Internet universe were streaming online\(^2\)

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TIME SPENT ONLINE HAS GROWN ON TABLET

Share of total time spent on computer has grown this month to 17.8%\(^3\)

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1. Source: Nielsen Digital Content Planning, October 2020, Text, Digital (C/M), People 2+, Unique Audience, Reach %.
2. Source: Nielsen Digital Content Ratings, Video, October 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

92.2%
Of Australians adults browsing online

Source: Digital Content Planning, October 2020, Text, Digital (C/M), People 18+, Unique Audience, Universe, Reach %.

Source: Digital Content Planning, January 2020 - October 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 18,241,000 Australian audiences can be reached online on any digital devices.

79% on computer
Nearly 4 in 5 adult Australians (79%) or 15,571,000 Australian audiences can be reached online on computer device.

87% on mobile
Nearly 9 in 10 adult Australians (87%) or 17,139,000 Australian audiences can be reached online on mobile device.

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

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TREND OF TIME SPENT ONLINE

62.2%
Of adult Australians online time is spent on Smartphone.

17.8%
Of adult Australians online time is spent on Tablet.

20.1%
Of adult Australians online time is spent on computer.

HOW MUCH TIME ARE ADULT AUSTRALIANS SPEND ONLINE

99hrs per person on digital device
Australian adult spend a total of 1.81 billion hours on any online digital device, which averages to 99hrs 39mins per person in a month.

25hrs per person on computer
Australian adult spend a total of 404 million hours on computer devices, which averages to 25hrs 58mins per person in a month.

82hrs per person on mobile
Australian adult spend a total of 1.29 billion hours on any mobile devices, which averages to 82hrs 28mins per person in a month.

Source: Digital Content Planning, October 2020, Text, Digital (C/M), P18+, Total Time Spent, Time Spent per Person (text).
Source: Digital Content Planning, October 2020, Text, Computer, P18+, Total Time Spent, Time Spent per Person (text).
Source: Digital Content Planning, October 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, July - September 2020, People 14+, Device Ownership & Trends
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SURFING AUDIENCE BEHAVIOUR BY AGE GROUPS

UNIQUE AUDIENCE


TIME SPENT PER PERSON


Mobile data does not capture Persons 0-17
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HOW ADULT AUDIENCES USE THEIR MOBILES? BROWSING SITES OR APPS

AUDIENCES USING MOBILE

![Browser and App usage graph](source: Digital Content Planning, October 2020, P18+, Mobile, Browser, App, Unique Audience.)

TIME SPENT PER PERSON ON MOBILE

![Browser and App time spent graph](source: Digital Content Planning, October 2020, P18+, Mobile, Browser, App, Time Spent per Person.)
SURFING AND STREAMING BEHAVIOUR
WHERE ARE ADULT AUDIENCES SPENDING THEIR ONLINE TIME?

1. **CURRENT EVENTS & GLOBAL NEWS**
   - 17.3M Adult Australians consumed news content, spending on average about 2:42:27 hours per person.¹

2. **SPORTS**
   - 14.0M Adult Australians consumed sport content, spending on average about 1:33:15 hours per person.²

3. **HOME & GARDEN**
   - 12.5M Adult Australians consumed home content, spending on average 37:56 minutes per person.³

4. **FAMILY & LIFESTYLE**
   - 11.8M Adult Australians consumed lifestyle content, spending on about average 11:41 minutes per person.⁴

5. **REAL ESTATE**
   - 14.5M Adult Australians consumed real estate content, spending on average 53:33 minutes per person.⁵

6. **AUTOMOTIVE**
   - 12.2M Adult Australians consumed auto content, spending on average about 31:32 minutes per person.⁶

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¹ Source: Digital Content Planning, October 2020, Text, Digital (C/M), Person 18+, Current Events & Global News subcategory, UA, Time Spent per Person.
² Source: Digital Content Planning, October 2020, Text, Digital (C/M), Person 18+, Sports subcategory, UA, Time Spent per Person.
³ Source: Digital Content Planning, October 2020, Text, Digital (C/M), Person 18+, Home & Garden subcategory, UA, Time Spent per Person.
⁴ Source: Digital Content Planning, October 2020, Text, Digital (C/M), Person 18+, Multi-category Family & Lifestyles subcategory, UA, Time spent per Person.
⁵ Source: Digital Content Planning, October 2020, Text, Digital (C/M), Person 18+, Real Estate/Apartments subcategory, UA, Times Spent per Person.
⁶ Source: Digital Content Planning, October 2020, Text, Digital (C/M), Person 18+, Automotive Category, UA, Times Spent per Person.

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## 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, October 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>⇧ 17,943,790</td>
<td>↑ 9:04:19</td>
</tr>
<tr>
<td>Facebook</td>
<td>⇧ 17,342,624</td>
<td>↑ 19:10:28</td>
</tr>
<tr>
<td>MSN/Outlook/Bing/Skype</td>
<td>⇩ 13,591,932</td>
<td>⇩ 3:23:50</td>
</tr>
<tr>
<td>Instagram</td>
<td>⇥ 13,590,950</td>
<td>↑ 3:29:24</td>
</tr>
<tr>
<td>ABC Online Network</td>
<td>⇥ 12,897,597</td>
<td>↑ 1:16:38</td>
</tr>
<tr>
<td>Microsoft</td>
<td>⇥ 12,471,425</td>
<td>⇥ 2:05:33</td>
</tr>
<tr>
<td>realestate.com.au</td>
<td>⇥ 12,321,364</td>
<td>⇥ 0:47:25</td>
</tr>
<tr>
<td>eBay</td>
<td>⇥ 12,194,944</td>
<td>⇥ 1:18:43</td>
</tr>
<tr>
<td>Apple</td>
<td>⇥ 12,114,106</td>
<td>⇥ 2:27:22</td>
</tr>
<tr>
<td>PayPal</td>
<td>⇥ 11,771,768</td>
<td>⇥ 0:09:39</td>
</tr>
</tbody>
</table>

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

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

Source: Digital Content Ratings, Monthly Total, Text, October 2020, People 18+, Unique Audience, Avg Time Spent.
STREAMING ADULT AUDIENCE
BEHAVIOUR BY AGE GROUPS

POPULATION BASE | 19,774,230

17,302,290 or 87.5% of adult Australians were streaming online.

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

UNIQUE AUDIENCE

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>P18-24</td>
<td>1,800</td>
<td>1,500</td>
</tr>
<tr>
<td>P25-34</td>
<td>1,700</td>
<td>1,400</td>
</tr>
<tr>
<td>P35-44</td>
<td>1,600</td>
<td>1,300</td>
</tr>
<tr>
<td>P45-54</td>
<td>1,500</td>
<td>1,200</td>
</tr>
<tr>
<td>P55-64</td>
<td>1,400</td>
<td>1,100</td>
</tr>
<tr>
<td>P65+</td>
<td>1,300</td>
<td>1,000</td>
</tr>
</tbody>
</table>

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

TIME SPENT PER PERSON

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Female</th>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td>P18 - 24</td>
<td>72:00</td>
<td>60:00</td>
</tr>
<tr>
<td>P25 - 34</td>
<td>60:00</td>
<td>50:00</td>
</tr>
<tr>
<td>P35 - 44</td>
<td>50:00</td>
<td>40:00</td>
</tr>
<tr>
<td>P45 - 54</td>
<td>40:00</td>
<td>30:00</td>
</tr>
<tr>
<td>P55 - 64</td>
<td>30:00</td>
<td>20:00</td>
</tr>
<tr>
<td>P65+</td>
<td>20:00</td>
<td>10:00</td>
</tr>
</tbody>
</table>

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

Source: Nielsen Digital Content Ratings, Video, October 2020, People 18+, Universe, UA, Universe Reach, Panel + Census
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</th>
<th>Entity Name</th>
<th>Total Time Spent (hours)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>YouTube</td>
<td>⇧ 481,537,531</td>
</tr>
<tr>
<td></td>
<td>9Now</td>
<td>⇩ 4,821,634</td>
</tr>
<tr>
<td></td>
<td>SWM 7</td>
<td>⇧ 3,789,052</td>
</tr>
<tr>
<td></td>
<td>Network 10</td>
<td>⇩ 979,605</td>
</tr>
<tr>
<td></td>
<td>nine.com.au</td>
<td>⇧ 499,473</td>
</tr>
<tr>
<td></td>
<td>news.com.au</td>
<td>⇩ 358,759</td>
</tr>
<tr>
<td></td>
<td>Daily Mail Australia</td>
<td>⇧ 311,421</td>
</tr>
<tr>
<td></td>
<td>SBS (Special Broadcasting Service)</td>
<td>⇧ 42,615</td>
</tr>
<tr>
<td></td>
<td>Herald Sun</td>
<td>⇩ 28,279</td>
</tr>
<tr>
<td></td>
<td>taste.com.au</td>
<td>⇩ 24,568</td>
</tr>
</tbody>
</table>

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

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