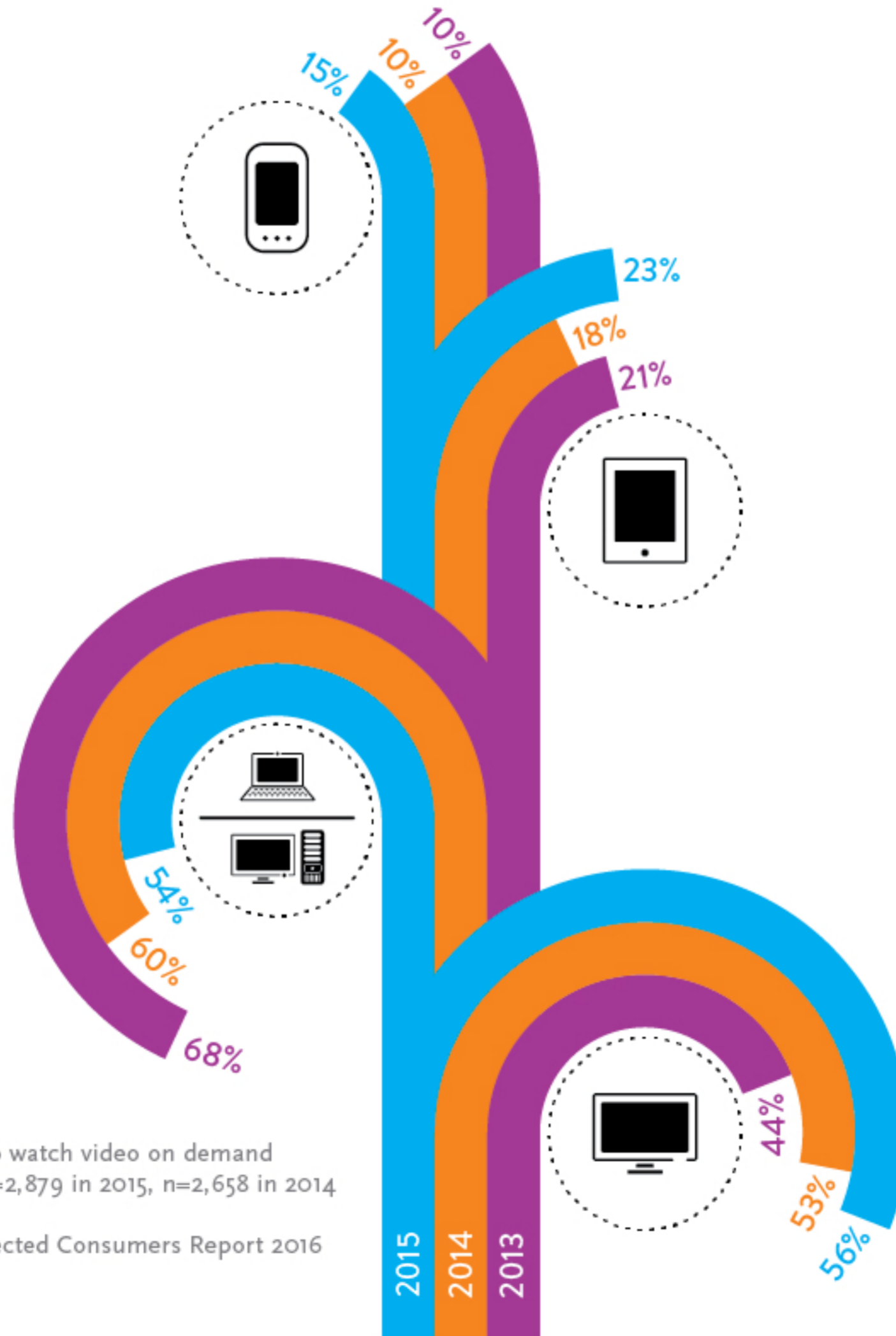


SCREEN USED TO WATCH VIDEO ON DEMAND, THREE-YEAR TREND

Viewing is moving back to the big screen

Mobile devices (phones and tablets) are also on the rise for watching VOD



Base: Online Australians 16+ who watch video on demand (legal and/or pirated content) (n=2,879 in 2015, n=2,658 in 2014 and n=2,438 in 2013)

Source: Nielsen Australian Connected Consumers Report 2016