



DIGITAL LANDSCAPE

August 2017

MONTHLY SURFING FACTS

	Ages 2-17	Ages 18-24	Ages 25-34	Ages 35-49	Ages 50+
Percentage of online Australians	15.44%	11.19%	17.68%	23.57%	32.12%
Average page views per person	93	1,141	1,596	1,826	1,650



265

Sessions per person surfing online



75

Hours per person surfing online



20,165,000

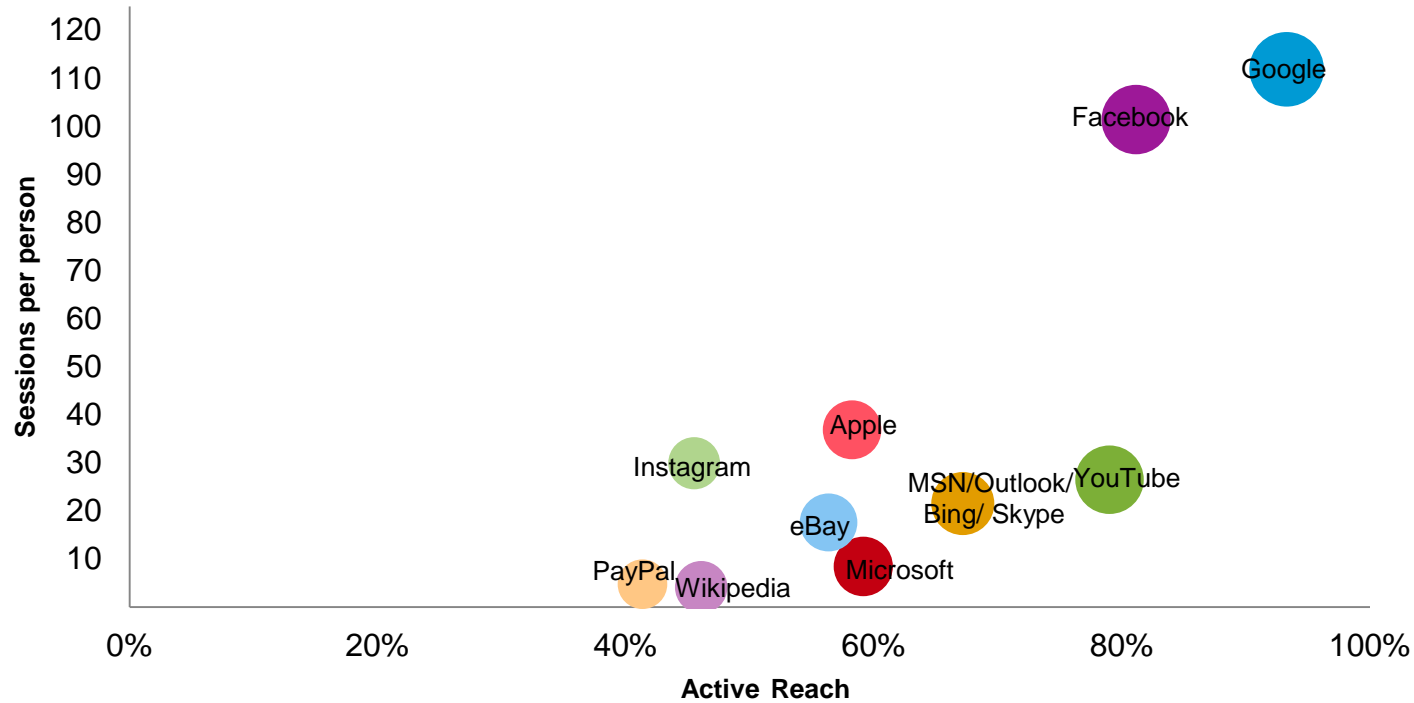
People who were actively surfing online

SURFING REPORT

Rank	Brands	UA (000)	Page views (000)	Active Reach (%)	Sessions per person	Time per person (hh:mm:ss)
	Total Audience	20,165	27,923,812	100%	265	74:53:09
1	Google	18,810	5,648,707	93%	112	08:49:20
2	Facebook	16,364	1,896,048	81%	101	16:19:18
3	YouTube	15,931	495,405	79%	27	05:04:20
4	MSN/Outlook/Bing/Skype	13,545	704,464	67%	22	02:20:13
5	Microsoft	11,927	152,440	59%	8	00:57:37
6	Apple	11,747	19,133	58%	37	01:38:59
7	eBay	11,364	571,000	56%	18	01:30:54
8	Wikipedia	9,294	91,747	46%	4	00:10:10
9	Instagram	9,179	50,545	46%	30	02:53:54
10	PayPal	8,340	98,407	41%	5	00:08:15

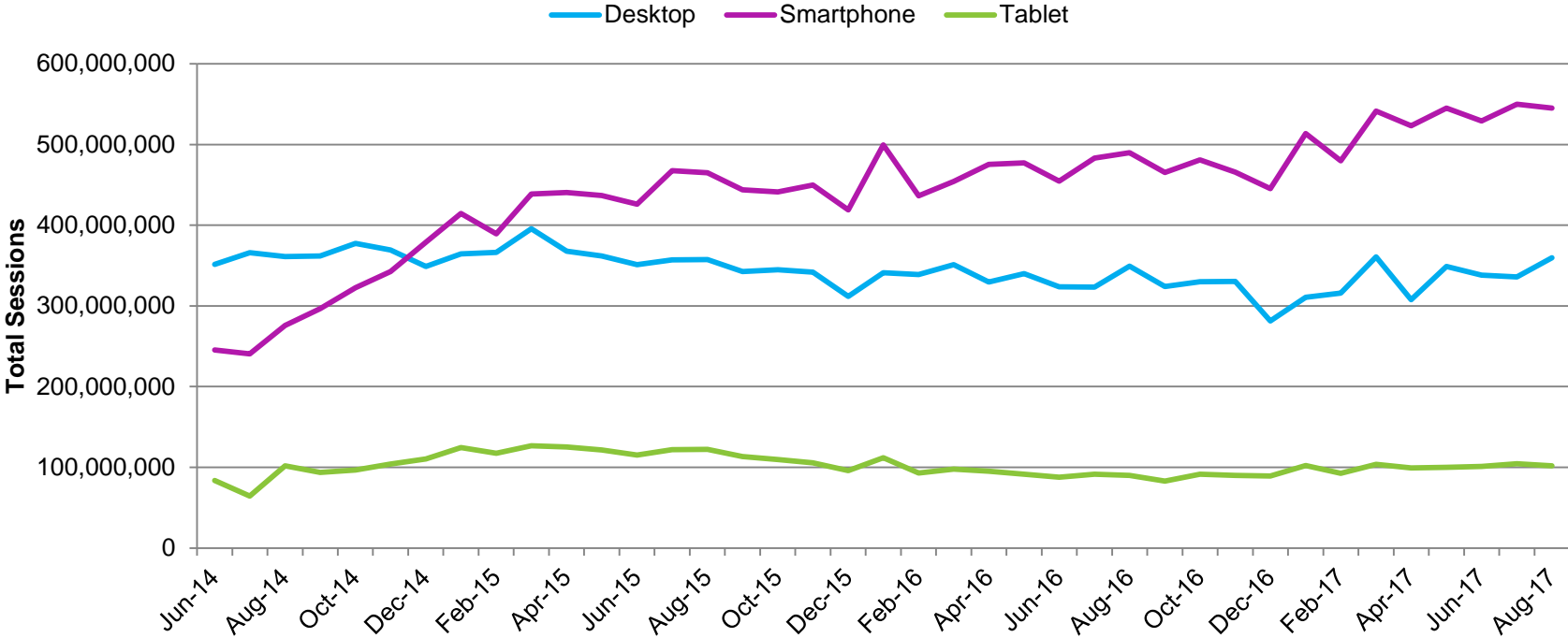
Source: Digital Ratings (Monthly) August 2017

ACTIVE REACH VS SESSIONS

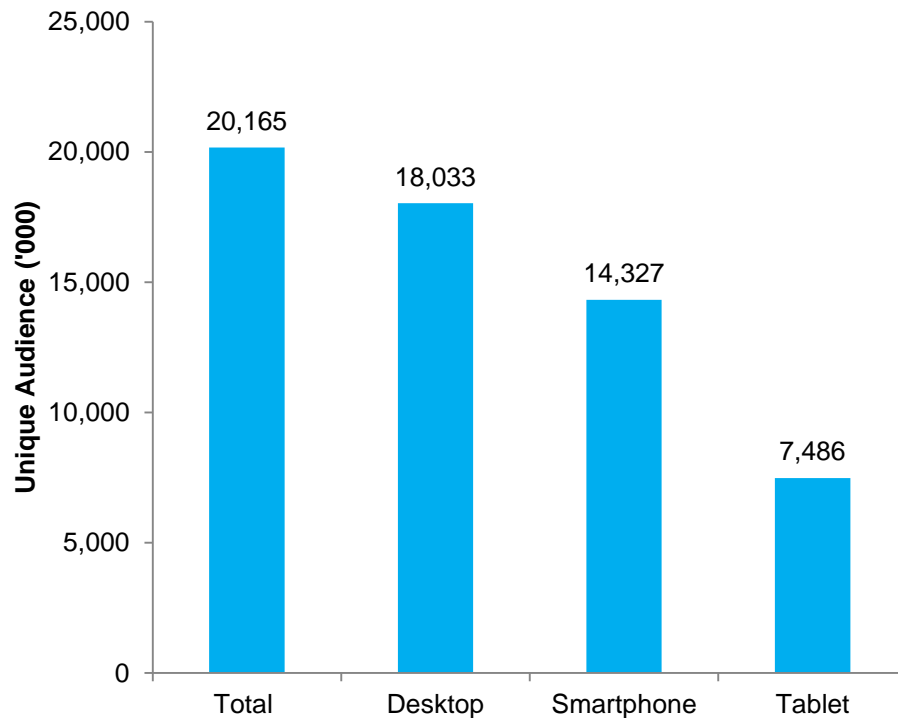


Source: Digital Ratings (Monthly) August 2017

TREND REPORT



AUDIENCE BY DEVICE



Source: Digital Ratings (Monthly) August 2017

