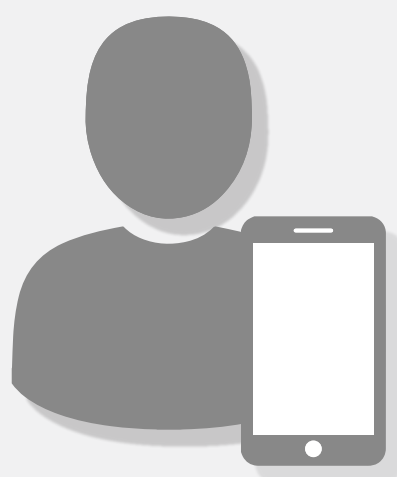


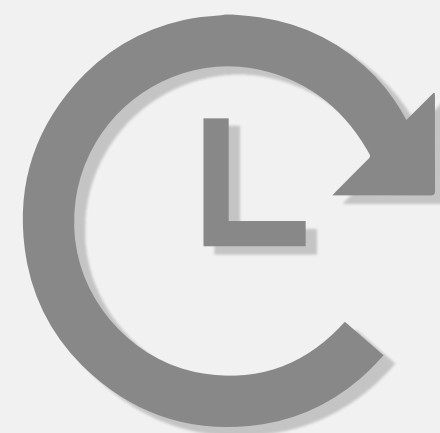
KEY POINTS



86% of people aged 14+  
have a smartphone



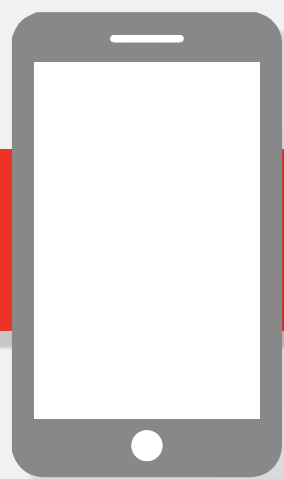
20.2m Australians online  
in September 2017



14.9m Australians online  
on their phone daily

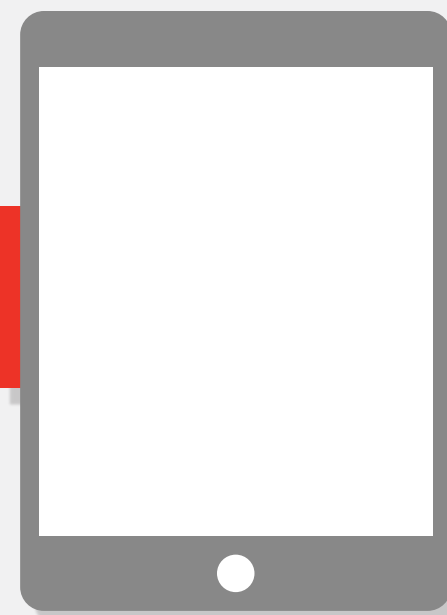
DEVICE OWNERSHIP

Smartphone owner-  
ship up 2% YOY



17.3m  
Mobiles

VS



12.0m  
Tablets

Tablet ownership up  
slightly, usage down

OS TRENDS

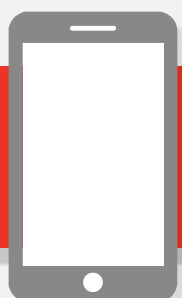
9.7m  
iOS Mobiles



iOS

8.4m  
iOS Tablets

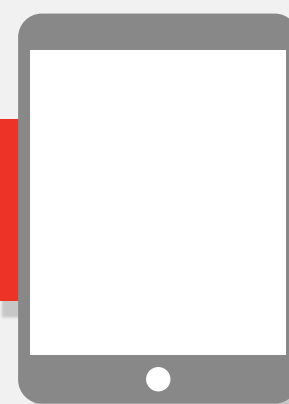
Smartphone OS share  
remains steady



7.1m  
Android Mobiles



Android



3.6m  
Android Tablets

iPad more than double  
Android ownership