

KEY POINTS



87% of people aged 14+
have a smartphone



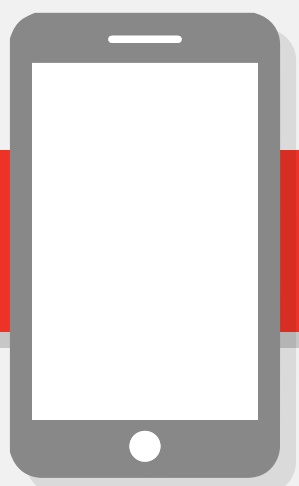
20.4M Australians online
in January 2018



15.3M Australians online
on their phone daily

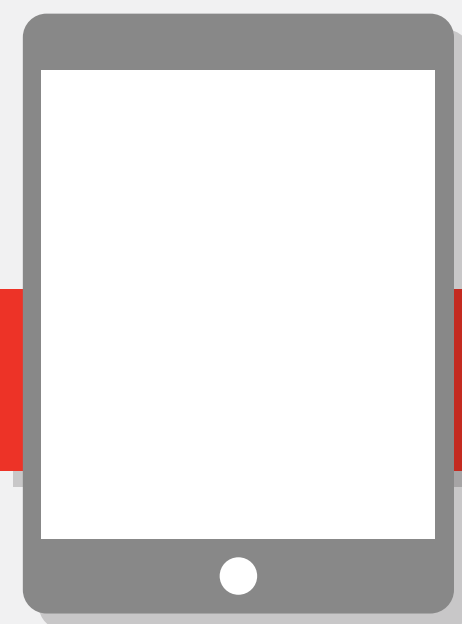
DEVICE OWNERSHIP

Smartphone ownership
up 7% pts in 2 years



17.8M
Mobiles

VS

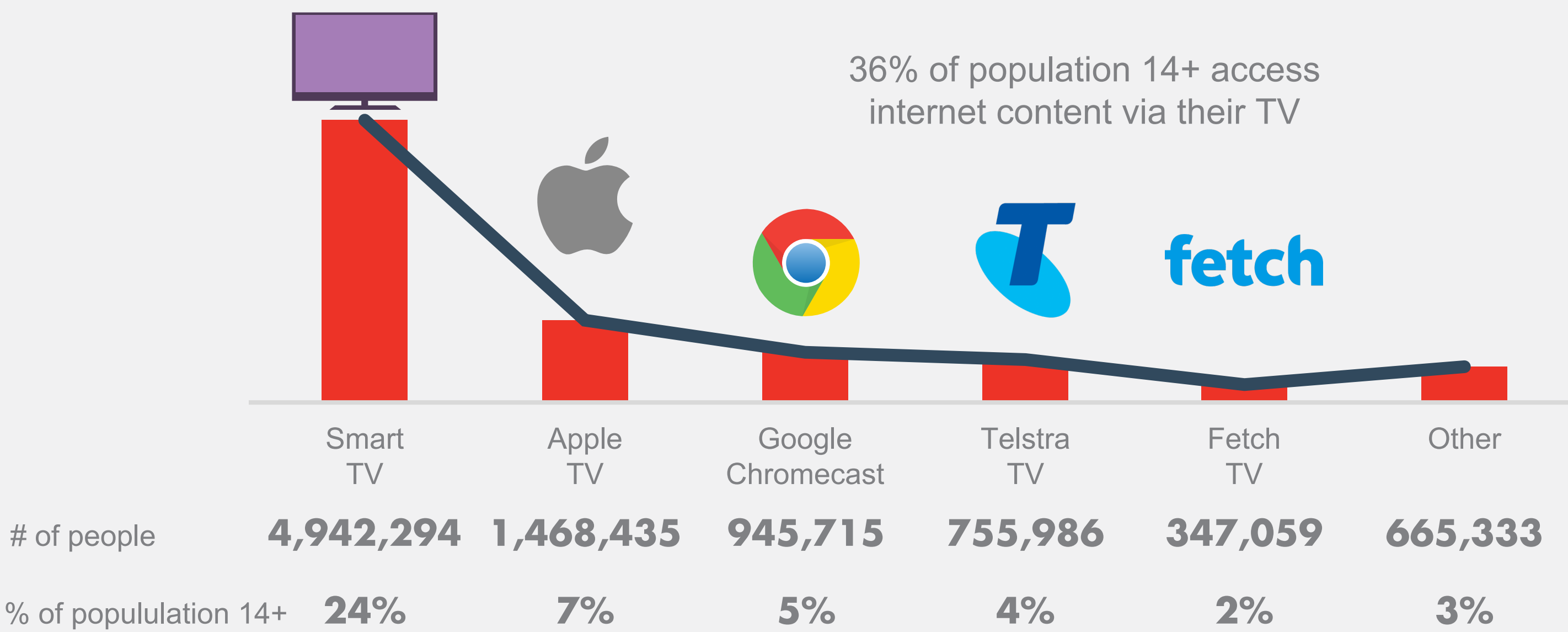


Tablet ownership
remains flat

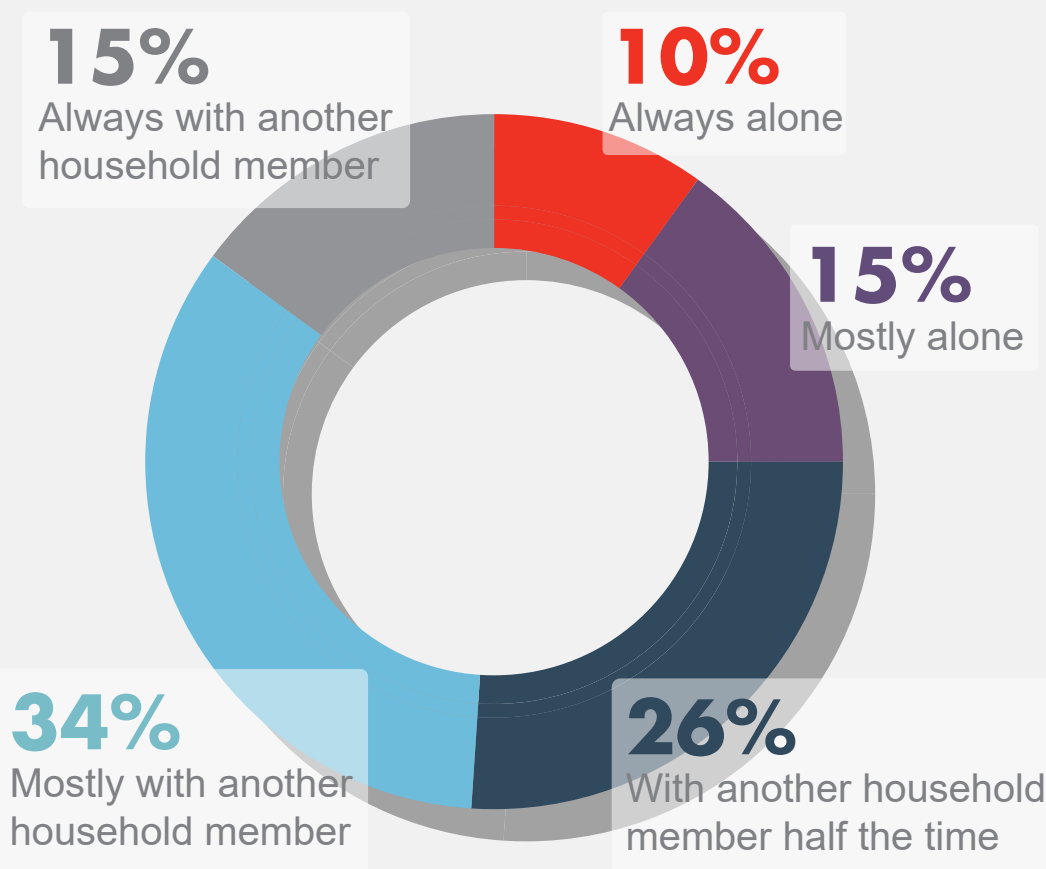
11.9M
Tablets

CONNECTED TV TRENDS

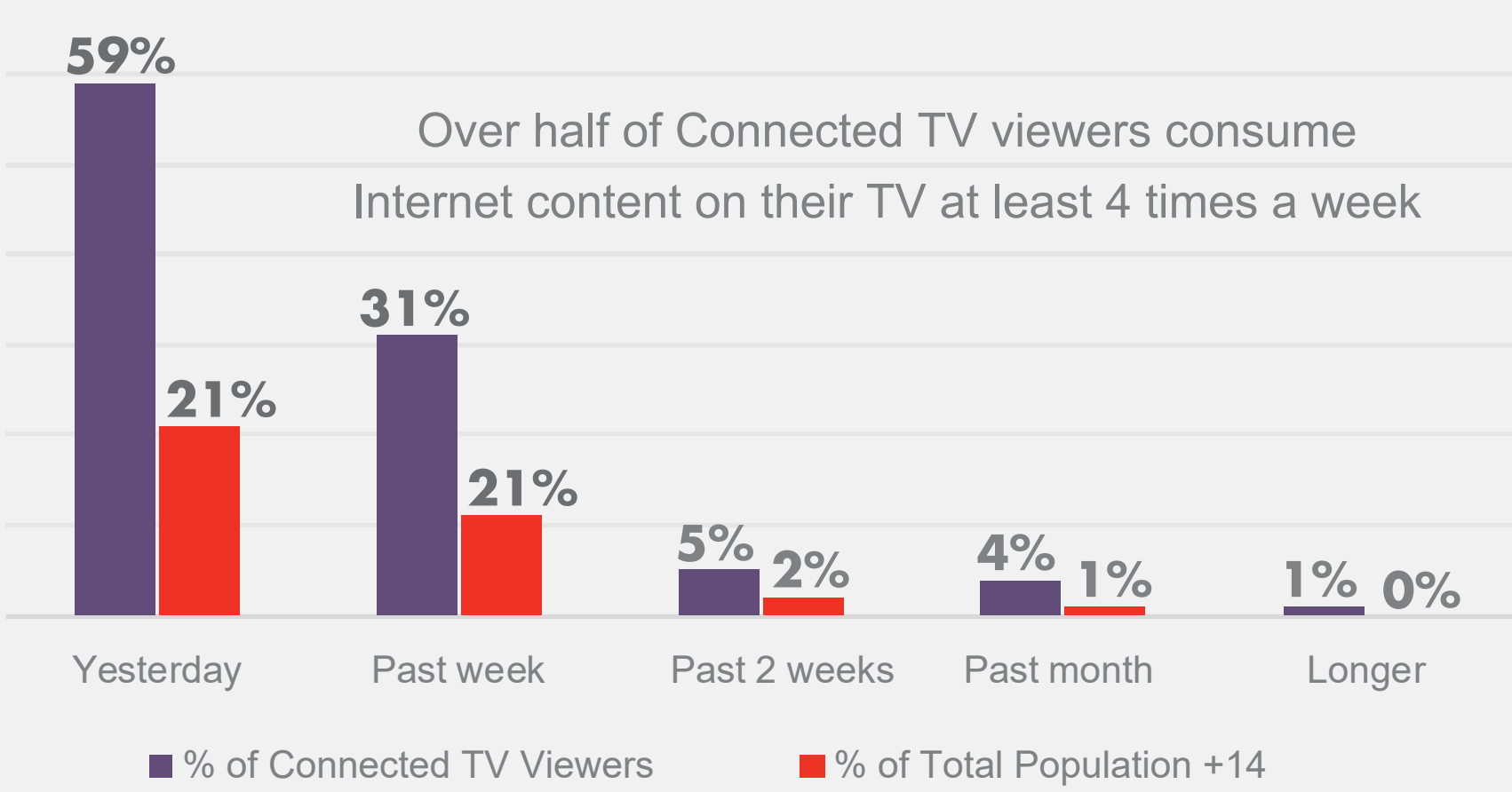
36% of population 14+ access
internet content via their TV



HOW IS INTERNET CONTENT VIEWED ON TV?



HOW OFTEN DO VIEWERS CONSUME INTERNET CONTENT ON TV?



OS TRENDS

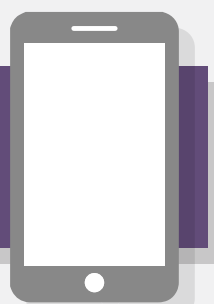
10.0M
iOS Mobiles



iOS

8.2M
iOS Tablets

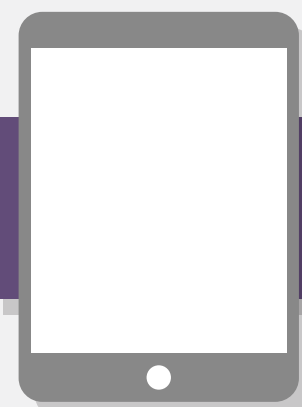
Smartphone OS share
steady for 3 years



7.4M
Android Mobiles



Android



Android tablets seeing
growth in last 6 months

3.7M
Android Tablets