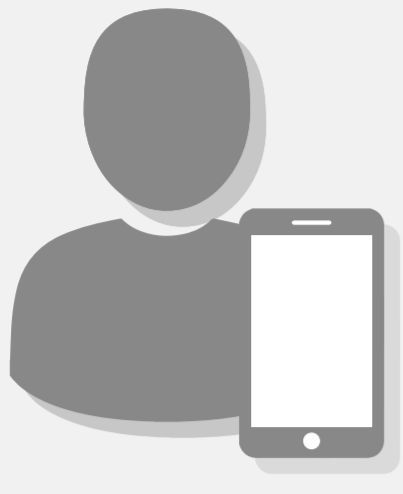


KEY POINTS



90% of people aged 14+ have a smartphone



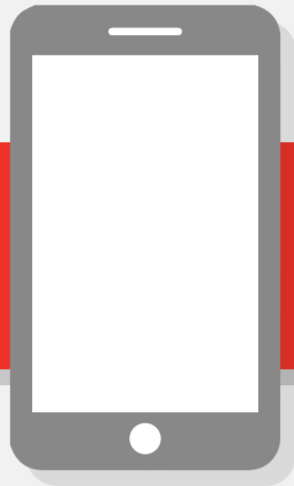
20.7M Australians online in March 2019



16.2M Australians online on their phone daily

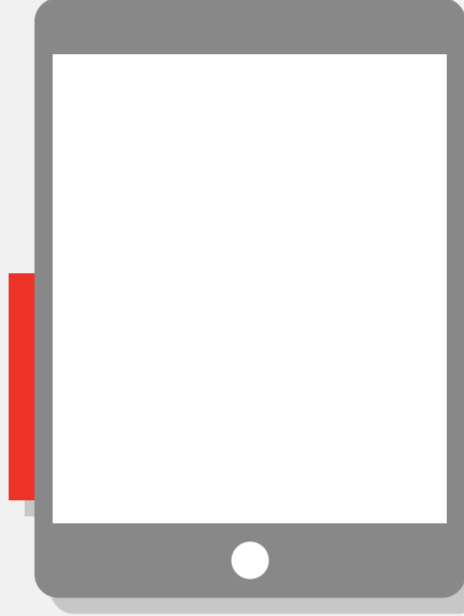
DEVICE OWNERSHIP

7% of people aged 14+ use more than one smartphone



18.6M
Mobiles

VS

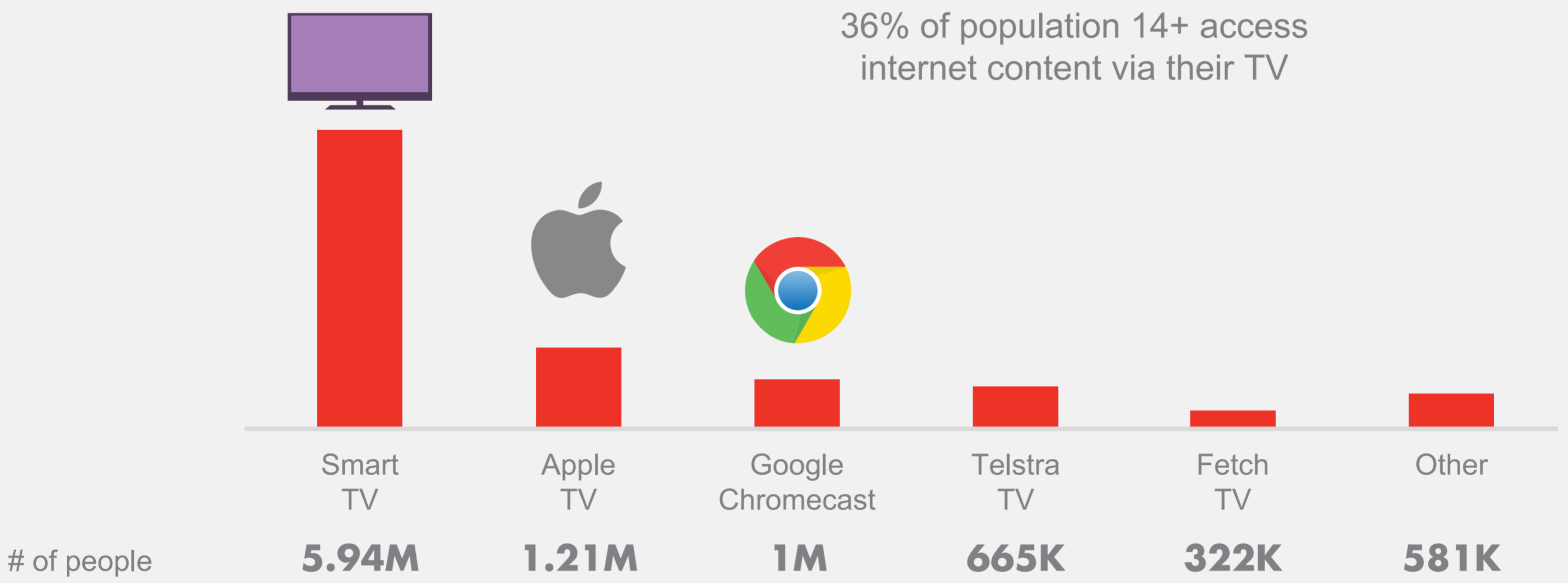


11.9M
Tablets

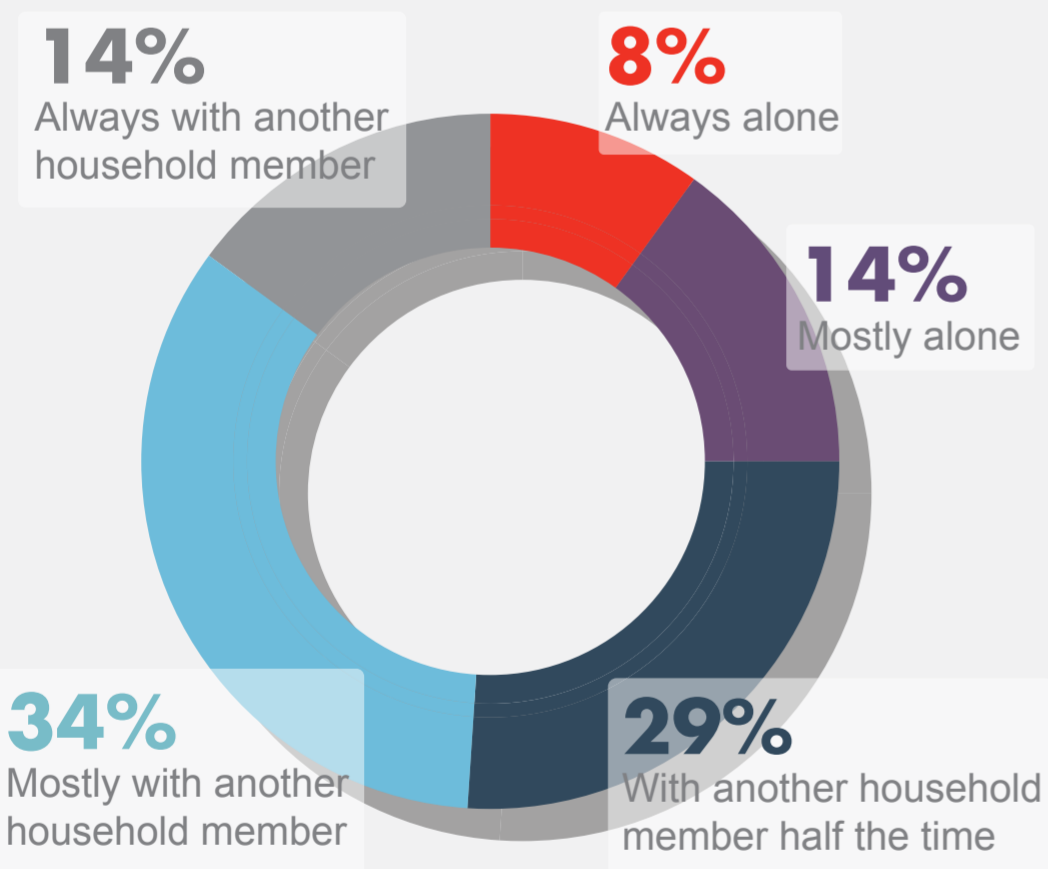
Tablet ownership has decreased slightly to 54% of people 14+

CONNECTED TV TRENDS

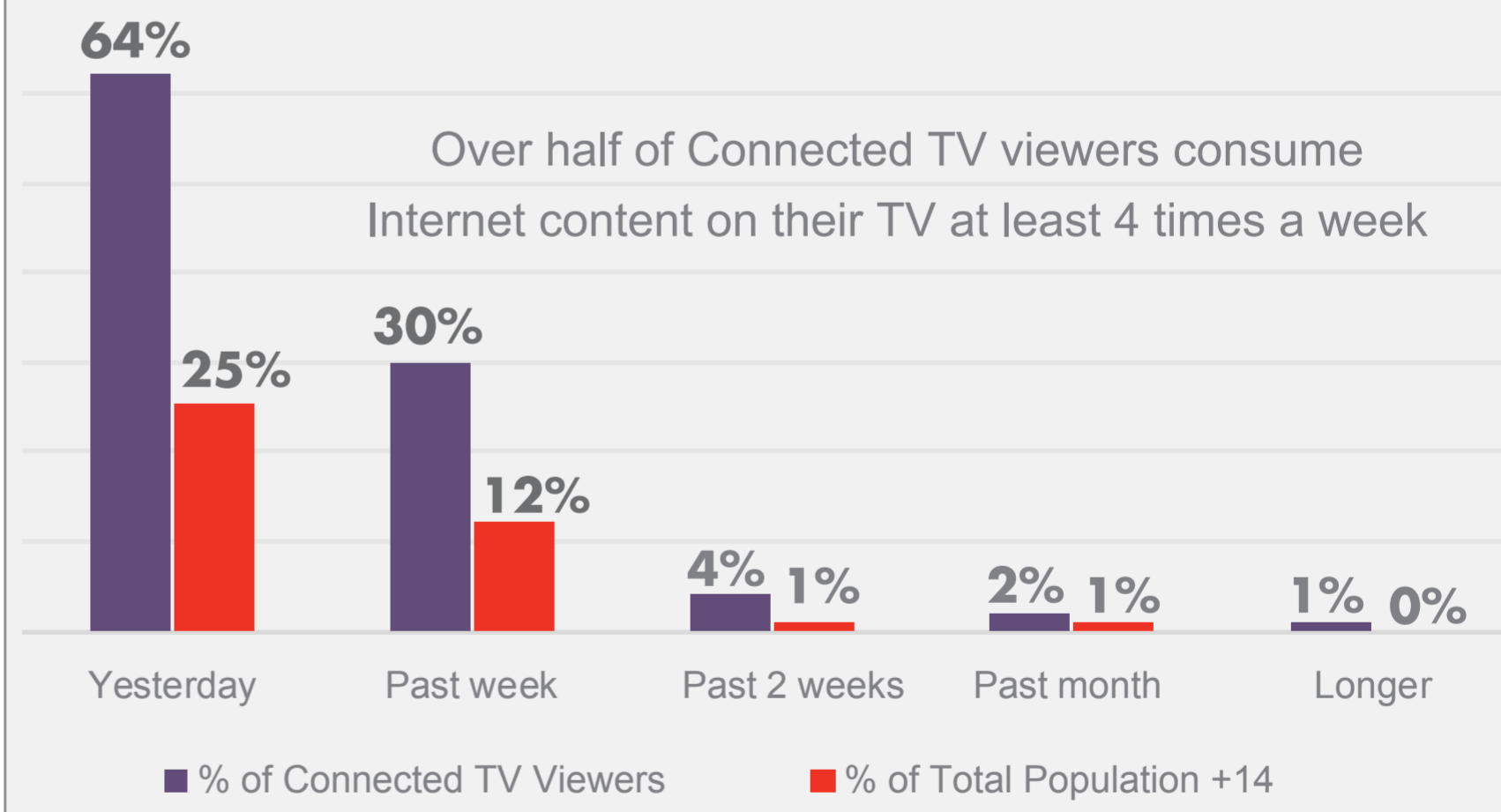
36% of population 14+ access internet content via their TV



HOW IS INTERNET CONTENT VIEWED ON TV?



HOW OFTEN DO VIEWERS CONSUME INTERNET CONTENT ON TV?



OS TRENDS

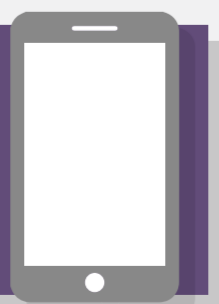
10.2M
iOS Mobiles



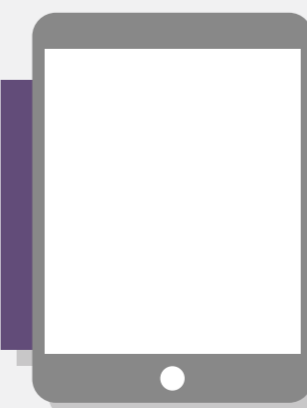
iOS

7.8M
iOS Tablets

Smartphone OS share steady for 3 years



20% of People 14+ use iPad daily, 7% use Android tablet daily



8.2M
Android Mobiles



Android

3.3M
Android Tablets