



Media Release

The Nielsen Company

www.nielsen-online.com

Media Enquiries: Warren Gillmer
Tel: (02) 8873 7615
Email: warren.gillmer@nielsen.com

New Online activities, services and devices bringing Australians more choices and new ways of doing old things...Nielsen report

Tablet Computers more than double to 18% and forecast to reach 39% of homes by 2013

Nearly half of online Australians participate in social networking on at least a weekly basis

Sydney, Monday, March 5th 2012: As use of the internet in the Australian population is approaching saturation point, the online landscape is presenting consumers with an increasingly fragmented and complex internet environment; one that is infiltrating their lives, habits and patterns of behaviour.

The just launched Nielsen Australian Online Consumer Report 2011-2012 highlights how the dynamic and ever changing media landscape, driven by new online activities and services, new devices supporting online access and connectivity, is presenting consumers with new ways of doing old things.

Commenting on these emerging online trends, Lillian Zrim, Associate Director, Insight & Innovation at Nielsen "More than ever, the rise of the internet continues to present today's consumers with choices over the screen they select to watch TV content as well as the source from which they obtain it; their method of shopping, of doing their product research and how they share their opinion about the item they just bought; and choices in the way they get to know, and interact with, brands. Consumers draw on a variety of sources and resources to support their decision making: 71% read other consumers' opinions and discussions about brands online and 59% watch online videos to help inform their purchase choices"

Connecting and interacting via Social Media

"In contrast to the strong year-on-year growth in adoption experienced between 2007 and 2010, Social media is now a mainstream and mature category and not surprisingly, participation with social media remained stable during 2011. However, some of the key areas to continue growing during 2011 relate to interacting with / connecting with brands via social media, and also in the popularity of consumers actively publishing their opinions about brands via social media" comments Melanie Ingrey, Research Director, Nielsen APMEA.

"Social networking activities continue to attract some of the most frequent conduct among all online activities. Close to half of all online Australians browse others' social networking profiles on a weekly basis, or more often. Brand interaction and connection via these platforms is also stimulating frequent

participation – close to one in four online Australians ‘Like’ a brand or organisation on Facebook on at least a weekly basis, and one in five connect or interact with brands on social networks.

The Nielsen report has become the annual benchmark to exploring and quantifying exactly how consumers are behaving online: what activities they are conducting; with what frequency; using which devices; and in which environments; as well as placing their online behaviours in context against other media behaviours. It provides an uncommon sense of understanding around how Australians are embracing the evolving online environment, engaging with friends, business associates and organisations, and importantly for marketers, interacting with brands” Ms. Ingrey summarised.

Key findings from the Nielsen Australian Online Consumer Report insights include:

- Time spent accessing mobile internet continues its upward trend: 4.2 hours per week, up 20% from 3.5 hours in 2010.
- Tablet computers more than doubled in penetration among Australian homes: 18% of households now own a tablet computer up from 8% in 2010 and forecast to be in 39% of homes by 2013
- Multi-screen behaviour is now a daily habit and presents opportunities to stimulate action or engagement across screens. Six in ten online Australians have used the internet while watching TV; more than one third do it on a daily basis.
- Day part analysis reveals online shopping and browsing most popular in the evening: More than one in five online Australians shop/browse online between 6pm and 10pm.
- More Australians have embraced social platforms to connect with brands: One of the key areas of participation with social media in 2011 was in ‘Liking’ brands (now 57% up from 46% in 2010).

Chart 1: Technology in the home: 2011 ownership and 2012 forecast

Source: Nielsen Australian Online Consumer Report 2012. Base: Online Australians 16+ (n=5,104)

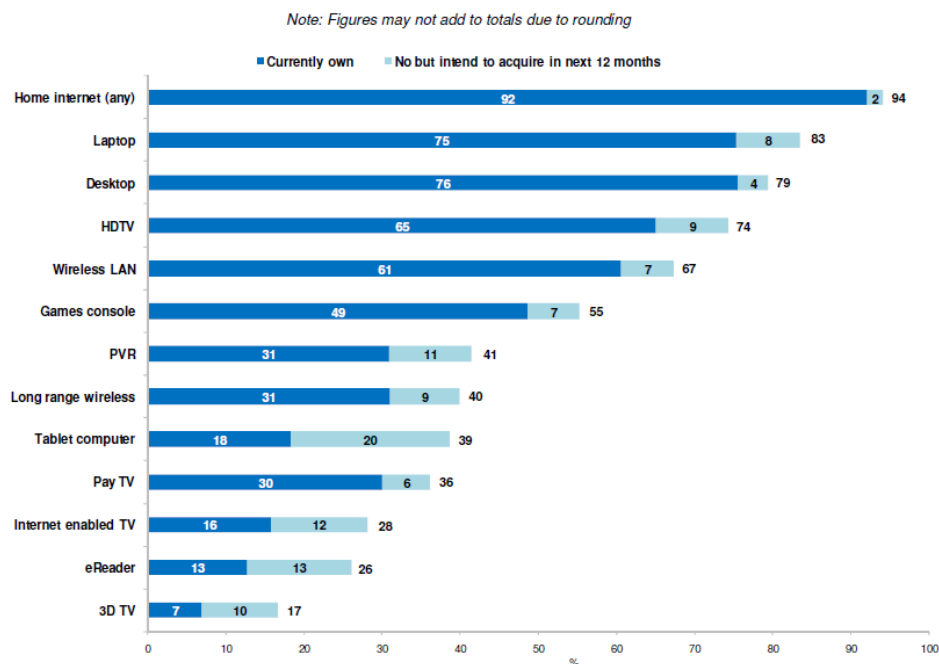


Chart 2: Brand engagement activities - last 12 months vs. regular (weekly or more often) usage

Source: Nielsen Australian Online Consumer Report 2012. Base: Online Australians 16+ (n=5,104)

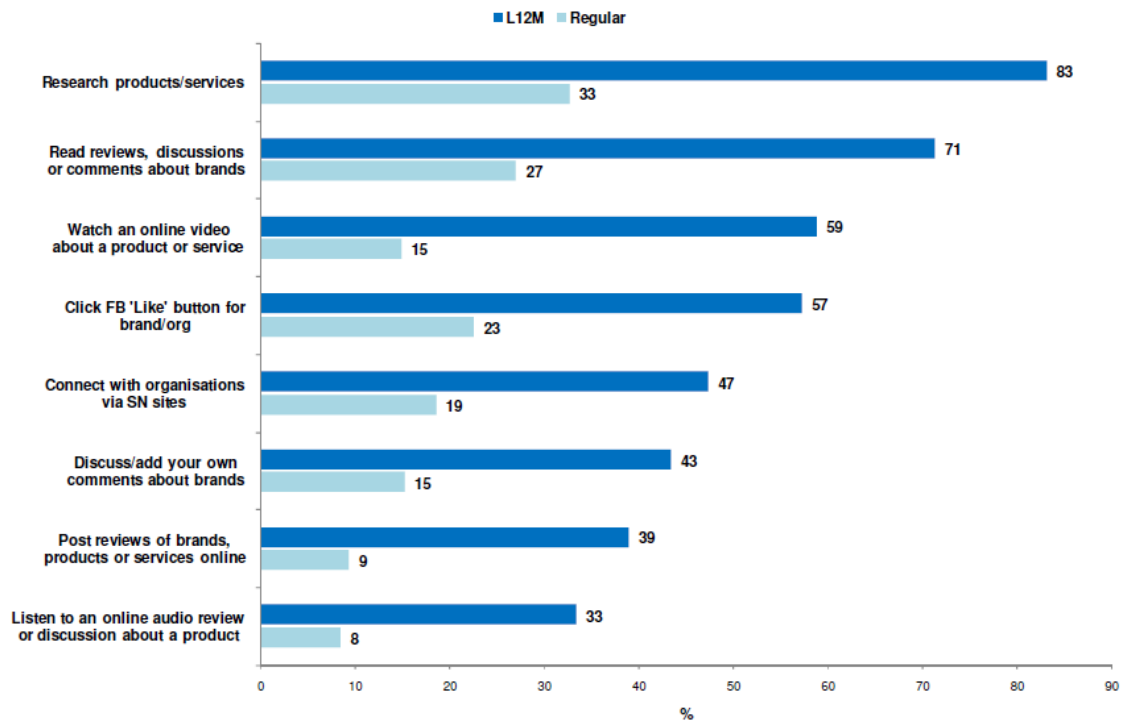


Chart 3: Communication/connection activities – past 12 mths vs. regular (weekly/ more often), 2011

Source: Nielsen Australian Online Consumer Report 2012. Base: Online Australians 16+ (n=5,104)

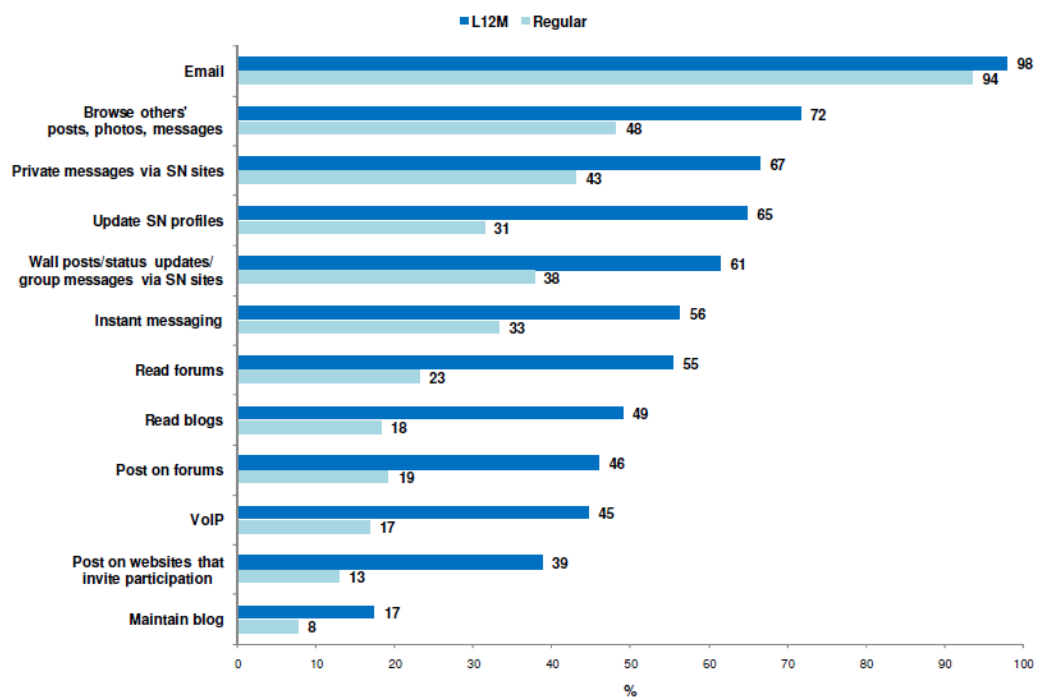
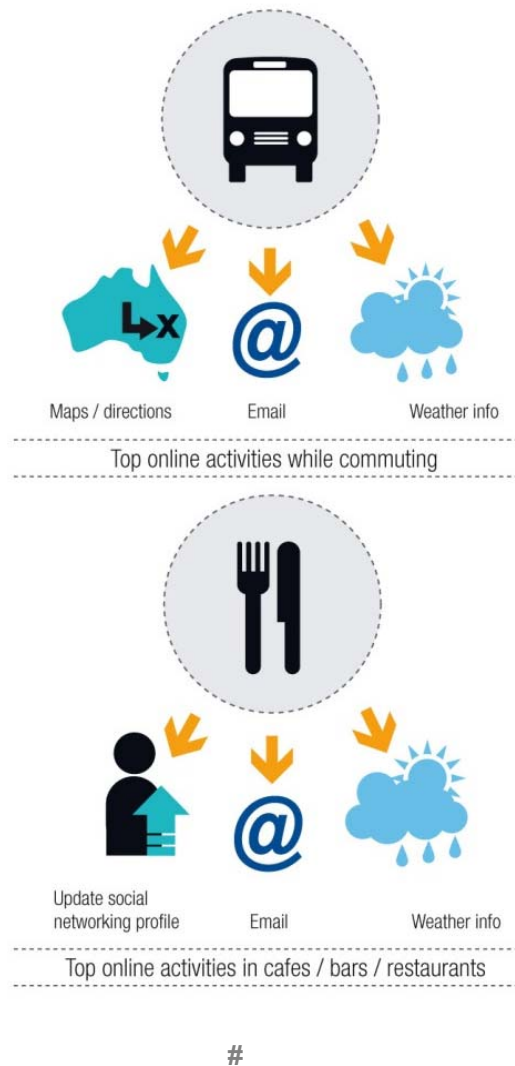


Chart 4: Most popular Online Activities outside the home

Source: Nielsen Australian Online Consumer Report 2012. Base: Online Australians 16+ (n=5,104)



About Nielsen

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands. For more information, visit www.nielsen.com.