

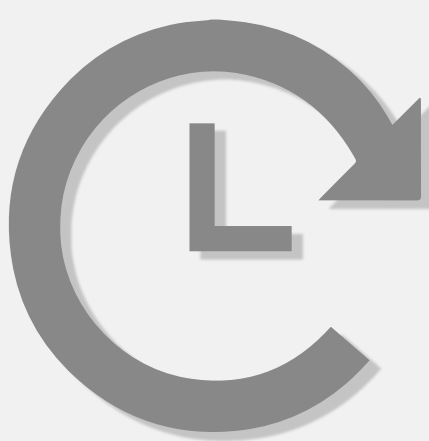
KEY POINTS



89% of people aged 14+ have a smartphone



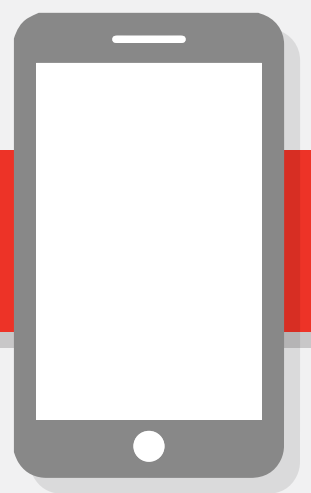
20.7M Australians online in November 2018



15.8M Australians online on their phone daily

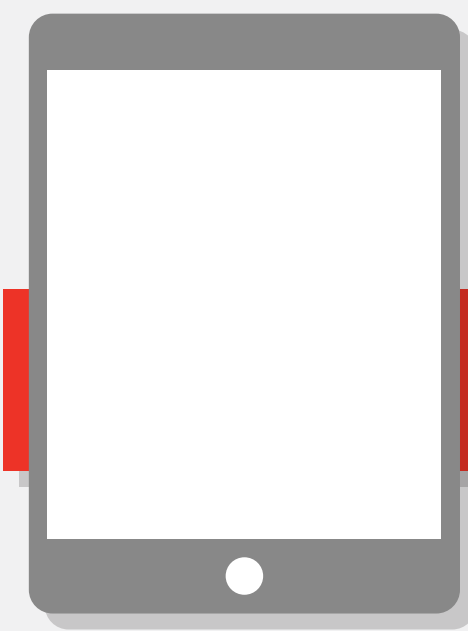
DEVICE OWNERSHIP

Smartphone ownership steady at 89% in 2018



18.2M
Smartphones

VS

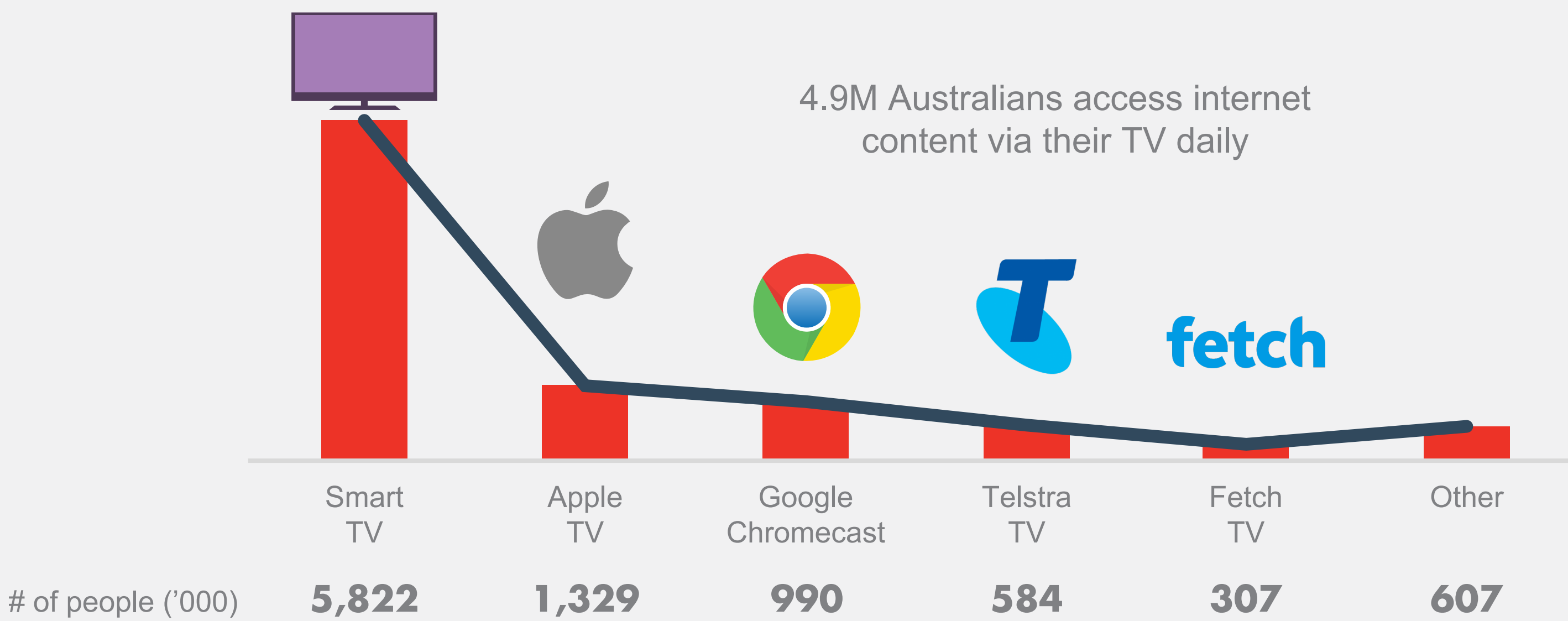


11.0M
Tablets

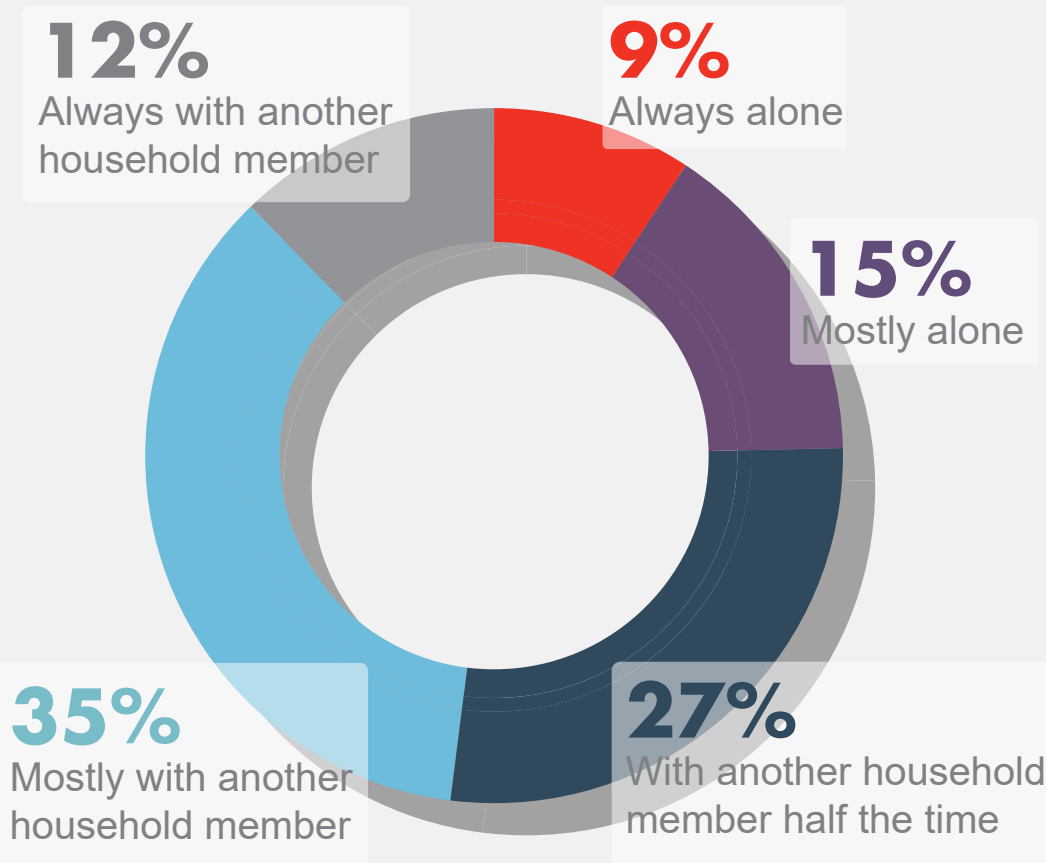
Tablet ownership down by 4% in 12 months

CONNECTED TV TRENDS

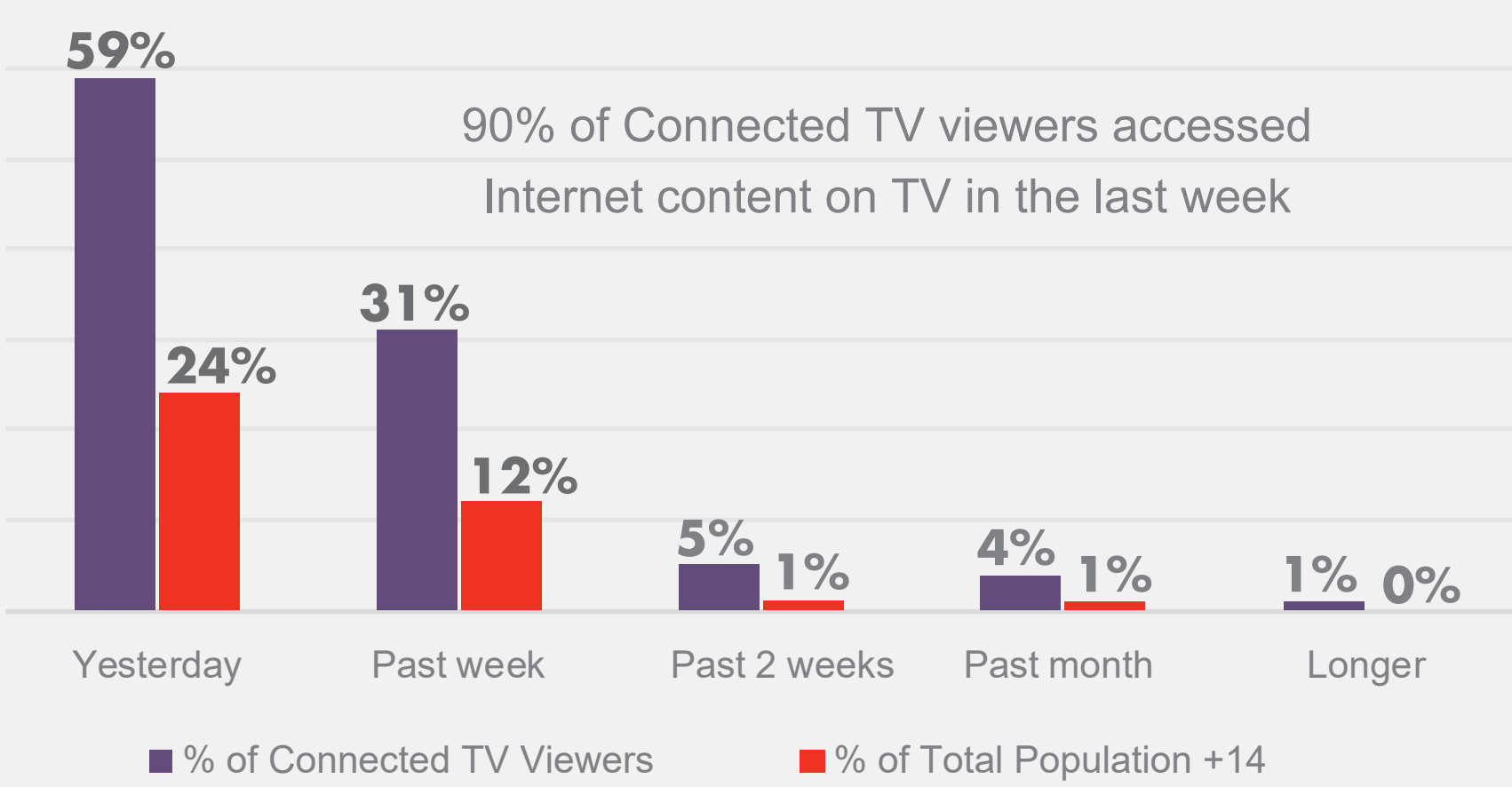
4.9M Australians access internet content via their TV daily



HOW IS INTERNET CONTENT VIEWED ON TV?



HOW OFTEN DO VIEWERS CONSUME INTERNET CONTENT ON TV?



OS TRENDS

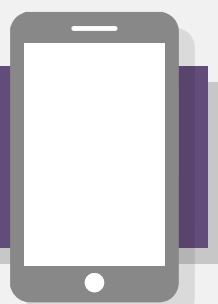
9.9M
iOS Mobiles



iOS

7.9M
iOS Tablets

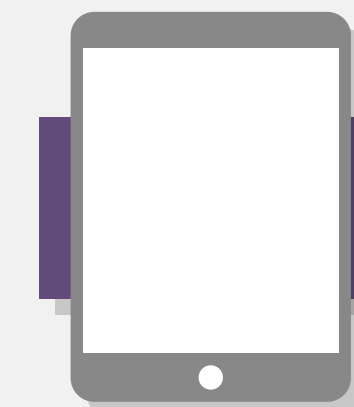
iOS share of smartphone OS dropped 2% last year



8.0M
Android Mobiles



Android



3.2M
Android Tablets

55% of iPad owners use their device daily, vs 45% for Android