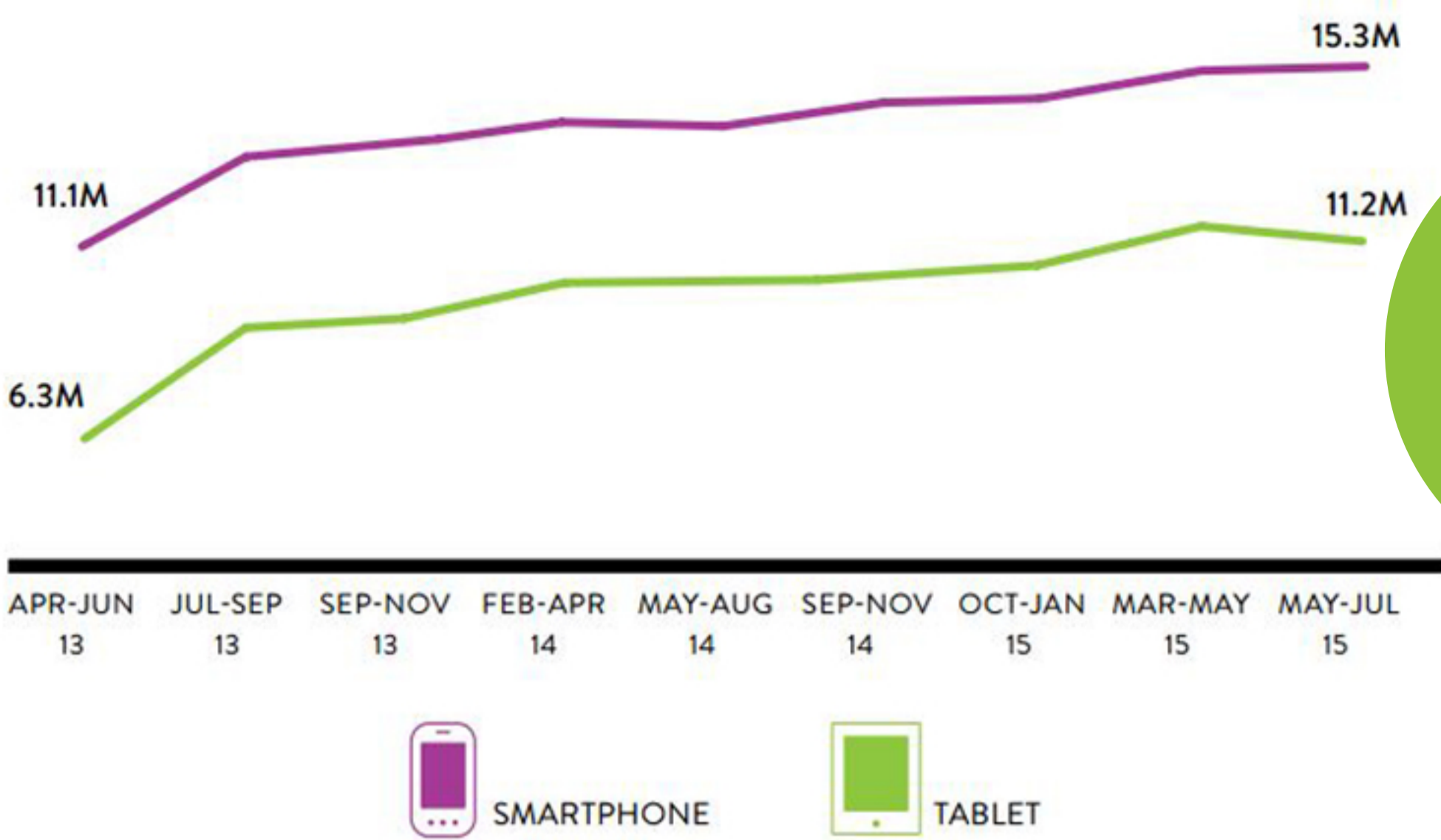




AUSTRALIA'S MOBILE RATINGS SNAPSHOT

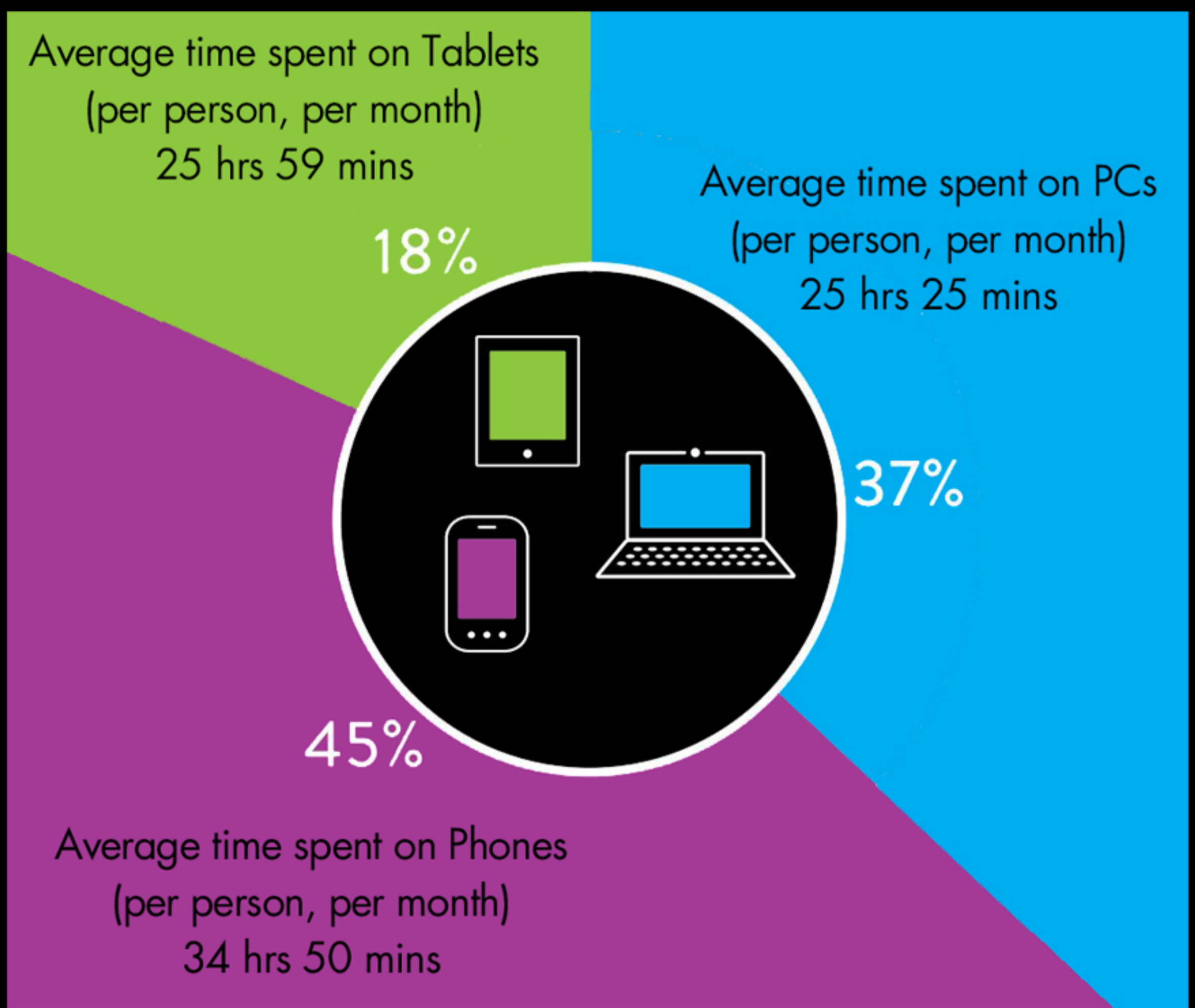
SMARTPHONE TABLET OWNERSHIP



78% increase in tablet ownership over two years

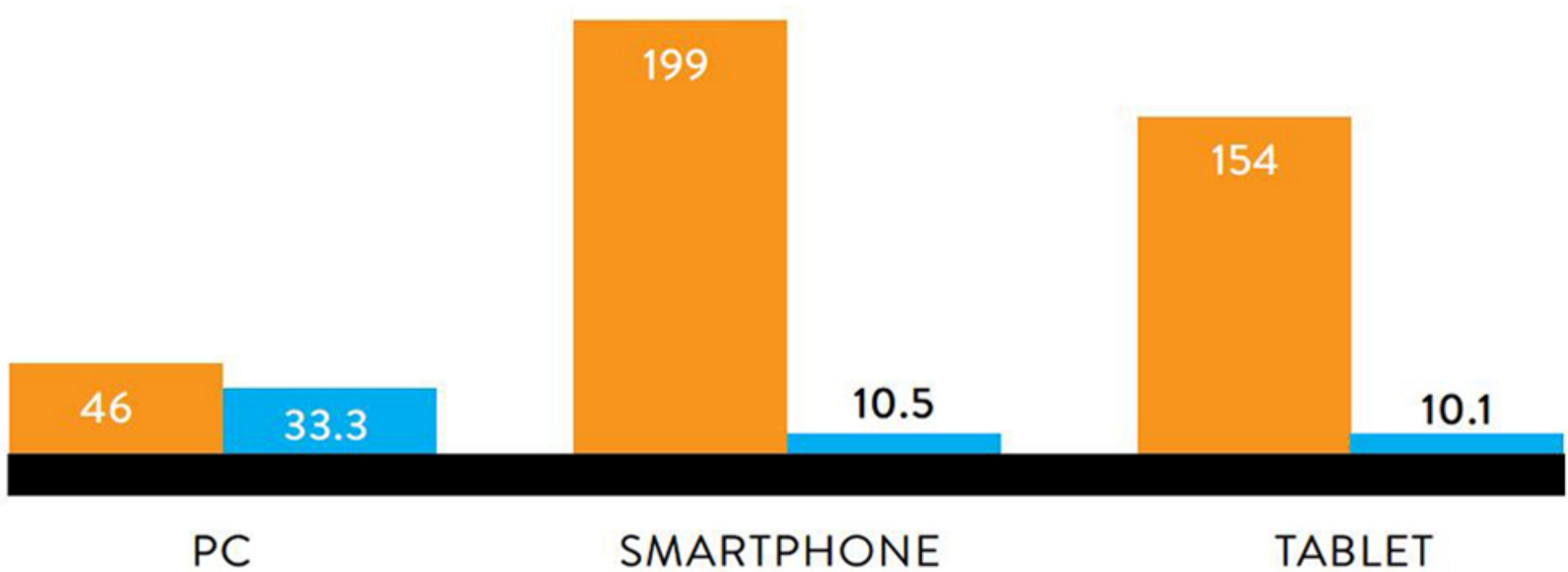
Source: IAB Australia/Nielsen Online Ratings Establishment Survey people aged 14+

Total Time - Monthly (September 2015)



Source: Nielsen Mobile Ratings Preview Data (Ppl 18+); Nielsen Online Ratings (Ppl 2+)

MOBILE DEVICES DRIVE SHORTER AND MORE FREQUENT SESSIONS



● AVERAGE SESSIONS PER MONTH ● AVERAGE TIME PER SESSION (MINS)

Source: Nielsen Mobile Ratings Preview Data (Ppl 18+); Nielsen Online Ratings (Ppl 2+)