

AUSTRALIA'S MOBILE VIDEO HABITS



What We Watch



Funny short/
viral video
29%



Music Videos
13%



Sports
10%



News
8%



Movie
Trailers
7%

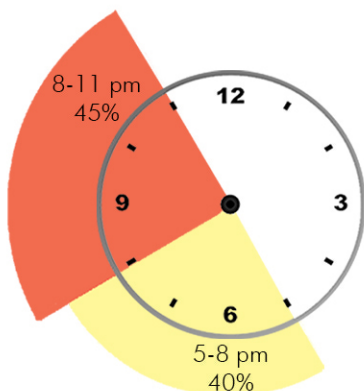


Advertising
5%

When We Prefer To Watch



19% of Australians watch
mobile video during their
daily commute



Where We Watch It



At home
77%



At somebody
else's home **32%**



At work
26%



Outdoors
25%



Cafe/Bar/
Restaurant
23%



School/
University
20%