

nielsen
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DIGITAL LANDSCAPE

DECEMBER 2016

DIGITAL LANDSCAPE

	Ages 2-17	Ages 18-24	Ages 25-34	Ages 35-49	Ages 50+
Percentage of Online Australians	15.30%	14.45%	16.57%	22.69%	30.99%
Average Page Views Per Person	79	1,143	1,496	2,024	1,726



236 sessions per person surfing online



69 hours per person surfing online



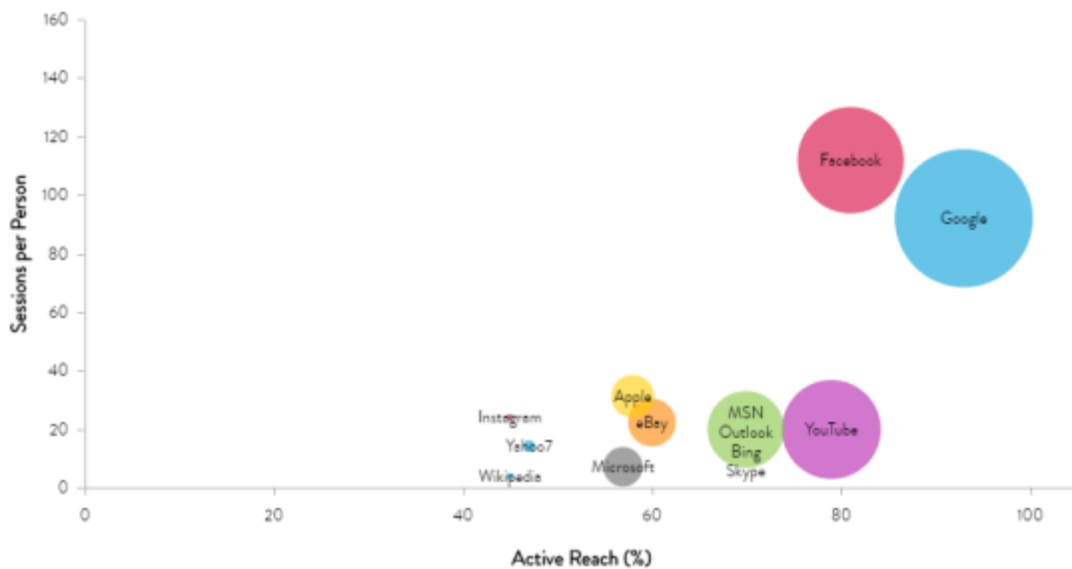
19,695,000 people were actively surfing online

SURFING REPORT

Rank	Brands	UA (000)	Page Views (000)	Active Reach (%)	Sessions per Person	Time per Person (hh:mm:ss)
	Total Audience	19,695	27,956,090	100%	236.00	68:41:48
1	Google	18,276	5,213,846	93%	92.00	08:41:21
2	Facebook	16,005	1,887,587	81%	112.00	16:54:18
3	YouTube	15,476	374,982	79%	20.00	03:50:46
4	MSN/Outlook/Bing/Skype	13,885	666,846	71%	20.00	02:22:28
5	eBay	11,818	695,855	60%	22.00	01:44:41
6	Apple	11,456	19,661	58%	31.00	01:35:02
7	Microsoft	11,223	107,121	57%	7.00	00:53:24
8	Yahoo7	9,215	251,364	47%	14.00	01:03:36
9	Wikipedia	8,890	109,270	45%	4.00	00:15:05
10	Instagram	8,803	53,194	45%	24.00	02:04:30

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) December 2016

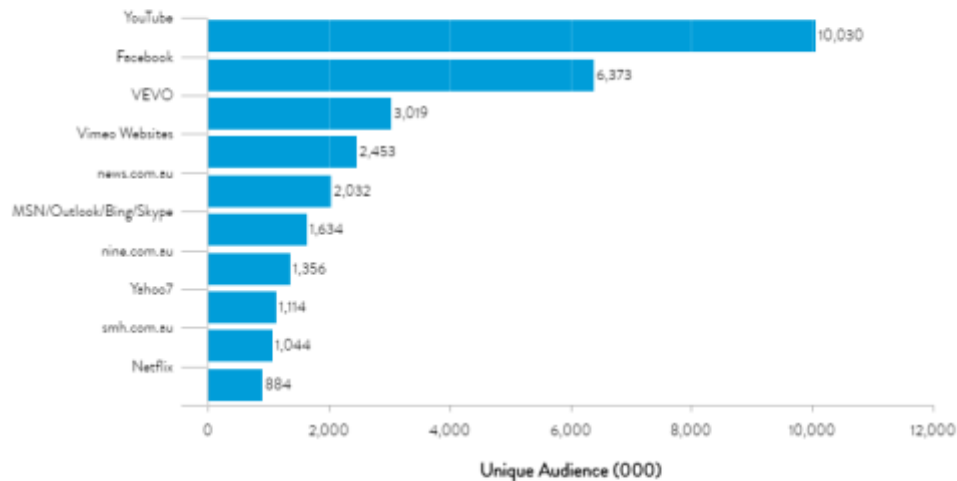
Bubble size = Unique audience

STREAMING REPORT

Rank	Brands	Unique Audience (000)	Total Streams (000)	Time per Person (hh:mm:ss)
	Total Audience	13,507	3,951,080	12:41:27
1	YouTube	10,030	2,420,987	09:44:26
2	Facebook	6,373	580,809	02:42:10
3	VEVO	3,019	176,047	02:14:39
4	Vimeo Websites	2,453	9,388	00:10:54
5	news.com.au	2,032	18,873	00:05:05
6	MSN/Outlook/Bing/Skype	1,634	11,329	00:05:12
7	nine.com.au	1,356	16,009	00:11:03
8	Yahoo7	1,114	10,104	00:17:49
9	smh.com.au	1,044	5,245	00:06:16
10	Netflix	884	80,607	11:17:18

STREAMING REPORT

TOP 10 BRANDS BY UNIQUE AUDIENCE



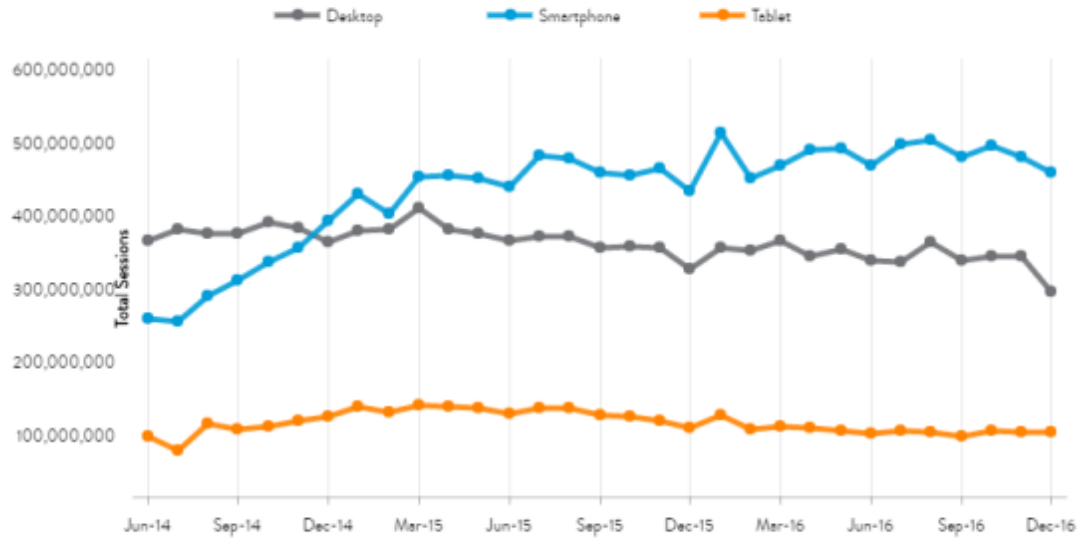
Nielsen Online Ratings - Hybrid Streaming - Facebook stream counts

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 December 2016

TREND REPORT

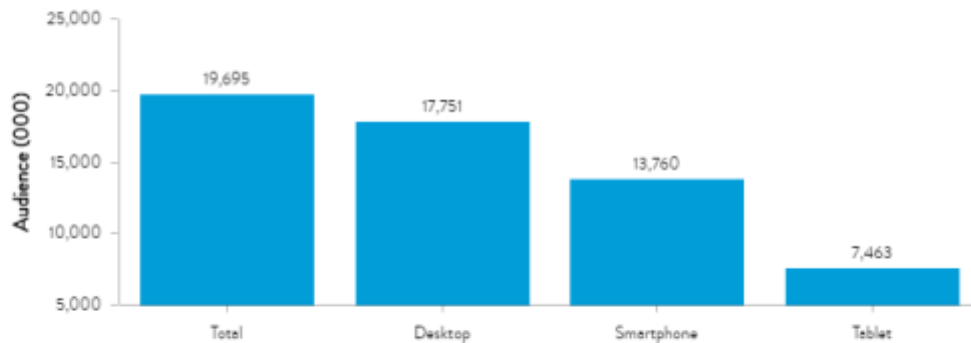
TREND REPORT



Source: Nielsen Online Ratings - Market Intelligence

TREND REPORT

AUDIENCE BY DEVICE



Source: Digital Ratings (Monthly) December 2016

GENDER REPORT



TOTAL ACTIVE UNIVERSE

6,969,000

ACTIVE UNIVERSE BY AGE BANDS

2-17	18-24	25-34	35-49	50+
6%	9%	15%	29%	42%



TOTAL ACTIVE UNIVERSE

6,539,000

ACTIVE UNIVERSE BY AGE BANDS

2-17	18-24	25-34	35-49	50+
7%	11%	15%	31%	37%

Source: Nielsen Online Ratings - Hybrid Streaming

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MEN VS. WOMEN



6,969,000	Number of streaming Australians	6,539,000
2,336,389	Total streams viewed (000s)	1,614,690
335	Streams per person	247
12:59:55	Time per person (HH:MM:SS)	12:21:46