

NIELSEN'S AUSTRALIAN CONNECTED CONSUMERS REPORT: KEEPING PACE WITH DIGITAL CONSUMERS FOR MORE THAN A DECADE

Source: Nielsen's Australian Connected Consumers Report

THEN
2003

10 years later...

NOW
2013

MORE AUSSIES ONLINE & MUCH MORE TIME ONLINE



AUSTRALIANS 16+ ONLINE

6.7hrs
PER WEEK



23.3hrs
PER WEEK



AUSTRALIANS 16+ ONLINE

MORE CONNECTED MORE FRAGMENTED



80%



72%

33%



77%

21%



60%

WAP MOBILE

SMART PHONE

+



+

38% HAVE 4+ CONNECTED DEVICES IN THE HOME

74% ARE DUAL-SCREENERS: CONSUMING TV+INTERNET SIMULTANEOUSLY

SOCIAL BRINGS MORE PLATFORMS

0% ARE ACTIVE USERS OF FACEBOOK (LAUNCHED IN 2004)



60% ARE ACTIVE USERS OF FACEBOOK



Fewer than 1 in 10 made regular use of online chat rooms



More than 7 in 10 actively use social media

MORE MONEY TO ONLINE ADVERTISING



\$236m



Source: PWC / IAB Australia
Online Advertising Expenditure
Report August 2013
2003= full year,
2013= FY 2012-2013



\$1,883m