

nielsen  
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# DIGITAL LANDSCAPE

NOVEMBER 2016

# DIGITAL LANDSCAPE

	Ages 2-17	Ages 18-24	Ages 25-34	Ages 35-49	Ages 50+
Percentage of Online Australians	15.70%	13.14%	16.19%	23.70%	31.27%
Average Page Views Per Person	90	1,244	1,773	2,148	1,822



239 sessions per person surfing online



72 hours per person surfing online



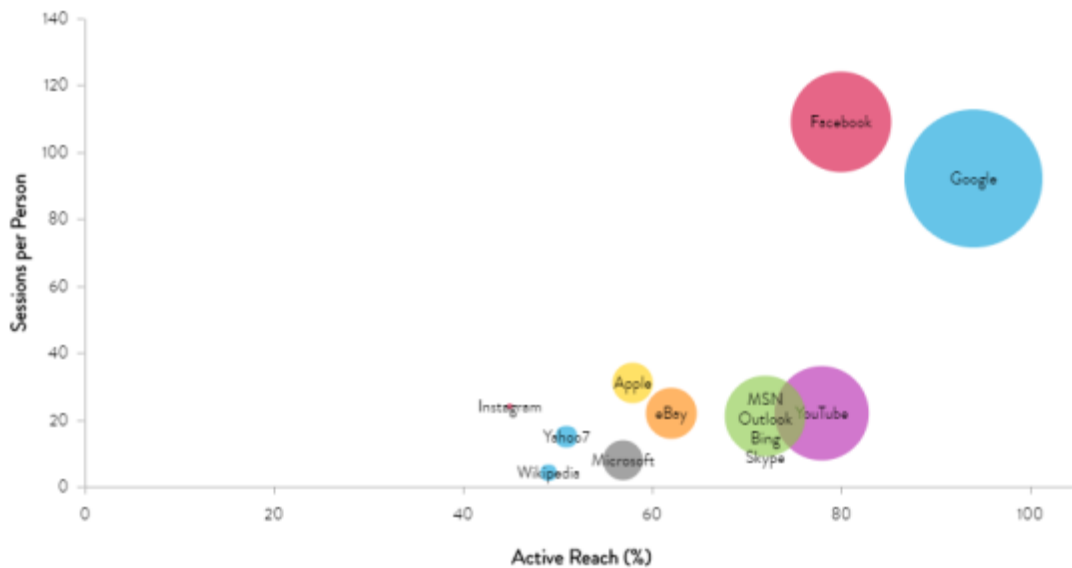
19,837,000 people were actively surfing online

# SURFING REPORT

Rank	Brands	UA (000)	Page Views (000)	Active Reach (%)	Sessions per Person	Time per Person (hh:mm:ss)
	Total Audience	19,837	30,621,299	100%	239.00	71:56:41
1	Google	18,594	5,587,075	94%	92.00	08:48:06
2	Facebook	15,839	1,809,493	80%	109.00	16:42:45
3	YouTube	15,383	394,160	78%	22.00	04:05:07
4	MSN/Outlook/Bing/Skype	14,381	745,905	72%	21.00	02:29:28
5	eBay	12,203	804,260	62%	22.00	01:54:52
6	Apple	11,430	21,118	58%	31.00	01:28:00
7	Microsoft	11,393	131,835	57%	8.00	00:52:33
8	Yahoo7	10,040	294,810	51%	15.00	01:14:22
9	Wikipedia	9,655	121,430	49%	4.00	00:15:40
10	Instagram	8,870	58,193	45%	24.00	02:04:52

# 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) November 2016

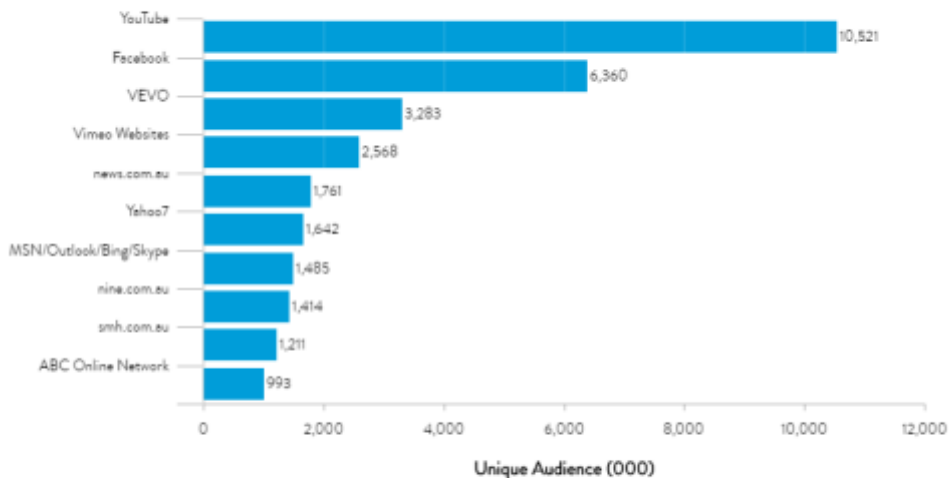
Bubble size = Unique audience

# STREAMING REPORT

Rank	Brands	Unique Audience (000)	Total Streams (000)	Time per Person (hh:mm:ss)
	Total Audience	13,810	4,669,107	11:08:31
1	YouTube	10,521	2,417,542	07:43:05
2	Facebook	6,360	560,144	02:37:13
3	VEVO	3,283	185,053	01:55:31
4	Vimeo Websites	2,568	11,542	00:07:56
5	news.com.au	1,761	24,241	00:08:11
6	Yahoo7	1,642	15,635	00:13:30
7	MSN/Outlook/Bing/Skype	1,485	13,834	00:07:42
8	nine.com.au	1,414	20,467	00:11:53
9	smh.com.au	1,211	6,228	00:05:28
10	ABC Online Network	993	21,784	01:27:26

# STREAMING REPORT

## TOP 10 BRANDS BY UNIQUE AUDIENCE



Nielsen Online Ratings - Hybrid Streaming - Facebook stream counts

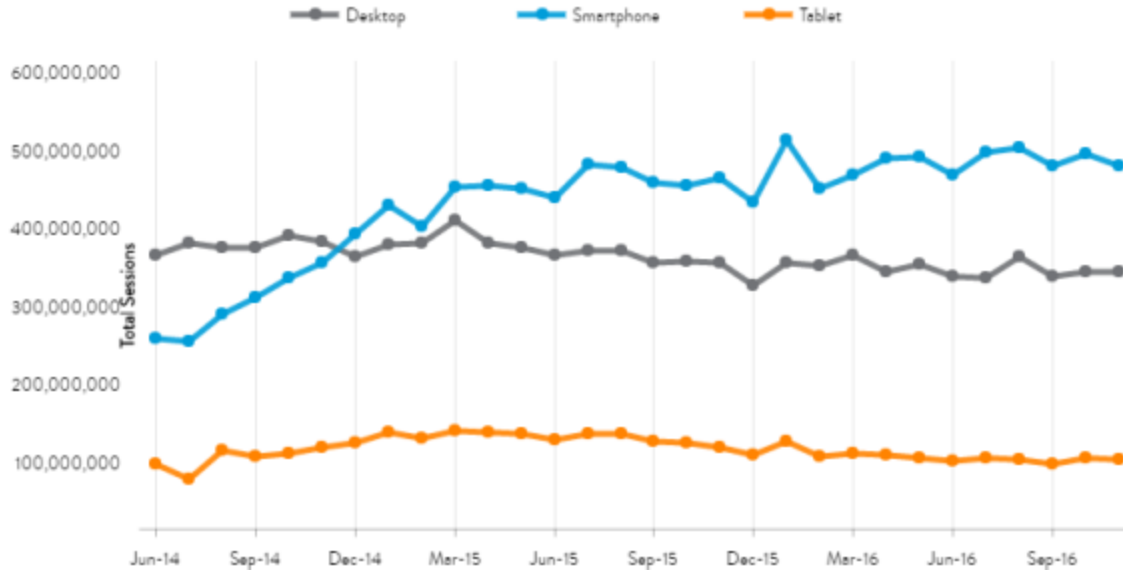
In December 2015, Facebook changed the way that it served video. Whilst Nielsen investigated the best way to measure this amended video delivery, stream counts for Facebook were overstated for the period December 2015 to September 2016 within Hybrid Streaming. This data anomaly has been clearly stated 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 November 2016

# TREND REPORT

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## TREND REPORT

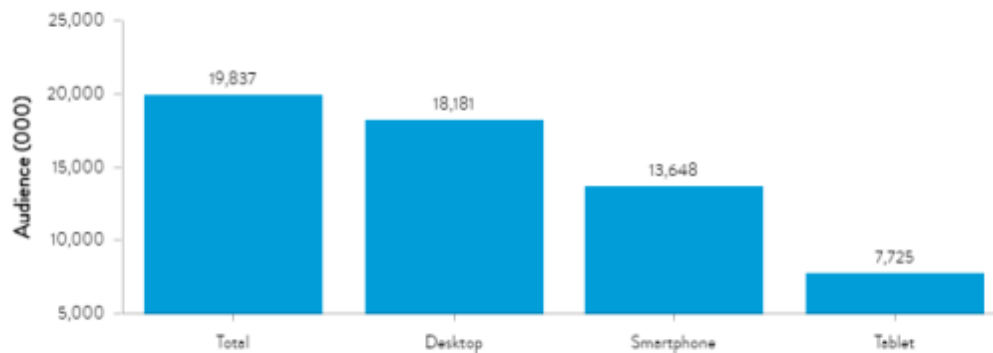


Source: Nielsen Online Ratings – Market Intelligence

# TREND REPORT



## AUDIENCE BY DEVICE



Source: Digital Ratings (Monthly) November 2016



# GENDER REPORT



TOTAL ACTIVE UNIVERSE

7,189,000

ACTIVE UNIVERSE BY AGE BANDS

2-17	18-24	25-34	35-49	50+
6%	10%	16%	28%	40%



TOTAL ACTIVE UNIVERSE

6,621,000

ACTIVE UNIVERSE BY AGE BANDS

2-17	18-24	25-34	35-49	50+
6%	11%	17%	30%	37%

Source: Nielsen Online Ratings – Hybrid Streaming

## 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.

## MEN VS. WOMEN



7,189,000	Number of streaming Australians	6,621,000
2,940,164	Total streams viewed (000s)	1,728,943
409	Streams per person	261
11:10:56	Time per person (HH:MM:SS)	11:05:53

