

nielsen
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DIGITAL LANDSCAPE

For the full report, please click here:
<http://digitalmeasurement.nielsen.com>

SEPTEMBER 2016

DIGITAL LANDSCAPE

The Nielsen Digital Landscape is a monthly summary of Australian online behaviours. The interactive report gives you a summary of surfing and streaming behaviours, a trend report showing behaviours by device around device type comparisons and a gender breakdown of hybrid streaming.

	Ages 2-17	Ages 18-24	Ages 25-34	Ages 35-49	Ages 50+
Percentage of Online Australians	15.85%	13.62%	16.63%	23.62%	30.27%
Average Page Views Per Person	86	1,212	1,615	1,851	1,641

* Ages 2-17 are based off PC/MAC data only

Source: Digital Ratings (Monthly), September, 2016

MONTHLY SURFING FAST FACTS



218 sessions per person surfing online



61 hours per person surfing online



19,817,000 people were actively surfing online

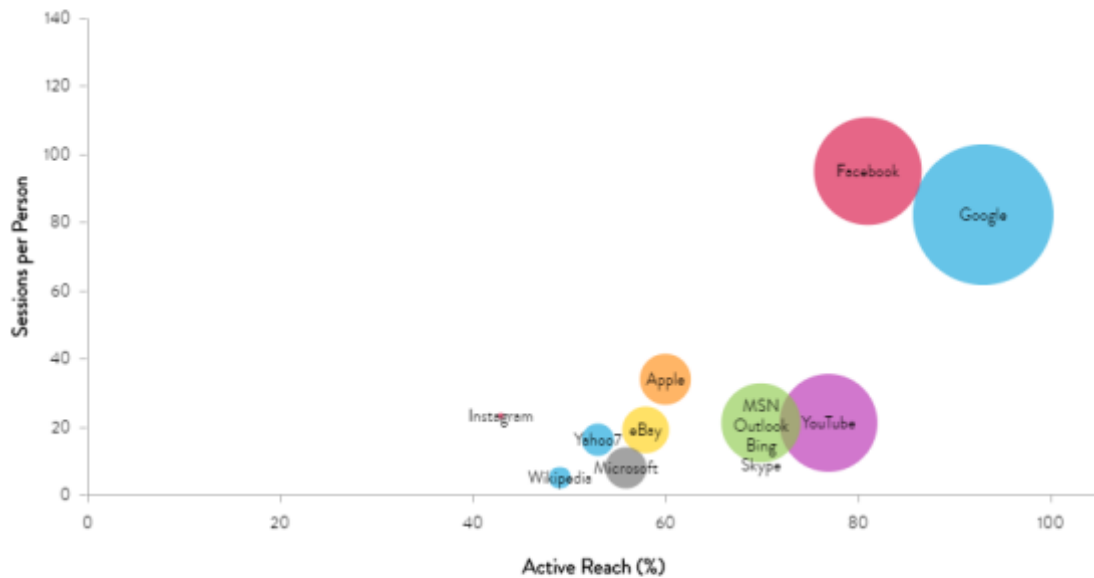
SURFING REPORT

Rank	Brands	UA (000)	Page Views (000)	Active Reach (%)	Sessions per Person	Time per Person (hh:mm:ss)
	Total Audience	19,817	27,372,160	100%	218.00	60:40:39
1	Google	18,353	4,149,720	93%	82.00	06:23:10
2	Facebook	15,960	1,437,427	81%	95.00	13:16:37
3	YouTube	15,245	340,515	77%	21.00	03:33:53
4	MSN/Outlook/Bing/Skype	13,882	586,951	70%	21.00	02:08:49
5	Apple	11,831	20,490	60%	34.00	01:38:44
6	eBay	11,524	834,549	58%	19.00	01:45:13
7	Microsoft	11,127	107,700	56%	8.00	00:49:52
8	Yahoo7	10,478	246,699	53%	16.00	01:01:21
9	Wikipedia	9,668	119,444	49%	5.00	00:15:40
10	Instagram	8,537	50,216	43%	23.00	01:54:00

As of February 2016, Digital Ratings (Monthly) includes cross-device audiences and is the data of record.
Source: Digital Ratings (Monthly), September, 2016

SURFING REPORT

ACTIVE REACH VS SESSIONS



As of February 2016, Digital Ratings (Monthly) includes cross-device audiences and is the date of record.

Source: Digital Ratings (Monthly) September 2016

Bubble size = Unique audience

STREAMING REPORT

Rank	Brands	Unique Audience (000)	Total Streams (000)	Time per Person (hh:mm:ss)
	Total Audience	13,702	14,300,196	12:21:16
1	YouTube	10,415	2,806,895	10:10:45
2	Facebook	5,893	9,828,254	02:35:36
3	VEVO	3,257	205,657	01:32:13
4	news.com.au	1,902	28,671	00:13:25
5	Yahoo7	1,513	16,499	00:25:04
6	MSN/Outlook/Bing/Skype	1,470	14,531	00:07:10
7	smh.com.au	1,310	8,164	00:06:12
8	nine.com.au	1,134	29,249	00:18:29
9	ABC Online Network	942	9,816	01:48:22
10	Telstra Media	816	5,842	00:25:53

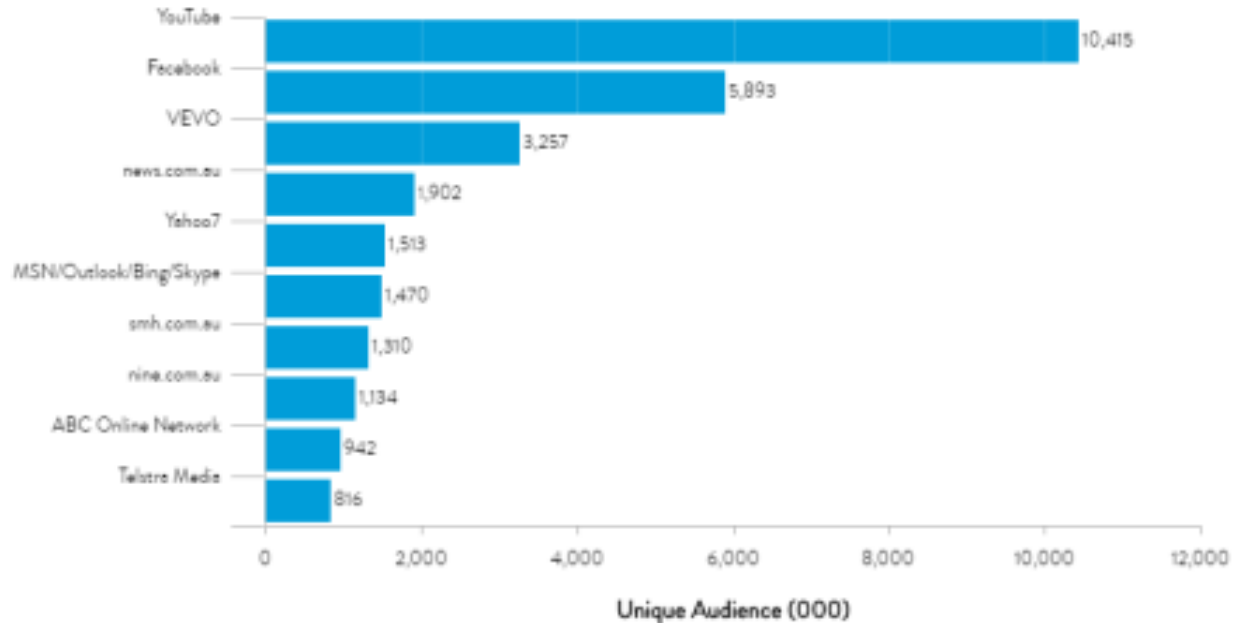
NOTE: In December 2015, Facebook changed the way that it serves video. Nielsen is investigating the way these streams are served to best measure them, however streams for Facebook are overstated at this time. No other metrics for Facebook are affected and this **impacts December 2015 to current data.**

Nielsen Online Ratings - Hybrid Streaming - Under reporting of YouTube and VEVO audiences & time metrics corrected as of July 2016.

Please note all unique audience and time metrics for The YouTube Brand and VEVO Parent for Nielsen Online Ratings - Hybrid Streaming have been progressively understated since January 2015. This was due to the Nielsen meter not capturing all instances of tags from panelists watching YouTube videos on updated versions of browsers between January 2015-June 2016. This has now been corrected as of July 2016 data in Nielsen Online Ratings - Hybrid Streaming.

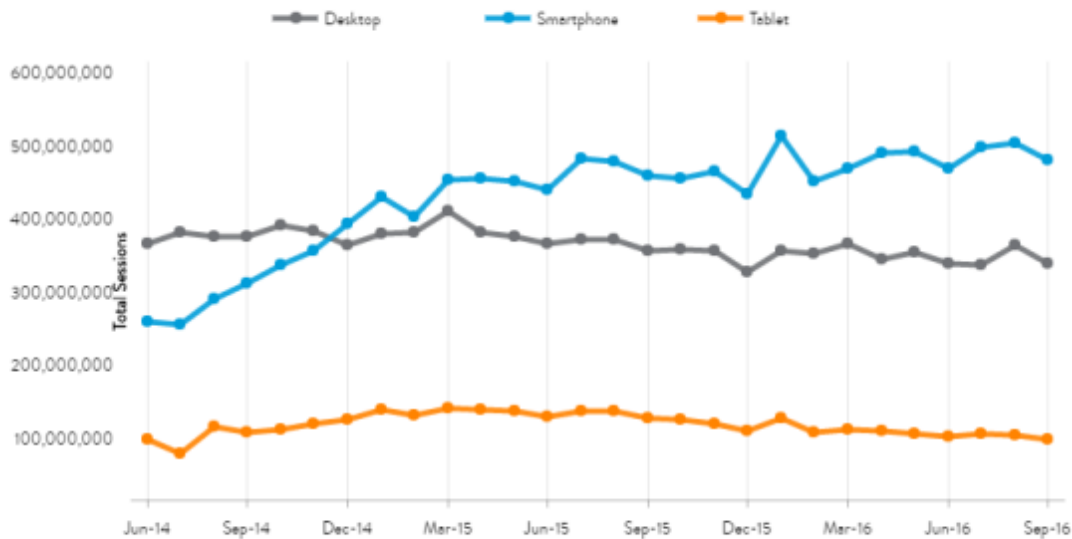
STREAMING REPORT

TOP 10 BRANDS BY UNIQUE AUDIENCE



TREND REPORT

TREND REPORT

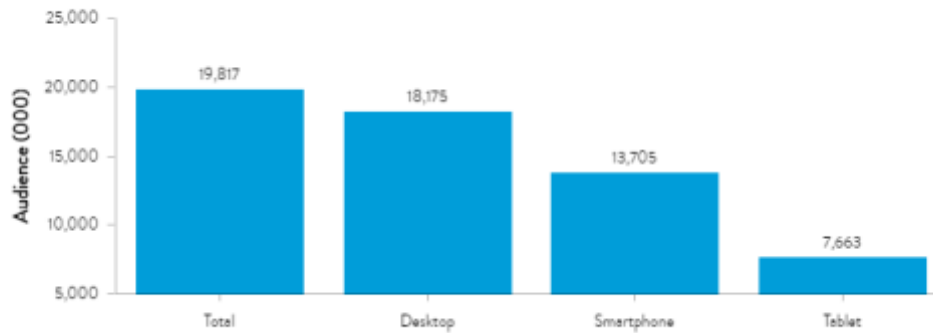


Source: Nielsen Online Ratings - Market Intelligence

TREND REPORT

AUDIENCE BY DEVICE

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Source: Digital Ratings (Monthly) September 2016

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GENDER REPORT



TOTAL ACTIVE UNIVERSE

7,357,000

ACTIVE UNIVERSE BY AGE BANDS

2-17	18-24	25-34	35-49	50+
7%	10%	18%	28%	38%



TOTAL ACTIVE UNIVERSE

6,345,000

ACTIVE UNIVERSE BY AGE BANDS

2-17	18-24	25-34	35-49	50+
7%	11%	17%	30%	35%

Source: Nielsen Online Ratings – Hybrid Streaming

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MEN VS. WOMEN



7,357,000	Number of streaming Australians	6,345,000
8,481,232	Total streams viewed (000s)	5,818,964
1,153	Streams per person	917
12:55:51	Time per person (HH:MM:SS)	11:41:11