



DIGITAL LANDSCAPE

May 2017

MONTHLY SURFING FACTS

	Ages 2-17	Ages 18-24	Ages 25-34	Ages 35-49	Ages 50+
Percentage of online Australians	15.19%	11.27%	17.74%	23.60%	32.21%
Average page views per person	93	1,260	1,475	1,942	1,639



246

Sessions per
person surfing
online



68

Hours per person
surfing online



20,072,00

0

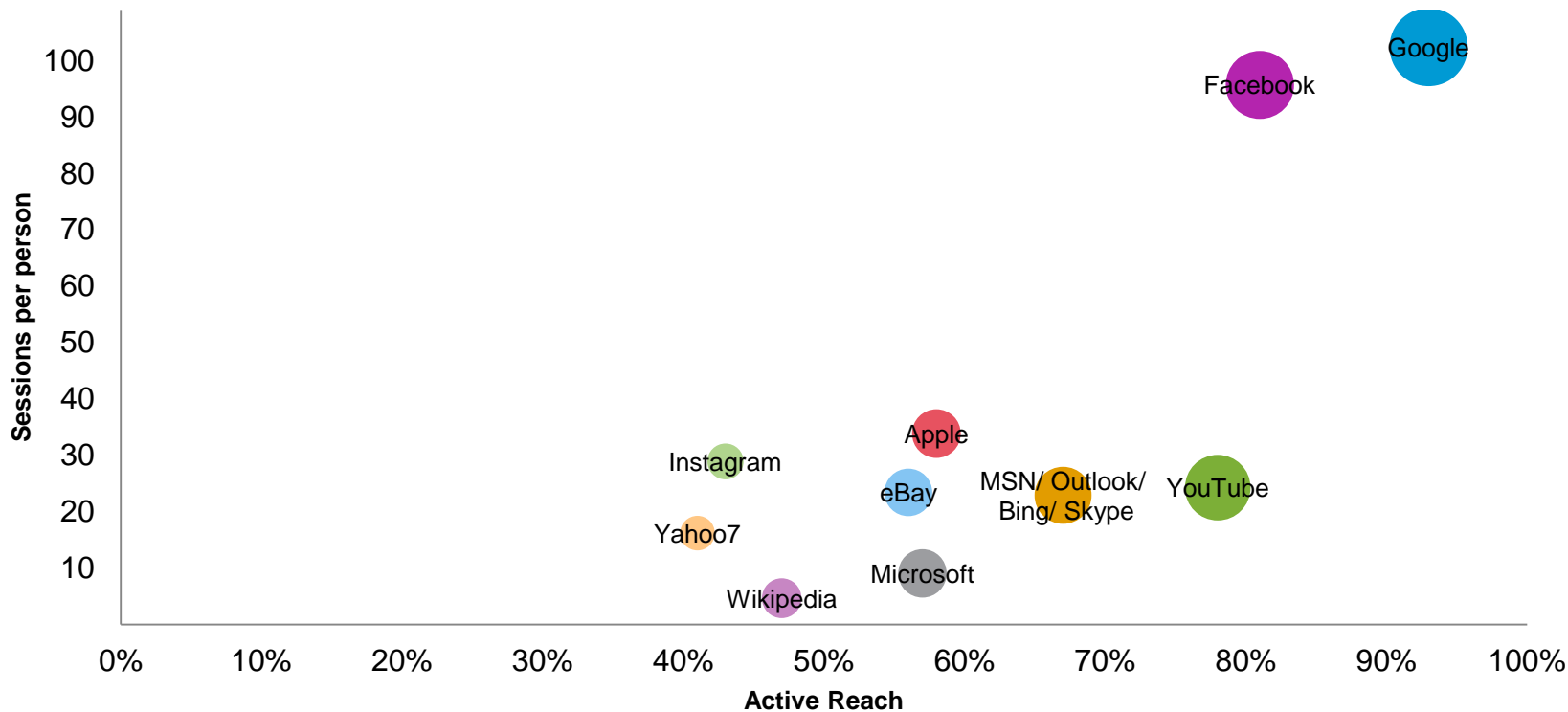
People who were
actively surfing
online

SURFING REPORT

Rank	Brands	UA (000)	Page views (000)	Active Reach (%)	Sessions per person	Time per person (hh:mm:ss)
	Total Audience	20072	28184286	100%	246	68:18:56
1	Google	18569	5114964	93%	102	07:48:14
2	Facebook	16193	1879805	81%	96	14:29:16
3	YouTube	15603	425321	78%	24	04:12:07
4	MSN/Outlook/Bing/Skype	13531	738199	67%	23	02:25:55
5	Apple	11549	18006	58%	34	01:33:32
6	Microsoft	11495	130769	57%	9	00:54:58
7	eBay	11340	600934	56%	23	01:52:14
8	Wikipedia	9426	113502	47%	5	00:12:29
9	Instagram	8573	41212	43%	29	02:29:28
10	Yahoo7	8228	216617	41%	16	01:27:27

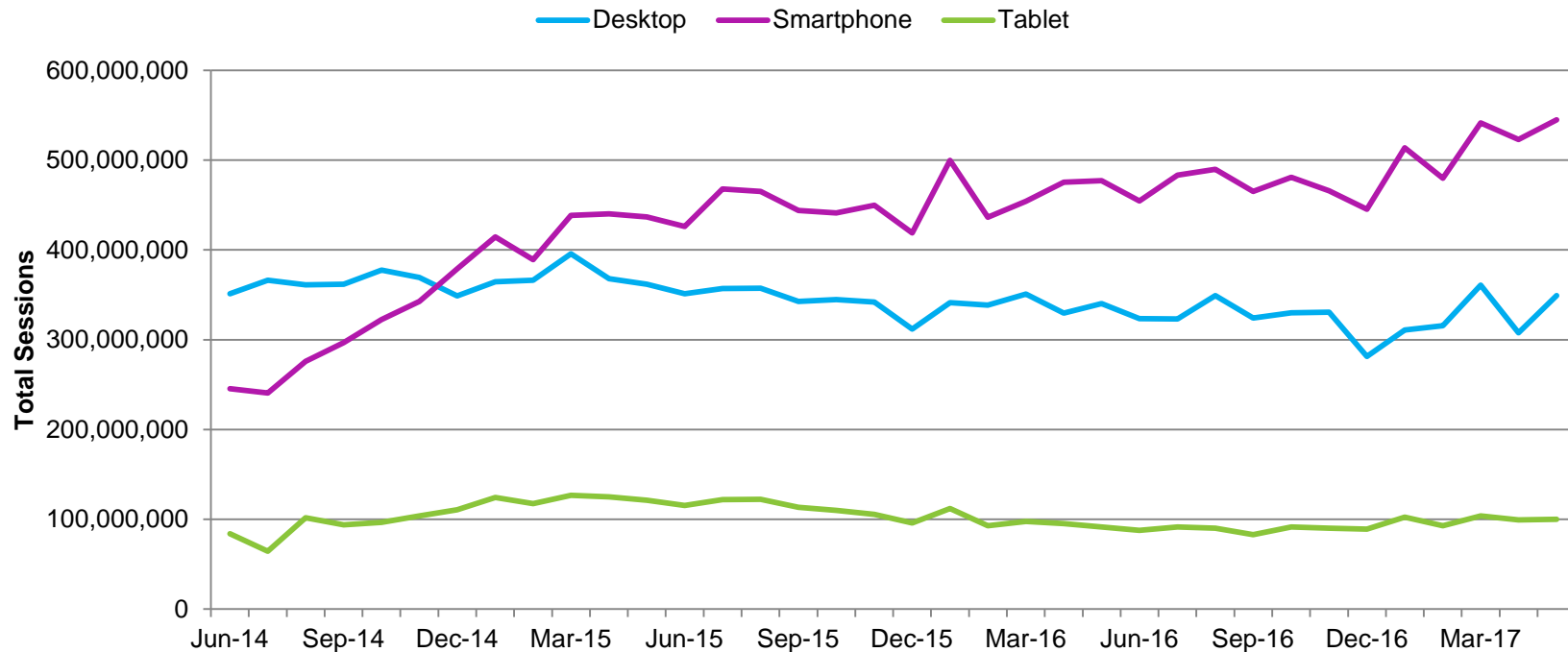
Source: Digital Ratings (Monthly) May 2017

ACTIVE REACH VS SESSIONS



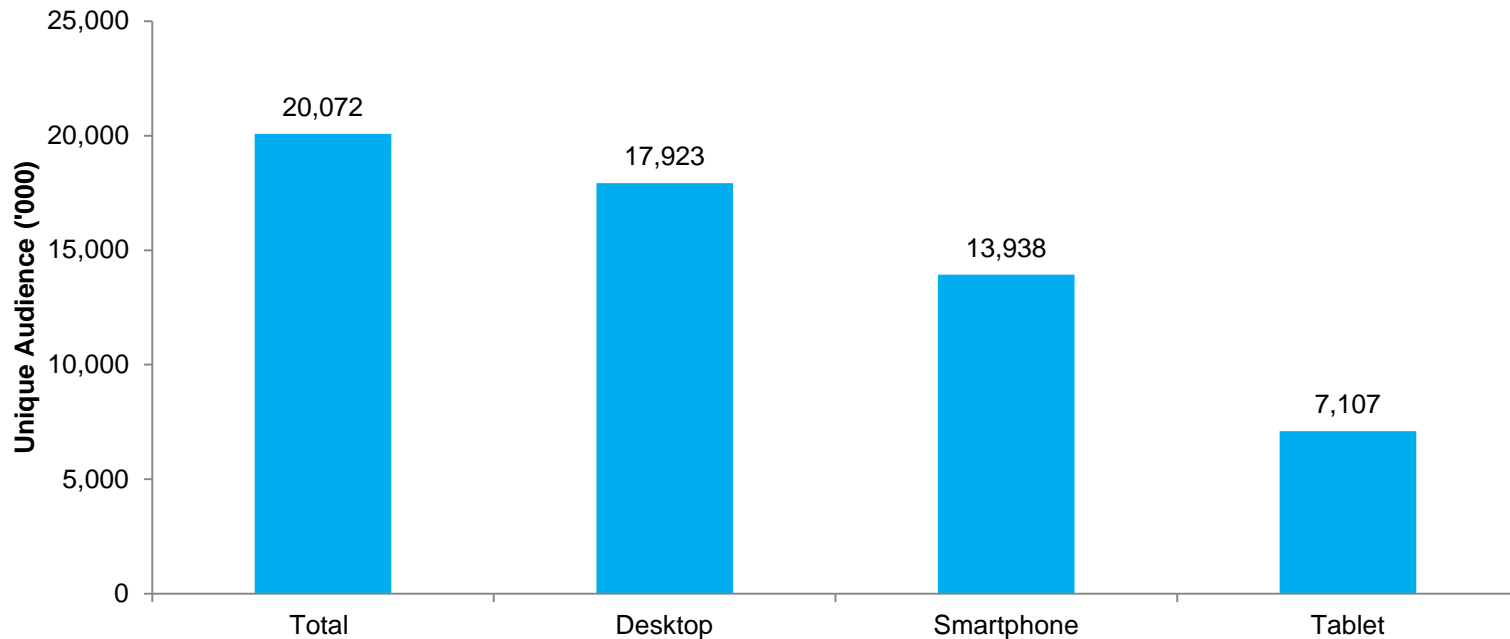
Source: Digital Ratings (Monthly) May 2017

TREND REPORT



Source: Nielsen Online Ratings - Market Intelligence May 2017

AUDIENCE BY DEVICE



Source: Digital Ratings (Monthly) May 2017

