

nielsen
.....

DIGITAL LANDSCAPE

FEBRUARY 2017

DIGITAL LANDSCAPE

	Ages 2-17	Ages 18-24	Ages 25-34	Ages 35-49	Ages 50+
Percentage of Online Australians	17.30%	11.42%	16.64%	23.79%	30.85%
Average Page Views Per Person	70	1,308	1,736	2,021	1,670



223 sessions per person surfing online



65 hours per person surfing online



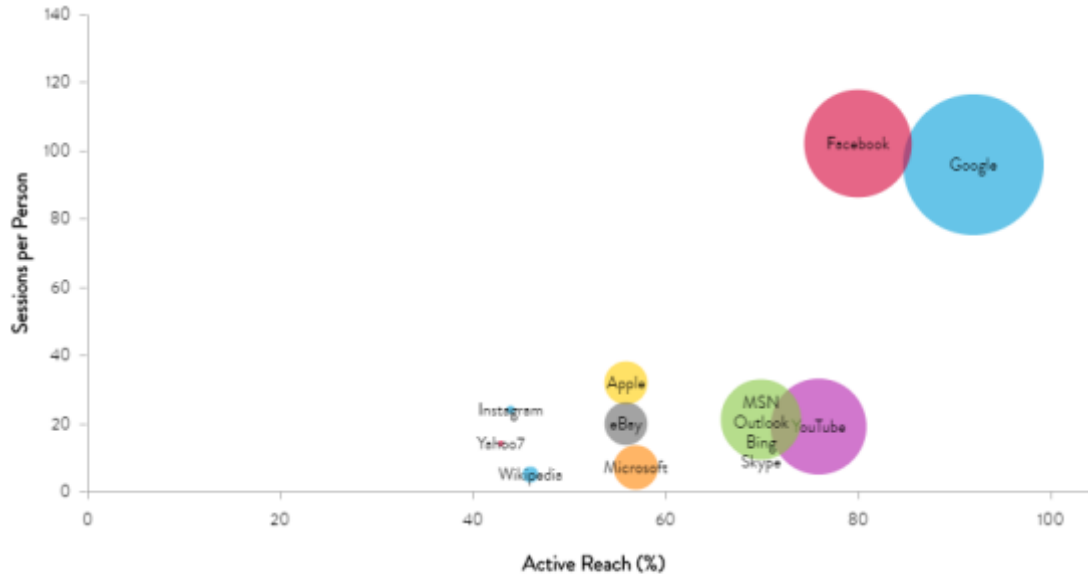
20,028,000 people were actively surfing online

SURFING REPORT

Rank	Brands	UA (000)	Page Views (000)	Active Reach (%)	Sessions per Person	Time per Person (hh:mm:ss)
	Total Audience	20,028	28,968,307	100%	223	64:44:41
1	Google	18,424	5,391,291	92%	96	08:19:09
2	Facebook	16,016	1,874,259	80%	102	16:17:16
3	YouTube	15,152	403,757	76%	19	03:43:14
4	MSN/Outlook/Bing/Skype	14,021	694,696	70%	21	02:20:23
5	Microsoft	11,400	100,798	57%	7	00:59:00
6	Apple	11,309	17,864	56%	32	01:35:58
7	eBay	11,280	657,096	56%	20	01:44:18
8	Wikipedia	9,290	136,054	46%	5	00:16:31
9	Instagram	8,740	54,059	44%	24	02:09:15
10	Yahoo7	8,578	216,533	43%	14	01:14:36

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) February 2017

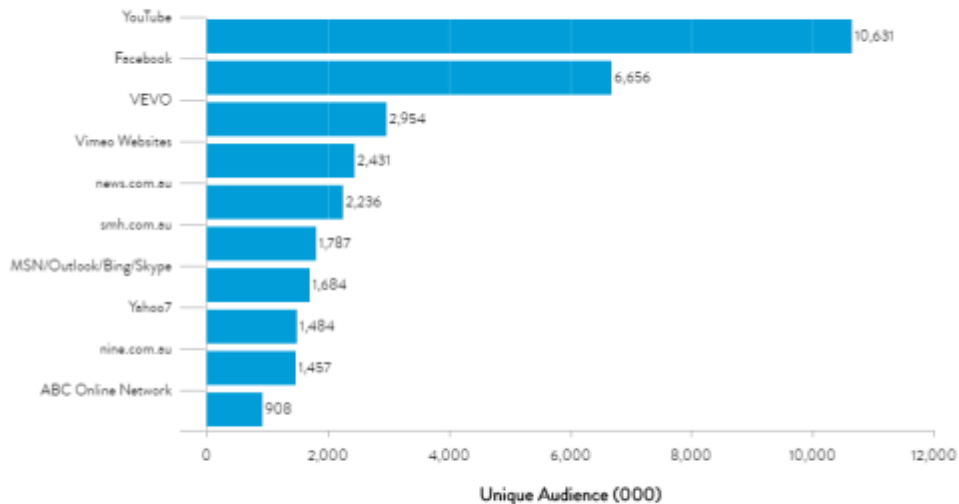
Bubble size = Unique audience

STREAMING REPORT

Rank	Brands	Unique Audience (000)	Total Streams (000)	Time per Person (hh:mm:ss)
	Total Audience	14,191	4,381,368	11:39:02
1	YouTube	10,631	2,338,642	08:43:20
2	Facebook	6,656	697,881	03:04:34
3	VEVO	2,954	170,408	01:48:14
4	Vimeo Websites	2,431	12,772	00:10:36
5	news.com.au	2,236	23,830	00:05:52
6	smh.com.au	1,787	12,376	00:06:20
7	MSN/Outlook/Bing/Skype	1,684	14,221	00:03:12
8	Yahoo7	1,484	11,901	00:28:16
9	nine.com.au	1,457	23,136	00:11:33
10	ABC Online Network	908	17,930	01:25:59

STREAMING REPORT

TOP 10 BRANDS BY UNIQUE AUDIENCE



Nielsen Online Ratings - Hybrid Streaming - Facebook stream counts

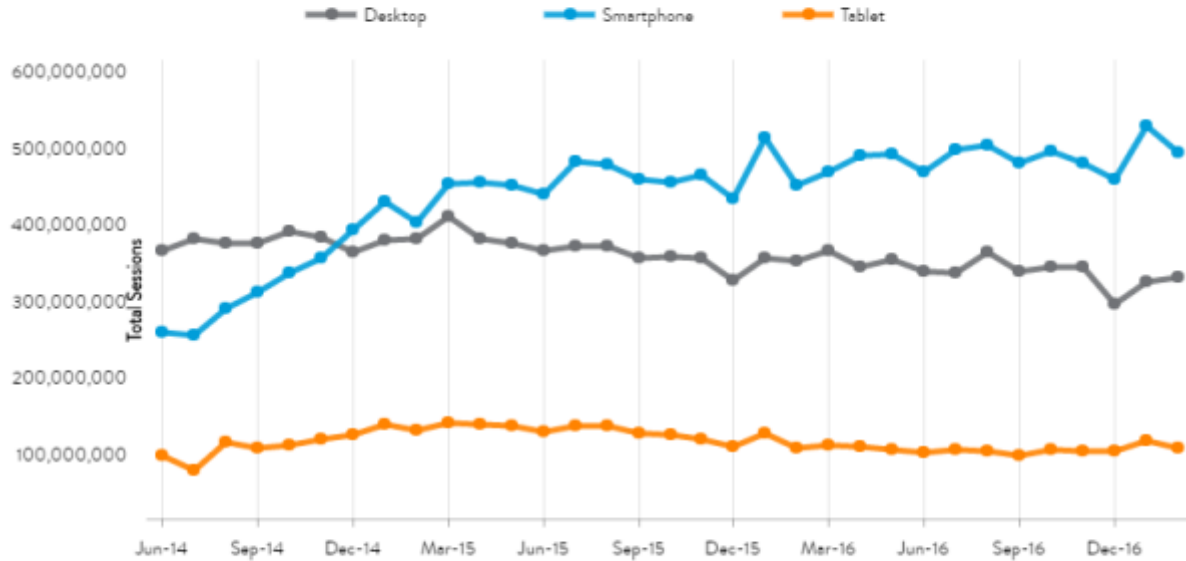
In December 2015, Facebook changed the way that it served video. Whilst Nielsen investigated the best way to measure this amended video delivery, stream counts for Facebook were overstated for the period December 2015 to September 2016 within Hybrid Streaming. This data anomaly has been clearly stated 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 February 2017

TREND REPORT

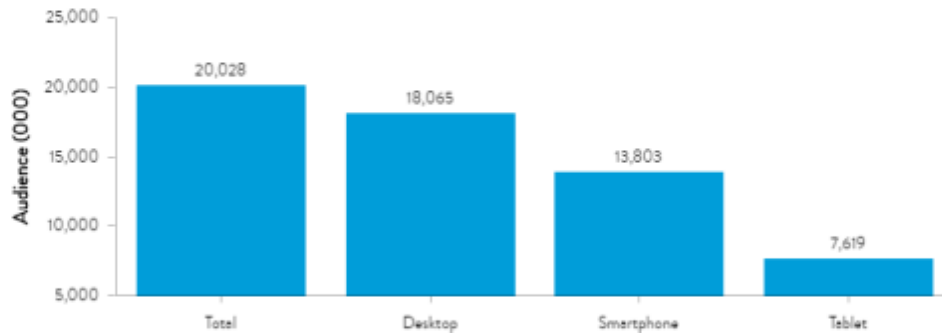
TREND REPORT



Source: Nielsen Online Ratings - Market Intelligence

TREND REPORT

AUDIENCE BY DEVICE



Source: Digital Ratings (Monthly) February 2017

GENDER REPORT



TOTAL ACTIVE UNIVERSE

7,464,000

ACTIVE UNIVERSE BY AGE BANDS

2-17	18-24	25-34	35-49	50+
5%	8%	17%	28%	41%



TOTAL ACTIVE UNIVERSE

6,727,000

ACTIVE UNIVERSE BY AGE BANDS

2-17	18-24	25-34	35-49	50+
5%	11%	16%	31%	37%

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

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



7,464,000	Number of streaming Australians	6,727,000
2,588,547	Total streams viewed (000s)	1,792,821
347	Streams per person	267
11:44:20	Time per person (HH:MM:SS)	11:33:09