

nielsen
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DIGITAL LANDSCAPE

JANUARY 2017

DIGITAL LANDSCAPE

	Ages 2-17	Ages 18-24	Ages 25-34	Ages 35-49	Ages 50+
Percentage of Online Australians	15.38%	13.18%	16.17%	23.67%	31.60%
Average Page Views Per Person	80	1,410	1,628	2,116	1,798



238 sessions per person surfing online



72 hours per person surfing online



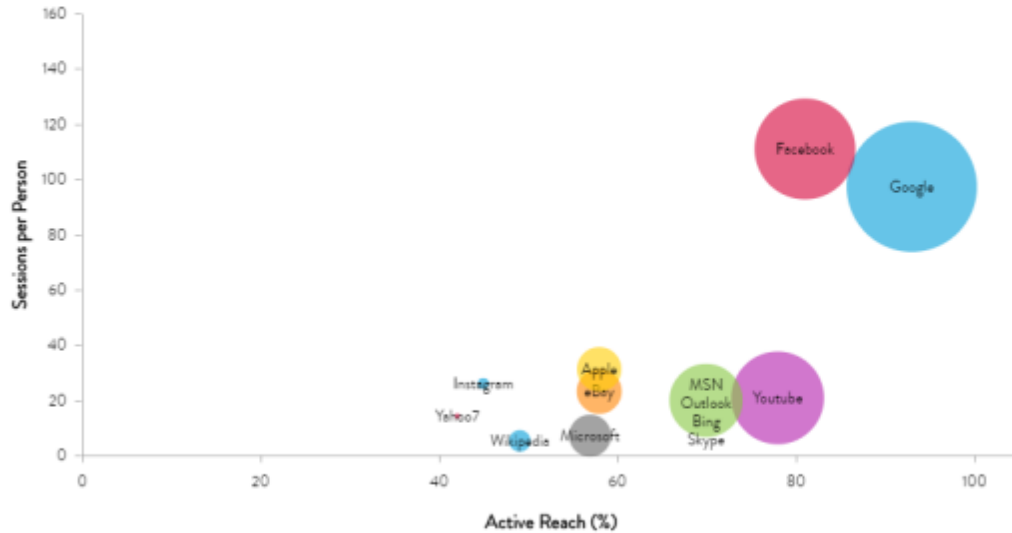
19,736,000 people were actively surfing online

SURFING REPORT

Rank	Brands	UA (000)	Page Views (000)	Active Reach (%)	Sessions per Person	Time per Person (hh:mm:ss)
	Total Audience	19,736	30,208,581	100%	238.00	71:40:41
1	Google	18,271	5,763,921	93%	97.00	08:59:00
2	Facebook	15,938	2,050,113	81%	111.00	18:04:07
3	Youtube	15,297	453,189	78%	21.00	04:02:40
4	MSN/Outlook/Bing/Skype	13,755	691,698	70%	20.00	02:22:29
5	eBay	11,519	779,524	58%	23.00	01:58:55
6	Apple	11,467	18,890	58%	31.00	01:34:52
7	Microsoft	11,284	110,869	57%	7.00	00:59:09
8	Wikipedia	9,672	142,251	49%	5.00	00:17:13
9	Instagram	8,827	66,900	45%	26.00	02:28:43
10	Yahoo7	8,374	238,892	42%	14.00	01:04:26

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) January 2017

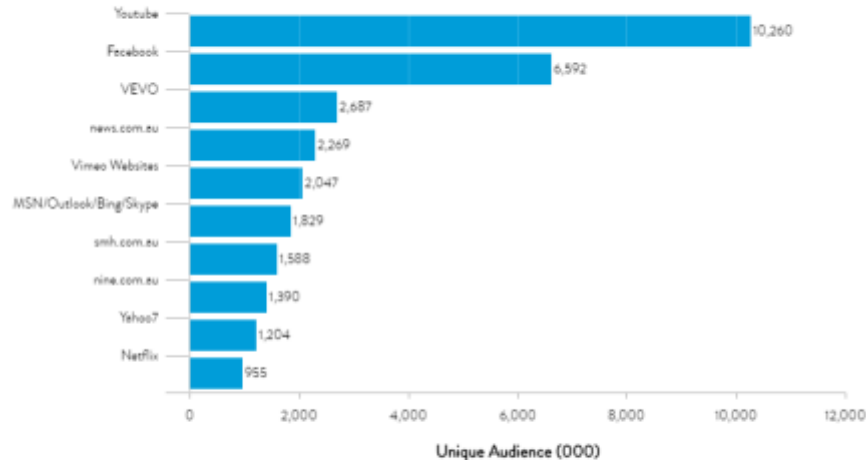
Bubble size = Unique audience

STREAMING REPORT

Rank	Brands	Unique Audience (000)	Total Streams (000)	Time per Person (hh:mm:ss)
	Total Audience	13,691	4,772,903	13:51:32
1	Youtube	10,260	2,638,444	10:06:14
2	Facebook	6,592	631,595	03:33:57
3	VEVO	2,687	168,179	02:03:52
4	news.com.au	2,269	24,574	00:06:11
5	Vimeo Websites	2,047	8,705	00:09:45
6	MSN/Outlook/Bing/Skype	1,829	16,683	00:04:31
7	smh.com.au	1,588	10,539	00:07:06
8	nine.com.au	1,390	22,313	00:13:53
9	Yahoo7	1,204	10,778	00:10:04
10	Netflix	955	110,941	12:28:15

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.

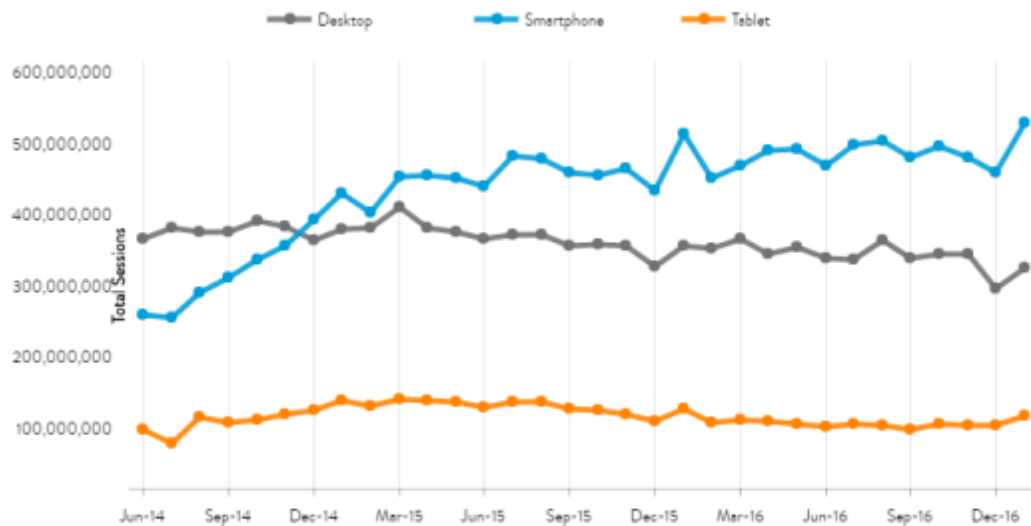
NB. Hybrid Streaming metrics do not include video consumed on Mobile Applications.

Source: Nielsen Online Ratings - Hybrid Streaming January 2017

TREND REPORT

TREND REPORT

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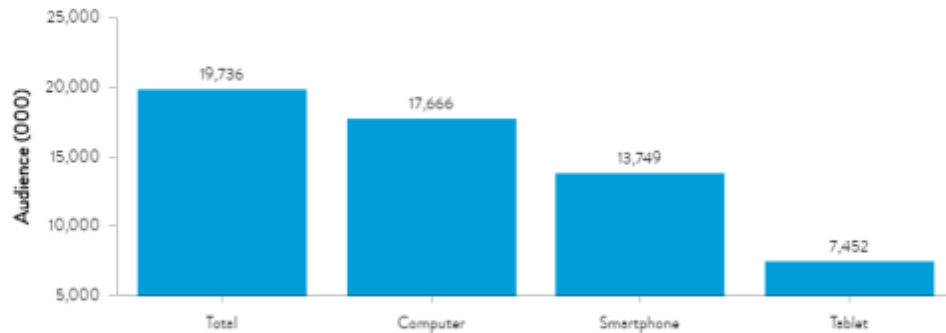


Source: Nielsen Online Ratings - Market Intelligence

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TREND REPORT

AUDIENCE BY DEVICE



Source: Digital Ratings (Monthly) January 2017

GENDER REPORT



TOTAL ACTIVE UNIVERSE

7,135,000

ACTIVE UNIVERSE BY AGE BANDS

2-17	18-24	25-34	35-49	50+
6%	9%	16%	28%	42%



TOTAL ACTIVE UNIVERSE

6,556,000

ACTIVE UNIVERSE BY AGE BANDS

2-17	18-24	25-34	35-49	50+
6%	10%	16%	32%	36%

Source: Nielsen Online Ratings – Hybrid Streaming

NB. Hybrid Streaming metrics do not include video consumed on Mobile Applications.

Nielsen Online Ratings - Hybrid Streaming - Facebook stream counts

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MEN VS. WOMEN



7,135,000	Number of streaming Australians	6,556,000
2,968,728	Total streams viewed (000s)	1,804,175
416	Streams per person	275
13:30:31	Time per person (HH:MM:SS)	14:14:24