

DIGITAL VIDEO UNIVERSE – 18+

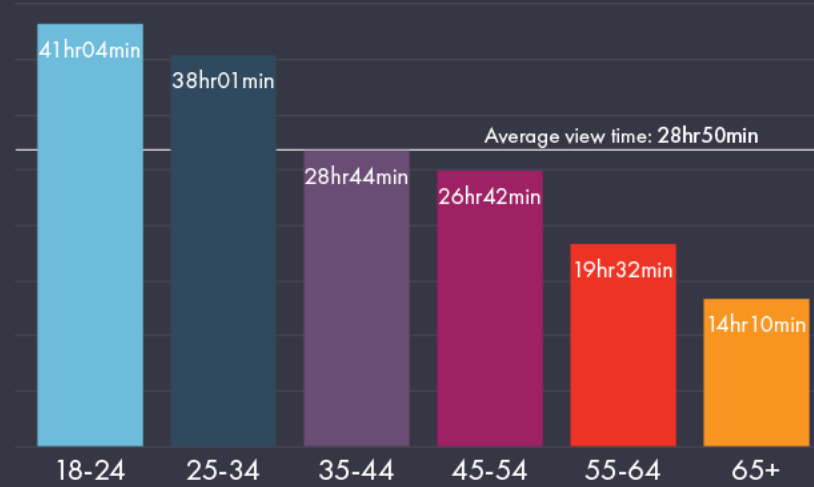
Monthly digital video audience – Jan 2018

82% of Australians aged 18+ (15.5m) viewed **28 hr 50 mins** on average.

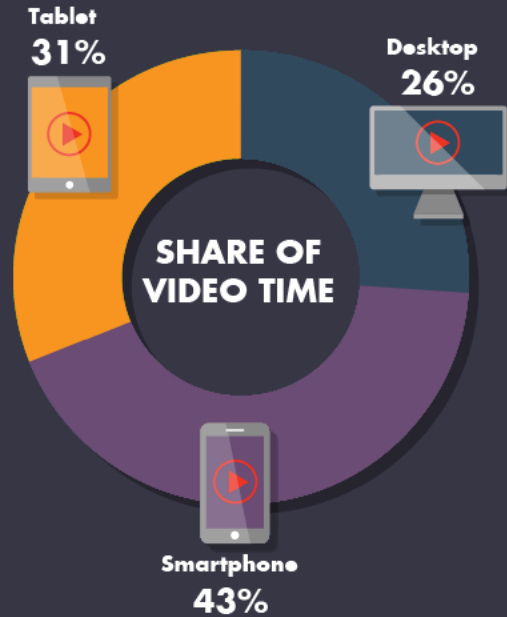
Share of all video by age – Q4 2017

Digital accounts for a **54%** share of all video for Australians aged 18-24, compared to **23%** share of all video for Australians aged 50-64.

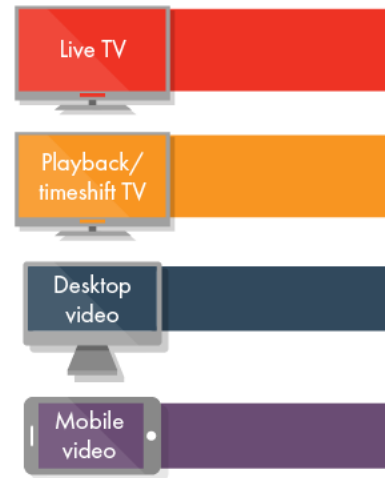
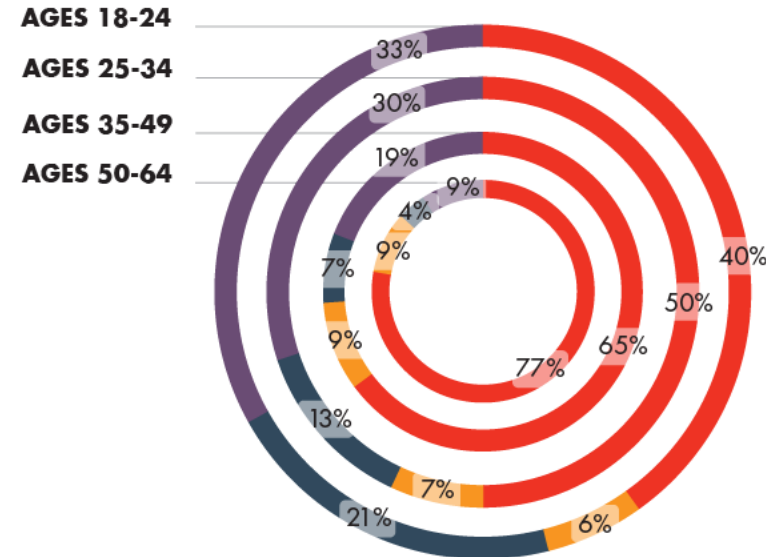
DIGITAL VIDEO TIME PER PERSON PER MONTH
JANUARY 2018



Source: Nielsen Digital Content Ratings Jan 2018



SHARE OF ALL VIDEO (DIGITAL & TV) TIME BY AGE
Q4 2017 AUSTRALIA



Source: OzTam Australian Video Viewing Report Quarter 4 2017