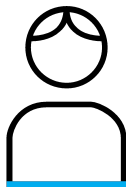


DIGITAL LANDSCAPE

March 2017

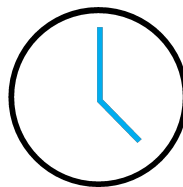
MONTHLY SURFING FACTS

	Ages 2-17	Ages 18-24	Ages 25-34	Ages 35-49	Ages 50+
Percentage of online Australians	16.56%	11.39%	17.48%	23.60%	30.96%
Average page views per person	84	1,458	1,863	2,136	1,861



248

Sessions per
person surfing
online



69

Hours per
person surfing
online



20,081,000

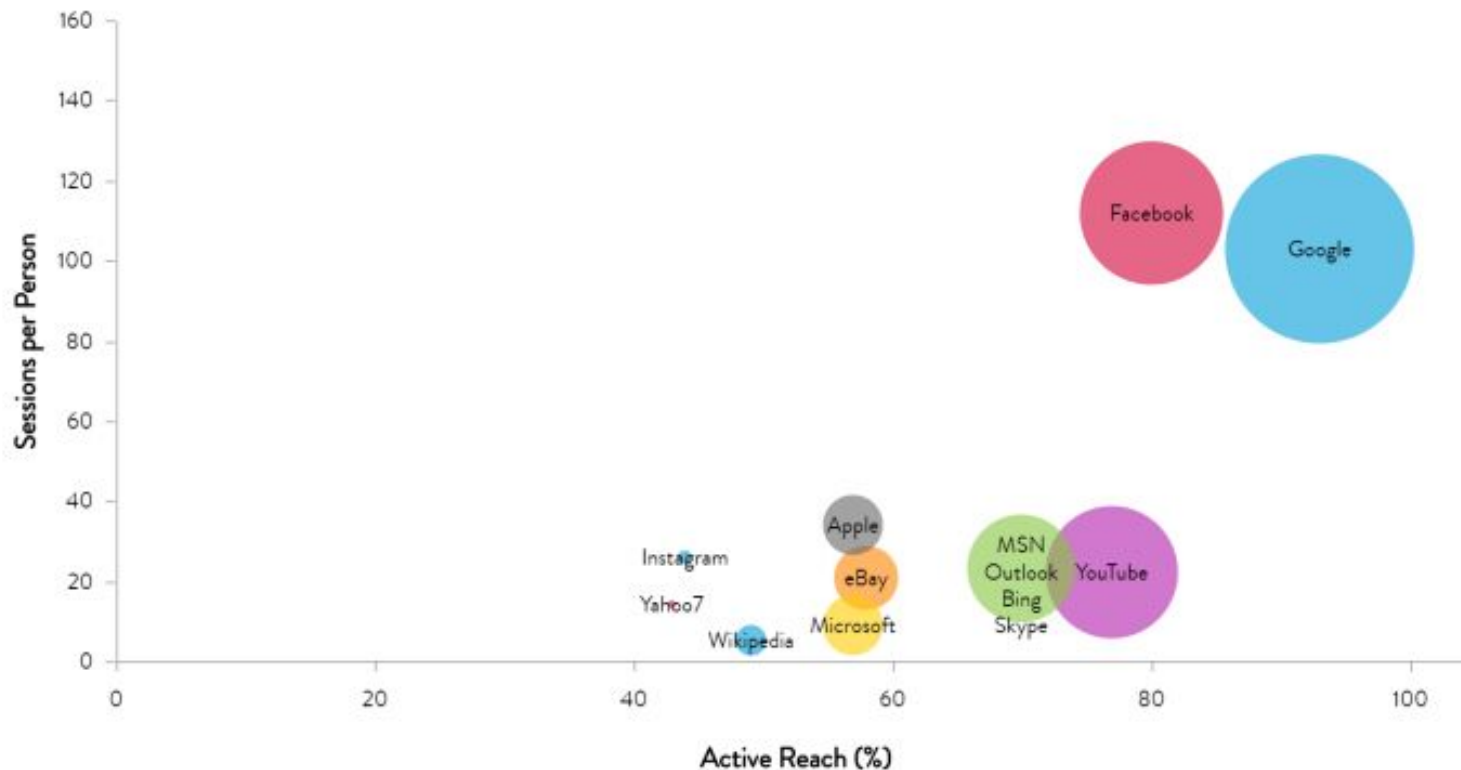
People who were
actively surfing
online

SURFING REPORT

Rank	Brands	UA (000)	Page views (000)	Active Reach (%)	Sessions per person	Time per person (hh:mm:ss)
	Total Audience	20,081	31,850,148	100	248	68:49:42
1	Google	18,597	6,004,937	93	103	08:27:02
2	Facebook	16,070	2,073,046	80	112	17:00:00
3	YouTube	15,456	499,009	77	22	04:10:02
4	MSN/Outlook/Bing/Skype	14,098	783,640	70%	23	02:39:42
5	eBay	11,686	645,931	58%	21	01:39:45
6	Microsoft	11,458	133,734	57%	9	01:04:38
7	Apple	11,452	20,860	57%	34	01:40:10
8	Wikipedia	9,846	124,159	49%	5	00:13:48
9	Instagram	8,869	56,775	44%	26	02:21:03
10	Yahoo7	8,564	240,987	43%	14	01:15:37

Source: Digital Ratings (Monthly) March 2017

ACTIVE REACH VS SESSIONS



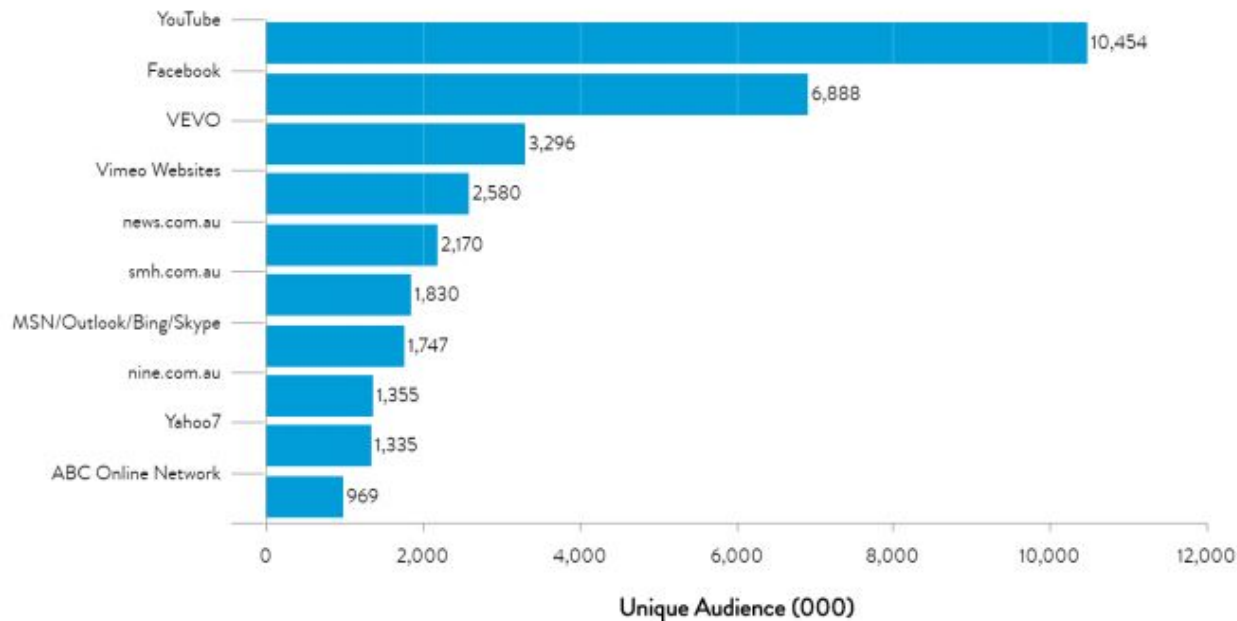
Source: Digital Ratings (Monthly) March 2017

STREAMING REPORT

Rank	Brands	UA (000)	Time per person (hh:mm:ss)
	Total Audience	13,799	13:41:08
1	YouTube	10,454	10:19:51
2	Facebook	6,888	03:04:57
3	VEVO	3,296	02:00:27
4	Vimeo Websites	2,580	00:10:43
5	news.com.au	2,170	00:07:45
6	smh.com.au	1,830	00:06:16
7	MSN/Outlook/Bing/Skype	1,747	00:02:38
8	nine.com.au	1,355	00:09:50
9	Yahoo7	1,335	00:23:31
10	ABC Online Network	969	01:27:46

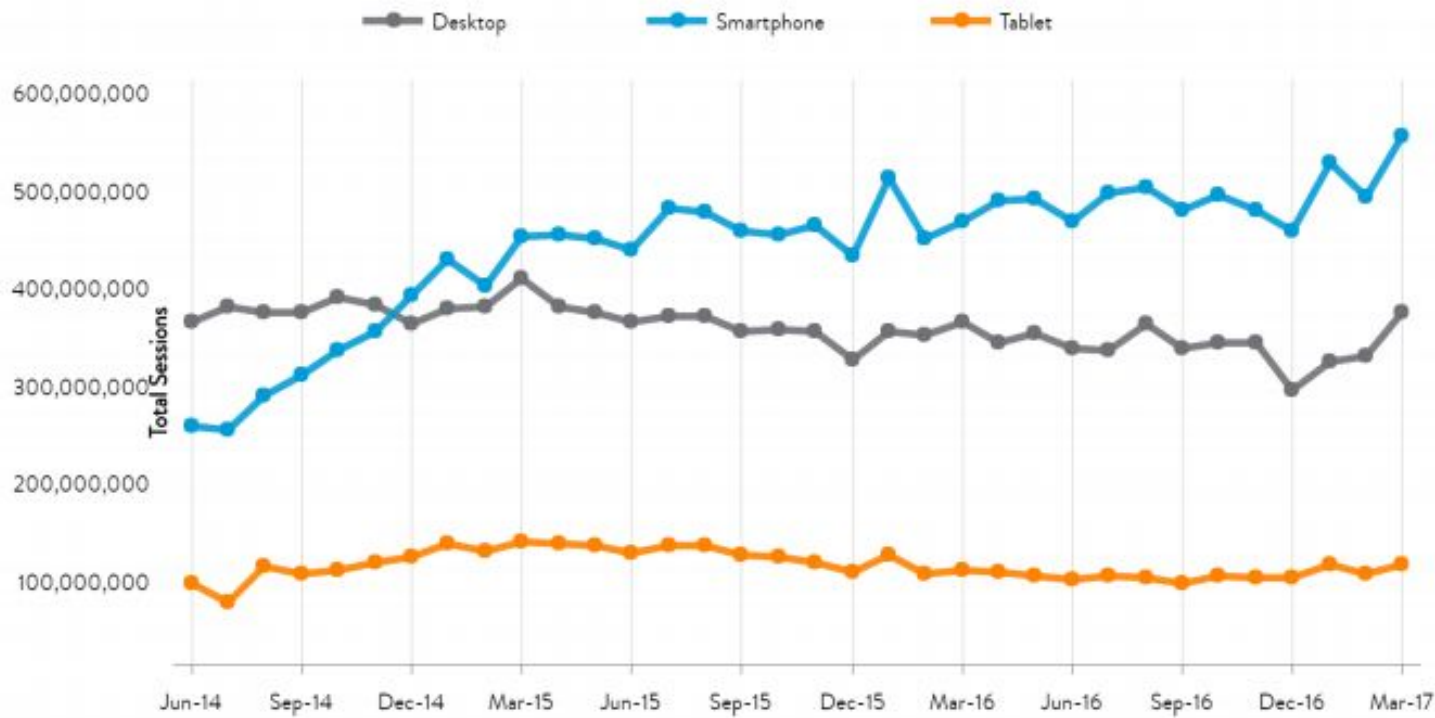
Source: Nielsen Online Ratings - Hybrid Streaming March 2017

TOP 10 BRANDS BY UNIQUE AUDIENCE



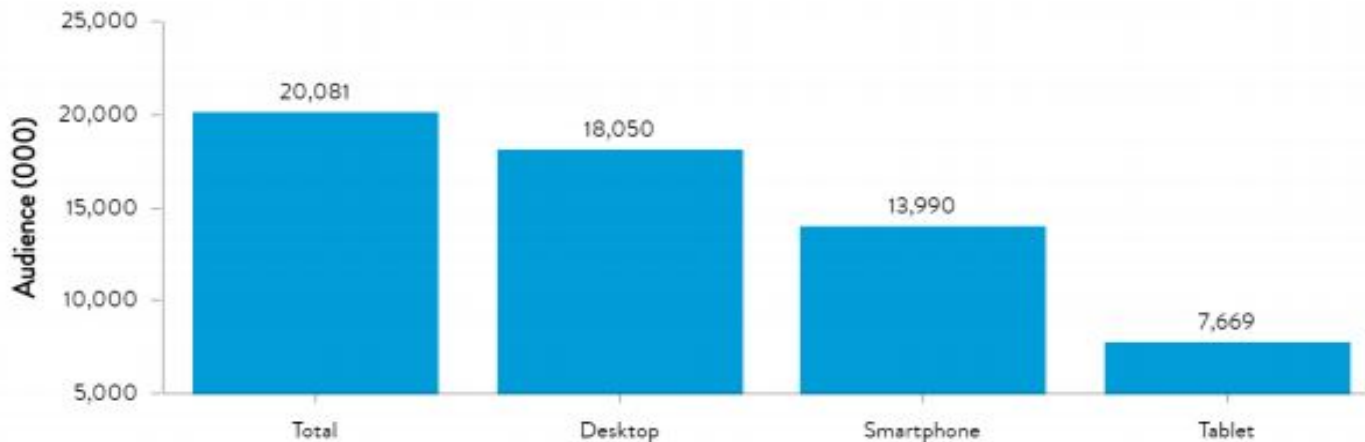
Source: Nielsen Online Ratings - Hybrid Streaming March 2017

TREND REPORT



Source: Nielsen Online Ratings - Market Intelligence March 2017

AUDIENCE BY DEVICE



Source: Digital Ratings (Monthly) March 2017

GENDER REPORT



TOTAL ACTIVE UNIVERSE

7,225,000

ACTIVE UNIVERSE BY AGE BANDS

2-17	18-24	25-34	35-49	50+
6%	9%	17%	27%	41%



TOTAL ACTIVE UNIVERSE

6,573,000

ACTIVE UNIVERSE BY AGE BANDS

2-17	18-24	25-34	35-49	50+
5%	10%	18%	31%	36%

MEN VS. WOMEN



7,225,000

Number of
streaming
Australians

6,573,000

14:22:04

Time per
person
(HH:MM:SS)

12:56:08

