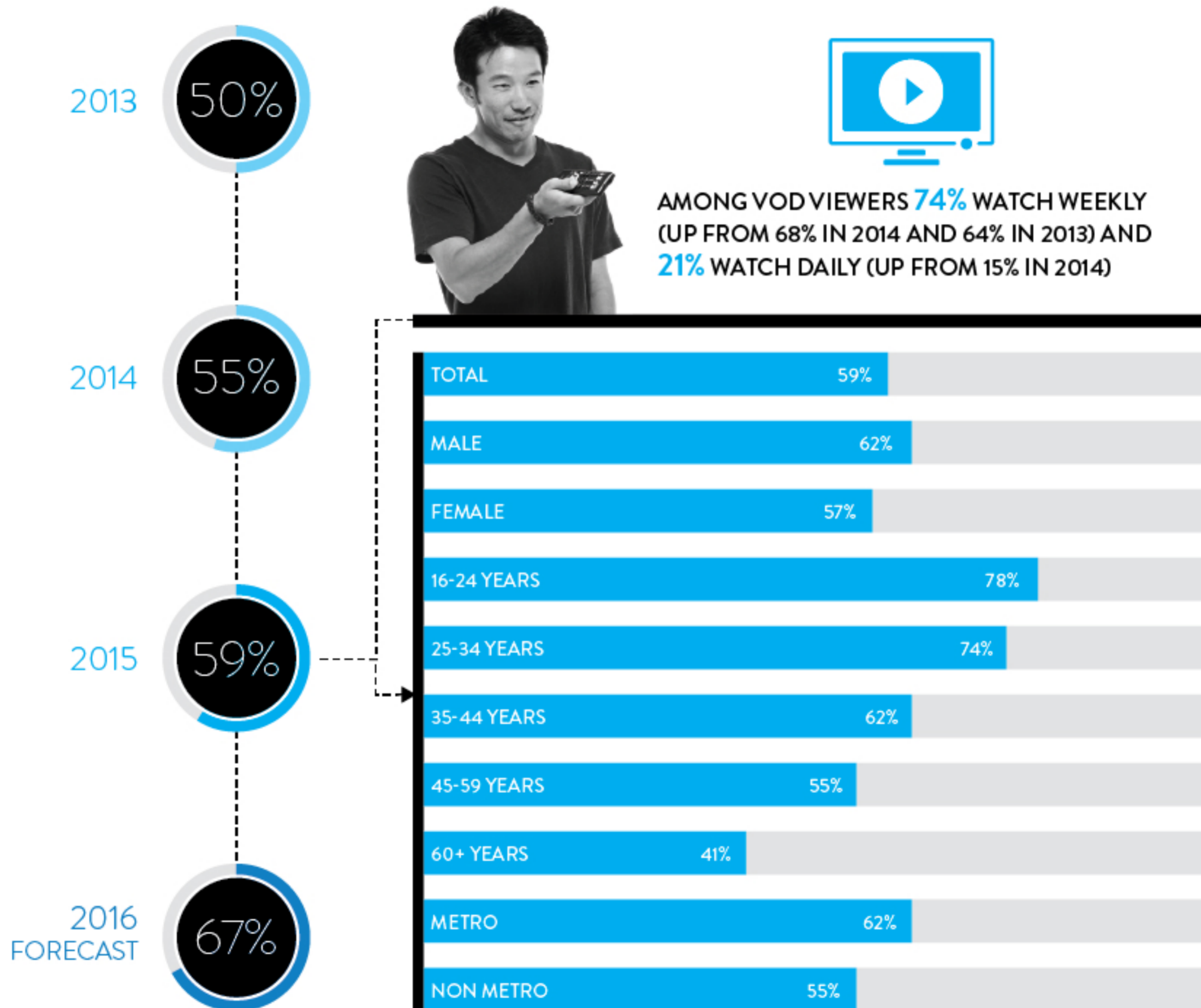


ONLINE AUSTRALIANS ARE EMBRACING NEW WAYS OF WATCHING TV

Proportion of Online Australians 16+ who watch any Video on Demand (VOD):



Base: Online Australians 16+ (n=4,802)

Source: Nielsen Australian Connected Consumers Report 2016