



# DEVICE OWNERSHIP & TRENDS

JANUARY 2019

# BACKGROUND & METHODOLOGY

As part of IAB Australia's role in managing the digital audience measurement currency endorsement process, it is vital that there is continual tracking of macro digital device ownership and usage trends to ensure that our measurement systems are built to reflect the Australian population.

Nielsen, as the endorsed currency provider, survey 1,000 Australians every month to assess their individual digital device ownership, operating systems used and estimated frequency of usage. This data is used to design the panel that is then combined with granular census site data to provide the market with our world leading digital measurement solution.

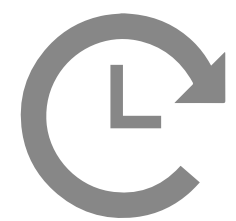
The IAB Measurement Council, which comprises representatives from 20 different commercial organisations, review and assess enumeration and currency data every month to ensure the currency continues to evolve and map consumer media usage habits.

The data in this report, exclusive to IAB members, is primarily generated from this regular market enumeration study.

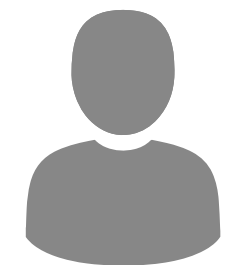
# KEY POINTS

- 20.7M Australians online in November 2018
- 15.8M Australians online on their phone daily
- 89% of people aged 14+ have a smartphone
- 8% of people aged 14+ use more than one smartphone
- iOS share of smartphone OS dropped from 56% to 54% in the last 12 months
- 7M more Australians online daily via their phones versus 5 years ago
- Tablet ownership softened from 58% to 54% from November 2017 to November 2018
- 7.9M Australians access internet content via a TV screen

# SUMMARY – NOVEMBER 2018



**94.6hrs** online per person (18+)



**49%** people 14+ access from work

**32%**  
single user PC

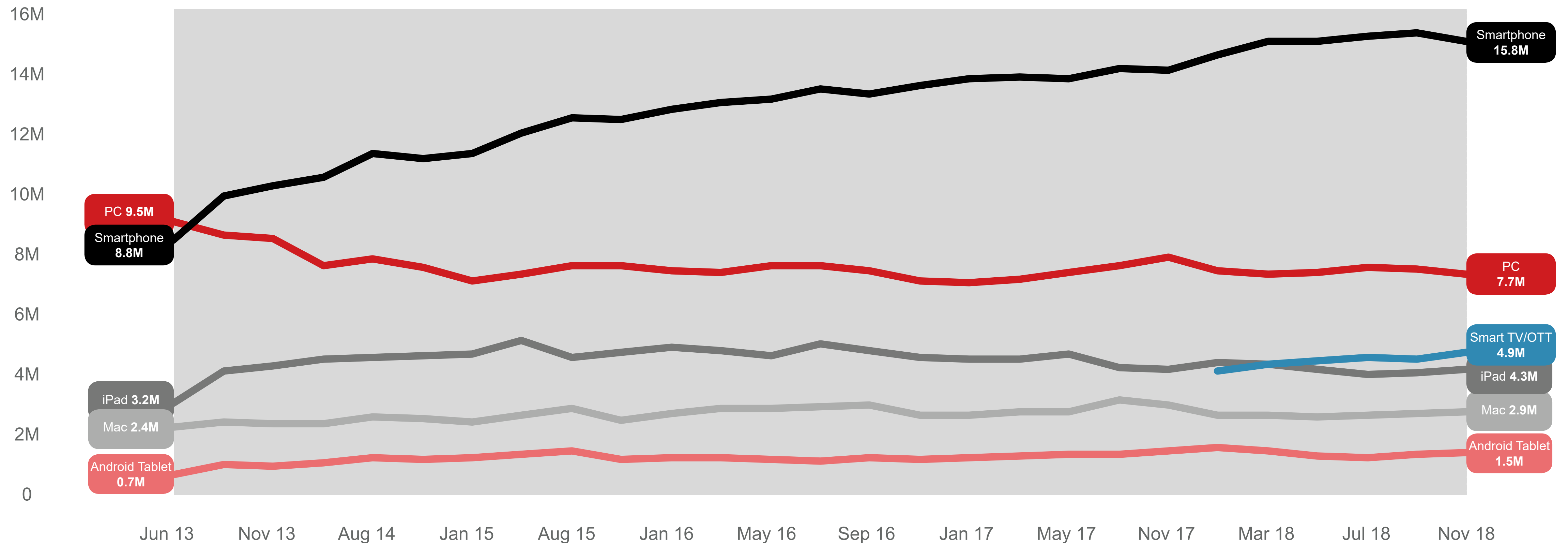
**17%**  
shared PC

PEOPLE 14+	('000)	%
Smartphone Ownership	18,219	89%
iOS	9,886	48%
Android	8,026	39%
Other OS	307	2%
Own more than 1 Smartphone	1,617	8%
Daily Use of Internet on Smartphone	15,773	77%

PEOPLE 14+	('000)	%
Tablet Ownership	11,085	54%
iPad	7,860	38%
Android tablet	3,225	16%
Use iPad daily	4,344	21%
Use Android tablet daily	1,464	7%

# DAILY INTERNET USAGE BY DEVICE

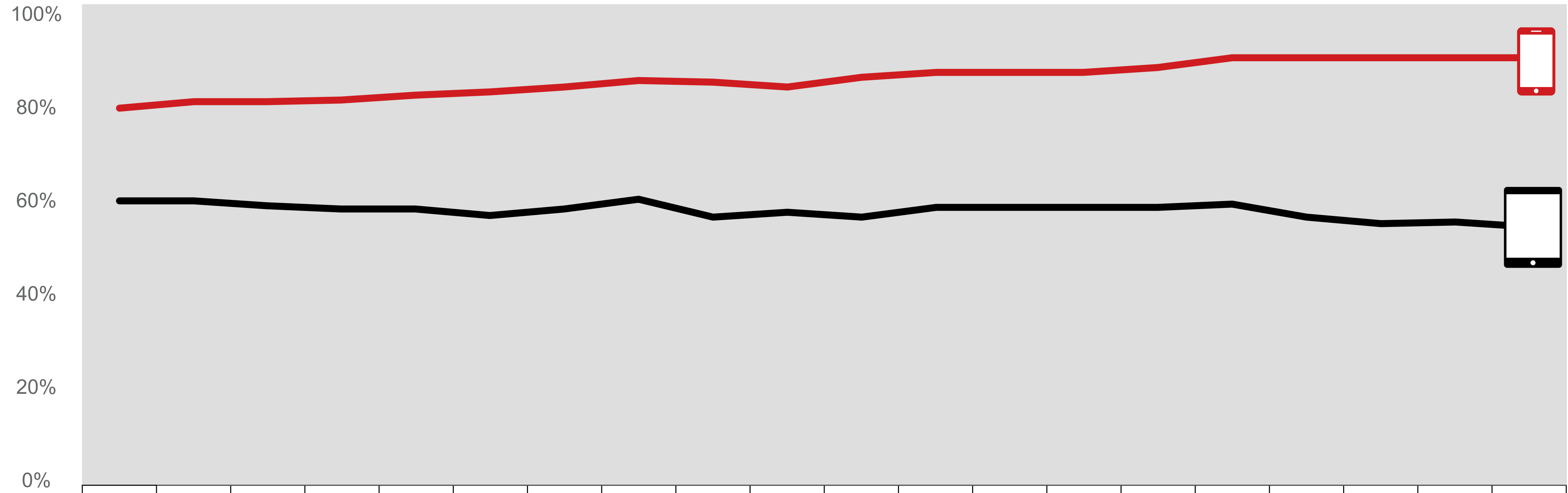
- Over 7 million more Australians online daily on their smartphones than 5 years ago
- More than double the amount of people online with a smartphone compared to a PC each day
- 15% increase in the number of people consuming CTV content everyday from beginning of 2018



Source: IAB Australia Enumeration Study Nov 2018, ages 14+, n=3000 per quarter

# DEVICE OWNERSHIP TREND

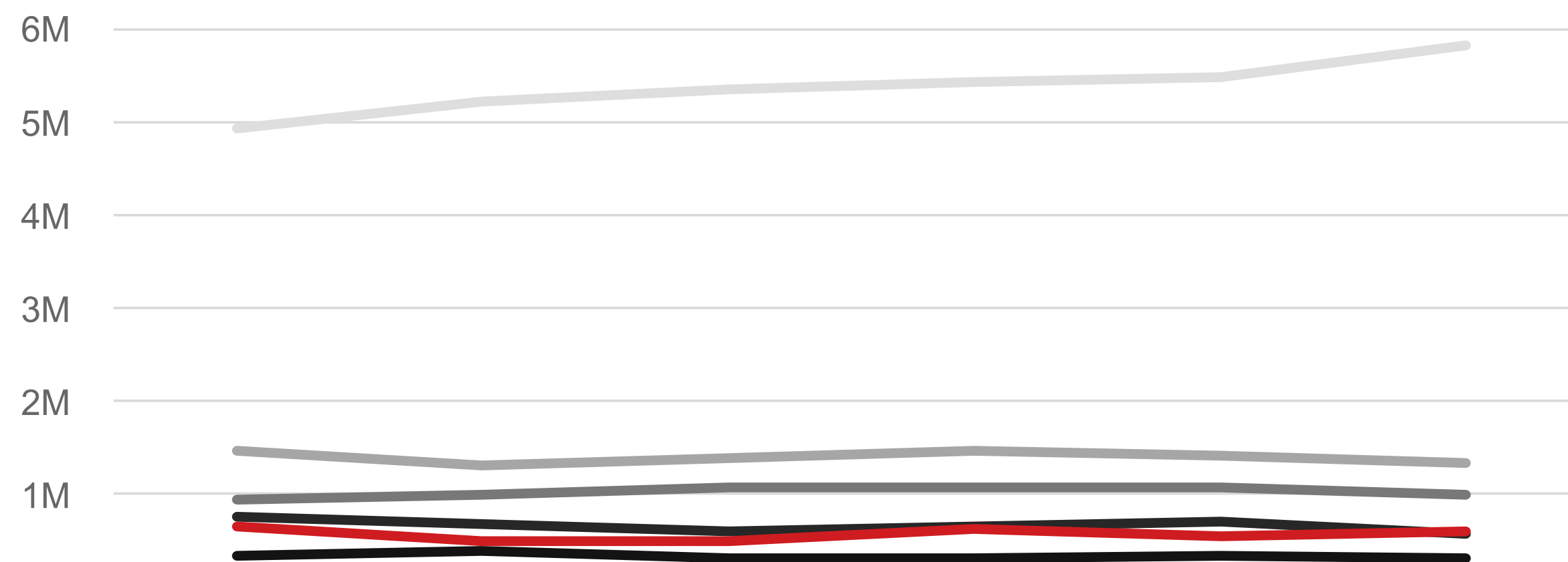
- Smartphone ownership remained steady at 89% throughout 2018
- Tablet ownership has declined over the last 12 months from 58% to 54%



	May 15	Aug 15	Nov 15	Jan 16	Mar 16	May 16	Jul 16	Sep 16	Nov 16	Jan 17	Mar 17	May 17	Jul 17	Nov 17	Jan 18	Mar 18	May 18	Jul 18	Sep 18	Nov 18
● Smartphone	79%	80%	80%	80%	81%	82%	83%	84%	84%	83%	85%	86%	86%	86%	87%	89%	89%	89%	89%	89%
● Tablet	59%	59%	58%	57%	58%	56%	58%	60%	56%	57%	56%	58%	58%	58%	58%	59%	56%	55%	55%	54%

# INTERNET CONTENT ON TV SCREEN

- 7.9M Australians access internet content via a TV screen – up 560K in the last 6 months
- 4.9M Australians access daily – nearly one quarter of Australians 14+



PERCENT OF AUSTRALIANS 14+ VIEWED INTERNET CONTENT ON TV						
	Nov–Jan 18	Jan–Mar 18	Mar–May 18	May–Jul 18	Jul–Sep 18	Sep–Nov 18
Smart TV ('000)	4,942	5,223	5,356	5,439	5,478	5,822
Apple TV ('000)	1,468	1,300	1,394	1,478	1,416	1,329
Chromecast ('000)	946	995	1,070	1,086	1,069	990
Telstra TV ('000)	756	692	598	668	721	584
Fetch TV ('000)	347	381	320	319	332	307
Other Device ('000)	665	508	507	628	547	607

Half of Connected TV viewers mostly or always watch with someone else

HOW IS THE CONTENT VIEWED?	% of Connected TV Viewers
Always viewing alone	9%
Mostly viewing alone	15%
Viewing with another household member about half the time	27%
Mostly viewing with another household member	35%
Always viewing with another household member	12%

90% of CTV Consumers Accessed CTV Content in the Last Week

	% of Total Population 14+	% of Connected TV Population
Yesterday	24%	59%
Past week	12%	31%
Past two weeks	1%	5%
Past month	1%	4%
Longer than a month ago	0%	1%

# ABOUT THE INTERACTIVE ADVERTISING BUREAU

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The [Interactive Advertising Bureau](#) (IAB) Limited is the peak trade association for online advertising in Australia & was incorporated in July 2010. As one of over 43 IAB offices globally, and with a rapidly growing membership, IAB Australia's principal objective is to support and enable the media and marketing industry to ensure that they thrive in the digital economy. The role of the IAB is to work with its members and the broader advertising and marketing industry to assist marketers to identify how best to employ online as part of their marketing strategy, to better target and engage their customers and build their brands.

## FOR MORE INFORMATION ON THE DATA IN THIS REPORT



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# MORE RESOURCES FROM IAB AUSTRALIA

## MORE RESOURCES FROM THE IAB

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[Video Ad Serving Template \(VAST\) 4.1](#)



This revision of VAST includes updates that addresses most of the gaps identified in VAST 4.0, with VAST 4.1 expected to be the first version of VAST4 to be widely adopted.

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## VIDEO SERIES BY THE MOBILE COUNCIL

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[Mobile Advertising and Location Data](#)



We interviewed members of the IAB Australia Mobile Advertising Council in this three-part short video series to demystify some of the more confusing aspects of location-based advertising.

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## NEW ON THE BLOG

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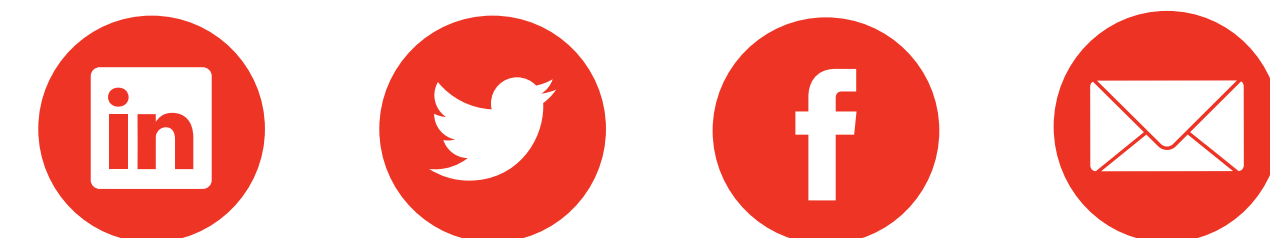
[Why having an industry measurement currency matters for advertisers](#)



Gai Le Roy points out why having an industry-driven approach to measuring the market is vital to the industry, media buyers and advertisers.

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