



nielsen

# THE AUSTRALIAN ONLINE LANDSCAPE REVIEW

APRIL 2015

iab.  
australia preferred  
supplier



# STATE OF THE ONLINE LANDSCAPE

April 2015

Welcome to the April 2015 edition of Nielsen's Online Landscape Review.

The online landscape in April saw Australians spend 36 hours online over 62 sessions; with 40 billion minutes spent online and 30 billion pages viewed.

In this month's edition we investigate the following category:

- Financial News and Information

General updates for this month include:

- Insights news
  - Collaborating to drive market success: The value of independent currency in ad trading.
- Nielsen Twitter TV Ratings
  - The Logies takes first place in Non-Sport Twitter TV activity, with the Mayweather vs. Pacquiao fight packing a punch in Twitter TV Sport.

If you'd like to know more about any of the insights presented within this report, please contact your Nielsen Account Manager directly or email [careau@nielsen.com](mailto:careau@nielsen.com).



An abstract graphic on the left side of the slide. It features a series of concentric, curved lines that form a partial sphere or dome shape. The lines are colored in a spectrum of colors including red, orange, yellow, green, and blue. Several small, colored dots (yellow, green, pink, red) are placed on the surface of the sphere, with thin lines extending from them towards the right side of the slide.

# HIGHLIGHTS

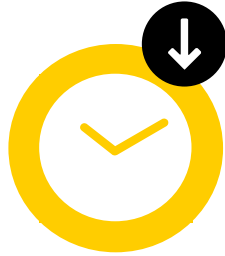
## NIELSEN ONLINE RATINGS: HYBRID SURFING

# AT A GLANCE: THE ONLINE LANDSCAPE

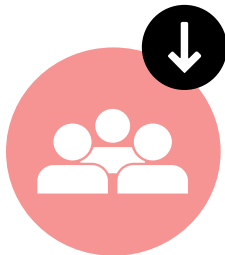
April 2015



**30 billion** viewed pages.



**40 billion** minutes spent.



**36 hours** spent online, across **62 sessions** per person.



**18,271,000 people** were actively surfing online.

↑ ↓ Indicates growth or decline based on the previous month

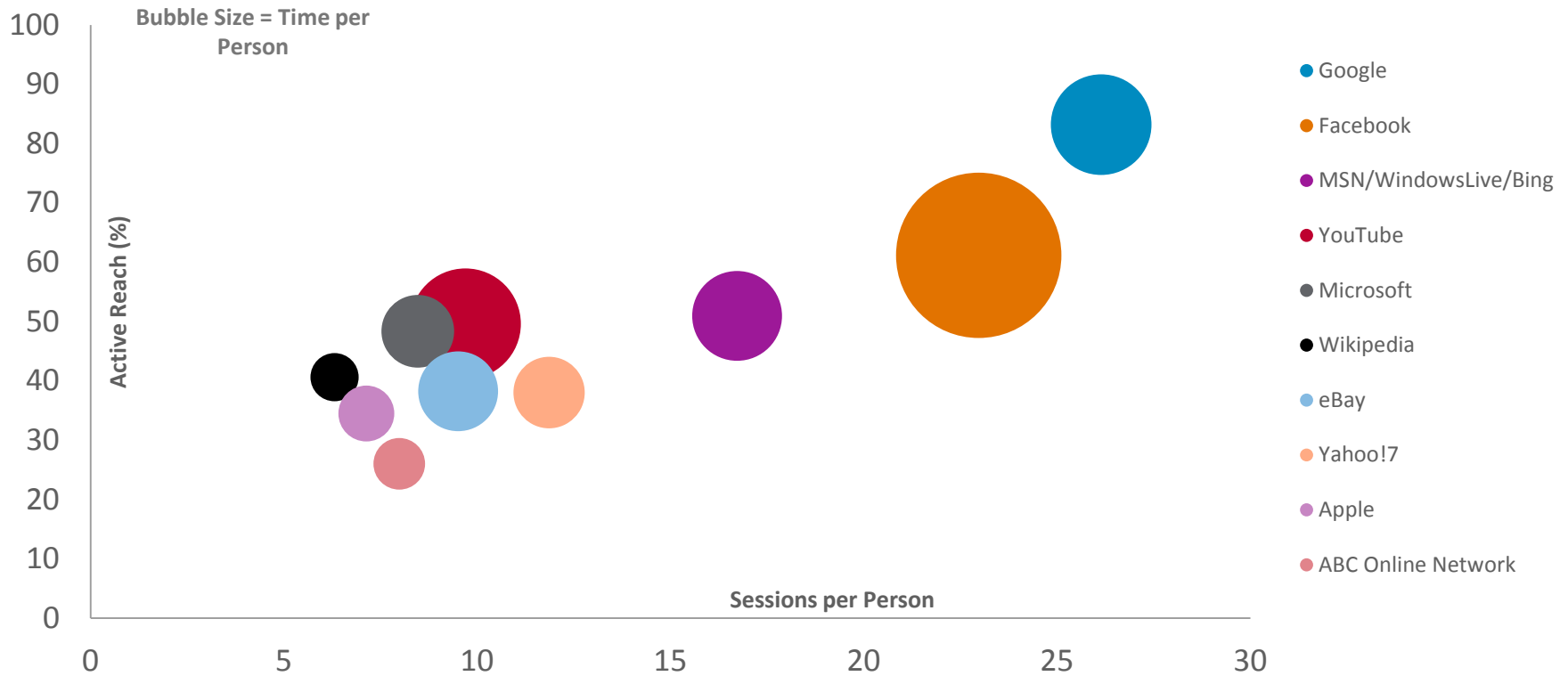
# TOP 10 BRANDS AND THEIR ENGAGEMENT

April 2015

Unique Audience Rank	Brands	Unique Audience (000s)	Page Views (000s)	Active Reach (%)	Sessions Per Person	Time Per Person (hh:mm:ss)
1	Google	15,200	3,608,556	83.19	26.14	02:49:40
2	Facebook	11,174	2,125,218	61.16	22.97	07:39:13
3	MSN/WindowsLive/Bing	9,307	995,831	50.94	16.72	02:15:00
4	YouTube	9,062	625,823	49.60	9.70	03:26:13
5	Microsoft	8,834	58,773	48.35	8.46	01:28:23
6	Wikipedia	7,420	209,771	40.61	6.31	00:39:10
7	eBay	6,987	839,599	38.24	9.50	01:46:53
8	Yahoo!7	6,944	393,396	38.01	11.86	01:25:36
9	Apple	6,296	29,607	34.46	7.13	00:52:19
10	ABC Online Network	4,752	127,453	26.01	7.98	00:44:41

# TOP 10 BRANDS AND THEIR ENGAGEMENT

April 2015



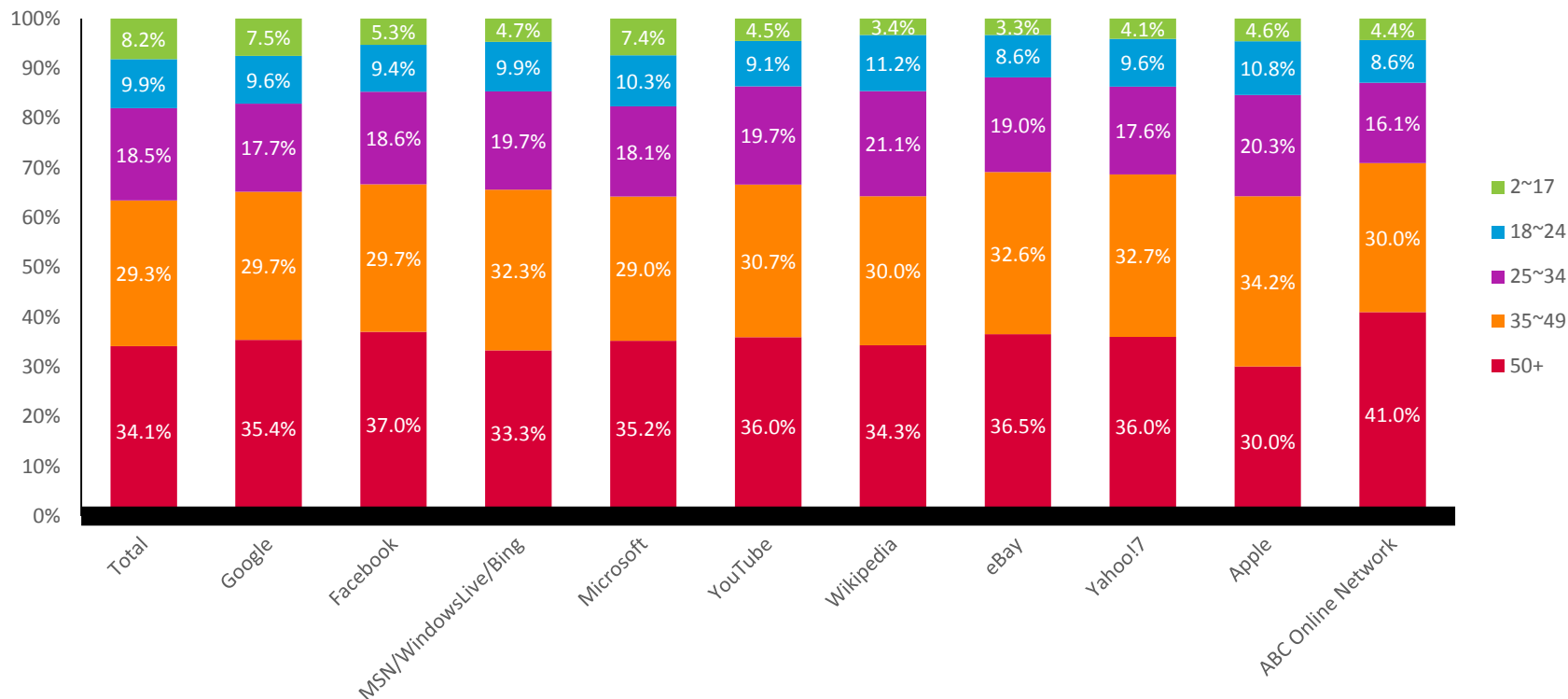
Nine out of the top 10 sites experienced an increase in engagement across all key metrics this month in comparison to March.

YouTube reported increases across the board this month with additional boosts of 3% for active reach, 4% for sessions per person and 9% for time per person.

Despite a slight decrease of 3% for active reach, eBay enjoyed growth in other areas with a 8% increase in sessions per person and a 8% increase in time per person.

# TOP 10 BRANDS BY AGE

Unique Audience (Surfing): April 2015

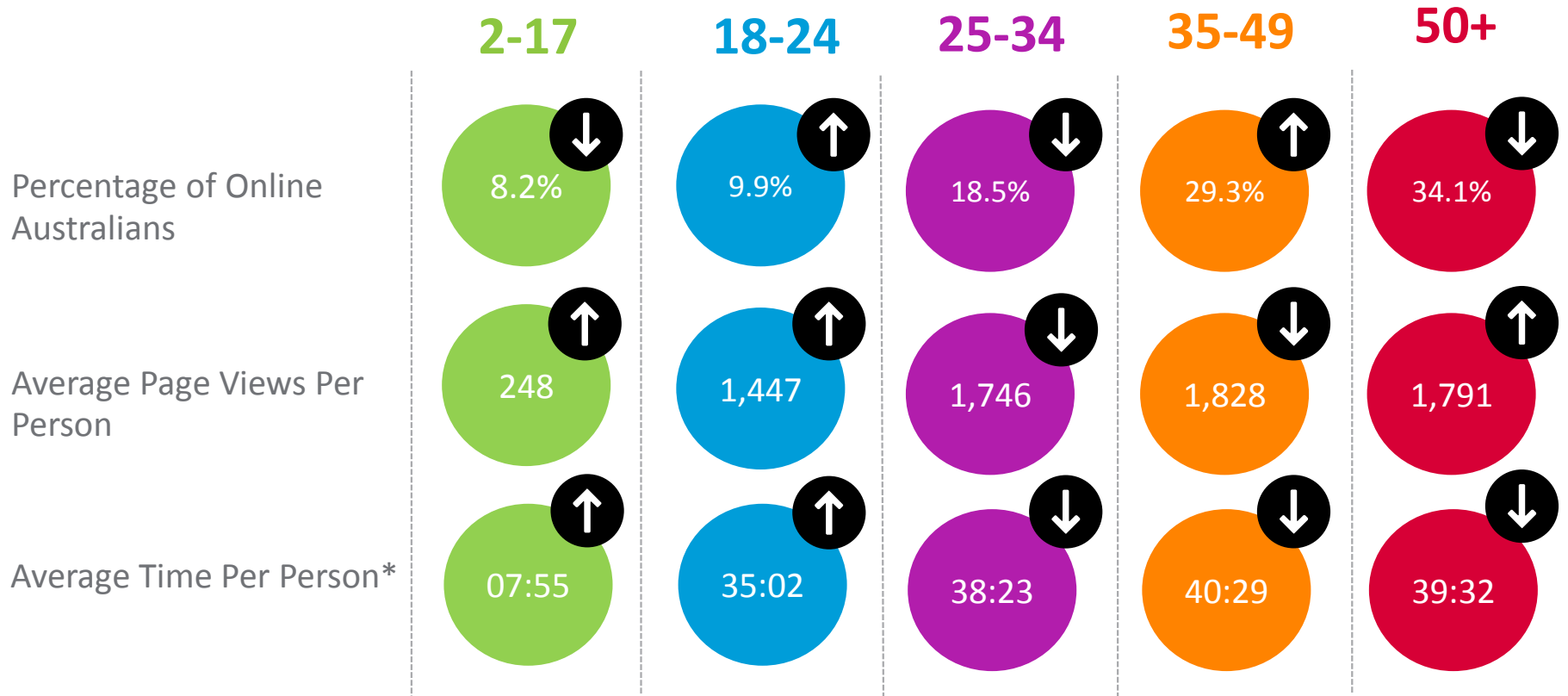


Of the top ten brands, Apple has the heaviest skew of Australians aged 35-49 at 34.2% this month. While Yahoo!7 had the highest proportion of that age group last month, they are exhibiting a shift away from 35+ year olds with increased proportions of 2-34 year olds.

Wikipedia reported the highest proportions of Australians aged between 18-24 and 25-34 at 11.2% and 21.1% respectively. Meanwhile, ABC Online Network maintains its heavy skew towards Australians aged 50+, although its distribution has shifted slightly to the younger audience compared to last month.

# HYBRID SURFING: AGE DEMOGRAPHICS ONLINE

The 18 million active online audience in Australia during April 2015 can be broken down as follows:



The younger age groups experienced the heaviest increases this month especially in average page views per person and average time per person. Notably, Australians aged 2-17 spent over 1 hour more surfing the web, while those aged 18-24 spent almost 3 hours more.

↑ ↓ Indicates growth or decline based on the previous month

\*HH:MM

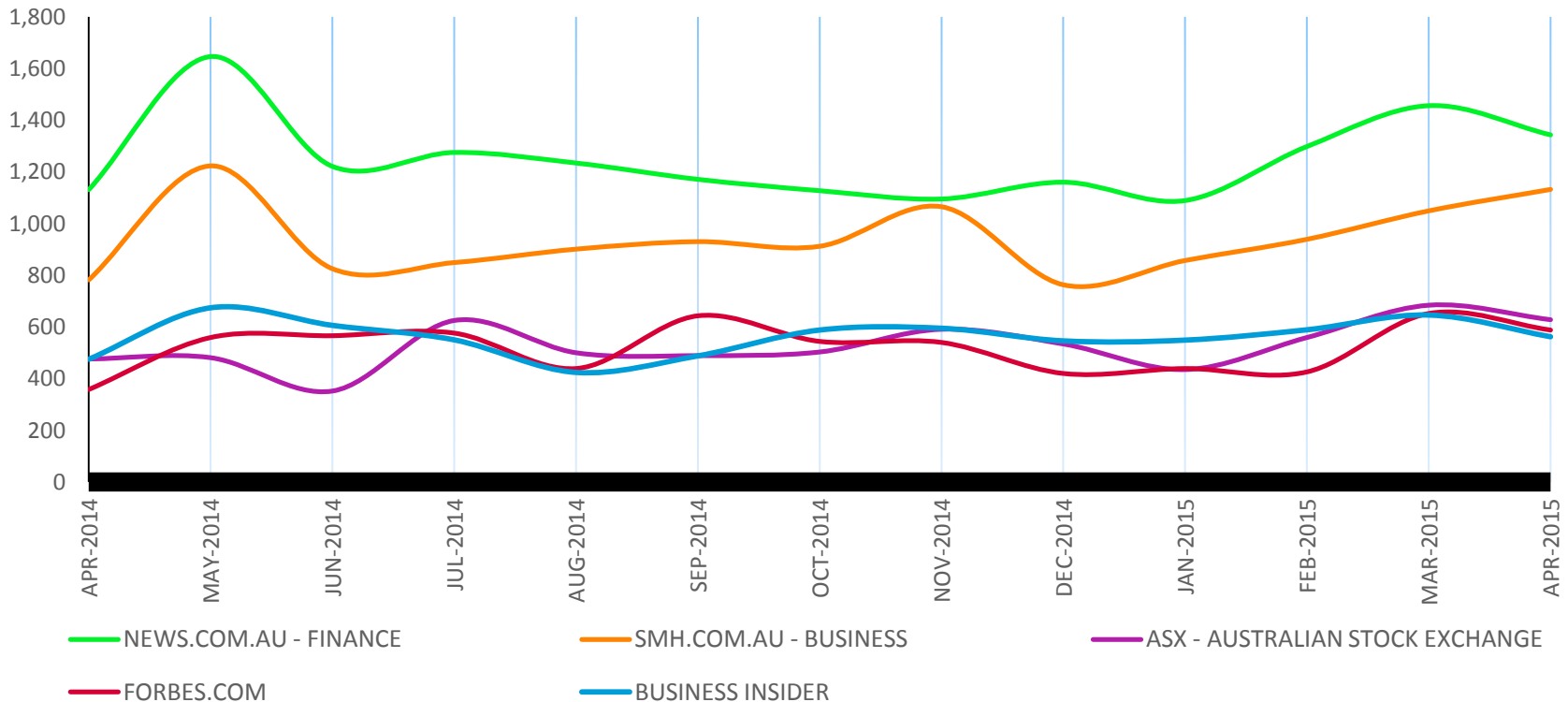


An abstract graphic on the left side of the page features a sphere-like shape composed of a grid of thin, curved lines in various colors (red, yellow, green, blue, purple). Several colored dots (yellow, pink, red) are placed on the grid, with thin lines extending from them towards the right, suggesting data points or connections.

# CATEGORY SPOTLIGHT: FINANCIAL NEWS

# TOP 5 FINANCIAL NEWS SITES

Unique Audience: April 2014 – April 2015

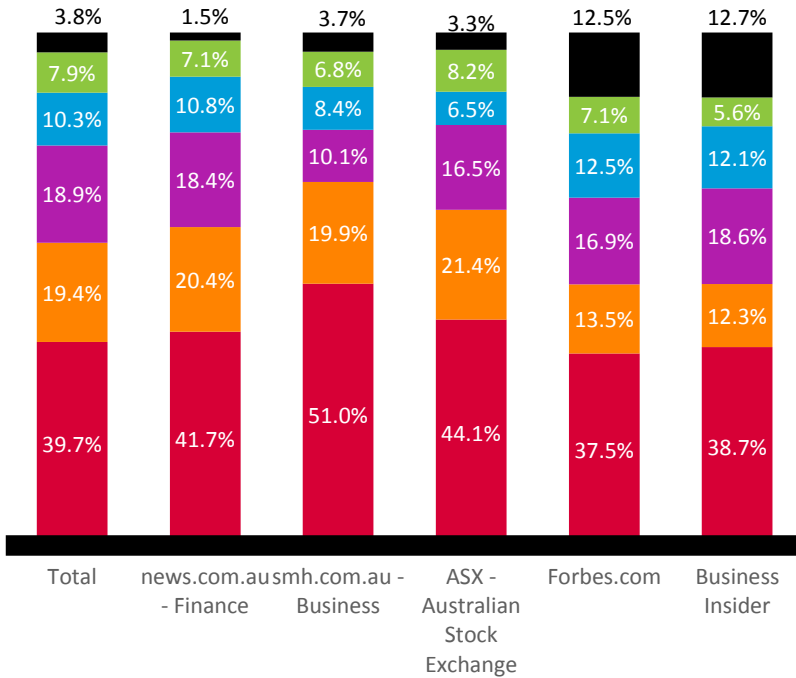


This month the category recorded 7% more people engaging with financial news and information content since March 2015, with more than 1.1 million additional unique audience from the same period 12 months earlier, representing growth of almost 25%.

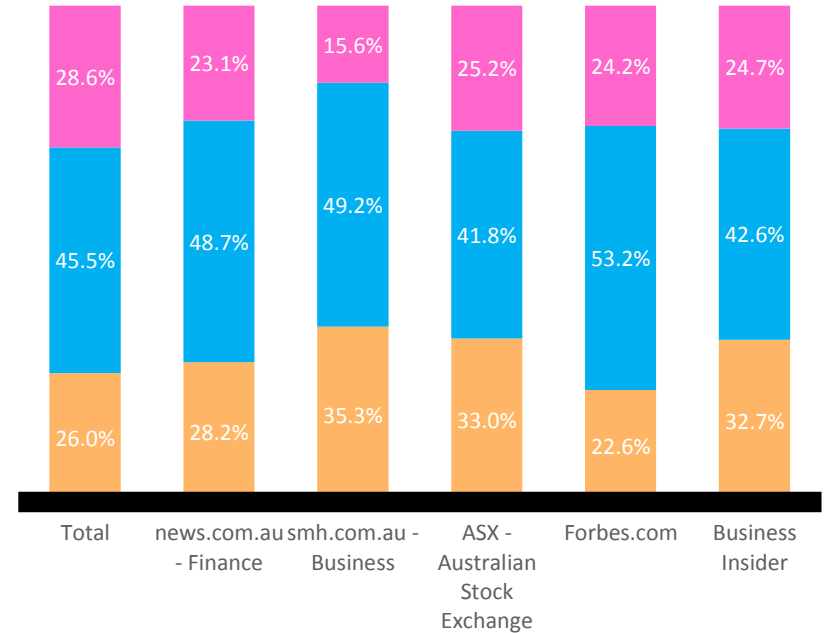
During that time, sites including smh.com.au's business pages (+346,000 unique audience), Forbes (+228,000 unique audience) and news.com.au's business pages (+204,000 unique audience) gained the most audience by volume.

# TOP 5 FINANCIAL NEWS SITES BY INCOME AND EDUCATION

Unique Audience (Surfing) split by Household Income: April 2015



Unique Audience (Surfing) split by Education: April 2015\*



\$0-19,999    
  \$20,000-\$34,999    
  \$35,000-\$49,999  
 \$50,000-\$74,999    
  \$75,000-\$99,999    
  \$100,000+

High School Graduate    
  Bachelors Degree    
  Post Graduate

\*This represents UA for those qualifications only and is not representative of total UA for the sites.

smh.com.au - Business has the strongest representation of those earning \$100,000+ at 51%.

Examining the top 5 by the representation of three education splits reveals that smh.com.au - Business has the highest proportion of readers with a post graduate degree at 35.3%.

An abstract graphic on the left side of the slide. It features a series of concentric, curved lines that form a partial sphere or dome shape. The lines are colored in a spectrum of colors including red, orange, yellow, green, and blue. Several small, solid-colored dots (yellow, green, purple, red) are placed on the surface of the sphere, with thin lines extending from them towards the right side of the frame.

# HIGHLIGHTS

## NIELSEN ONLINE RATINGS: HYBRID STREAMING

# HYBRID STREAMING KEY ONLINE STATISTICS

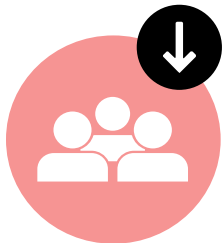
April 2015



**3.1 billion** streams watched.



**6.2 billion** minutes streamed.



**7 hours and 33 minutes** spent streaming per person.



**13,847,000** people were actively streaming online.



Indicates growth or decline based on the previous month

# HYBRID STREAMING: TOP 10 BRANDS BY AUDIENCE

April 2015

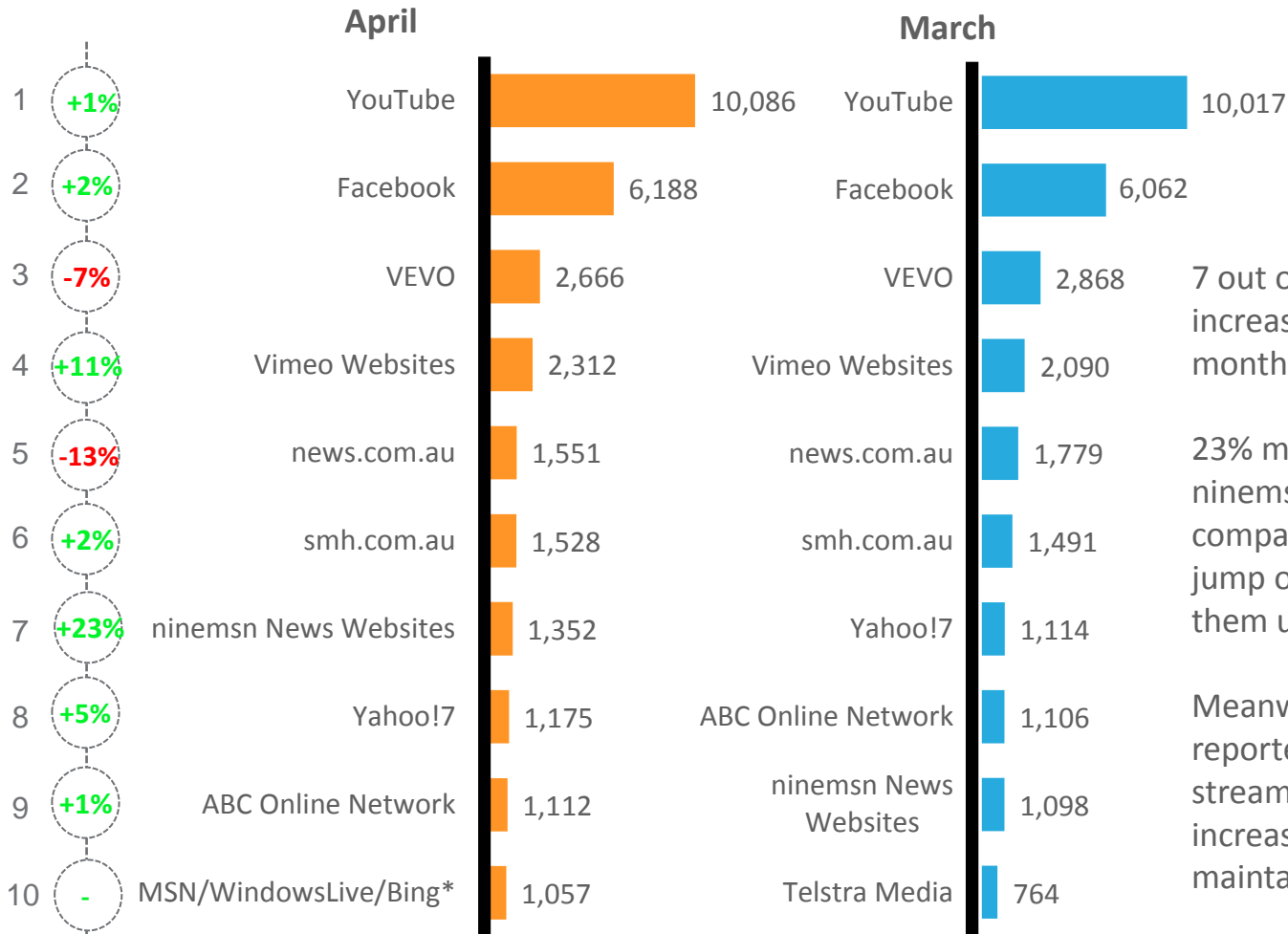
Unique Audience Rank	Brand	Unique Audience (000s)	Total Streams	Time Per Person (hh:mm:ss)
1	YouTube	10,086	1,713,870	04:57:02
2	Facebook	6,188	206,501	01:34:00
3	VEVO	2,666	110,219	00:35:12
4	Vimeo Websites	2,312	6,467	00:11:03
5	news.com.au	1,551	11,162	00:08:46
6	smh.com.au	1,528	4,840	00:05:59
7	ninemsn News Websites	1,352	12,807	00:08:19
8	Yahoo!7	1,175	12,214	00:42:39
9	ABC Online Network	1,112	6,755	01:59:26
10	MSN/WindowsLive/Bing	1,057	6,724	00:07:07

Including web-based applications

Source: Nielsen Online Ratings – Hybrid, April 2015

# TOP BRANDS COMPARISON – HYBRID STREAMING

April 2015, Unique Audience (000)



7 out of the top 10 brands reported increases in Unique Audience this month.

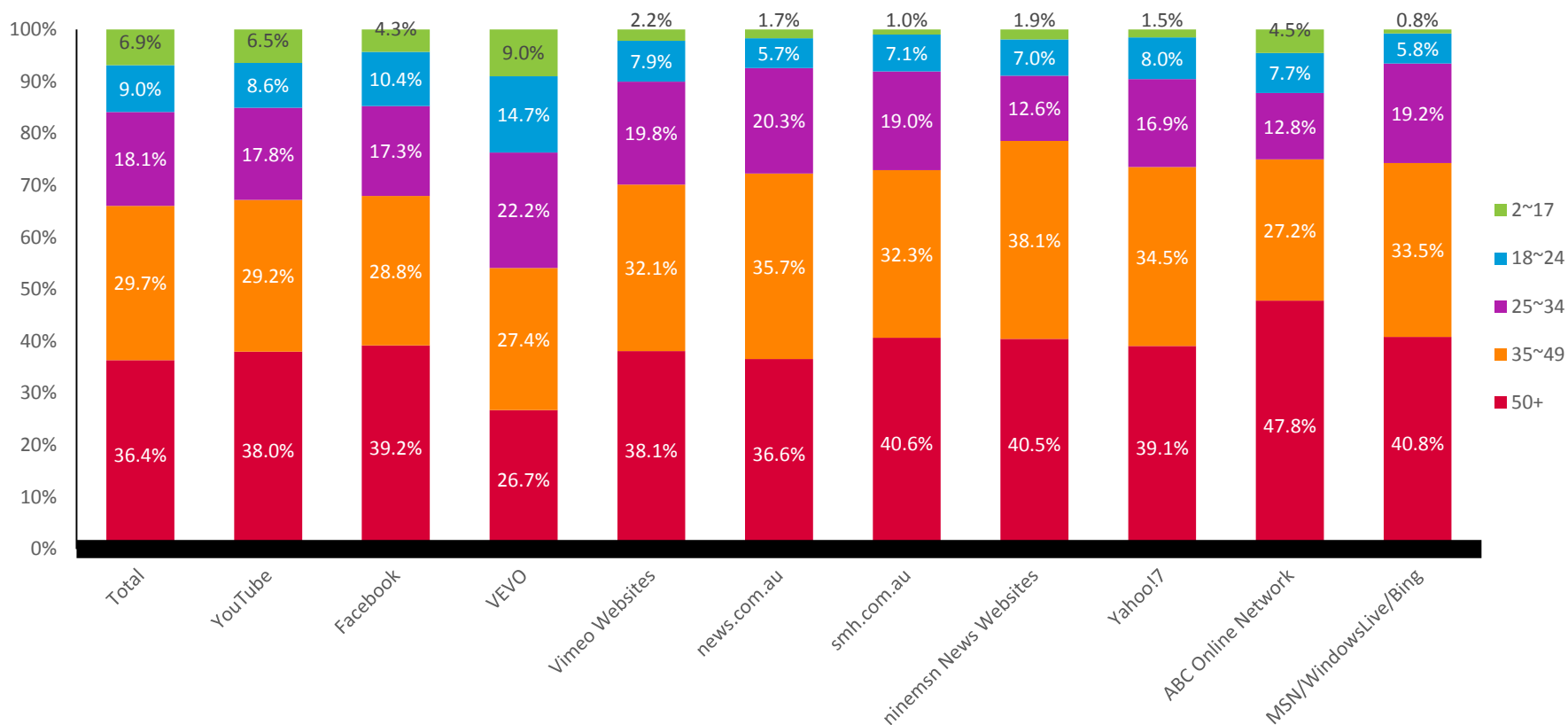
23% more Australians streamed on ninemsn News Websites in comparison to last month with a jump of 254,000 people, bringing them up two spots to 7th.

Meanwhile, Vimeo Websites reported an increase of 11% in streaming Australians with an increase of 222,000 people, maintaining 4th place.

\*MSN/WindowsLive/Bing was not reported for March 2015

# TOP 10 STREAMING BRANDS BY AGE

Unique Audience (Streaming): April 2015



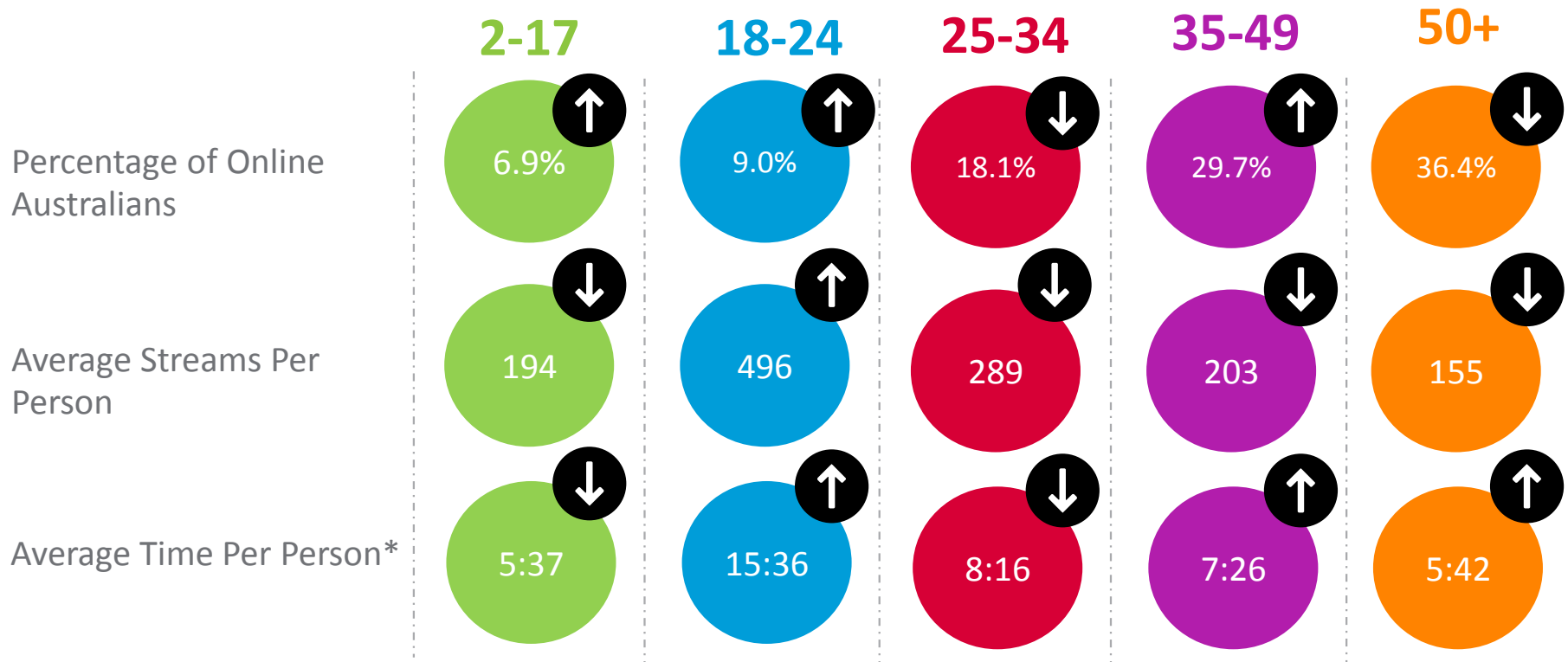
The top ten streaming brands split by age demographic reveals that VEVO has the largest skew towards young Australians between 2-34.

Conversely, ninemsn News Websites has the heaviest skew towards streaming Australians aged 35-49 and ABC Online Network reported the highest proportion of Australians aged 50+.



# HYBRID STREAMING: AGE DEMOGRAPHICS ONLINE

April 2015



3 out of the 5 age groups experienced growth in unique audience composition this month with notable growth spurts in time spent streaming. Australians aged 18-24 streamed over 2 hours extra content this month, reaching 15 hours and 36 minutes spent streaming per person. In addition, Australians aged 35-49 streamed an extra 45 minutes this month compared to last month.

↑ ↓ Indicates growth or decline based on the previous month

\*HH:MM

# GENDER BREAKDOWN – HYBRID STREAMING



6,759,000

Number of Streaming Australians

7,088,000

1,335,145

Total Streams Viewed (000s)

1,807,296

198

Streams per person

255

07:09:46

Time Per Person (HH:MM:SS)

07:57:03

Both genders reported increases in number of streaming Australians this month, with males reporting an extra 257,000 people. Both genders spent more time per person streaming despite falls in streams per person and total streams viewed. Females streamed an additional 9 minutes, whereas males streamed an additional 46 minutes this month.

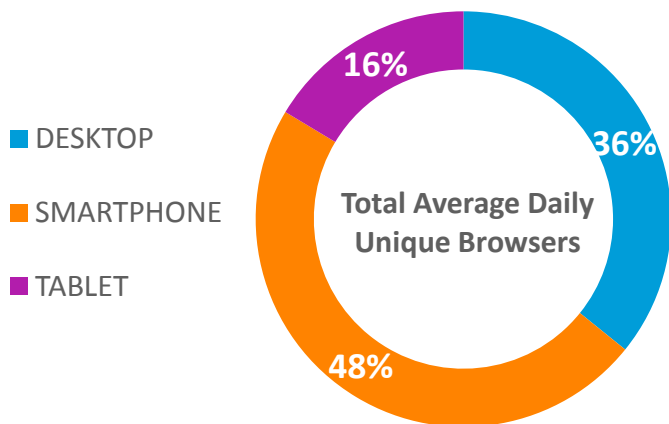
An abstract graphic on the left side of the slide. It features a sphere-like shape composed of many thin, curved lines in various colors (red, yellow, green, blue, purple). Several colored dots (yellow, pink, red) are placed on the surface of the sphere, with thin lines extending from them towards the right. The background is black.

# DEVICE HIGHLIGHTS

NIELSEN ONLINE RATINGS: MARKET  
INTELLIGENCE

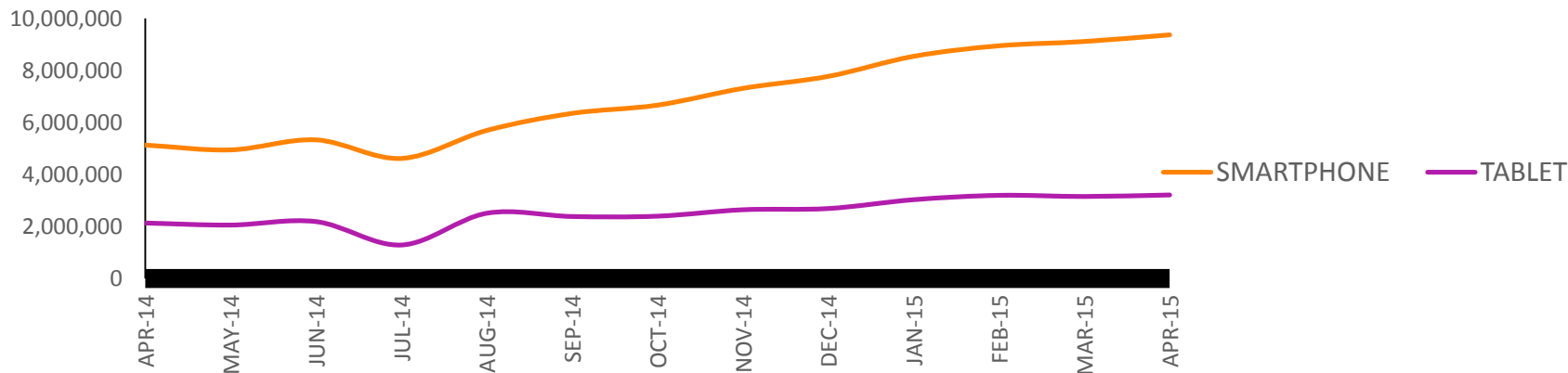
# DEVICE TYPE COMPARISON (EXCLUDING APPLICATIONS)

April 2015 – Market Domain – Domestic Traffic



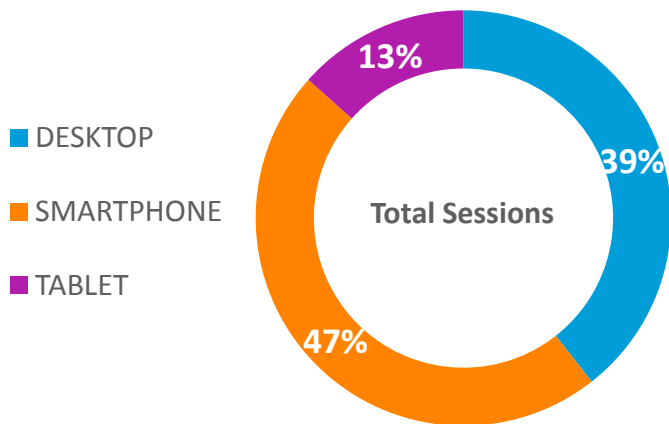
**64%** of total average daily unique browsers came from portable devices.

**↑ 73%** increase since April 2014 in total average daily unique browsers from portable devices



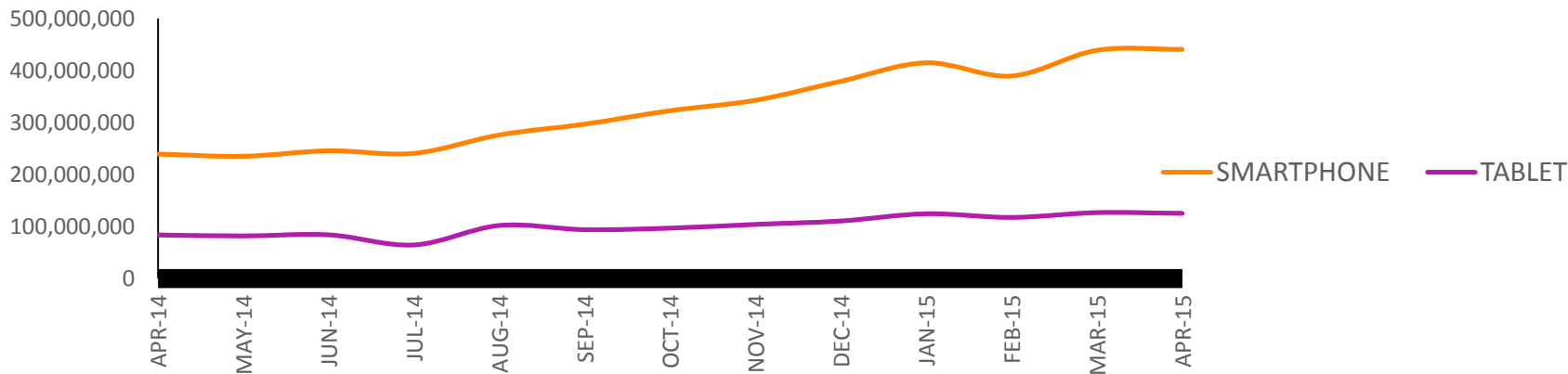
# DEVICE TYPE COMPARISON (EXCLUDING APPLICATIONS)

April 2015 – Market Domain – Domestic Traffic



**60%** of total online sessions came from portable devices

**↑ 75%** increase since April 2014 in total online sessions from portable devices



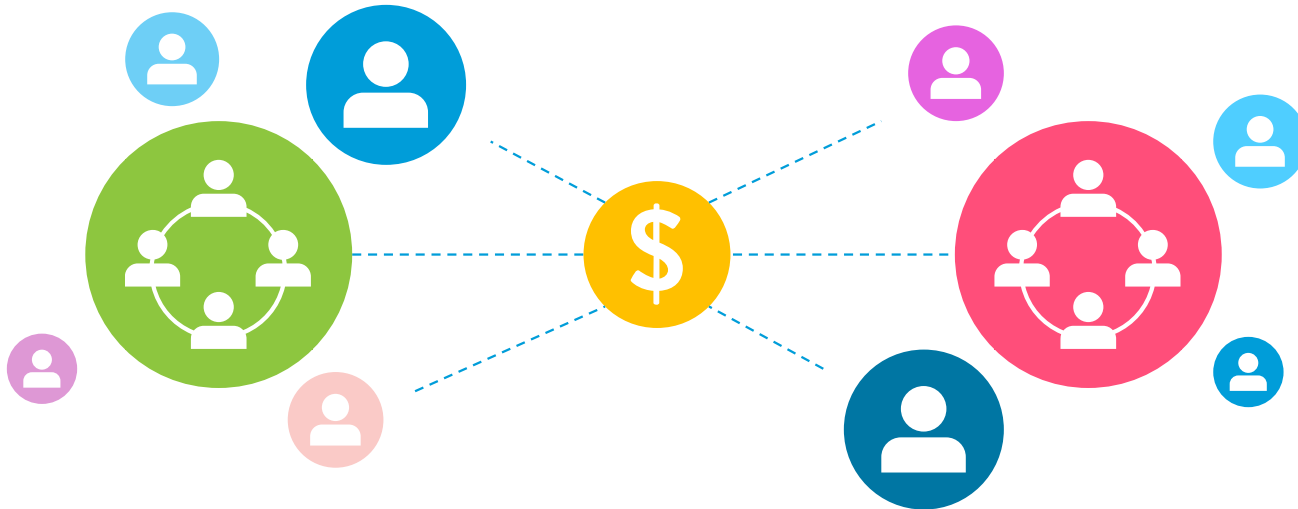
An abstract graphic on the left side of the slide. It features a sphere-like shape composed of many thin, curved lines in various colors (red, green, blue, yellow). Several colored dots (yellow, green, purple, red) are placed on the surface of the sphere, with thin lines extending from them towards the right, suggesting a network or data flow.

# GENERAL UPDATES FOR THIS MONTH:



COLLABORATING TO DRIVE MARKET  
SUCCESS: THE VALUE OF INDEPENDENT  
CURRENCY IN AD TRADING

# COLLABORATING TO DRIVE MARKET SUCCESS: THE VALUE OF INDEPENDENT CURRENCY IN AD TRADING



In 1999, the Euro was created as a new trading currency; a way for European nations to benchmark their individual economic performance against the region.

The importance of a currency when it comes to ad trading is no different. A single set of agreed metrics, measured the same way for everyone, creates a level playing field in which the market can be equally informed about their investment strategies.

Read more about the value of independent currency in ad trading [here](#).



An abstract graphic on the left side of the slide. It features a sphere-like shape composed of many thin, curved lines in various colors (red, green, blue, yellow). Several colored dots (yellow, purple, red) are placed on the surface of the sphere, with thin lines extending from them towards the center or outwards.

# NIELSEN TWITTER TV RATINGS


# 5 Nielsen Twitter TV Ratings (3/5 - 9/5) Weekly Top Five - Non-Sport

 Australia

Rank	Network	Program	Date	Unique Audience	Impressions
<b>1</b>	NINE	57th Annual TV Week Logie Awards	03/05/15	231.3K	6.7M
<b>2</b>	SBSONE	Struggle Street	06/05/15	98.6K	1.4M
<b>3</b>	TEN	The Project	04/05/15	87.6K	253K
<b>4</b>	SEVEN	My Kitchen Rules	04/05/15	86.9K	1.5M
<b>5</b>	TEN	MasterChef Australia	05/05/15	82.6K	667.8K

Source: Nielsen Australia. Rankings based on Unique Audience. Unique Authors and Tweets are a measure of relevant Australian Twitter activity from three hours before through three hours after broadcast, local time. Reach metrics (Unique Audience and Impressions) measure the audience of relevant Tweets ascribed to a program from when the Tweets are sent until the end of the broadcast day at 5am. Non-sport includes live/new episodes only.

# 5 Nielsen Twitter TV Ratings (3/5 - 9/5) Weekly Top Five - Sport

 Australia

Rank	Network	Program	Date	Unique Audience	Impressions
<b>1</b>	MAIN EVENT	Mayweather vs Pacquiao	03/05/15	271.2K	4.4M
<b>2</b>	NINE	Rugby League Trans Tasman Test Australia v New Zealand	03/05/15	102.6K	1.0M
<b>3</b>	*FOXSPORTS4, SBSONE	A-League Melbourne Victory v Melbourne City	08/05/15	99.9K	707K
<b>4</b>	*FOXFOOTY, SEVEN	AFL Adelaide v Port Adelaide	03/05/15	98.4K	758.8K
<b>5</b>	*SEVEN, FOXFOOTY	AFL Collingwood v Geelong	08/05/15	96.1K	1.1M

Source: Nielsen Australia. Rankings based on Unique Audience. Unique Authors and Tweets are a measure of relevant Australian Twitter activity from three hours before through three hours after broadcast, local time. Reach metrics (Unique Audience and Impressions) measure the audience of relevant Tweets ascribed to a program from when the Tweets are sent until the end of the broadcast day at 5am. Sport includes live/new episodes only.



nielsen  
.....

AN UNCOMMON SENSE  
OF THE CONSUMER™

## CONTACT

[careau@nielsen.com](mailto:careau@nielsen.com)

[www.nielsen.com/au/](http://www.nielsen.com/au/)

(02) 8873 7000