

DEVICE OWNERSHIP AND TRENDS





BACKGROUND AND METHODOLOGY

As part of IAB Australia's role in managing the digital audience measurement currency endorsement process, it is vital that there is continual tracking of macro digital device ownership and usage trends to ensure that our measurement systems are built to reflect the Australian population.

Nielsen, as the endorsed currency provider, surveys 1,000 Australians every month to assess their individual digital device ownership, operating systems used and estimated frequency of usage. This data is used to design the panel that is then combined with granular census site data to provide the market with our world leading digital measurement solution.

The IAB Measurement Council, which comprises representatives from 16 different media organisations as well as the Media Federation of Australia, reviews and assesses enumeration and currency data every month to ensure the currency continues to evolve and reflect consumer media usage habits.

The data in this report, exclusive to IAB members, is primarily generated from this regular market enumeration study.



KEY POINTS

- 19.8m Australians online in September 2016
- 84% of people aged 14+ have a smartphone
- 70% of people aged 14+ access the internet every day on their smartphone
- 7% of people aged 14+ own more than one smartphone
- iOS dominant on smartphones with 55% penetration
- 1.7m less people going online on their desktop daily than 2 years ago
- Tablet ownership (iPad & Android) plateaued for the last year

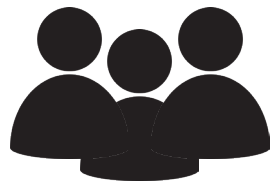
SUMMARY - SEPTEMBER 2016



48% of people 14+ have access to a computer at work



29% of people own their own computer



19% of people have access to a shared computer

MOBILE



People 14+	('000)	%
Smartphone Ownership	16,720	84%
iOS	9,143	46%
Android	6,843	34%
Other OS	734	4%
Own more than 1 Smartphone	1,326	7%
Daily Use of Internet on Smartphone	13,967	70%

TABLET

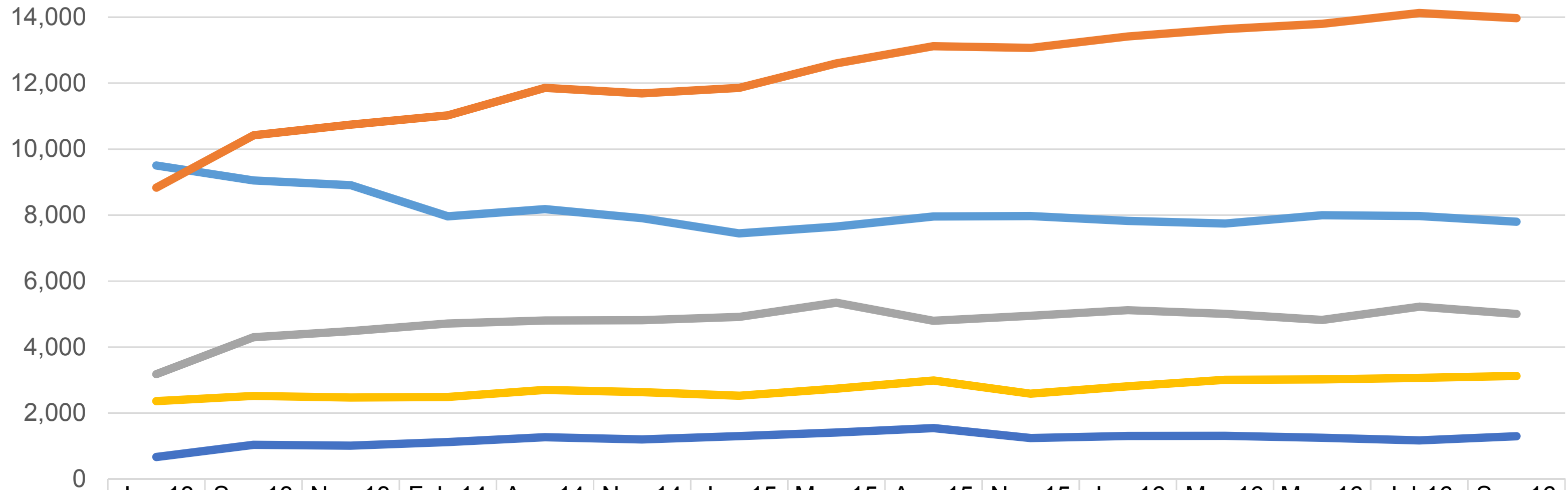


People 14+	('000)	%
Tablet Ownership	11,850	60%
iPad	8,689	44%
Android Tablet	3,161	16%
Use iPad daily	5,005	25%
Use Android tablet daily	1,300	7%



DAILY INTERNET USAGE BY DEVICE

14 million Australians aged 14+ using a smartphone to go online everyday



	Jun-13	Sep-13	Nov-13	Feb-14	Aug-14	Nov-14	Jan-15	May-15	Aug-15	Nov-15	Jan-16	Mar-16	May-16	Jul-16	Sep-16
PC	9,504	9,052	8,907	7,964	8,183	7,907	7,446	7,654	7,958	7,969	7,822	7,743	7,997	7,970	7,798
Smartphone	8,832	10,416	10,744	11,023	11,857	11,688	11,857	12,597	13,120	13,071	13,413	13,638	13,798	14,125	13,967
iPad	3,178	4,297	4,483	4,712	4,805	4,816	4,913	5,346	4,796	4,948	5,119	5,010	4,825	5,224	5,005
Mac	2,362	2,517	2,468	2,489	2,701	2,636	2,528	2,739	2,988	2,589	2,810	3,005	3,021	3,065	3,124
Android Tab	669	1,038	1,011	1,120	1,268	1,202	1,303	1,414	1,546	1,244	1,307	1,310	1,250	1,170	1,300

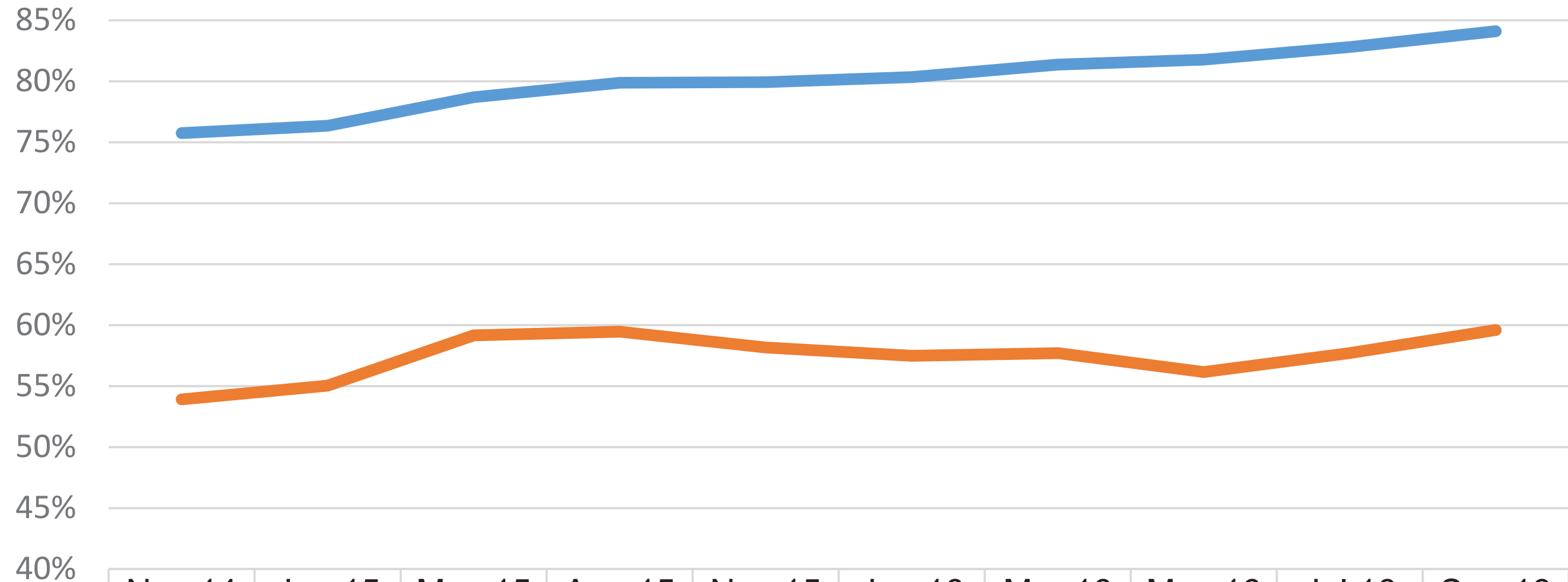
DEVICE OWNERSHIP TREND



84% of Australians 14+ own a smartphone



Tablet ownership relatively stable

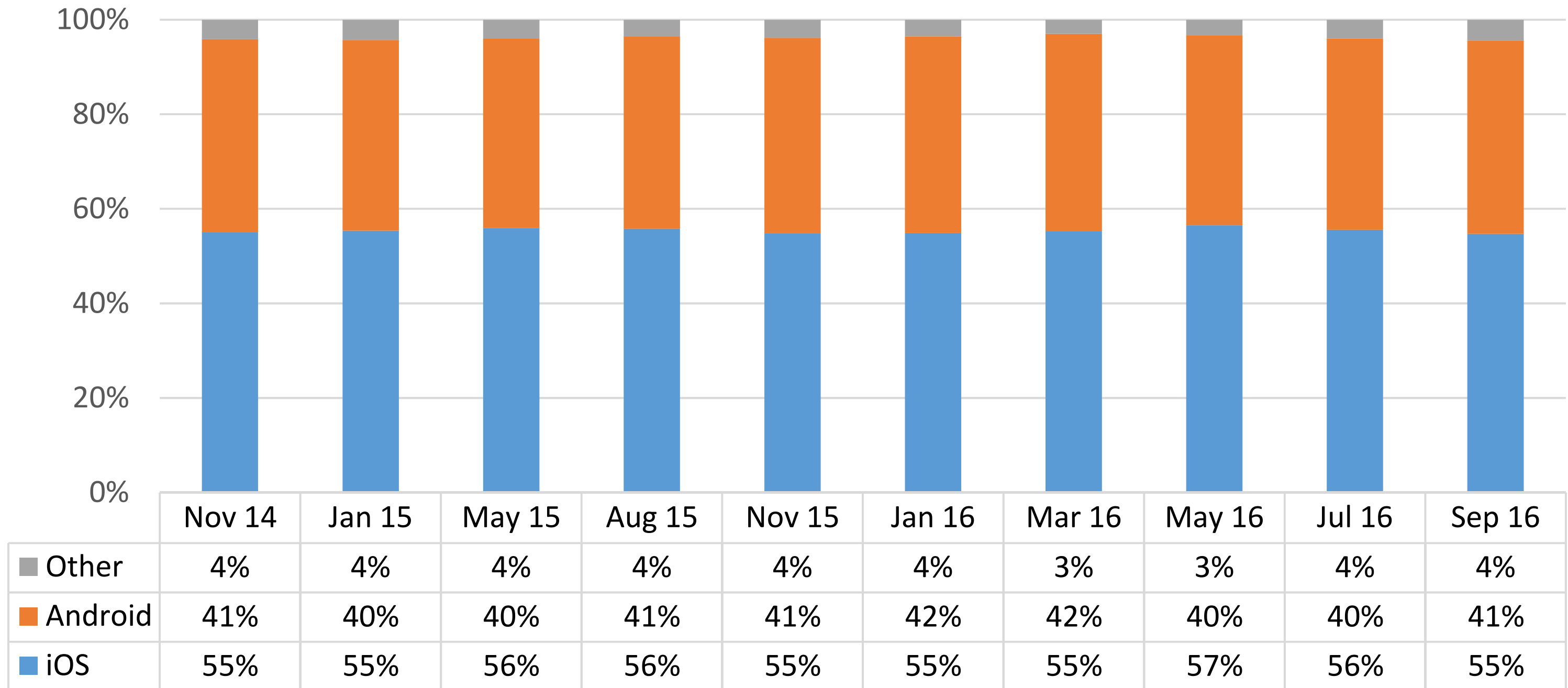


Smartphone

Tablet

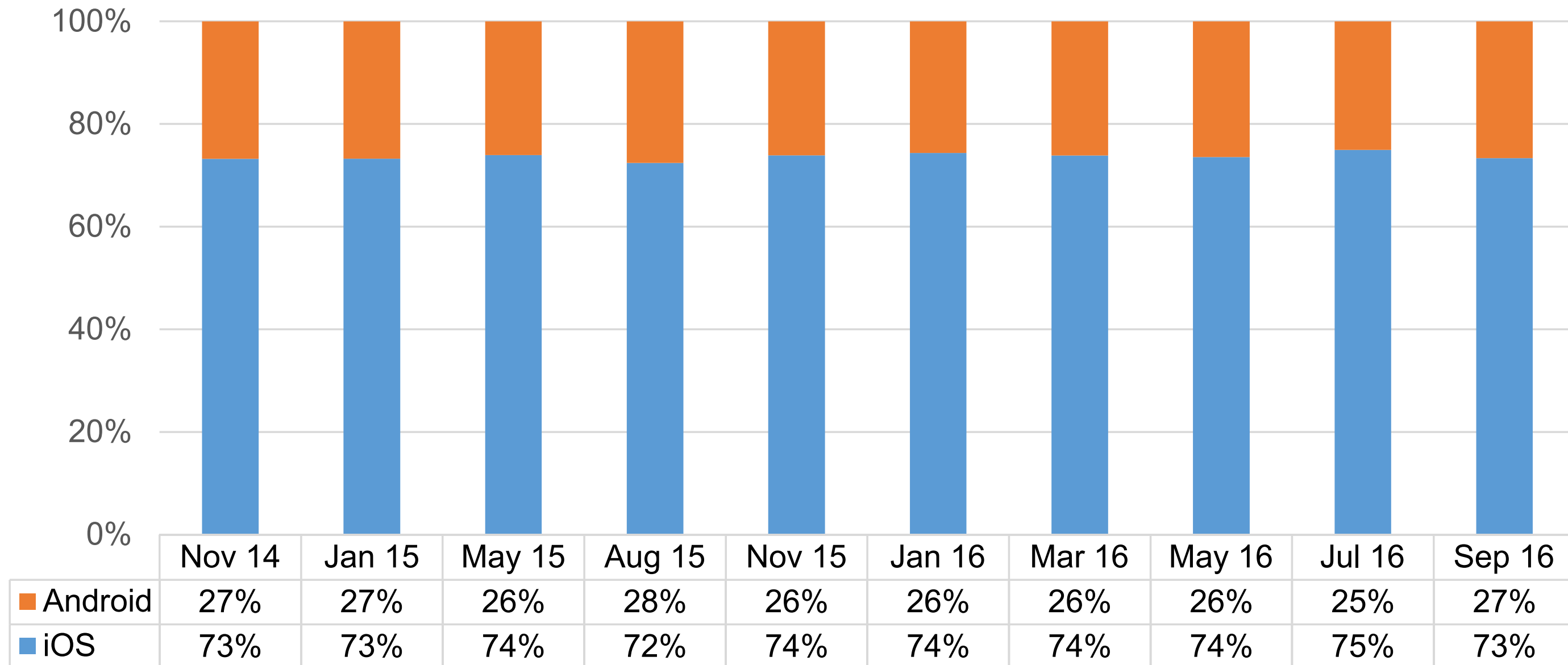
SMARTPHONE OS MARKETSHARE TREND

Smartphone OS share steady with iOS dominant



TABLET OS MARKETSHARE TREND

iPad more than double Android ownership share





About the Interactive Advertising Bureau

The Interactive Advertising Bureau (IAB) Limited is the peak trade association for online advertising in Australia & was incorporated in July 2010. As one of over 43 IAB offices globally, and with a rapidly growing membership, IAB Australia's principal objective is to support and enable the media and marketing industry to ensure that they thrive in the digital economy. The role of the IAB is to work with its members and the broader advertising and marketing industry to assist marketers to identify how best to employ online as part of their marketing strategy, to better target and engage their customers and build their brands.

Further information on the data in this report

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