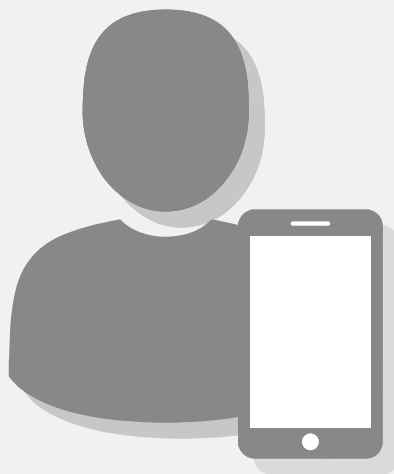


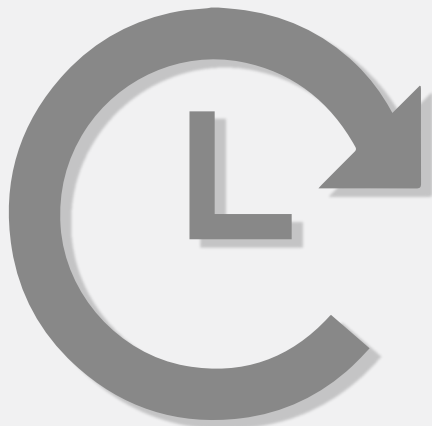
Key Points



86% of people aged 14+
have a smartphone



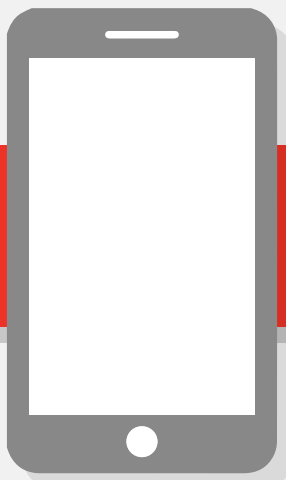
20.1m Australians online
in May 2017



14.5m Australians online
on their phone daily

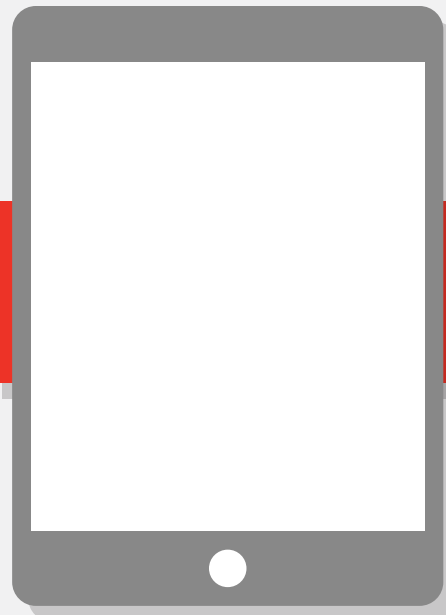
Device Ownership

Smartphone owner-
ship up 4% YOY



17.2M
Mobiles

VS



11.6M
Tablets

Tablet ownership
remains flat

OS Trends

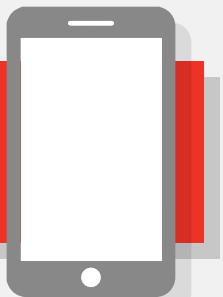
9.6M
iOS Mobiles



iOS

8.5M
iOS Tablets

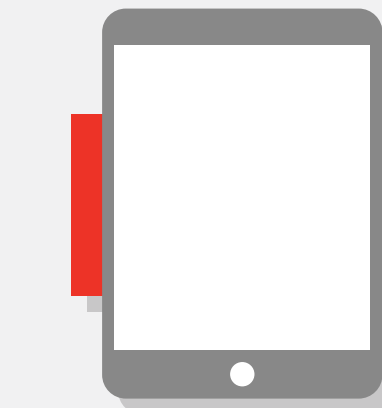
Smartphone OS share
remains steady



7.2M
Android Mobiles



Android



3.1M
Android Tablets

iPad more than double
Android ownership