



# DIGITAL LANDSCAPE

December 2017

# MONTHLY SURFING FACTS

|                                  | Ages 2-17 | Ages 18-24 | Ages 25-34 | Ages 35-49 | Ages 50+ |
|----------------------------------|-----------|------------|------------|------------|----------|
| Percentage of online Australians | 15.37%    | 11.21%     | 17.69%     | 23.60%     | 32.12%   |
| Average page views per person    | 105       | 1,111      | 1,558      | 1,528      | 1,439    |



221

Sessions per person surfing online



70

Hours per person surfing online



20,164,000

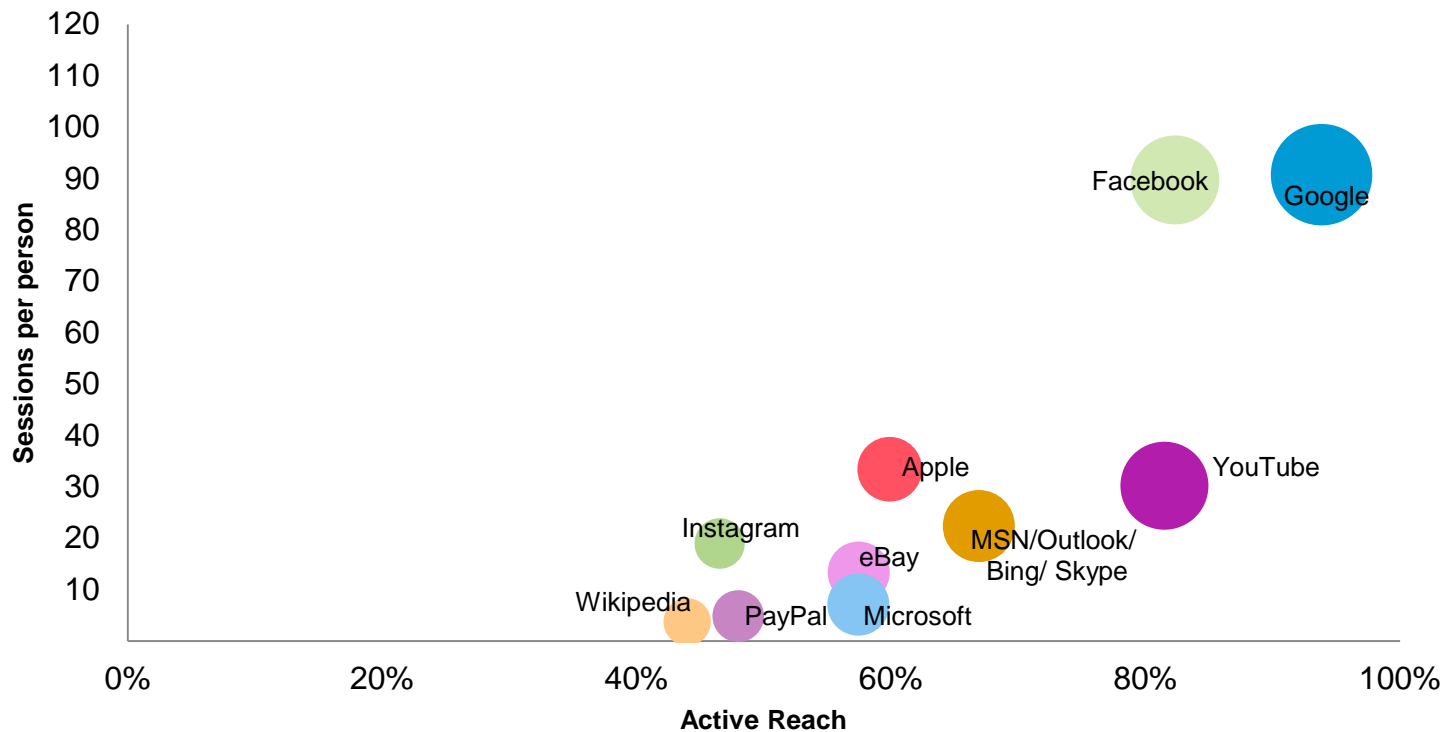
People who were actively surfing online

# SURFING REPORT

| Rank | Brands                 | UA (000) | Page views (000) | Active Reach (%) | Sessions per person | Time per person (hh:mm:ss) |
|------|------------------------|----------|------------------|------------------|---------------------|----------------------------|
|      | Total Audience         | 20,164   | 24,987,647       | 100%             | 221                 | 70:00:09                   |
| 1    | Google                 | 18,918   | 4,683,512        | 94%              | 91                  | 08:40:14                   |
| 2    | Facebook               | 16,590   | 1,878,155        | 82%              | 90                  | 15:02:26                   |
| 3    | YouTube                | 16,427   | 476,937          | 81%              | 30                  | 06:42:03                   |
| 4    | MSN/Outlook/Bing/Skype | 13,485   | 559,529          | 67%              | 22                  | 02:03:10                   |
| 5    | Apple                  | 12,071   | 18,565           | 60%              | 33                  | 01:41:45                   |
| 6    | eBay                   | 11,581   | 583,657          | 57%              | 13                  | 01:15:53                   |
| 7    | Microsoft              | 11,577   | 165,786          | 57%              | 7                   | 00:49:23                   |
| 8    | PayPal                 | 9,672    | 131,443          | 48%              | 5                   | 00:08:13                   |
| 9    | Instagram              | 9,379    | 45,072           | 47%              | 19                  | 01:37:31                   |
| 10   | Wikipedia              | 8,863    | 88,292           | 44%              | 4                   | 00:10:54                   |

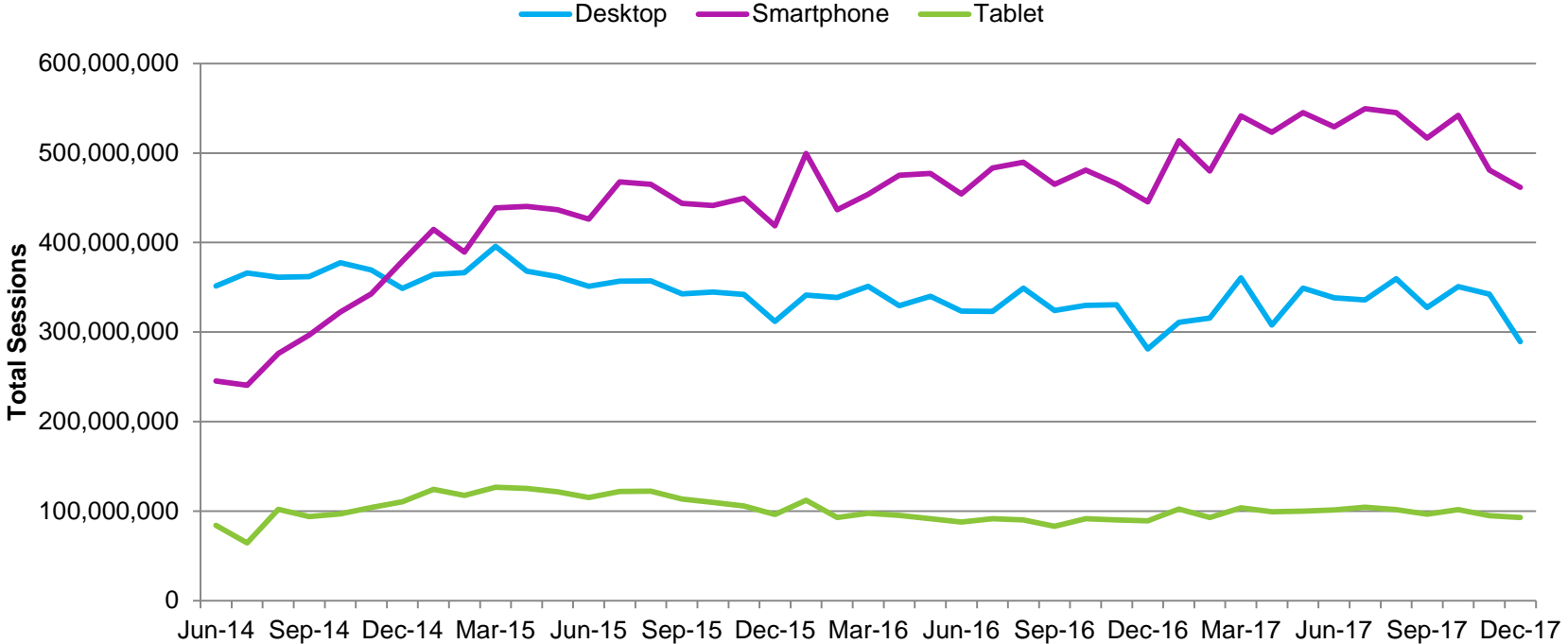
Source: Digital Ratings (Monthly) December 2017

# ACTIVE REACH VS SESSIONS



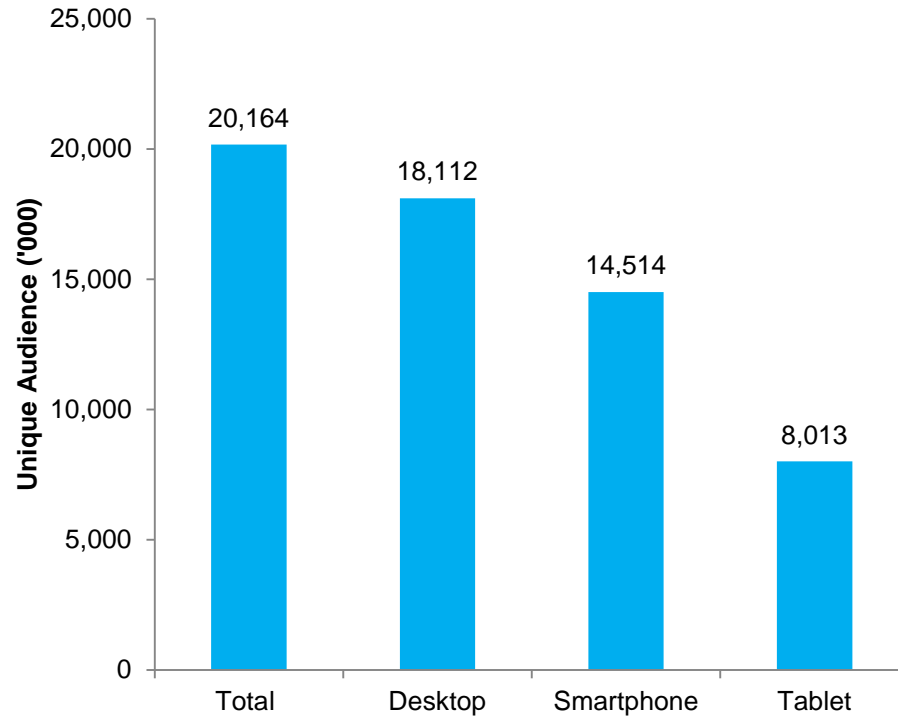
Source: Digital Ratings (Monthly) December 2017

# TREND REPORT



Source: Nielsen Online Ratings - Market Intelligence December 2017

# AUDIENCE BY DEVICE



Source: Digital Ratings (Monthly) December 2017

