

nielsen
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DIGITAL LANDSCAPE

OCTOBER 2016

DIGITAL LANDSCAPE

	Ages 2-17	Ages 18-24	Ages 25-34	Ages 35-49	Ages 50+
Percentage of Online Australians	15.73%	14.71%	15.50%	23.70%	30.35%
Average Page Views Per Person	94	1,203	1,726	2,057	1,833



226 sessions per person surfing online



67 hours per person surfing online



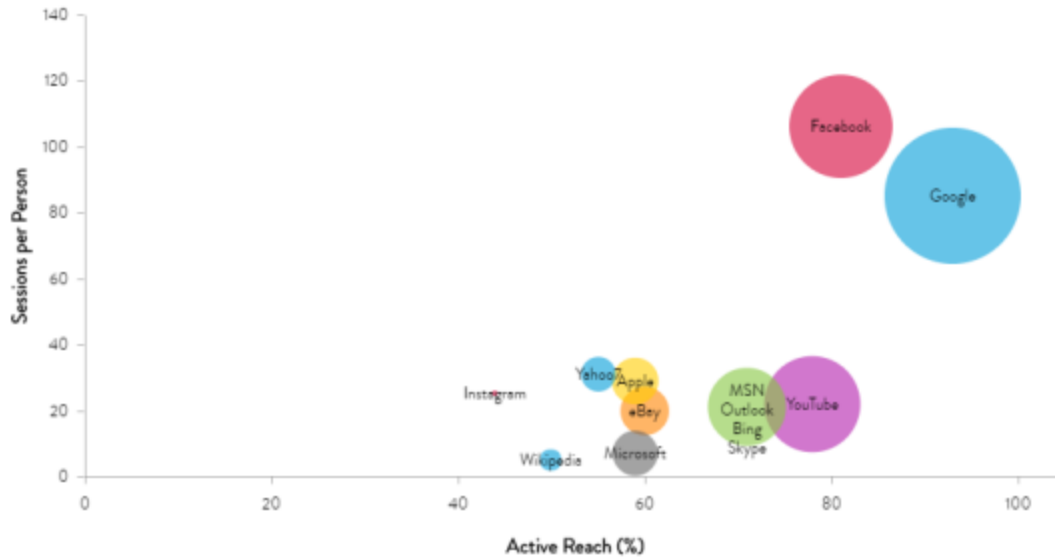
19,831,000 people were actively surfing online

SURFING REPORT

Rank	Brands	UA (000)	Page Views (000)	Active Reach (%)	Sessions per Person	Time per Person (hh:mm:ss)
	Total Audience	19,831	29,809,977	100%	226.00	67:06:13
1	Google	18,514	5,154,912	93%	85.00	07:24:57
2	Facebook	16,043	1,841,697	81%	106.00	16:10:12
3	YouTube	15,506	405,796	78%	22.00	04:11:52
4	MSN/Outlook/Bing/Skype	14,152	678,017	71%	21.00	02:23:42
5	eBay	11,930	808,882	60%	20.00	01:49:43
6	Apple	11,789	22,871	59%	29.00	01:18:17
7	Microsoft	11,677	122,683	59%	7.00	00:48:53
8	Yahoo7	10,892	287,631	55%	31.00	01:19:14
9	Wikipedia	9,871	120,101	50%	5.00	00:14:31
10	Instagram	8,700	65,429	44%	25.00	02:12:39

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) October 2016

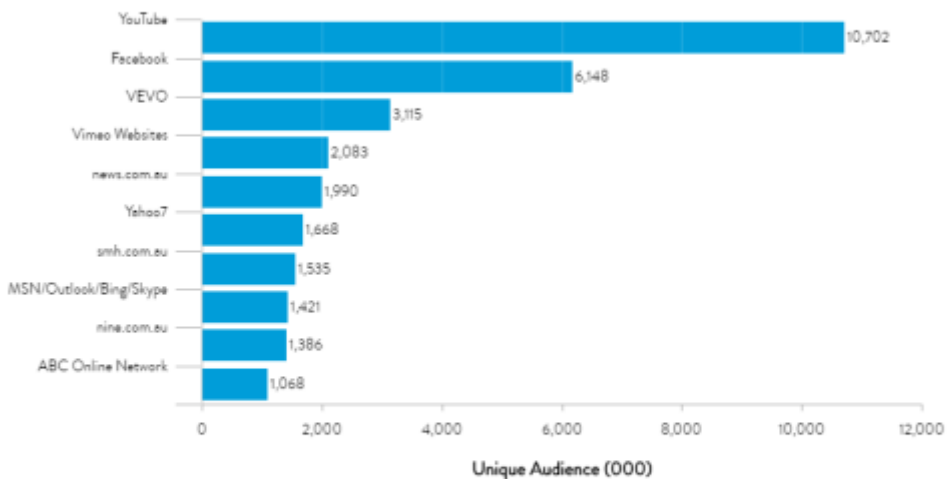
Bubble size = Unique audience

STREAMING REPORT

Rank	Brands	Unique Audience (000)	Total Streams (000)	Time per Person (hh:mm:ss)
	Total Audience	13,908	4,519,709	12:31:41
1	YouTube	10,702	2,800,864	09:44:59
2	Facebook	6,148	560,400	02:30:27
3	VEVO	3,115	208,703	02:32:49
4	Vimeo Websites	2,083	9,655	00:08:24
5	news.com.au	1,990	22,466	00:05:04
6	Yahoo7	1,668	15,816	00:14:33
7	smh.com.au	1,535	7,658	00:06:14
8	MSN/Outlook/Bing/Skype	1,421	12,022	00:04:26
9	nine.com.au	1,386	20,681	00:12:47
10	ABC Online Network	1,068	25,080	01:31:32

STREAMING REPORT

TOP 10 BRANDS BY UNIQUE AUDIENCE



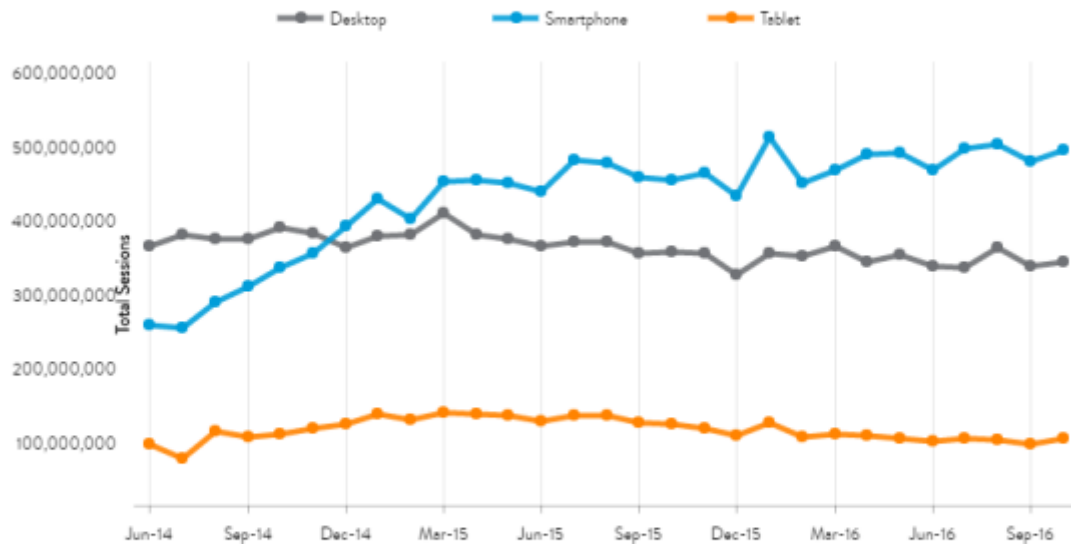
Nielsen Online Ratings - Hybrid Streaming - Facebook stream counts

In December 2015, Facebook changed the way that it served video. Whilst Nielsen investigated the best way to measure this amended video delivery, stream counts for Facebook were overstated for the period December 2015 to September 2016 within Hybrid Streaming. This data anomaly has been clearly stated each month to clients. Nielsen deployed a solution from October 2016 data, from which point Facebook stream counts are reporting correctly. No other metrics for Facebook were affected during the impacted time.

Source: Nielsen Online Ratings - Hybrid Streaming October 2016

TREND REPORT

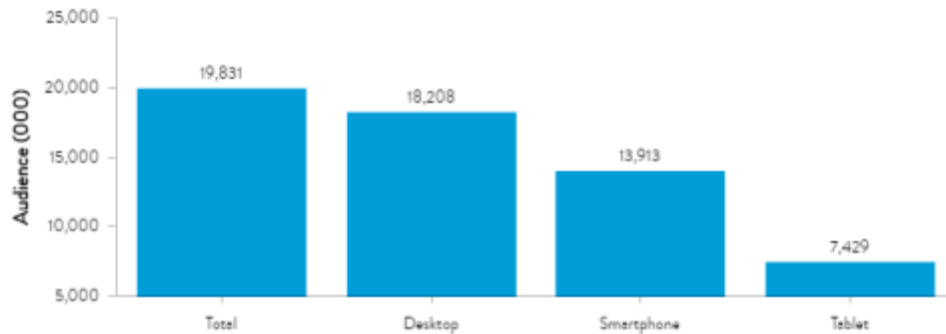
TREND REPORT



Source: Nielsen Online Ratings - Market Intelligence

TREND REPORT

AUDIENCE BY DEVICE



Source: Digital Ratings (Monthly) October 2016

GENDER REPORT



TOTAL ACTIVE UNIVERSE

7,259,000

ACTIVE UNIVERSE BY AGE BANDS

2-17	18-24	25-34	35-49	50+
6%	10%	17%	26%	41%



TOTAL ACTIVE UNIVERSE

6,649,000

ACTIVE UNIVERSE BY AGE BANDS

2-17	18-24	25-34	35-49	50+
6%	12%	17%	30%	35%

MEN VS. WOMEN



7,259,000	Number of streaming Australian	6,649,000
2,823,822	Total streams viewed (000s)	1,695,888
389	Streams per person	255
13:32:17	Time per person (HH:MM:SS)	11:25:32

Source: Nielsen Online Ratings - Hybrid Streaming

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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.